

eDUFEB Pilot 2023

In response to stakeholder feedback and national trends in Nutrition Incentives we digitized the Double Up Food Bucks scrip at one farmers market location

GOAL

Digitize scrip to prepare for SNAP modernization, reduce admin burden, and ease use of benefits at farmers markets

FUNDING

Oregon Department of Human Services

MARKET PARTNER

Come Thru Market: A Market Centering Black & Indigenous Farmers & Makers

1st and 3rd Mondays • May - October • 3-7 pm • Portland, OR

- Of 70+ DUFEB markets, 12 showed interest and 11 declined to participate due to size (too large), Board interest, and wanting technology to be further tested
- Come Thru Market had been unsuccessful in implementing digital currency in 2021 and wanted to see this work continue
- Market manager is passionate about farmers becoming SNAP authorized and eliminating admin barriers to Double Up participation for low capacity & rural markets
- Farmers vending at Come Thru are in a training program that already requires work outside vending

RESULTS

1. Delays

After delays due to readiness we launched eDUFEB at Come Thru Market in July 2023.



CENTRAL MODEL

\$1 for \$1

up to \$20 per market per day

Earn on SNAP → Spend on FV

TECH SOLUTION

Novo Dia Group's TIMS
(TotiPay Go Integrated Management System)

TIMELINE

Funding
2021-2023

Jan 2023:
Come Thru
Market is IN!

June:
Contract with
NDG signed

Aug 21:
4 of 7 farmers
accepting
eDUFEB

Fall 2022:
Program Coord. hired

May 1:
Anticipated pilot
start

July:
Actual pilot start

Oct 15:
Season Ends

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Results continued

2. Hybrid system

We intended to eliminate physical Double Up currency (SNAP tokens may not be digitized), but due to delays and tech obstacles operated a hybrid system with physical Double Up scrip being issued, plus the option for recipients to opt-in to eDUFb.

3. Authorization & Usage

Of seven farmers at Come Thru Market:

Two farmers were not able to accept eDUFb—due in large part to a language barrier and distrust/unfamiliarity of digital payment platforms.

Five farmers participated, three utilized incentive-only eDUFb technology and two became FNS authorized.

4. Enrollment

We enrolled 23 eDUFb recipients. 22 completed at least one eDUFb transaction. 59% of participants used a physical eDUFb card (with unique QRC) vs. the myMarketLink mobile app. 100% of end of season survey respondents that used the physical eDUFb card, reported owning a smartphone, but preferring a physical card.

5. Redemption

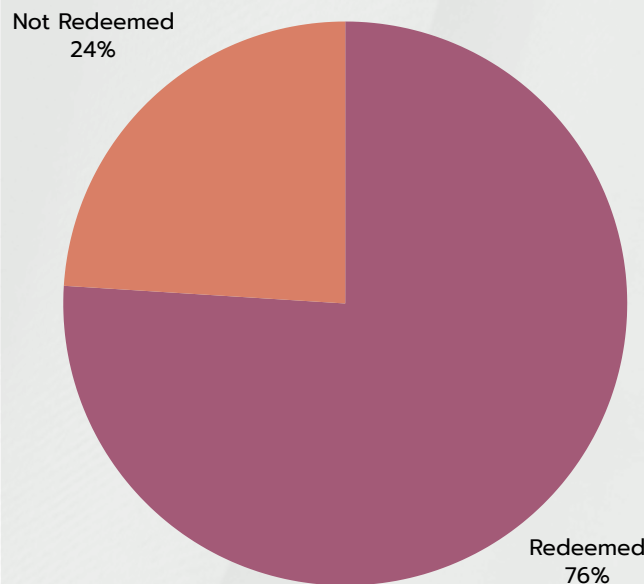
Five farmers completed 30 eDUFb transactions totalling \$411 (76% of eDUFb issued). This is significantly lower than the current Double Up Oregon scrip, which had a redemption rate of 94% in 2023.

REDEMPTION AT A GLANCE

eDUFb Issued: \$541

Redeemed: \$411

Not Redeemed: \$130



CONCLUSION

What would successful implementation require?

- Live tech customer support
- Full time and on-site FMF staff
- Tech built and tested for at-market implementation
 - Streamlined enrollment
 - Market/balance reminders
 - Kiosk to check QRC balance
- Program specific reference and training materials

LOOKING FORWARD

- Stigma will only be reduced with shortened transaction time, eDUFb added friction, especially hybrid roll-out
- Technical assistance for markets and farmers is essential
- In recent years, modernization efforts have shifted to a farmer operated model
 - Tokenless incentive models
 - EBT Integration
- Advocacy work is needed to address barriers to SNAP authorization for farmers and other market vendors
- **FMF will not continue the eDUFb pilot. We will shift capacity to alternative modernization efforts**



FARMERS MARKET FUND

farmersmarketfund.org