

Double Up Food Bucks Grocery Store Webinar 2017



Charles Walker

Director of Grocery Store Initiatives

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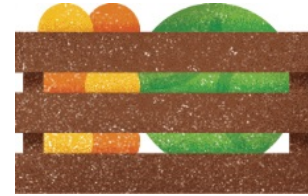
Program Consultant



**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



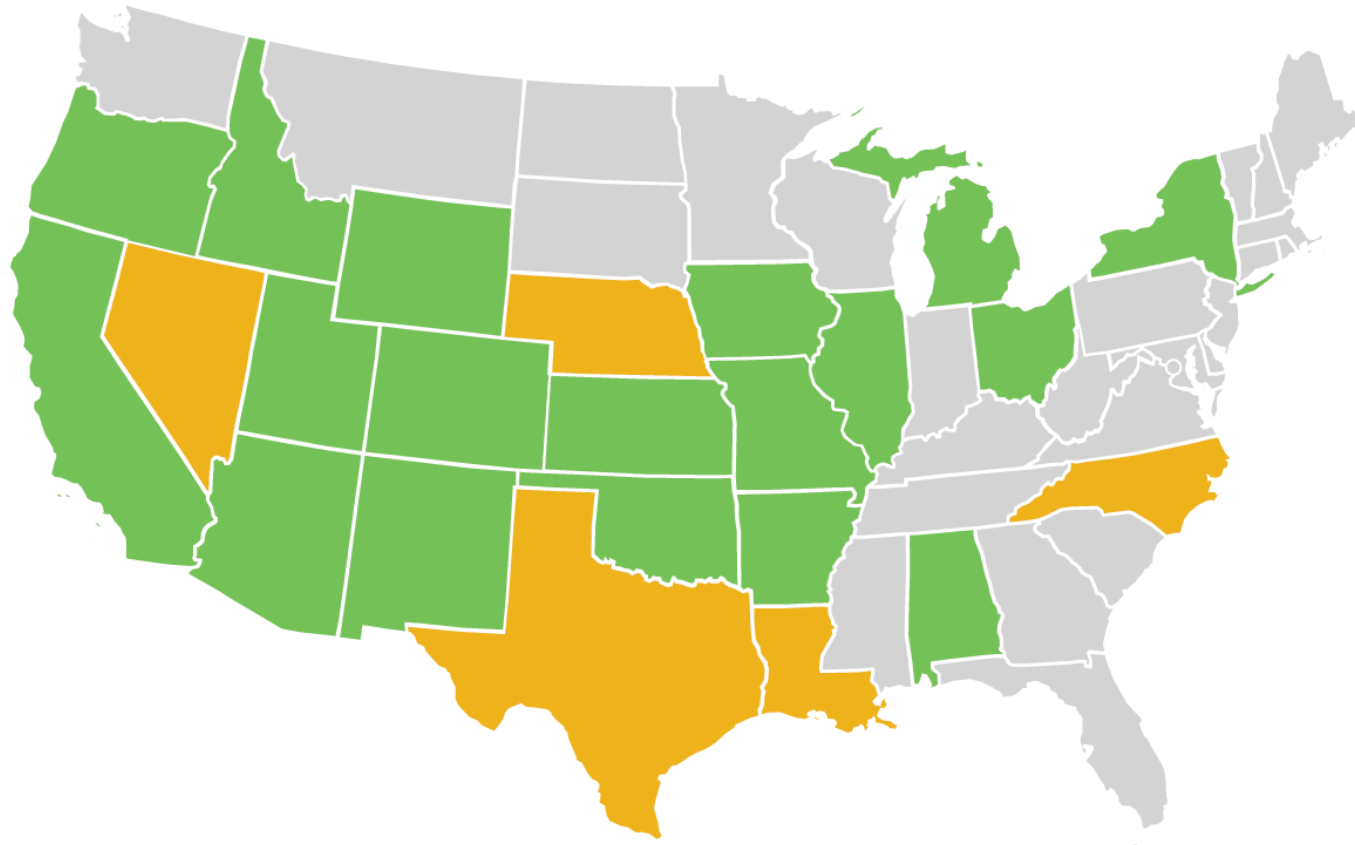
Farmers make more money



More food dollars stay in local economy, strengthening communities

Double Up Across America

NATIONAL EXPANSION OF PROVEN MODEL



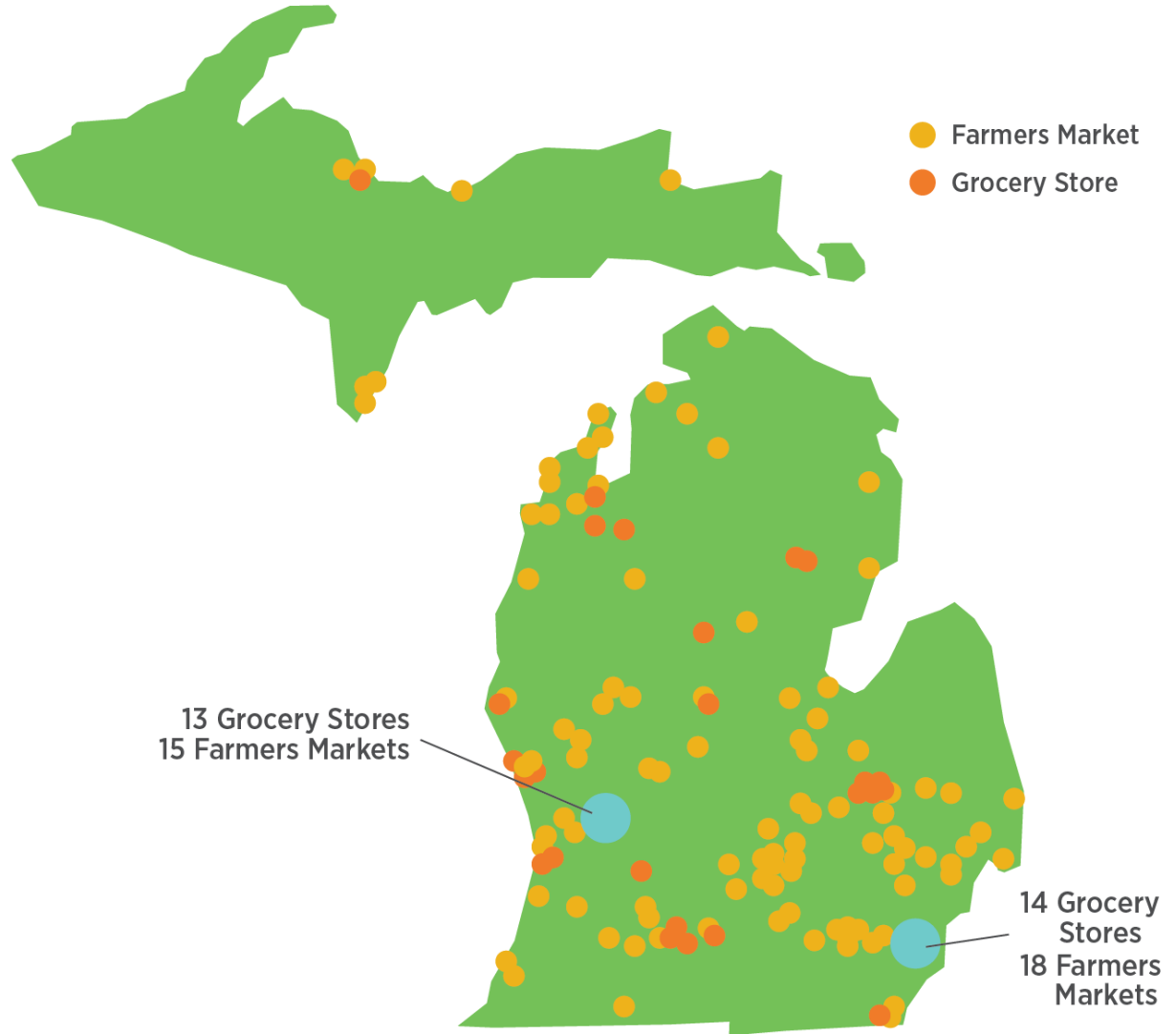
■ ACTIVE DOUBLE UP PROGRAM IN 2016

■ 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!*

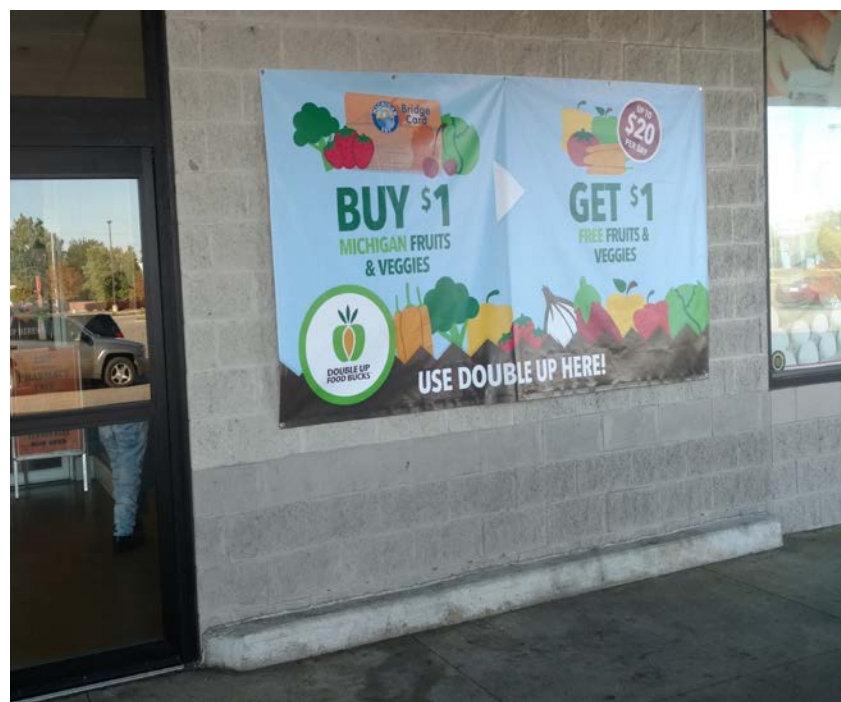
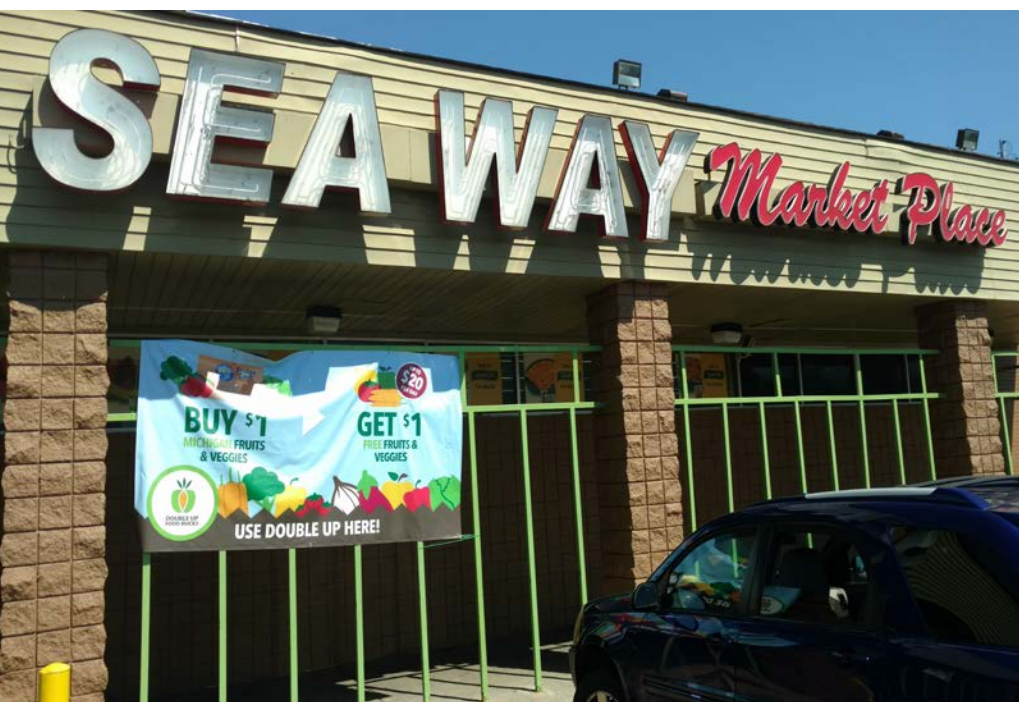


Marketing

MULTIPLE PRONGS

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



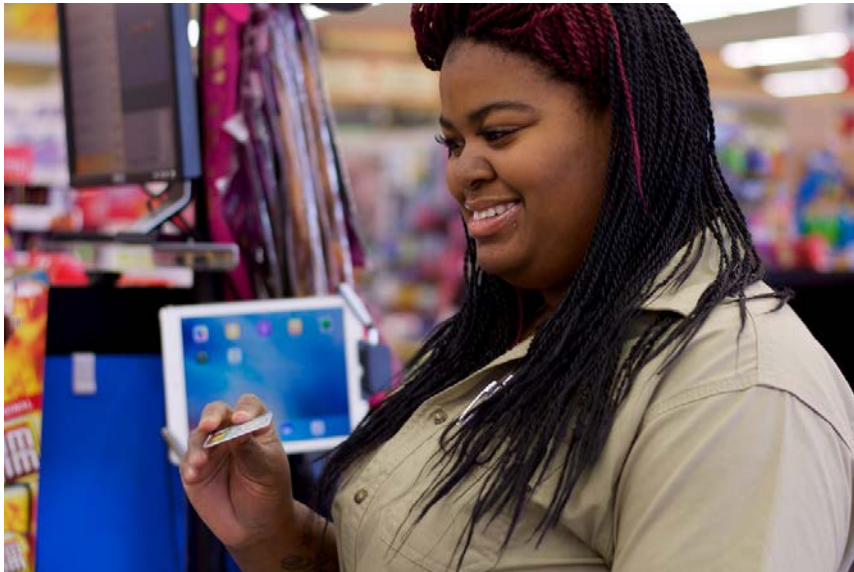


Double Up

INTEROPERABILITY

At the Grocery Store

Customers earn and spend incentive dollars at check-out with cashiers



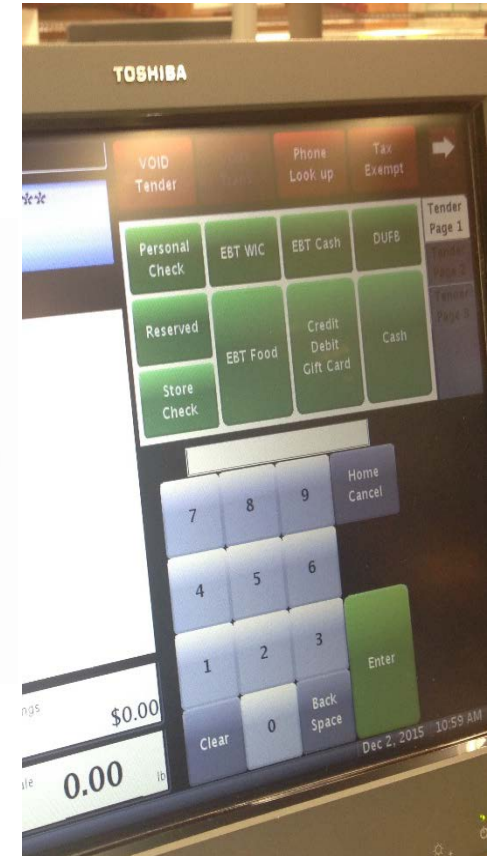
At the Farmers Market

Customers earn and spend incentive dollars directly with individually-authorized EBT vendors



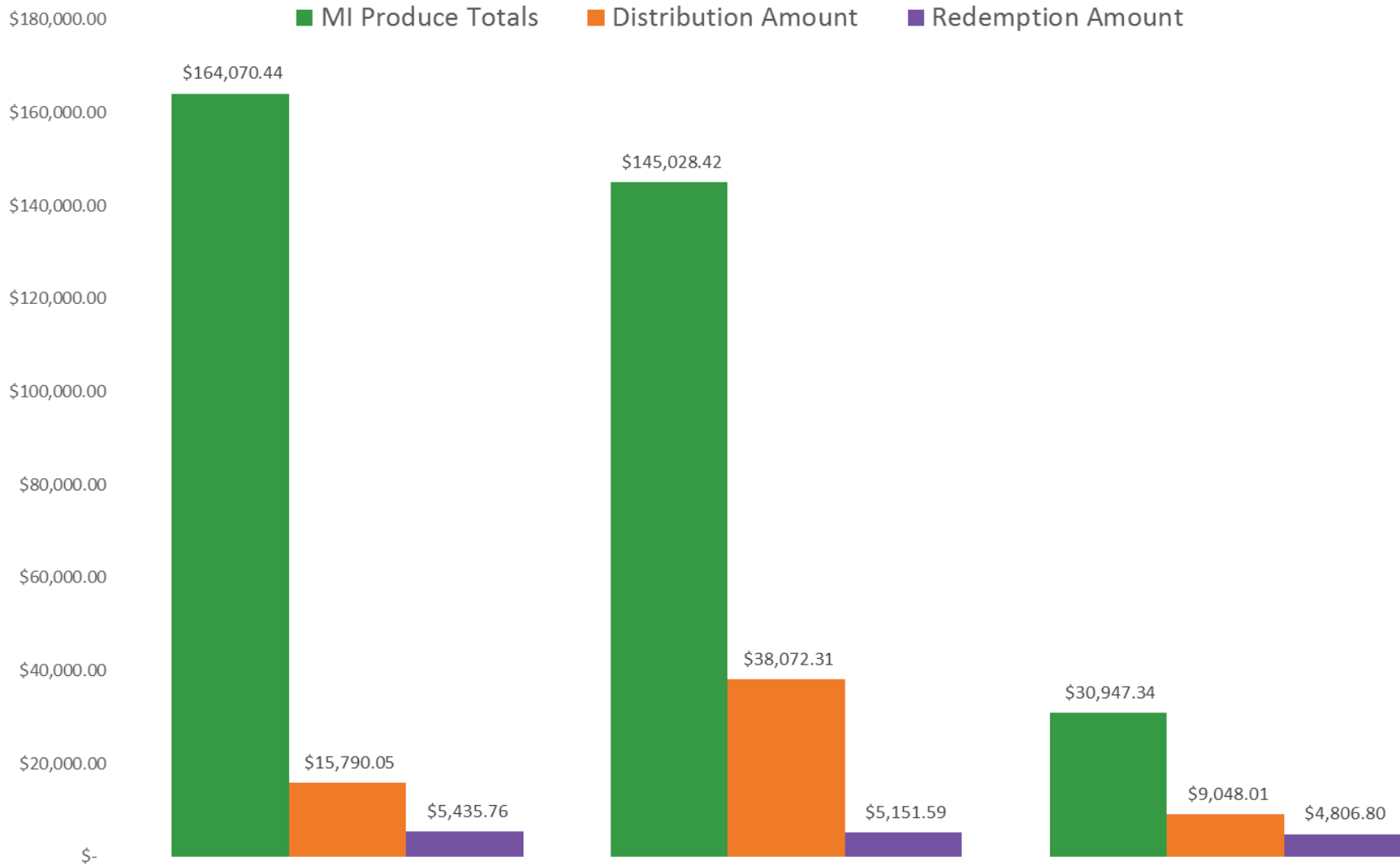
Double Up Grocery Program

TRANSACTION TECHNOLOGY



Double Up Grocery Program

Comparison of Three Stores



Double Up Food Buck

CASHIER TRAINING

Before Every Transaction

- Cashier engagement with SNAP customer has improved earring 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.

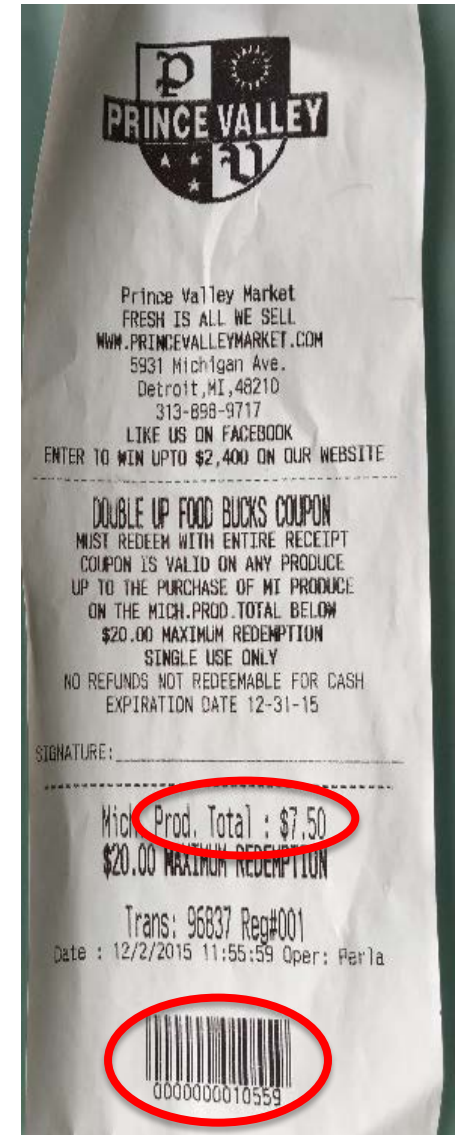


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CASHIER TRAINING

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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