



DA BUX DOUBLE UP FOOD BUCKS MAUI COUNTY FACT SHEET

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Who does DA BUX help in Maui County?



17,065 Low-income Residents

Maui County SNAP population eligible for DA BUX as of Aug 2023



99 Local Farms

Preliminary count for 2022 collected from food hubs only¹



4 Food Hubs

Includes Hana Farmers Market, Maui Hub, Oko'a Farms and Sustainable Molokai



6 Grocery Stores

Includes Times Supermarkets, Friendly Market Center, and select Foodlands



Food. Family. Friends & Aloha.



In 2023, a projected 21,000 DA BUX transactions were issued, totaling \$464,000 in discounts, which translates to \$928,000 in local produce purchases by low-income SNAP shoppers in Maui County.

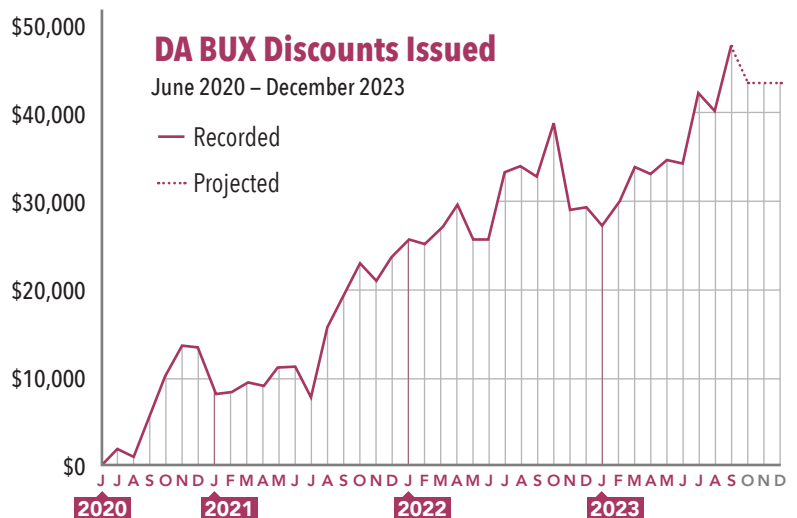
21,000
DA BUX Transactions

\$464,000
DA BUX Discounts Issued

\$928,000
Local Produce Purchases Using DA BUX

WHAT IS DA BUX?

“DA BUX Double Up Food Bucks” (also known as “DA BUX”) is a statewide nutrition incentive program that partners with grocery stores and food hubs to offer 50% discounts on Hawai'i grown fruits and vegetables to low-income shoppers paying with federal food benefits from the Supplemental Nutrition Assistance Program (SNAP), formerly known as “food stamps.”

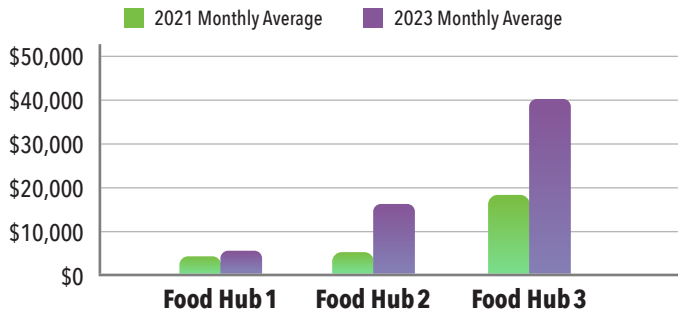


¹Given the highly sensitive nature of supplier data within the grocery industry, the farm producer count only reflects vendor data collected from participating food hubs.

How does DA BUX impact Maui County's food industry?

Out of 4 participating food hubs in Maui County, 3 food hubs reported increases in local produce sales to SNAP shoppers. In 2023, these food hubs are projected to increase local produce sales to SNAP shoppers by an average of 114%.

Local Produce Sales to SNAP Shoppers at Food Hubs

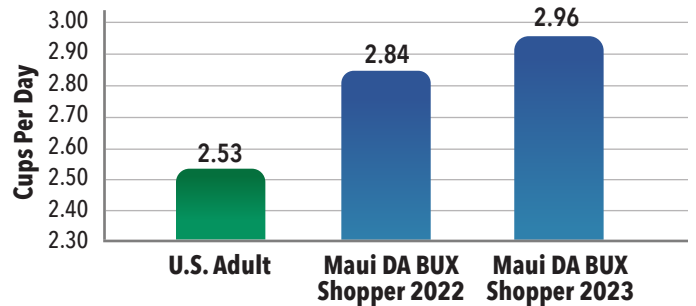


Maui resident Maha Rafiq receives a 50% off DA BUX discount for her purchases of Hawai'i grown fruits and vegetables at Oko'a Farms, a food hub located in Upcountry Maui.

How does DA BUX impact health outcomes for Maui County residents?

In 2023, Maui County DA BUX participants reported consuming an average of **2.96 cups of fruits and vegetables per day**,² which is greater than the consumption level of the average U.S. adult of 2.53 cups of fruits and vegetables per day.³ This outcome is consistent with the national findings of the Gretchen Swanson Center for Nutrition, reporting higher fruit and vegetable consumption among participants of nutrition incentives than the average U.S. adult.⁴

Avg. Daily Fruit & Vegetable Consumption



²Surveys included a 10-question Dietary Screener Questionnaire (DSQ) developed by the National Cancer Institute evaluating fruit and vegetable intake. A total of 25 Maui County DA BUX participants returned surveys with completed DSQ modules in 2023, and 51 participants in 2022.

³Lee Seung Hee, et al. "Adults Meeting Fruit and Vegetable Intake Recommendations", January 7, 2022.

https://www.cdc.gov/mmwr/volumes/71/wr/mm7101a1.htm?s_cid=mm7101a1_w

⁴Gretchen Swanson Center for Nutrition. "Gus Schumacher Nutrition Incentive Program: Year 3 Impact Findings", 2023.

<https://nutritionincentivehub.org/gusnip-ntae-y3-impact-findings>

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