Double Up Houston!

A Win for Families, Farmers, Local Economies.

Partners in Houston will unify and scale up successful healthy food incentive programs into a strong, region-wide effort that will serve more low-income families and farmers.

Why here. Over 800,000 people in our region rely on federal food assistance. Incentive programs like Double Up make it easier for low-income Americans to eat fresh fruits and vegetables while supporting family farmers and growing local economies. There is great potential to expand health and reduce food insecurity.

Why now. One year after Harvey, recovery alludes small, local farms and food insecure families harmed by the disaster. With 12 markets and farm stands now accepting SNAP and another 7 seeking to accept SNAP benefits, there is a unique opportunity to pilot Double Up in our region to aid low-income families in accessing fresh, healthy foods; stimulating community markets; and increasing income for local family farms and businesses. Current partners include:

- **Urban Harvest**: operates the largest direct producer farmers market in the region, with over 45 local farms and an average 51 vendors weekly.
- **Houston Food Bank**: enrolls the largest number of SNAP recipients in its 18 county region, and provides nutrition education.
- **Houston Health Department**: operates 6 markets accepting SNAP; provides technical assistance for markets seeking to accept SNAP.
- **Texas Hunger Initiative**: empowers Houston-area residents to gain equal access to healthy foods.
- **Fair Food Network**: provides technical assistance and training to market operators nationwide to run Double Up incentives and SNAP programs.

Our plan. Lead partners will work together to implement and promote Double Up Food Bucks incentives at an expanded number of sites, building upon existing momentum, expertise and interest from new communities, and providing a simplified experience for SNAP families and recipients. Partners will share branding, create efficiencies and grow the impact across the Houston area.

Our impact. We anticipate serving 2,000 food insecure families at 19 farmers markets and farm stands, 16 of which are located in Harvey-impacted neighborhoods. We anticipate 49 participating farms to increase sales by 30%.

The time is now. Double Up Houston will bring both increased affordability of healthy foods and local economic development to the Houston area. Please contact Libby Kennedy at libby@urbanharvest.org / 832-742-8576.