



NEW YORK STATE SENATOR

Susan Serino

Senator Sue Serino to visit the Poughkeepsie Waterfront Market to support Field & Fork Network's Double Up Food Bucks Program

SUSAN SERINO July 12, 2022



POUGHKEEPSIE, NY - The Mid-Hudson Children's Museum is pleased to host Senator Sue Serino at its Poughkeepsie Waterfront Market at 3:30 pm on Monday, July 11, 2022, to support the Market's second year of participation in the Double Up Food Bucks Program (DUFEB). DUFEB is a program through Field & Fork Network that doubles the amount of money that SNAP EBT card users can use to purchase locally grown fruits and vegetables. For every SNAP dollar spent at the Market (up to \$20), patrons receive an additional dollar. DUFEB at the Poughkeepsie Waterfront Market starts July 11th and runs until October 24th .

The Mid-Hudson Children's Museum launched the Poughkeepsie Waterfront Market in 2017 in response to a community-wide need for greater access to fresh, healthy foods. In doing so, the Museum became the first children's museum in the country to open a public farmers market as a strategy to reduce food insecurity among its families and within the City of Poughkeepsie. The Market has since expanded its operations to ensure greater availability of farm fresh foods for residents and guests while showcasing the agricultural bounty of local Hudson Valley farms. Field & Fork Network has been a critical partner in further increasing access to fresh produce while offering the opportunity for local farmers and producers to sell more product.

The Poughkeepsie Waterfront Market first utilized the DUFEB in 2021, and it has been well received. Market vendors such as Maynard Farms, Dutchess Outreach, and J&J Farms carry products that qualify for DUFEB. "SNAP EBT customers are eagerly awaiting the start of the Double Up Food Bucks program. It is such an amazing program. I see firsthand the gratitude and relief people feel when they are given extra dollars to shop with no strings attached," says Market Manager, Josephine DaCosta.

"The Double Up Food Bucks Program (DUFEB) not only helps connect area families with fresh, healthy food options, it also provides a boost to local growers making it a major win for the Hudson Valley community. We thank the Mid-Hudson Children's Museum for being a great community partner and for working to ensure that the Poughkeepsie Waterfront Market continues to be an invaluable resource for our neighbors," says Senator Sue Serino.

Christine Paris, from Maynard Farms, comments, "As a small, local farm we're always looking to connect with our community and participate in incentive programs that are offered. We're especially proud to participate in the Double Up Food Bucks program. Double Up Food Bucks is a great program that helps to expand one's food budget to encourage more healthy fruits and vegetables, while at the same time supporting local farmers and Farmer's

Markets!"

Families that are not on SNAP, but who were issued a P-EBT card, as part of a pandemic relief package for children in public school for the 2020-2021 school year, can use their P-EBT Cards and receive the benefits the Double Up Food Bucks Program provides. For more information about the Double Up Food Bucks Program visit doubleupnys.com.

About Double Up Food Bucks NY

Double Up Food Bucks NY is a statewide nutrition incentive program, administered by Field & Fork Network that provides SNAP participants with a dollar-for-dollar match to increase affordability and access to fresh healthy foods at farmers markets, farm stands, mobile markets, and grocery stores. In New York State, Double Up has contributed to 4.8 million pounds of healthy food sales to over 32,000 customers, at more than 180 sites spanning 28 counties. To learn more about Double Up Food Bucks and a complete list of participating sites, please visit the program website and social media sites, or call 1-800-682- 5016.

www.doubleupnys.com | Facebook Instagram

About Poughkeepsie Waterfront Market

The Poughkeepsie Waterfront Market, now in its 6th year, is open to the public and features farm fresh vegetables, fruits, eggs, poultry, baked goods, beef, pork, and more. Applications for Summer Vendors are being accepted. The Market is a vibrant, weekly celebration of the Hudson Valley and is under a fully covered, open-air pavilion on the Hudson River. The Market accepts both SNAP and WIC benefits. Eligible market patrons should check in at the Market Manager table for info about SNAP and DUFB benefits. The Poughkeepsie Waterfront Market offers free onsite parking at the Mid-Hudson Children's Museum during the Market hours. The Market is held on Monday afternoons from 3:00 pm to 6:30 pm in the Pavilion at the Mid-Hudson Children's Museum, 75 North Water Street in Poughkeepsie.

Please note: There is NO market on Monday, July 4th .

For Market updates, events, and follow the Poughkeepsie Waterfront Market on Facebook (www.facebook.com/POKWaterfrontMarket) and Instagram ([poughkeepsiewaterfrontmarket](https://www.instagram.com/poughkeepsiewaterfrontmarket)). For more information on becoming a vendor at the Poughkeepsie Waterfront Market visit: www.mhcm.org/visit/poughkeepsie-waterfront-market or email market@mhcm.org. The Poughkeepsie Waterfront

Market is managed by the Mid-Hudson Children's Museum.