



DA BUX DOUBLE UP FOOD BUCKS HAWAI'I COUNTY FACT SHEET

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Who does DA BUX help in Hawai'i County?



39,979 Low-income Residents

Hawai'i County SNAP population eligible for DA BUX as of Aug 2023



150 Local Farms

Preliminary count for 2022 collected from food hubs only¹



4 Food Hubs

Includes The Food Basket, Keauhou Farmers Market, Hawai'i 'Ulu Cooperative, Ho'ola Farms



10 Grocery Stores

Includes KTA Super Stores and Malama Markets



In 2023, a projected 70,000 DA BUX transactions were issued, totaling \$627,000 in discounts, which translates to \$1.2 million in local produce purchases by low-income SNAP shoppers in Hawai'i County.

70,000
DA BUX Transactions

\$627,000
DA BUX Discounts Issued

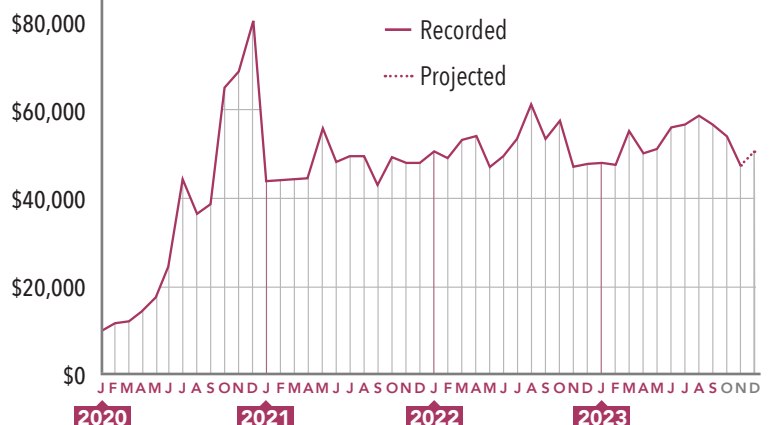
\$1.2 Million
Local Produce Purchases Using DA BUX

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."

DA BUX Discounts Issued

Jan 2020 – December 2023



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 Hawai'i County's food industry?

Keauhou Farmers Market is a shining example of how DA BUX discounts are incentivizing SNAP shoppers to buy more Hawai'i-grown fruits and vegetables. In 2023, local produce sales to SNAP shoppers at this farmers market are projected to increase by 256%.

Local Produce Sales to SNAP Shoppers at Keauhou Farmers Market

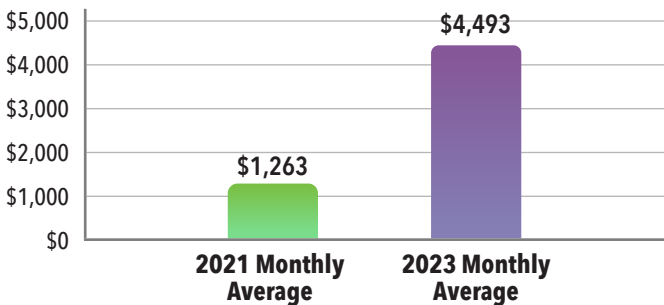


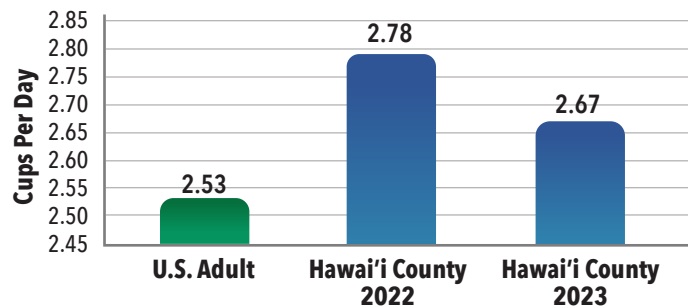
Photo by Mike Kong

Bianna and Daniel Nguyen live on the Big Island with their two children and visit Keauhou Farmers Market as often as they can. They're appreciative of the DA BUX discounts they receive at the market, which is helping their family to buy more local fruits and vegetables.

How does DA BUX impact health outcomes for Hawai'i County residents?

In 2023, Hawai'i County DA BUX participants reported consuming an average of **2.67 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 145 Hawai'i County DA BUX participants returned surveys with completed DSQ modules in 2022, and 66 participants in 2023.

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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