

KENTUCKY  
**DOUBLE  
DOLLARS**



Kentucky's Proven  
Health Solution



Since 1985, Community Farm Alliance (CFA) has been working to keep Kentucky farmers where they belong—on the land and feeding their communities. We’ve done this in myriad ways, from grassroots organizing to shaping public policy to implementing effective programs and strategies on the ground. Kentucky Double Dollars (KDD) is CFA’s flagship program that shows how public-private partnerships can create meaningful change for those that need it most. This robust nutrition incentive program reaches Kentuckians where they live, shop, and eat to create a healthier future for the Commonwealth. The program’s triple bottom line is a win/win/win for the health of Kentuckians, our family farm businesses, and Kentucky’s economy.

The program provides eligible shoppers with a \$1-for-\$1 match of federal nutrition benefits at our participating outlets, including retail stores, farmers markets, and farmstands. These match funds can only be used to purchase healthy, minimally-processed Kentucky-grown food products—including fresh fruits and vegetables, as well as healthy proteins and dairy products. By connecting low-income Kentuckians with locally-grown, nutrient-dense foods, Kentucky Double Dollars contributes positively to preventative health outcomes while reducing long-term healthcare costs.

Kentucky Double Dollars keeps Kentuckians healthy by:

1. Increasing access to high-quality, locally produced, nutrient-dense foods
2. Reducing food insecurity
3. Supporting preventative care and chronic disease prevention
4. Strengthening rural economies and food systems

This document lays out our **effective, scalable, and essential work** and how you can partner with us to strengthen Kentucky communities.



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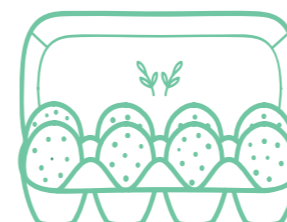
# KDD Programs

## SNAP FRUIT AND VEGETABLE



- ~Valid at participating farmers markets
- ~Matches amount that SNAP customers spend at the market up to \$12 per day
- ~Valid for Kentucky-grown fresh fruits and vegetables, edible herbs, and plant starts

## SNAP MEAT, EGGS, AND DAIRY



- ~Valid at participating farmers markets
- ~Matches amount that SNAP customers spend at the market up to \$8 per day
- ~Valid for Kentucky-raised meat, eggs, and dairy

## RETAIL



- ~Valid at participating retail stores
- ~Matches the amount that SNAP customers spend at the store
- ~First \$10 in daily match valid for Kentucky-grown fresh fruits and vegetables, edible herbs, and plant starts
- ~Additional \$10 in daily match for Kentucky-raised meat, eggs, and dairy at select stores

## WIC & SENIORS FARMERS MARKET NUTRITION PROGRAM



- ~Up to \$50 per person per market season
- ~Valid at participating farmers markets
- ~Given to participants in WIC and Seniors Farmers Market Nutrition Program
- ~Valid for Kentucky-grown fresh fruits and vegetables, and edible herbs

# KDD's Health Impacts

Unfortunately, the food systems of Kentucky are failing to meet the needs of our communities. Hunger remains widespread, with over 750,000 food insecure residents.<sup>1</sup> Programs like KDD can help fill this gap while improving the health of participants as reflected in the analysis of our multiyear research in partnership with the University of Kentucky.

A diet rich in varied vegetables and fruits has significant health impacts, including reduced blood pressure, risk of heart disease, lower risk of cancer, and more.<sup>2</sup> KDD helps participants get more of these important foods into their diet, creating long term health change. By increasing consumption of nutrient-dense foods, KDD supports preventative care strategies that can reduce long-term healthcare costs associated with chronic conditions such as diabetes and heart disease—major drivers of Kentucky's healthcare spending.

UK's research<sup>3</sup> found:

- 91% report less consumption of process foods
- 89% report greater awareness of food sources and farming
- 82% report better digestive health
- 81% report increased physical activity
- 80% report greater nutritional awareness
- 74% report better food preparation skills
- 64% report weight loss

*I am 72, on a fixed income, and not able to garden anymore. The Double Dollars program and the Fresh Stop Market have helped me to be able to have fresh vegetables this summer.*

*~ Elsie J., North Fork  
Fresh Stop Market  
Customer*



# Our Solution at Work

## Kentucky Double Dollars in Practice

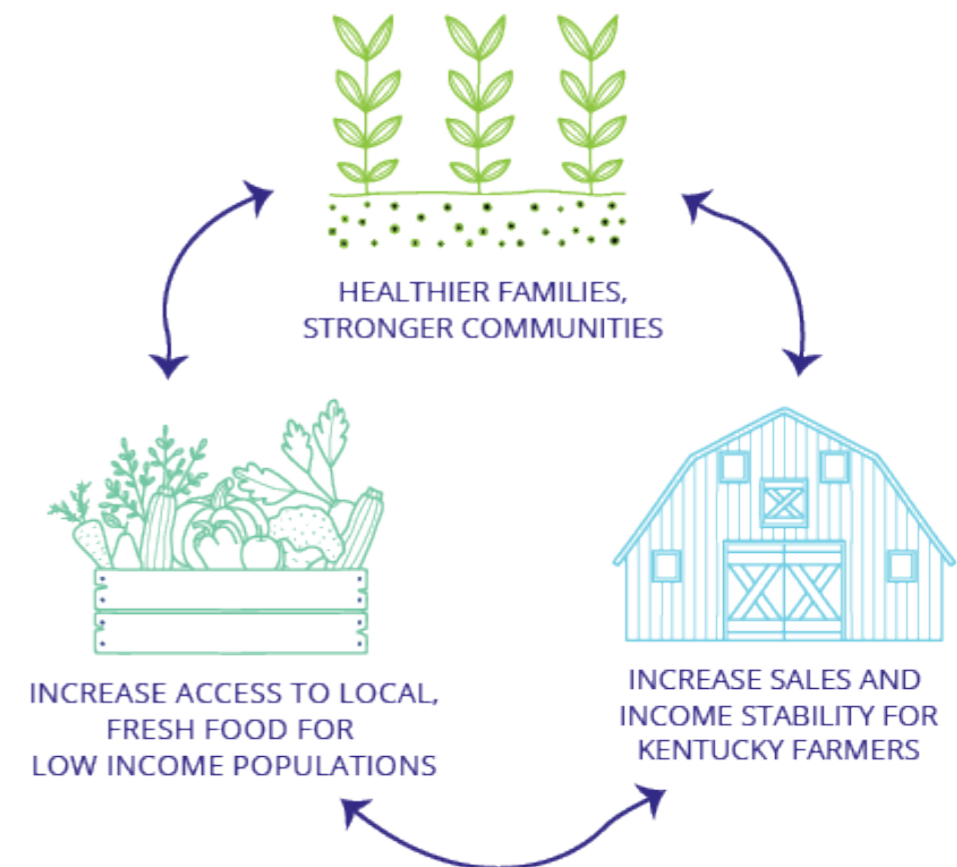
Kentucky Double Dollars provides financial incentives to participants in the following programs:

- **SNAP (SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM)**
- **WIC FMNP (WOMEN, INFANTS, & CHILDREN FARMERS MARKET NUTRITION PROGRAM)**
- **SFMNP (SENIORS FARMERS' MARKET NUTRITION PROGRAMS)**

Incentives can be used to obtain fresh, Kentucky-grown food at the following sites, where participating:

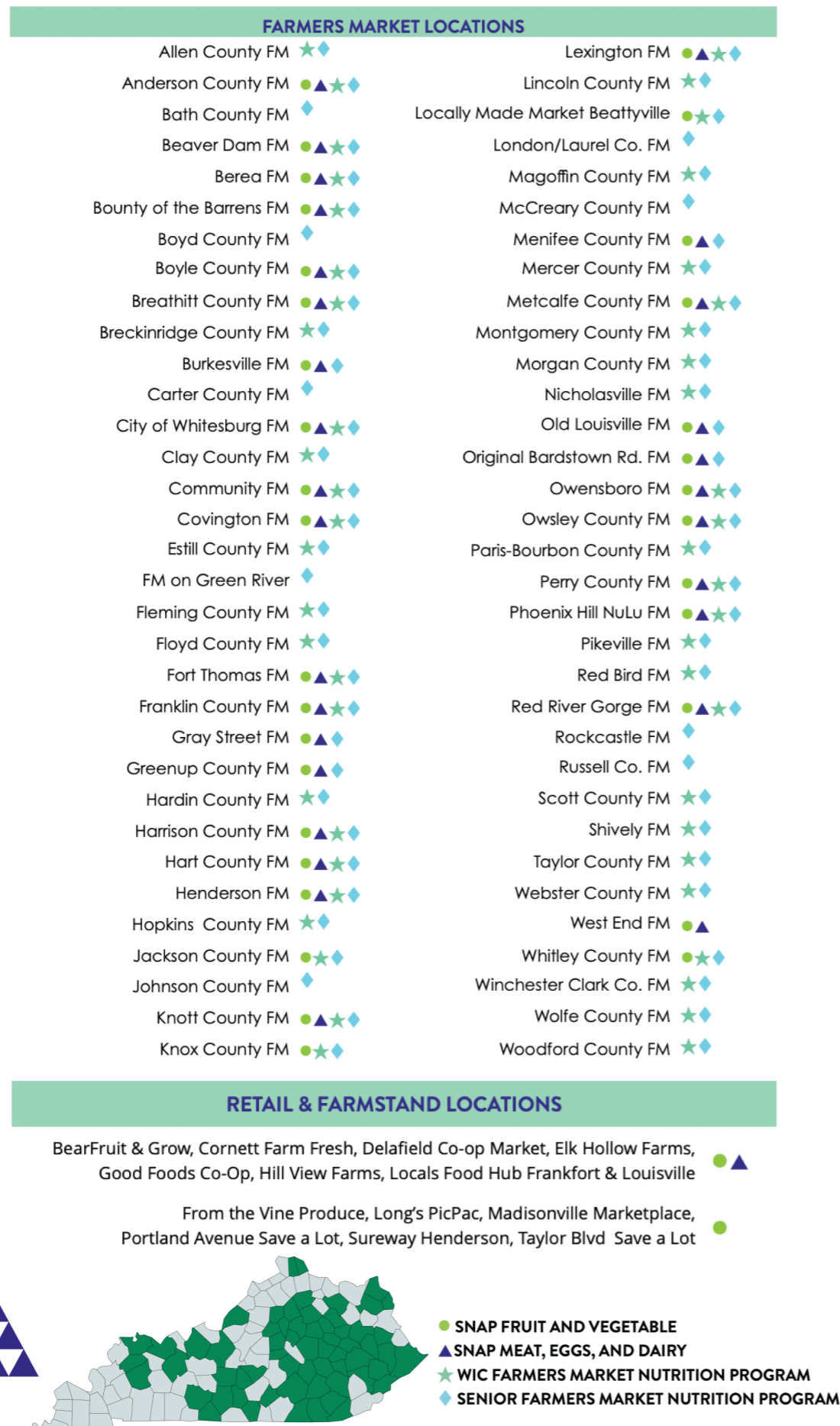
- **FARMERS MARKETS**
- **FARM STANDS**
- **RETAIL STORES**

The end result is healthier food for Kentucky families, additional income for Kentucky farmers, and stronger local food systems wherever the program is implemented.



*The vouchers are such a blessing for the seniors and us. They are so thankful and excited to get vegetables. A lot of them are raising grandchildren with no help.*

*~Laurel County farmer*



## Kentucky's Nutrition & Health Crisis

Kentucky Double Dollars addresses a critical and growing crisis: food insecurity and poor nutrition across the Commonwealth.

- In 2023, Kentucky ranked seventh nationally for projected overall food insecurity, with a rate of 16.6%.<sup>4</sup>
- Nearly 13% of Kentucky's population relies on SNAP benefits,<sup>5</sup> yet only 5.6% of adults meet the recommended daily vegetable intake.<sup>6</sup>
- Chronic health issues reflect these gaps: 13.7% of Kentuckians have been diagnosed with diabetes,<sup>7</sup> and an estimated 150,000 more remain undiagnosed.<sup>8</sup>
- Over 71% of young adults in Kentucky aged 17 to 24 are ineligible for military service<sup>9</sup> —largely due to obesity and malnutrition, underscoring the far-reaching implications of poor nutrition access.

KDD is a smart, targeted response to these challenges with a proven track record of success in addressing food insecurity and malnutrition.



*Between the ice storm and the flooding, I had a bad year and lost a lot of food. I am so thankful to get these vouchers and the double dollars to be able to put some food back for the winter.*

*~Magoffin County KDD participant*



*Without support of KDD this season might have been the last for the market. We had a stellar opening month and the customers just disappeared. Some vendors just quit coming as it was not worth it. Until vouchers and KDD started the market was just scraping by. KDD saved the season for more than one of my farmers.*  
~Clay County FM

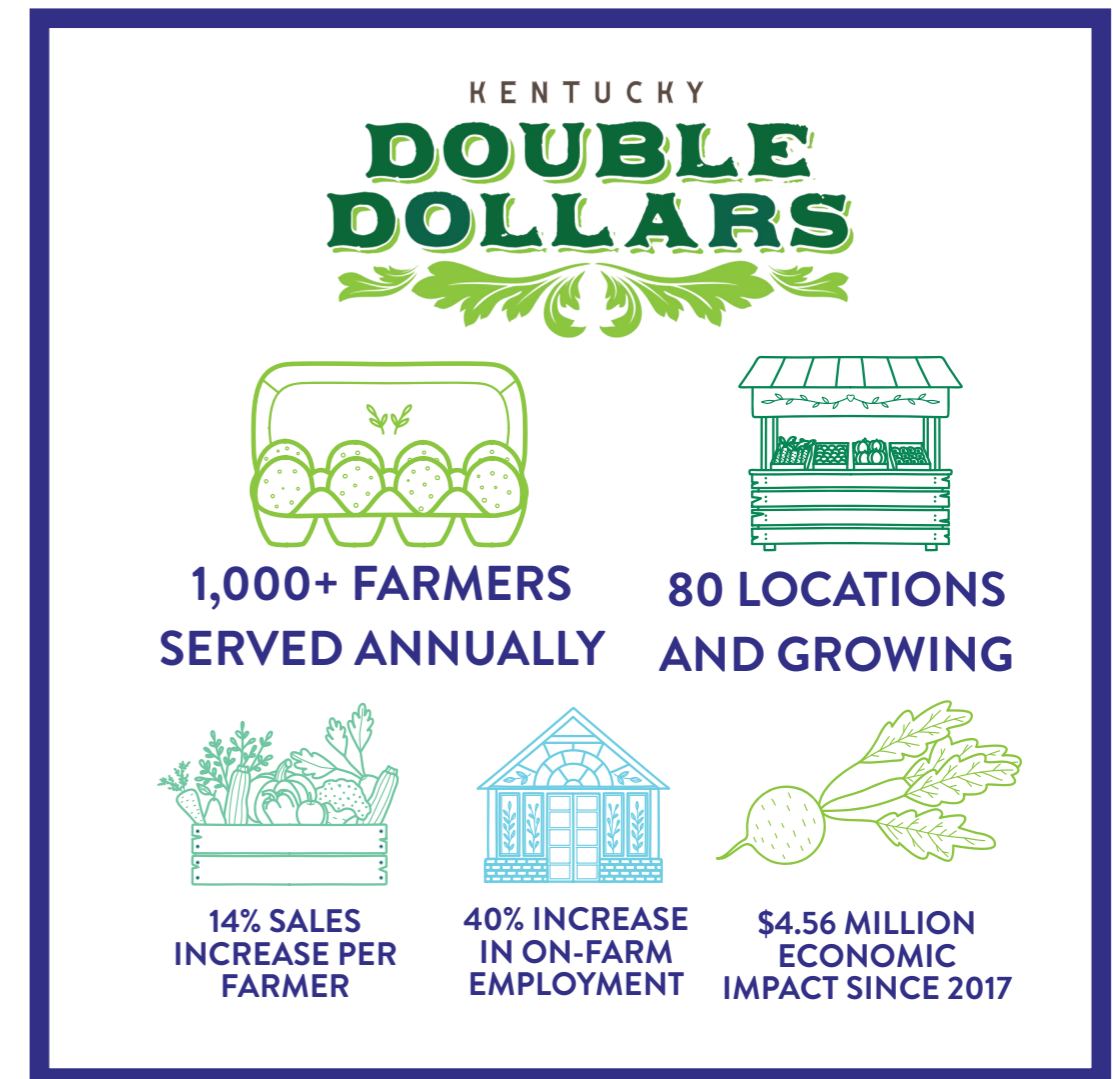
## Economic Impact

Every dollar redeemed through our program has an even bigger impact on Kentucky's economy. Because of the program's emphasis on Kentucky-grown products, dollars stay in the local economy and circulate further—strengthening local communities for all.

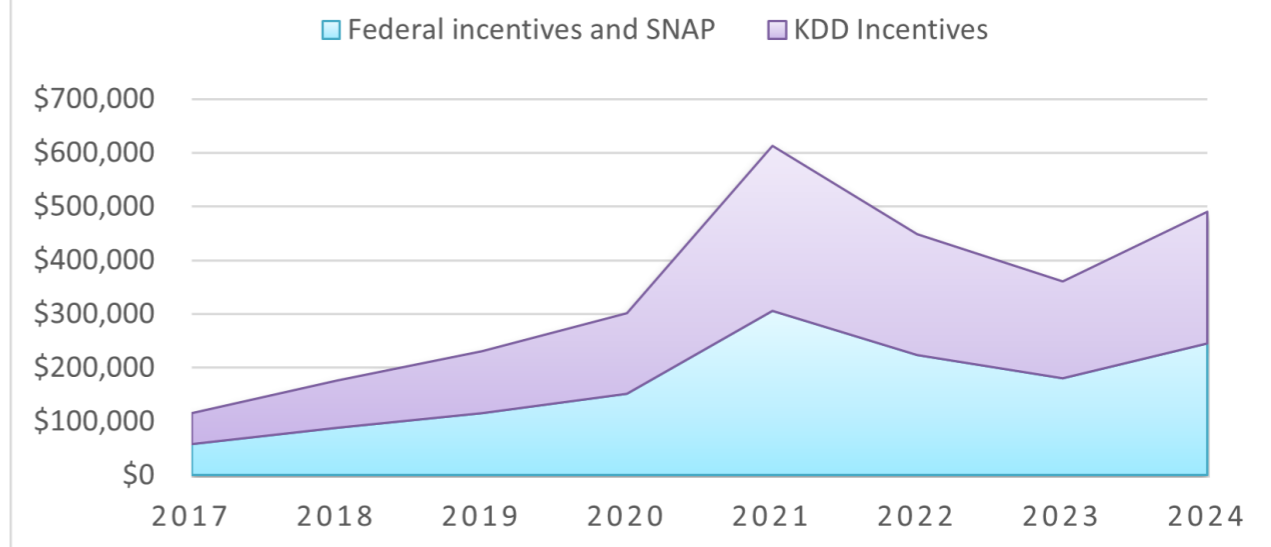
If all farmers markets participated in the KDD program, the total estimated annual economic impact would be \$1.7 million.<sup>1</sup>

Farmers report a 14% sales increase when participating in Kentucky Double Dollars. 50% of farmers increased the number and type of products offered at market because of the program. 40% of farmers increased employment due to the KDD program.<sup>10</sup>

Read more about our impact here:  
<https://kentuckydoubledollars.org/impact/>



## DIRECT FARM SALES FROM NUTRITION INCENTIVES





## Current Funding & Resources

The two primary funding sources of the Kentucky Double Dollars program are the Kentucky Agricultural Development Fund and a Gus Schumaker Nutrition Incentive Program (GUSNIP) funding from the United States Department of Agricultural. These funding sources must be renewed every 2 to 3 years. Currently, new applications for GUSNIP funds are on hold at the USDA, putting the program in a precarious position for future years. Community Farm Alliance also leverages private foundation funding to expand the program's reach and impact.

Additionally, CFA has spent years developing strong community partnerships and specialized expertise in implementing and promoting nutrition incentive programs. Our work goes far beyond simply issuing incentives—it involves helping farmers markets establish sound business practices, connecting retailers with Kentucky farmers, and engaging community partners who serve low-income customers. CFA's staff brings extensive experience working with farmers markets, independent retailers, and farmers to ensure the program operates effectively and delivers meaningful impact.

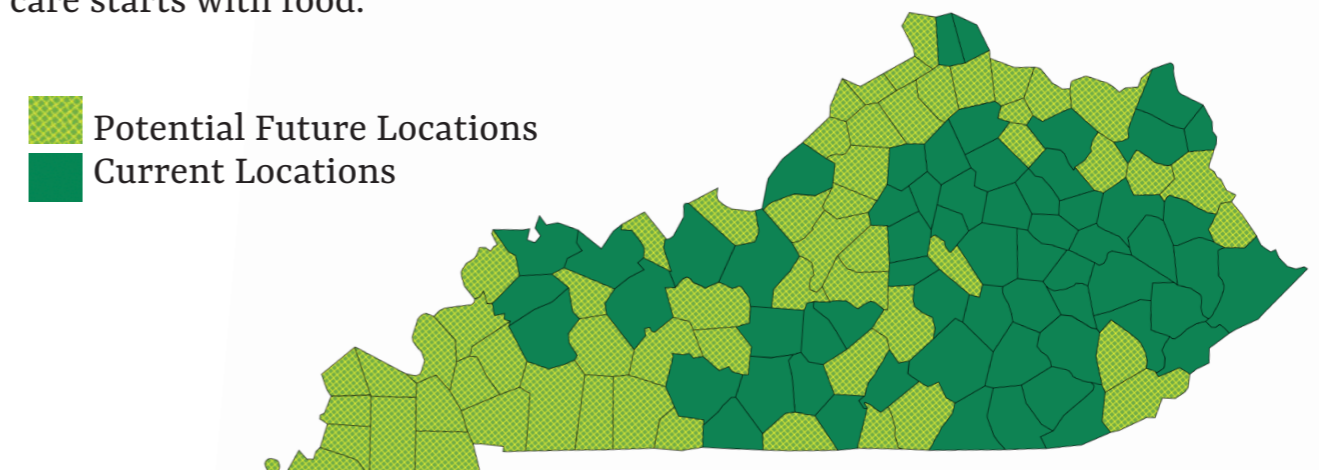
## Room for Growth

For healthy food access programs like ours, sustainability is an ongoing challenge. CFA has been successful in merging private funding with federal and state dollars to keep the program operational—but those funds are always at risk and leave us with room for growth. While we were able to award close to half a million dollars in 2025, other states, such as Michigan,<sup>11</sup> allot millions of dollars annually to similar initiatives. Comparable growth in the Bluegrass state would yield an outsized impact on Kentucky farmers and families.

KDD is well-positioned for significant and measurable expansion. Currently, the program operates at select farmers markets, farmstands, and retail outlets across the state. However, many rural and underserved communities still lack access to participating locations or adequate program support. With increased state investment, KDD could expand into more counties, particularly those with high food insecurity and limited healthy food retail options. This would allow more Kentuckians to access fresh produce while directly supporting local agricultural economies and independent businesses—the backbone of our state's economy.

Scaling KDD would also generate strong returns on investment. Research shows that every dollar spent on nutrition incentive programs like KDD circulates through the local economy, benefiting farmers, food hubs, and rural businesses. With expanded investment, Kentucky could see a transformative impact on both health outcomes and farm viability. By aligning this growth with public health initiatives and food systems planning, KDD could serve as a model for how targeted funding can address hunger, support small farms, and improve community health.

By increasing access to fresh foods, the program directly supports healthier eating habits among low-income households, many of whom face elevated risks for diet-related conditions like obesity, diabetes, and hypertension. Research consistently shows that nutrition incentive programs lead to increased fruit and vegetable consumption, which contributes to better weight management, blood sugar control, and overall wellness. A broader reach for KDD means a healthier Kentucky where communities thrive and preventive care starts with food.



## Endnotes

- 1 Feeding America. (2025, May). Map the Meal Gap 2025.
- 2 Vegetables and fruits. The Nutrition Source. Harvard T. H. Chan School of Public Health. (2021, March 3). <https://www.hsph.harvard.edu/nutritionsource/what-should-you-eat/vegetables-and-fruits/>
- 3 Rossi, J. (2022). (rep.). CEDIK Report for the Kentucky Double Dollars Program 2020-2022 (pp. 1–11). Berea, KY: Community Farm Alliance. <https://kentuckydoubledollars.org/wp-content/uploads/2022/12/KDD-2020-2022-Program-Report.pdf>
- 4 Feeding America. (2025, May). Map the Meal Gap 2025.
- 5 Tracking SNAP in Kentucky. (2025). Kentucky Center for Economic Policy
- 6 Adults Meeting Fruit and Vegetable Intake Recommendations, CDC 2018
- 7 Kentucky Public Health 2020 Diabetes Fact Sheet
- 8 Centers for Disease Control and Prevention National Diabetes Statistic Report 2020
- 9 Council for a Strong America. (2017, March). Citizen-Readiness Index: Kentucky.
- 10 Rossi, J. (2022). (rep.). CEDIK Report for the Kentucky Double Dollars Program 2020-2022 (pp. 1–11). Berea, KY: Community Farm Alliance. <https://kentuckydoubledollars.org/wp-content/uploads/2022/12/KDD-2020-2022-Program-Report.pdf>
- 11 Fair Food Network. (2025, April). Double Up Food Bucks: 2024 Michigan Overview.

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