



# DA BUX DOUBLE UP FOOD BUCKS HONOLULU COUNTY FACT SHEET

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## Who does DA BUX help in Honolulu County?



**92,366 Low-income Residents**

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



**256 Local Farms**

Preliminary count for 2022 collected from food hubs only<sup>1</sup>



**5 Food Hubs**

Includes 'Elepaio Social Services farmers markets, Farm Link Hawai'i, Kahumana Organic Farms, Kōkua Kalihi Valley, and Lanakila Pacific Meals on Wheels



**20 Grocery Stores**

Includes Times Supermarkets, Waianae Store, Nanakuli Super, and select Foodlands



In 2023, a projected 136,000 DA BUX transactions were issued, totaling \$1.2 million in discounts, which translates to \$2.4 million in local produce purchases by low-income SNAP shoppers in Honolulu County.

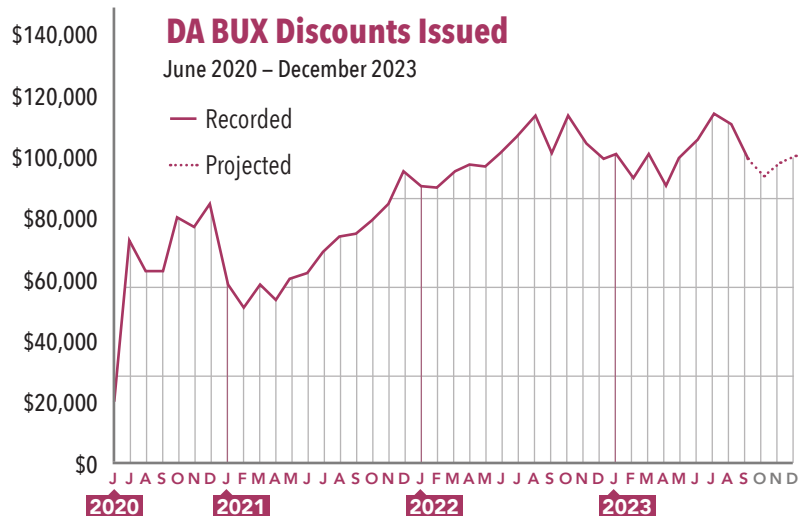
**136,000**  
DA BUX Transactions

**\$1.2 Million**  
DA BUX Discounts Issued

**\$2.4 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."



<sup>1</sup>Given 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 Honolulu County's food industry?

Out of 5 participating food hubs in Honolulu 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 297%.

**Local Produce Sales to SNAP Shoppers at Food Hubs**

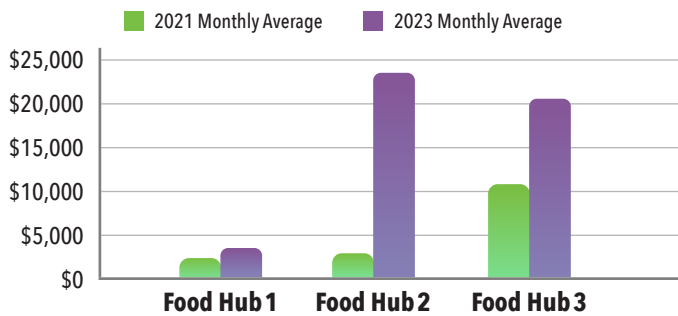


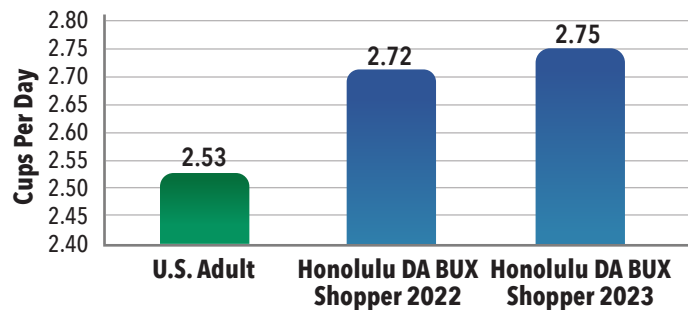
Photo by Lokai Kukahiko

Research Assistant, Allyson Ijima, shares a sampling of Hawai'i grown produce available for sale at Kōkua Kalihi Valley Comprehensive Family Services, a health center and food hub participating in the DA BUX program.

# How does DA BUX impact health outcomes for Honolulu County residents?

In 2023, Honolulu County DA BUX participants reported consuming an average of **2.75 cups of fruits and vegetables per day**,<sup>2</sup> which is greater than the consumption level of the average U.S. adult of 2.53 cups of fruits and vegetables per day.<sup>3</sup> 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.<sup>4</sup>

**Avg. Daily Fruit & Vegetable Consumption**



<sup>2</sup>Surveys included a 10-question Dietary Screener Questionnaire (DSQ) developed by the National Cancer Institute evaluating fruit and vegetable intake. A total of 234 Honolulu County DA BUX participants returned surveys with completed DSQ modules in 2022, and 97 participants in 2023.

<sup>3</sup>Lee 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](https://www.cdc.gov/mmwr/volumes/71/wr/mm7101a1.htm?s_cid=mm7101a1_w).

<sup>4</sup>Gretchen 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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