Double Up Food Bucks Talking Points

FAIR FOOD NETWORK

Thank you for helping us spread the word about Double Up Food Bucks! Volunteer and partner support are key to growing awareness of the program, reaching new customers, and helping explain how Double Up works both at the farmers market and in grocery stores. Below are some general tips to keep in mind along with talking points and background on key terms. For a more detailed FAQ, check out [www.doubleupfoodbucks.org/faq](http://www.doubleupfoodbucks.org/faq) or call us at 866.586.2796.

**Tips and Guidelines**

**Be a program ambassador**

* Make connections with potential shoppers. Explain how Double Up works and how it will help them double their food dollars.
* You are the face of the program while out in the community. Be yourself and let your passion for the work come through.
* If you don’t know the answer to a question someone asks, get their contact information and follow up. Double Up staff can help answer any questions that may arise. Questions can be directed to Angela Hojnacki, Outreach and Engagement Manager, ahojnacki@fairfoodnetwork.org.
* You can also refer them to the program website, which has a detailed FAQ and the toll-free hotline number 866.586.2796.

**Practice and remember to translate**

* Some people in the community may speak English as a second language. Please contact us if you need flyers or posters translated.
* Practice explaining the program to someone you know ahead of time.
* Keep your answers uncomplicated and avoid jargon and acronyms.

**Key Messages**

* **What is Double Up Food Bucks?**

Double Up Food Bucks doubles the value of federal SNAP (Supplemental Nutrition Assistance Program) or food stamps benefits spent at participating farmers markets and grocery stores, helping people bring home more fruits and vegetables while supporting local farmers.

* **The wins are three-fold:** Low-income families bring home more healthy food, local farmers gain new customers and make more money, and more food dollars stay in the local economy. Each has a ripple effect of benefits.
* **How does Double Up work?** Double Up provides SNAP recipients with a dollar-for-dollar match to buy healthy, fruits and vegetables when they use their Bridge Card at participating locations. This means shoppers can bring home $40 of healthy food for just $20.
  + **Farmers Markets:** For every dollar of SNAP benefits spent at the farmers market, participants receive a dollar-for-dollar match up to $20 dollars of free Double Up Food Bucks to spend on Michigan grown fruits and vegetables.
  + **Grocery Stores**: The program works a bit differently at grocery stores, but the benefit is the same. SNAP shoppers can double their food dollars to bring home more healthy food while supporting Michigan farmers. Stores are required to purchase a set percentage of produce from Michigan farmers and run the program year-round.
    - **Coupon:** At these stores, when shoppers buy ANY fresh fruits and vegetables, they get a coupon with free matching Double Up Food Bucks (up to $20) to spend on ANY fresh produce at that store. Make sure to tell the cashier you want Double Up Food Bucks. The coupon prints at the end of the receipt and can be used on the next transaction.
    - **Yes Loyalty card:** At these stores, when shoppers buy ANY fresh produce with their Bridge Card and store loyalty card, they receive matching Double Up points the next day on that loyalty card (up to $20), which can be spent on ANY fruits and vegetables. This applies to Spartan Nash stores: Family Fare, VG’s, and ValuLand. Bucks earned can be spent the next day.
    - **Whole Foods**: When shoppers buy ANY fresh fruits and vegetables at Whole Foods in Detroit, they get a coupon with matching free Double Up Food Bucks to spend on ANY produce at that store. Coupons are distributed in $5 increments and round down (eg: an EBT produce sale of $12.39 will earn $10 in Double Up Food Bucks). Shoppers can also bring that coupon to nearby Eastern Market and cash it in for Double Up Food Bucks tokens, which can be spent on ANY Michigan grown fruits or vegetables.
  + **Flint expansion:**  In 2016, Double Up expanded to more locations in Flint and now runs year-round. Programs enhancements include:
    - At all sites in Flint—grocery or farmers market—any fruit or vegetable (fresh, dried, canned, or frozen with no added sugar, salt, or oil), or milk purchase will earn matching Double Up Food Bucks that can be spent on additional fresh fruits and vegetables.
    - Transaction technology is interoperable between the Flint Farmers Market and participating grocery stores so Double Up users can carry their benefits between participating sites. This is the first time that benefits have been electronically transferrable between different types of retail locations in any SNAP incentive program in the country.
  + **Electronic Program:** Since piloting the technology in Flint, many additional stores across the state now use the new electronic program. At select stores, customer will be issued a Double Up Food Bucks card. All of their Double Up Food Bucks will be stored on the card for immediate use. The card can be used at any other location that utilizes this technology.
* **Who qualifies for Double Up?** It’s easy! Anyone receiving SNAP benefits is automatically eligible. If they receive SNAP (food stamps) on their Bridge Card, they can use Double Up at any participating location.
* **How long does Double Up run?** In most locations, the farmers market program from April 1st until the market closes for the season. The grocery store program runs year-round. Check out the Locations page on the Double Up website for more information. Bridge Card customers can use the program every day that participating locations are open during the Double Up program season.
* **Who runs Double Up? How did it get started?** Double Up was started by area nonprofit Fair Food Network in 2009 as a small pilot in five farmers markets in Detroit. Since then it has grown to more than 250 sites across Michigan including grocery stores in one of the first pilots in the nation. Now partners in other states are using the Double Up model to support local farmers and increase access to healthy food.
* **How is Double Up funded?** Double Up has support from the USDA’s National Institute of Food and Agriculture, and matching funding from state agencies, and private foundations.
* **What’s Fair Food Network?** Fair Food Network is a national nonprofit that connects people to the power of food to grow community health and wealth. From our signature program, Double Up Food Bucks, which serves as a national model for health food incentives, to our impact investing arm, Fair Food Fund, we tap into the potential of food to improve health, ignite local economies, and open opportunities for all – especially in our most underserved communities. Dig deeper at fairfoodnetwork.org.