

DOUBLE UP FOOD BUCKS PROGRAM TRANSITIONS OCT. 1 TO ONLINE PROCESSING VIA PLASTIC ACCOUNT CARDS

Scannable DUFB cards now available for pick up at the Co-op

Note: Double Up Food Bucks (DUFB) allows Supplemental Nutrition Assistance Program (SNAP) recipients to earn a maximum of \$10 DUFB on purchases of fresh fruits and vegetables per shopping trip. As of Thursday, Sept. 21 Oneota Co-op has distributed 3,102 DUFB thus far in 2023; we have redeemed \$3,559. Learn more about this food equity initiative from Oneota Co-op Finance & Human Resources Manager Niki Sanness here: http://oneotacoop.com/wp-content/uploads/2022-Annual-Report_WEB.pdf.

The DUFB program is undergoing a statewide transition. The paper coupons we previously issued and redeemed for our SNAP shoppers will soon be handled via plastic DUFB account cards. There are multiple factors involved in this transition; this is the information Oneota Co-op knows at this point in time:

The Summer 2023 DUFB coupons expire Saturday, Sept. 30. Beginning October 1, SNAP shoppers will instead receive and redeem DUFBs with a plastic, scannable card leading to their own, online DUFB account. These scannable cards are now available for pick up at the Co-op.

SNAP shoppers may activate their online DUFB account by visiting <https://mydoubleup.com/#/>. This information is visible on the back of a new plastic DUFB Loyalty Card (the program's branded terminology). Our DUFB recipients will then use these cards at purchase, with DUFBs either being added and/or redeemed digitally. Shoppers will be able to log in to their online accounts as desired to check their DUFB balance and usage. Users may opt to receive updates and information about the program via its newsletter here: <https://www.iowahealthieststate.com/dufb-newsletter>. The DUFB website is here: <https://www.iowahealthieststate.com/double-up-food-bucks>.

We also will have the capacity to assist a shopper with registering their online DUFB account at the Co-op. Those without (or with inconsistent) internet access or desiring digital assistance are invited to speak with a cashier.

There is much still being facilitated on the statewide level regarding this transition. We will continue to communicate as we receive updated information. Oneota Co-op values its SNAP shoppers. The DUFB program is one that ties closely to our Organizational Ends. It is rewarding to be a part of this program that directly addresses food insecurity and equity. We are working to make this transition as smooth as possible for impacted shoppers.

ONLINE SIGN-UP FOR DOUBLE UP FOOD BUCKS (DUFB) ACCOUNTS NOW OPEN!



Create an account at MyDoubleUp.com (or scan QR Code)
Shoppers also may sign up at the Co-op. Users will be able to check DUFB balances & usage online.



SIGN UP

Oneota Co-op will share further information as this statewide transition occurs.

Learn more at <https://www.iowahealthieststate.com/double-up-food-bucks>



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