



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

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Who does DA BUX help in Kaua'i County?



8,134 Low-income Residents

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



34 Local Farms

Preliminary count for 2022 collected from food hubs only¹



2 Food Hubs

Includes Mālama Kaua'i and Hale Puna Farmers Market



7 Grocery Stores

Includes Big Save Markets, Times Supermarket and Kilauea Market + Cafe



In 2023, a projected 13,000 DA BUX transactions were issued, totaling \$110,000 in discounts, which translates to \$220,000 in local produce purchases by low-income SNAP shoppers in Kaua'i County.

13,000
DA BUX Transactions

\$110,000
DA BUX Discounts Issued

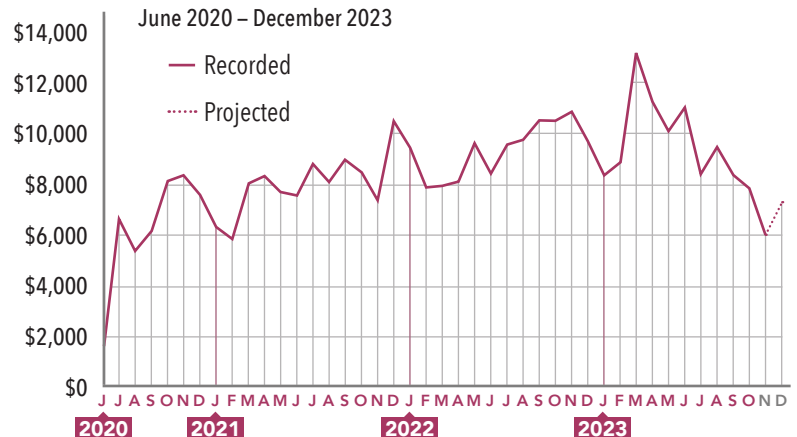
\$220,000
Local Produce Purchases Using DA BUX

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."

DA BUX Discounts Issued

June 2020 – December 2023

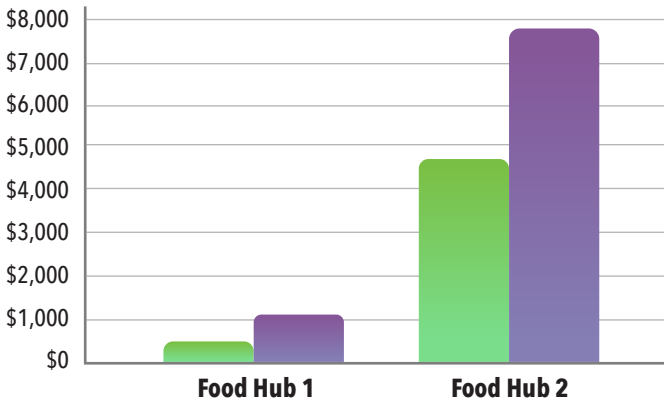


¹Given the highly sensitive nature of supplier data within the grocery industry, the farm producer count only reflects vendor data collected from participating food hubs.

How does DA BUX impact Kaua'i County's food industry?

In 2023, the two Kaua'i County food hubs participating in DA BUX are projected to increase local produce sales to SNAP shoppers by an average of 90%.

Local Produce Sales to SNAP Shoppers at Food Hubs

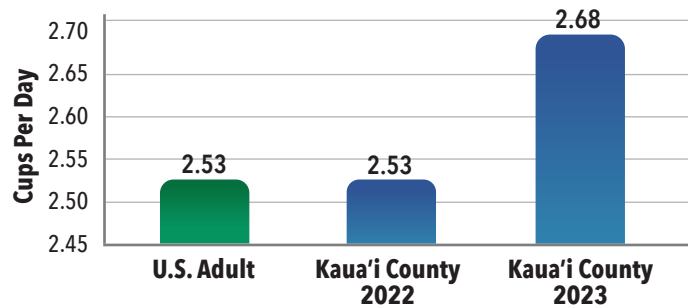


L-R: Keoni Bounos, Stormy Soza, and Kristopher Johnson of Mālama Kaua'i. Mālama Kaua'i has been a participating DA BUX food hub since 2021 delivering produce and poi to SNAP beneficiaries island-wide.

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

In 2023, Kaua'i County DA BUX participants reported consuming an average of **2.68 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 27 Kaua'i County DA BUX participants returned surveys with completed DSQ modules in 2022, and 13 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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