



Double Up Bucks Program a Win/Win/Win for Farmers and Those in Need



FOOD BANK OF
NORTH ALABAMA

Dear Salutation,

It's summer in North Alabama! The days are long, and cook-outs and pool parties are abundant. A timeless reminder of summer's arrival for Southerners is a juicy tomato sandwich. And with overflowing backyard gardens and bountiful farmer's markets this time of year, anybody who wants a flavorful, locally grown tomato just has to pluck it from the vine or off the shelf, right?

But for many, produce, especially locally grown, can seem like a luxury item. Consider this: the average cost of a tomato is between \$3 and \$4 per pound. You can buy a double cheeseburger for \$1.59. If you are on a very limited income and your family is hungry, which one would you choose?

In an effort to ensure local produce is an option for our lower-income neighbors, the Food Bank of North Alabama, in collaboration with the Fair Food Network, works with three farmer's markets in the Huntsville area to administer the Double Up Bucks Program. Double Up Bucks, which is funded through grants, matches the value of SNAP, formerly known as food stamps, spent on fruits and vegetables. Thus, \$20 of SNAP funds is matched with an additional \$20 towards locally grown produce at the farmer's markets. **We consider this a win-win-win; a win for families trying to eat healthy on a limited budget, a win for our local farmers, and a win for our local economy.**

This fresh food is a terrific source of vitamins and an alternative to processed foods; and to a child whose parents can't afford fresh fruit, a peach is magnificent! A salad made with fresh vegetables for a senior existing on canned goods is a miracle! Through your generosity today you can help provide fresh, nutritious food to neighbors facing hunger. Your gift will feed people today and ensure a healthy tomorrow for our community. And your gift does so much. Every \$10 you donate helps provide nearly 50 meals. **I hope we can count on your continuing support.**

Every day, the Food Bank stays committed to feeding more neighbors in need and ending hunger in North Alabama, and it is working harder to ensure food gets efficiently to those who need it most. Thank you for all you do to fight hunger in our community.

All my best,

Shirley Schofield
Executive Director