



**DOUBLE UP  
FOOD BUCKS™  
MISSISSIPPI**



Newsletter | October 2024



## Did You Know?

Since its inception in 2020, Double Up Food Bucks Mississippi has been a program of Jackson Medical Mall Foundation whose mission is to eliminate healthcare disparities holistically through the promotion of creativity and innovation.

[Click to learn more about JMMF](#)



*New!*

## Double Up in Oxford

**Oxfords' Chicory Market, in Lafayette County**, has recently joined the growing list of food retailers partnering with Double Up Food Bucks Mississippi. Help us spread the word in the great community of Oxford.

**From John Martin, Owner, Chicory Market:** *We are so excited to bring Double Up to Chicory Market. Improving access to healthy, local food for people of all income levels is a pillar of our mission. SNAP and EBT have helped us reach some of our community members who may feel left out of the local food movement. Double Up takes that effort a step further by lowering the cost of healthy fruit and vegetables for those shoppers. It's all about making Chicory a more welcoming place for all!*

# Promotional Video

Have you seen our [promotional video](#)? Shoppers can watch this video, along with brief nutrition education videos, at branded kiosks located in select participating grocery stores offering Double Up. The video can also be viewed on our website [DoubleUpMS.com](http://DoubleUpMS.com). Please feel free to use this video when spreading the word about Double Up.



## Big Impact

**[GusNIP Impact Year 4 Findings](#)**: From the Nutrition Incentive Hub, the latest evaluation report shows that nutrition incentive and produce prescription projects across the country that are supported by USDA's Gus Schumacher Nutrition Incentive Program (like us!) generated an impressive \$107.4M for local communities. ***Stay tuned for Double Up Mississippi's Year 4 impact numbers coming soon!***



# Healthy Pumpkin Bread with Maple Glaze

The Double Up MS team loves great food and one of our favorite recipes for Fall is this delicious [Healthy Pumpkin Bread with Maple Glaze](#). Support your local farmers and try using fresh pumpkin instead of canned.



## How It Works

For every \$1 customers spend on fresh fruits and vegetables with their SNAP benefits, they receive an additional \$1 to spend on their next produce purchase, up to \$20 a day. For participating locations, visit [www.DoubleUpMS.com](http://www.DoubleUpMS.com).

## Double Up's Triple Win



### Good for Community

Double Up Food Bucks helps those in need get access to good, nutritious food.



### Good for Farmers

Double Up Food Bucks helps local farmers pursue their purpose as well as their profitability.



### Good for Local Economy

Double Up Food Bucks helps more food dollars stay in the local economy.



[Contact Us](#)

## **Double Up Food Bucks Mississippi**

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