Double Up Food Bucks
Grocery Store Webinar
2017

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PIONEERING SOLUTIONS THAT SUPPORT FARMERS, FAMILIES & LOCAL ECONOMIES.
Double Up Food Bucks

A NATIONAL MODEL FOR HEALTHY FOOD INCENTIVES

Families bring home more healthy food

Farmers make more money

More food dollars stay in local economy, strengthening communities
Double Up Across America

NATIONAL EXPANSION OF PROVEN MODEL

- **ACTIVE DOUBLE UP PROGRAM IN 2016**
- **FAIR FOOD NETWORK SUPPORTING HEALTHY FOOD INCENTIVE EFFORTS**
Double Up Food Bucks

GROWTH IN MICHIGAN

Since 2009 Double Up has grown from 5 to 200+ sites statewide
Double Up

2017 CHANGES

• SNAP customers earn DU with purchase of ANY fresh fruits and vegetables.

• SNAP customers spend DU on ANY fresh fruits and vegetables.

• Program is year-round!
Marketing

MULTIPLE PRONGS

- Unified Brand
- Outreach Materials
- In-store Marketing
- Direct Mailer
- Radio Advertisements
- Circulars
- In-store Volunteers
- Social Media
- doubleupfoodbucks.org
- info@ email & Hotline #
Double Up
INTEROPERABILITY

At the Grocery Store
Customers earn and spend incentive dollars at check-out with cashiers

At the Farmers Market
Customers earn and spend incentive dollars directly with individually-authorized EBT vendors
Double Up Grocery Program

TRANSACTION TECHNOLOGY
Double Up Grocery Program

Comparison of Three Stores

- MI Produce Totals
- Distribution Amount
- Redemption Amount

<table>
<thead>
<tr>
<th>Store</th>
<th>MI Produce Totals</th>
<th>Distribution Amount</th>
<th>Redemption Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store 1</td>
<td>$164,070.44</td>
<td>$15,790.05</td>
<td>$5,435.76</td>
</tr>
<tr>
<td>Store 2</td>
<td>$145,028.42</td>
<td>$38,072.31</td>
<td>$5,151.59</td>
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<tr>
<td>Store 3</td>
<td>$30,947.34</td>
<td>$9,048.01</td>
<td>$4,806.80</td>
</tr>
</tbody>
</table>
Double Up Food Buck

CASHIER TRAINING

Before Every Transaction

• Cashier engagement with SNAP customer has improved earing and redemptions
• How will you be paying today?
  ◆ If EBT Food Stamps, then enter 4-digit trigger PLU
• Will you be using a Double up Food Bucks coupon today?
  ◆ If yes, ring up produce first, or in separate transaction at the end.
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CASHIER TRAINING

Issuing Coupons

• Enter 4-digit trigger PLU if EBT Food Stamps is used as tender.
• Total & tender transaction.
• Coupon will print with receipt. The coupon will equal the value of fresh produce in transaction. Circle value of coupon and hand to customer and let them know that when they come back they can use the coupon on ANY PRODUCE.
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CASHIER TRAINING

Redeeming Coupons

• Ring up all produce in separate transaction.
• Scan the barcode of the coupon and enter the value of the coupon.
• The value will be discounted from the total.
• Tender the rest of the transaction as usual. Customers can pay remaining balance in any way they like. DOES NOT NEED TO BE BRIDGE CARD.
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