

DOUBLE UP FOOD BUCKS

Vendor Success Stories



McKenna Family Farms

Ozark Farmers Market at Finley Farms, Ozark, Missouri

McKenna Family Farms is located in Branson, Missouri. They are a local family farm that grows produce and sells it at the Ozark Farmers Market in Ozark, Missouri. During the fall, they open their pumpkin patch for families to have fun.

Ozark Farmers Market, located at Finley Farms in the center of Ozark, Missouri. It's a fun, family-friendly, seasonal market with live music, food trucks and local farms and food artisans. They offer local meats, fruit, vegetables, baked goods and crafts.

What McKenna Family Farms says about Double Up Food Bucks and working with the SNAP program:

Engaging SNAP customers:

"One of the main things that we do is we make sure to put signs up everywhere that says we take those specific tokens because we have a lot of customers who ask and who need to know that there's some form of a program for them."

Engaging children:

"I always love to make sure the kids are the ones that are counting out the tokens because they're doing that from an educational standpoint."

About SNAP / Double Up Food Bucks:

"I know that the Double Up is very helpful to a lot of vendors — it's just that little additional bit of income that they might not have gotten otherwise, and I think that, especially in areas where we live and surrounding areas, that every little dollar can help."

"I think it's working extremely well. I think the nice thing is that it comes back to the customer, but the idea that because they're basically getting double the amount of money, I think it's just really good for them which makes it really nice for us."

