



Double Up Food Bucks

Eligible Vendor Letter (Token)

Dear Vendor,

As a seller of fruits and vegetables grown within our state, **our market is excited to invite you to participate the Double Up Food Bucks program this season!** Fair Food Network's Double Up Food Bucks program is **Michigan's statewide healthy food incentive program**. The program doubles the value of SNAP benefits spent at participating farmers markets and grocery stores, helping people bring home more healthy fruits and vegetables while supporting local farmers.

This year, over 200 farmers markets, direct marketing farmers, and grocery stores will participate statewide in Michigan. At all participating locations, the program provides a one-to-one match in free Double Up Food Bucks for customers shopping with their SNAP benefits (maximum \$20 per day).



At farmers markets, Double Up Food Bucks can only be redeemed for fruits and vegetables grown within the state where the market is located. Please note that SNAP is also commonly referred to as "EBT" (Electronic Benefits Transfer), "food stamps," or, in Michigan, as the "Michigan Bridge Card."

Double Up Food Bucks has the potential to increase your sales at this market! Across Michigan, more than half of participating and non-participating vendor survey respondents in 2015 reported that as a result of the program, they made more money, increased their customer base, and sold more fruits and vegetables. Additionally, vendors reported that "this market is stronger" as a result of the program.

At this market, customers receive free, silver Double Up tokens when they swipe their SNAP Bridge Card at our market's central point-of-sale device. The silver tokens are worth \$2 each and can only be redeemed for **eligible items** which include: fruits and vegetables grown within this state, plants and seeds that produce food, cut herbs and herb plants, and mushrooms. Vendors may **not** provide change. Unlike our market's SNAP currency, Double Up tokens are transferable from market to market and customers may redeem silver tokens at any of the participating farmers markets in Michigan.

To participate in Double Up at our market, please carefully review the guidelines provided in the Double Up *Vendor Agreement*, sign, and return to the market manager **before** you begin accepting Double Up tokens at the market.

Please direct customers with questions to the market manager. More information about the program is also available at **www.DoubleUpFoodBucks.org** or by calling the program hotline at (866) 586-2796.

Sincerely,
Market Manager

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