



Double Up Food Bucks

Farmers Market Reference Manual (Token)

Fair Food Network’s (FFN) Double Up Food Bucks program doubles the value of Supplemental Nutrition Assistance Program (SNAP) benefits spent at participating markets and grocery stores, helping people bring home more healthy fruits and vegetables while supporting local farmers. The wins are three-fold: low-income consumers eat more healthy food, local farmers gain new customers and make more money, and more food dollars stay in the local economy.

Your market is one of hundreds of farmers markets, direct marketing farmers and grocery stores participating in Double Up. Thank you for your participation in this important program.

The following pages will walk you through implementation, record keeping, reporting, and our expectations about your market’s role in communications about and evaluation of Double Up.

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Grant/Contract Process

Once a market is invited to join the Double Up program, the agreement to participate in the program is formalized between the market's fiscal entity and Fair Food Network (FFN) through either a grant (for markets sponsored by government agencies and/or federal non-profit organizations) or a contract agreement (for all others). The grant/contract agreement outlines the use and handling of funds and program guidelines and standards, including reporting requirements.

The grant/contract agreement should be read carefully as it communicates the expectations that FFN has of markets and that markets can have of FFN.

Grant/contract agreements must be signed and returned by an authorized representative of the entity that will be fiscally responsible for managing the funds associated with the Double Up program. For fiscal management, FFN must also have on file proof of the federal non-profit status, or a W-9 dated in the current calendar year, whichever is appropriate for the organization of the fiscal entity. **This step should be completed before the market begins implementing the program.**

Grant/contract agreements can be signed electronically, or can be printed and a hardcopy can be signed and returned. **All entities should retain a copy of the signed grant/contract for their own records.**

Once the grant/contract agreement and supporting documentation is returned, funds can be disbursed to the market in accordance with the agreement. Funds are provided in advance to participating markets so that the market can use them to reimburse vendors over the course of the market season.

If you begin to run low on the amount of incentive funds granted to you at the beginning of the season, we may be able to increase your incentive fund allotment to get more Double Up funds during your season. Once a market is closed out, if the market is in good standing and intends to participate the next year, it is expected that you will retain unused incentive funds and roll them over to the next program year. Markets can also choose to return funds at the end of each market season if they prefer.

Accessing the Market Manager Portal

All tools, resources, templates and program communication materials for the Double Up program are available for download on the Market Manager portal of www.doubleupfoodbucks.org. All quarterly reports will also be accessible through the Portal.

Market managers can access the portal by going to www.doubleupfoodbucks.org and scrolling to the bottom of the page. Managers should see a "Market Manager Login" link.



Market Manager Login link at www.doubleupfoodbucks.org

Clicking on the link will take you to a login page. **The case-sensitive password for the Market Manager Portal is Asparagus.** This password is not unique to your market – it is used by all market managers participating in the Double Up Food Bucks Program. Type in the password and select “Enter”.

This content is password protected. Enter your password below:

Password: Enter

Enter **Asparagus** to log in to the Market Manager Portal

After you enter the password, you will be taken to the home page of the Market Manager Portal.

Make sure that you have familiarized yourself and your staff with how to login to and navigate the Market Manager Portal. The Portal is home to all of the tools and resources you need to have a

successful season implementing Double Up at your market, so it's important that you know how to access it!

Staffing & Training

Each year, at least one representative from each participating site should engage in training opportunities. Trainings are offered via webinar to reduce the amount of time that needs to be invested and to remove travel barriers and expenses. Webinars are recorded and available throughout the season through the Market Manager Portal. Through the grant/contract agreement, fiscally responsible agencies are responsible for training all staff and/or volunteers involved in implementing the program. This manual and the webinar recordings are both tools available to do so.

If personell change throughout the market season, especially individuals who are responsible for managing the fiscal responsibilities of the grant, implementing the program, and/or completing reporting requirements, please notify MIFMA of these changes right away by emailing foodaccess@mifma.org.

Program Implementation

Tokens

FFN will provide silver aluminum Double Up tokens, worth \$2 each. There are two ways to handle your tokens for accurate accounting.

- **Separate Stash System:** Keep “new” and “spent” tokens separate – in other words, distribute tokens to customers out of one bag, and put tokens turned in from vendors into a separate bag. The “new” stash should always have the number of tokens you started with minus how many you have distributed to customers. The “spent” stash should always have the number of tokens turned in from vendors. You can count your tokens and verify this at any time. This system works well for lower-volume markets.
- **One Stash System:** Keep all tokens in one stash. With this system, you should count/verify the number of tokens you have at the start of each market day and at the end of the market day. The end count should equal the starting count minus the tokens distributed to customers plus the tokens redeemed by vendors ($END = START - DISTRIBUTED + REDEEMED$).



Best Practices for Handling Tokens

- We highly recommend counting your tokens before and after each market day
- **Treat tokens like cash:** keep them in a safe, a locked cabinet, or other secure place. **DO NOT** leave tokens unattended at the market. Only take the amount you think you will need that day to the market.
- Market managers have found that pre-counting tokens into \$10 and/or \$20 bags in advance is extremely helpful; both for making each individual customer transaction smoother, as well as for accounting and tracking at the end of the day and market season. Store your tokens in

Ziploc bags of 10 or 100 within your canvas token bags. Zip tie canvas bags shut when they contain 1,000 tokens.

- You may mark canvas token bags with permanent ink, or put tags on them.
- Suggestions for counting tokens include: making a homemade “stacking” counter system using PVC pipe, or utilizing poker chip counting tubes that you calibrate to the thickness of Double Up tokens or purchasing a token counting machine from American Charger (cost of \$800) that works for metal tokens (including quarters, nickels, dimes, pennies, etc.).

Token Travel

Customers can get Double Up from one market and spend them at other markets!

Customers may receive Double Up tokens at your market and spend them at other local markets, and vice versa. This will not be a problem for your accounting and record keeping. If you are tracking the number of Double Up tokens you are distributing and recording and the dollar amount you are reimbursing vendors for each market day, the number of tokens you have on-hand will be accurate based upon your records. We have found that some markets redeem more Double Up funds than they distribute, and some distribute more than they redeem. We can increase your incentive fund allotment to get more Double Up funds during your season if it is needed.

Fiscal Responsibility for Tokens

By signing the grant/contract agreement, participating sites take on fiscal responsibility for the Double Up tokens that are assigned to them for program use. Sites are fiscally responsible for tokens because they are currency that holds a dollar value and because tokens are a program supply that requires an investment of funds to purchase.

Markets should work to the best of their ability to maintain an accurate count of tokens at all times. The amount of tokens you should have on hand at any time can be determined by the following formula:

**TOKENS RECEIVED AT START OF SEASON - TOKENS DISTRIBUTED TO CUSTOMERS
+ TOKENS REDEEMED BY VENDORS = TOKENS RETURNED AT END OF SEASON**

An inaccurate token count can occur because of (1) errors in counting tokens or (2) errors in reporting. At the end of the market season, FFN expects that the amount of tokens on hand is 95% accurate compared to the expected token count as calculated by the formula above. A small amount of human error (5%) is allowable. **Please observe token handling best practices and attempt to be as accurate as possible with your token counting and reporting.**

Eligible Items

Double Up Food Bucks tokens can be used to purchase:

- Fruits and vegetables grown within the state where the participating site is located
- Plants and seeds that produce food (i.e. vegetable starts)
- Cut herbs and herb plants
- Mushrooms

Double Up tokens may **not** be used to purchase the following items:

- Honey
- Maple Syrup
- Jams and jellies
- Dried beans, produce, or herbs
- Fermented products
- Eggs
- Meat
- Bread
- Seafood
- Cider
- Nuts
- Seeds
- Produce NOT grown in the state in which the participating site is located (see below)

In counties bordering other states, a market may allow Double Up tokens to also be used to purchase produce grown in the state bordering that county.

What Happens at the Market

Double Up is designed to smoothly integrate into your market's existing Supplemental Nutrition Assistance Program (SNAP) program. Here's the step-by-step process:

1. A customer comes to your market's SNAP tent/table/booth and tells your market staff person/volunteer how much to debit from their SNAP account.
2. Market staff person/volunteer swipes the card and gives the customer the correct quantity of your market's SNAP currency.
3. Market staff/volunteer gives the customer an equal value, **up to \$20**, of Double Up tokens, rounding down to the nearest \$2 increment as Double Up tokens are worth **\$2 each**.
4. Market staff/volunteer records the following information on the Customer Transaction Record Sheet:
 - a. **The last 5 digits** of the customer's card number
 - b. The value of SNAP currency purchased
 - c. The **number and value** of Double Up Food Bucks tokens given
 - d. If the customer is a first-time SNAP shopper at your market – yes or no
 - i. Ask: **"Is this your first time shopping with your Bridge Card at this market?"**
Use these exact words.



Double Up Food Bucks

SNAP & Double Up Customer Transaction Record (Token)

Use a new customer transaction record for each market day. Calculate and report the weekly total dollar value of SNAP distributed, dollar value of Double Up distributed, total number of SNAP/Double Up transactions, and number of first time customers to report via online survey to Fair Food Network.

Market Date: _____ Double Up Program Week # _____ Ask customer using these **exact** words:

Last 5 digits of EBT Card #	\$\$\$ SNAP (\$ from EBT Card)	# DUFB (# of silver tokens)	\$\$\$ DUFB (\$ value of tokens)	"Is this your <u>first</u> time using your Bridge Card at <u>this</u> market?" Yes or No
1.	\$		\$	Yes / No
2.	\$		\$	Yes / No
3.	\$		\$	Yes / No
4.	\$		\$	Yes / No
5.	\$		\$	Yes / No

SNAP & Double Up Customer Transaction Record

5. Customer shops at the market and uses the tokens with any participating vendors.
6. Vendors turn in Double Up tokens when they turn in SNAP currency, according to your market's normal procedures.
7. Market staff person/volunteer records **AT LEAST** the following information on the Vendor Record Sheet:
 - a. Date the currency is collected from the vendor
 - b. Vendor's name
 - c. Value of SNAP currency turned in
 - d. Number and value of Double Up tokens turned in
8. Market staff/volunteer reimburses vendor for SNAP currency and Double Up tokens according to your market's normal procedures, **and records payment on the Vendor Redemption & Reimbursement Record sheet, when it has been provided** including at least the date of payment, check number and/or signature or initials of the vendor receiving the payment.

Double Up Food Bucks

Vendor Redemption & Reimbursement Record (Token)

Fair Food Network only requires Vendor Records for Double Up token reimbursements (C and D). But when markets issue one payment for multiple market currencies (B, E, F, or G), all currencies reimbursed in the payment must be identified in order to determine the portion attributable to Double Up. Markets may keep vendor records in Excel spreadsheet format. With permission, in place of completed "Payment Record" column, financial accounting reports from grantee or fiduciary organization may be provided.



Market Name: _____ Market Date: _____ Double Up Program Week # _____

A	B	C	D	E	F	G	H	I
Vendor Name	\$\$\$ SNAP turned in	# of DUFB tokens turned in (Silver)	\$\$\$ DUFB turned in	\$\$\$ Credit/Debit	\$\$\$ Market FRESH (Senior)	\$\$\$ WIC Project FRESH	Total amount to reimburse vendor	Payment Record Date / Check # / Total \$
1.	\$		\$	\$	\$		\$	
2.	\$		\$	\$	\$		\$	

Vendor Redemption & Reimbursement Record

Remember, you will need the information recorded on the *Customer Transaction Record* sheet and the *Vendor Redemption & Reimbursement Record* sheet to complete your quarterly report. You are required to keep these records on-hand and provide them to FFN upon request to verify your reports.

If your market already uses equivalent forms for your SNAP program, you may substitute your forms for the *Customer Transaction Record* sheet and *Vendor Redemption & Reimbursement Record* sheet, as long as you are collecting the required information.

Electronic Redemption Systems

Some markets use an electronic system to implement Double Up. For example, at the Flint Farmers Market each vendor has a point of sale device that processes SNAP Bridge Cards and also runs a Double Up Market Card program. When a customer makes a Bridge Card purchase, the amount of the purchase is credited to a Double Up Market Card which the customer can then use like a gift card to purchase produce.

A customer with a Double Up Market Card, or who has been participating in Double Up at a market that uses an electronic redemption can participate in token-based program at your market just like any other SNAP customer. They must stop go to your central terminal and use their SNAP Bridge Card to get tokens to spend at your market. **Customers are not able to redeem their electronic Double Up credits at a token-based market.**

Vendor Redemption & Reimbursement

Collecting tokens from eligible vendors, recording and reimbursing them for their Double Up sales is one of the most important roles that a market plays. Remember that Double Up is designed to smoothly integrate into your market's existing SNAP program and vendor redemption and reimbursement for Double Up should go hand-in-hand with SNAP redemption and reimbursement. We recommend reimbursing vendors for Double Up on the same schedule you reimburse vendors for SNAP and streamlining the process as much as possible.

To record vendor redemption and reimbursement, you may either (1) use provided record keeping tools or (2) add required information to current record keeping tools.

You may modify the *Vendor Redemption and Reimbursement Record* form or use your own form or spreadsheet/accounting system if it is helpful to you as long as your system allows you to:

- Report the total amount of payments made for each time vendors are reimbursed by date and by vendor
- Record when payments are made to vendors (date) and by what form:
 - If reimbursing by check, record check number
 - If reimbursing by direct deposit, include bank records of the transfer
 - If reimbursing with cash, document with receipts and/or record vendor signatures when reimbursement is received
- Account for any discrepancies between records and reports submitted

FFN only needs to access documentation of payments made for Double Up reimbursement. If you combine Double Up reimbursement with other currencies, documentation needs to be provided to show what portion of the total payment accounts for Double Up reimbursement.

Additionally, please be aware that retaining a percentage of token based sales in order to recuperate administrative costs is allowed and encouraged for both SNAP and Double Up tokens.

Qualifications for Participating Vendors

Only vendors selling eligible products can participate, therefore only participating vendors need to sign and return a *Vendor Agreement*. We require that the fruit and vegetables need to have been grown within the state where the site is located, but we do not require that participating vendors are the producers. The vendors should be able to prove origin if asked. **In counties bordering other states, the market may allow Double Up tokens to be redeemed for produce grown within their own state and/or the state bordering that county.**

Vendor Communication & Education

Market managers are responsible for educating vendors on the proper implementation of the Double Up program. This includes:

1. Ensuring the rules of the program are followed including monitoring vendors and enforcing appropriate use of Double Up in the market
2. Obtaining and keeping on record **signed Double Up *Vendor Agreements* prior to vendors accepting any Double Up tokens.** The market should retain these documents and present them to FFN if requested.
3. Distributing Double Up *Vendor Signs* and doing your best to have vendors display them
4. Reimbursing vendors for Double Up transactions and documenting these transactions

To help in the process of educating vendors about Double Up, we have outlined program details in the *Vendor Agreement* form. Before your market starts running Double Up, you should distribute ***Vendor Letters and Vendor Agreements*** to all vendors at your market. In order to assist in this education, FFN provides the following tools:

Ineligible Vendor Letter

A letter that can be provided to vendors not selling products eligible to be purchased with Double Up. This letter explains that the market is participating in the program, that the vendor is not eligible to participate, but that they stand to benefit from the market's participation as a whole. This letter can be printed and provided directly to vendors or the language can be used in communications that the market itself prepares and distributes.



Double Up Food Bucks

Ineligible Vendor Letter (Token)

Dear Vendor,

Our market is excited to participate in 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 federal Supplemental Nutrition Assistance Program (SNAP) benefits spent at participating farmers markets and grocery stores, helping people bring home more healthy fruits and vegetables while supporting local farmers.

Produce Vendor Letter



Double Up Food Bucks

Produce Vendor Letter (Token)

Dear Produce 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.

A letter than can be provided to vendors selling products eligible to be purchased with Double Up. The letter explains that the market is participating in the program and that the vendor is eligible to participate. This letter can be provided directly to vendors or the language can be used in communications that the market prepares and distributes.

Vendor Agreements

An important tool to communicate with participating vendors the expectations of the program. Each participating vendor should receive, review and return a signed copy of this *Vendor Agreement* before they begin participating in the program. **The market must have a signed *Vendor Agreement* on file for a vendor before the vendor is eligible for reimbursement.** Market managers should also review this agreement as it communicates to vendors what they can expect from the market in regards to the program.

Signed *Vendor Agreements* are important because:

- The vendors are provided, in writing, with a set of clear expectations for participating in the program.
- It provides proof, in writing, that the vendor was informed of the rules of the program and agree to follow them.

Double Up Food Bucks

Vendor Agreement (Token)



SIGNED CONTRACT MUST BE ON FILE PRIOR TO REIMBURSEMENT

This agreement by and between (Market Name) _____

and (Vendor Business Name) _____

whose address is _____ city _____

state _____ zip _____ phone _____ email _____


Vendor Agreement

Vendor Signage

FFN will provide each participating market with enough signage to provide each participating vendor with a "Double Up Accepted Here" *Vendor Sign*. **Signs should be displayed at each market by all participating vendors-** please do your best to enforce this rule.

Eligibility Guide

When accepting multiple currencies, vendors often have questions about what can be purchased with each different kind of currency. One tool available to help with this confusion for market managers, customers, and vendors is the Michigan Farmers Market Association's (MIFMA) *Product Eligibility Guide*. The guide is available as a free resource to MIFMA members, and can be accessed through the MIFMA Membership Portal.

What Products are Eligible?	SNAP/EBT/ Bridge card 	Double Up Food Bucks 	WIC Project FRESH 	Sr. Pr FRESH 	
Fresh MI Grown Fruits & Vegetables	✓	✓	✓		
Fresh Herbs	✓	✓	✓		
Food Producing Plants	✓	✓	✗		
Mushrooms	✓	✓	✓		
Maple Syrup	✓	✗	✗	✗	
Honey	✓	✗	✗	✓	
Baked Goods	✓	✗	✗	✗	✓
Jams & Jellies	✓	✗	✗	✗	✓*
Meat, Dairy, & Eggs	✓	✗	✗	✗	✓*
Hot, Prepared Foods	✗	✗	✗	✗	✗

* 50% of the ingredients (by weight) must be produced by the Hoophouses for Health farmer



Record Keeping & Reporting

We need information from you to help support the continued vibrancy and growth of the program for financial auditing purposes and to be able to demonstrate program impact, and we also want this program to work for you! We embed evaluation and reporting into the operations of the program and hope that requirements are largely taken care of in the course of running your market mostly during the market season.

Record keeping takes place at the market and throughout the vendor reimbursement process. The records that are kept are then used by you to report activity to FFN through online quarterly reports.

To assist in record keeping, FFN provides templates for reporting. These templates can be used as provided and/or they can be modified to suit your market's needs, as long as it allows you to report out on key components and are approved in advance. You may also modify an existing form you currently use and incorporate Double Up components.

Overview of Requirements

To record customer distribution, each market day you should:

1. Complete a *Customer Transaction Record* sheet
2. Print a batch receipt from your point-of-sale device (or other form of approved third party EBT verification)

To record vendor reimbursement, every time you collect tokens from vendors and/or reimburse them you should:

1. Ensure each vendor that submits tokens has signed a *Vendor Agreement*
2. Complete a *Vendor Redemption and Reimbursement Record*

For each quarter (3 month period) that your market operates Double Up during the course of your grant/contract, complete an online quarterly report.

Retain all supporting documentation for three years (as stated in the grant/contract agreement), provide documentation to FFN upon request and, at the end of your market season and/or your grant/contract period, complete the *Season Checklist* to submit required documentation.

Quarterly Reports

Quarterly reports are a way for you to provide real-time information to the Double Up team which allows us to:

- Provide you funds up front to cover your vendor redemption for Double Up and not work on a reimbursement system throughout the season
- Share real-time data with you, other partners including funders, and policy makers
- Keep abreast of any increased need in your community and meet requests for additional funds to support Double Up
- Reinforce the importance of regular record keeping during the season

Each quarter, you will report Double Up activity by completing an online quarterly report **for each participating location**. If your organization is responsible for more than one market or direct marketing site, a separate report will need to be submitted for each location.

Links to the reports will be posted in the Market Manager Portal and you will be notified via email when the new survey is available. Previous surveys and update emails will be available on the Market Manager Portal so you can reference them as needed.


Before submitting the report, please review for accuracy. Once submitted, the data will be considered final and will be used to reconcile your grant/contract. After submission, you will receive a confirmation email that contains your survey responses for your records.

Online Reporting

- **Reporting is due within 1 week of the end of the quarter.**
- All of the information you need to enter is from either your **Customer Transaction Record** totals or your **Vendor Redemption and Reimbursement Record sheet**. If you fill out the record sheets completely as you implement the program, submitting your quarterly report should only require copying the recorded totals to the survey.
- **All Double Up numbers reported should be EVEN.** Double Up tokens are in \$2 increments, so all markets using tokens should be reporting Double Up distributed, redeemed, and reimbursed using even dollar amounts.
- Markets need to complete a quarterly survey for each quarter the market is open during the grant period. Data will be entered by month according to the calendar month.
- Markets that operate at multiple locations will complete a report for each location separately. This means each location will have a different reporting password.
- Market managers are responsible for **two separate, case-sensitive passwords** when reporting. One password, **Asparagus**, is used to access the Market Manager Portal. This password is the same for all managers participating in the Double Up program. The second password is unique to each market location, and is used to access the quarterly report. If a market operates in several locations, managers may have several different survey passwords, one for each location. **Market managers are responsible for recording and differentiating each password and its use.**

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100%



DOUBLE UP
FOOD BUCKS™
A FAIR FOOD NETWORK PROGRAM

Please log in.

Password

Next >>

Reporting Schedule



Ensuring Report Accuracy

Quarterly reports should be complete, accurate and timely. Please review each report entry prior to submission. Once data is submitted, it is considered final and will be used to reconcile your grant/contract. The Double Up program is made possible with financial support from the United States Department of Agriculture (USDA), the State of Michigan, and a variety of foundation funders. FFN is accountable to these funders and must be able to provide the data you report to these stakeholders in a timely manner. This information is also key to helping us tell the story of the program!

Once you submit your data, the report is reviewed for accuracy by MIFMA. If MIFMA identifies any errors or has any questions, they will follow up in need of a timely response. Next, FFN reviews the data and aggregates data from all participating sites to share with external evaluators and/or funders. Timely and accurate data submission from markets ensures that subsequent uses for the data can also be timely and accurate.

Maintaining Confidentiality

Your market's reports are password protected and are not available for other market managers to view. Only FFN and MIFMA staff and our external evaluators will have access to this data. We will only use data from these reports in an aggregated and/or anonymous way. We will never report about an individual market or an individual vendor **without permission**.

Season Close Out & Reporting

Each market is expected to submit all required documentation within one month of their season end date. Year-round markets should submit documentation within one month of the grant/contract end date of March 30.

The process for season close out is described in the *Season Close Out Checklist*:

Records to Keep

Organizations must be able to provide the following documentation upon request, however FFN will not routinely collect this documentation.

Reporting Component	Checklist
1. Customer Transaction Record sheet for each market day.	
2. EBT Verification of SNAP sales when the Double Up program was operating at the market <ul style="list-style-type: none"> a. Copy of batch report for each market day, or b. Monthly report from EBT processor: Report needs to provide dates of EBT transactions, total number of transactions, and total EBT sales. 	
3. *Vendor Redemption & Reimbursement Records that show Double Up token redemptions by vendor each time tokens were collected. Need to show how much each vendor redeemed in Double Up and it must be distinguished from other currencies (like SNAP).	
4. *Copy of Signed Vendor Agreement for each vendor reimbursed for Double Up. Markets must have a signed <i>Vendor Agreement</i> on file dated with the current program year, <u>prior</u> to making any reimbursement payments.	

**Only applicable to farmers market sites where the grantee/contractor is reimbursing individual vendors. Not applicable to sites (like farm stands and mobile produce delivery models) where no reimbursement occurs.*

Records to Submit

Reporting Component	Checklist
1. Online reports for each quarter that the market operated the program between April and March of the current program year.	
2. *Proof of Vendor Payment for tokens redeemed. Needs to include: vendor name, date of payment, amount of payment that represents Double Up reimbursement, check number OR vendor signature/initials that payment was received. It is preferred that this documentation is uploaded to each quarterly online report.	
3. Complete a Market Manager Survey. Questions regarding your feedback on program implementation will be asked. Completing this survey by November 30 is an expectation for all participating markets. <i>Fair Food Network (FFN) requests that you also provide a response to MIFMA's Year-End survey of markets accepting SNAP.</i>	

- | | |
|---|--|
| <p>4. Report or Return Tokens. Each market must count all tokens and report the total number of tokens on hand at the end of the season.</p> <p>a. The expected amount of tokens is calculated as:</p> <ul style="list-style-type: none"> • Starting token count, minus the amount distributed to SNAP customers, plus the amount redeemed by vendors • If the amount your market has on hand differs by more than 5% from the expected amount, explanation will be sought for the discrepancy <p>b. If you are instructed that tokens need to be returned, tokens can be returned at one of MIFMA's Year-End meetings or can be shipped following the directions for shipping records below. You must choose a shipping option that allows you to track your shipment and acknowledge that you are responsible for the tokens until they are delivered to MIFMA.</p> | |
|---|--|

**Only applicable to farmers market sites where the grantee/contractor is reimbursing individual vendors. Not applicable to sites (like farm stands and mobile produce delivery models) where no reimbursement occurs.*

Record Submission

It is recommended that you take advantage of the opportunity to submit documentation when you submit your quarterly reports by uploading documentation to the online report. If you do, you will not need to resubmit any documentation that has been uploaded to monthly reporting surveys at the end of the season. **You should always keep a copy of all documentation you submit for your market's records.**

If you do not upload documentation to the online quarterly survey, please submit records in one of the following three ways:

1. Electronic submission of Documentation

Email documents to foodaccess@mifma.org. If documents are too large (or too numerous) to email or upload, you can request a link to upload your records directly to a secure online folder.

2. In-Person at one of MIFMA's Year-End Meetings

MIFMA annually hosts two year-end meetings for farmers markets that accept food assistance benefits and both are opportunities for markets to turn-in materials. Learn more and register at www.mifma.org/events.

3. Mail: FedEx, USPS or UPS

You **must** retain a copy of any Double Up records sent by mail and track your shipment. Hard copy records can be shipped to: Michigan Farmers Market Association, 480 Wilson Road, Room 172, East Lansing MI 48824.

What happens after my market submits documentation?

1. MIFMA will inventory all documentation and online reports and request any missing components. MIFMA will check for accuracy and clarify any questions on documentation submitted.
2. After all documentation is received and reviewed, MIFMA will send an email listing the total dollar value of Double Up incentives reimbursed to vendors **from your market's online reports**

and the total number of tokens on-hand **based on the amount reported by your market** to verify that your market has been closed out with this information.

3. Once a market is closed out, if the market is in good standing and intends to participate next year, it is expected that markets will retain unused incentive funds and roll them over to the next program year. If you would prefer to return unused incentive funds, you must inform MIFMA of that intent and return funds to FFN by December 15.
4. If you indicate on the year-end market manager survey that your market intends to participate again in the next program year, you can expect communication from MIFMA in February regarding training opportunities and the next grant/contract process. If the contact person for the program changes while your market is closed, please contact MIFMA with the updated information ASAP.

Customer and Vendor Evaluation

Evaluation has always been, and continues to be, a very important part of the Double Up program. Each year, evaluation strategies will be shared with participating markets. Markets commit through their grant/contract agreement to participate fully in evaluation components. We greatly appreciate each site doing so!

Communications

FFN has developed marketing and outreach materials to help promote the Double Up program. We may be able to provide a limited quantity of printed materials, such as **regional flyers** and **community posters** (in English and Spanish), for use at your market or to distribute to partners or local organizations.

Electronic versions of promotional materials will be available on the Market Manager Portal for you to download if you want to make copies, attach to e-newsletters, or print our Double Up flyers on the reverse side of your market flyers. If community partners want to request materials to distribute, please direct them to the Get Involved page of www.doubleupfoodbucks.org to make their request.

FFN will coordinate additional statewide outreach, which may include direct mailings, radio, and/or press outreach. The Double Up team will do our best to keep you informed of communication activities as they happen, so that you and your vendors can be prepared for increased traffic at the market. You can also sign up for regular e-updates from FFN, and encourage partners you work with, to sign-up to receive these communications at www.fairfoodnetwork.org.

You are also welcome and encouraged to do your own communicating about Double Up at your market! Please utilize the trademarked *Double Up logo* and the *Press Release Template* available through the Market Manager Portal and request additional resources if needed.

Updating Market Information

The ability of FFN to promote that your market accepts Double Up is contingent upon your ability to provide us with accurate information about when and where your market operates and to update us when/if that information changes. At the beginning of each program year, MIFMA requests that each market update their listing on the Find a Farmers Market feature of www.mifma.org and will replicate changes made to this database in FFN's records to be reflected on the Find a Location listing at

www.doubleupfoodbucks.org. It is imperative that your market information is as up-to-date and accurate as possible at www.mifma.org to ensure all Double Up communication materials are accurate as well.

When/if your market information changes, please notify foodaccess@mifma.org so that both MIFMA and FFN's website listing for your market can be updated.

Translations

Communication materials will be available in multiple languages through the Market Manager Portal. Additionally, both point-of-sale information and key phrases have been translated into Mandarin, Russian, Spanish, and Arabic. These materials can also be downloaded from the Market Manager Portal.

Trademark

The name "Double Up Food Bucks" and the apple/carrot logo are trademarked. Please treat the name and logo as you would treat any other trademarked name. As a participant in Double Up, you have a license to use the name and logo in market promotion materials. Specific terms of use are outlined in your grant/contract agreement. If you have questions about your use of the name or logo, please ask. The JPG file of the logo is available on the Market Manager Portal, with and without words, in color and black and white. You may use the logo in any written communications about Double Up, such as newsletters, email updates, and on your market's website.

Press Releases

Fair Food Network will issue press releases at various times throughout the season – some will be statewide or national, others local. If your market wants to issue a press release about Double Up, or include Double Up with other market news, please use language from the *Press Release Template* on the Market Manager Portal to describe the program, and **always copy info@doubleupfoodbucks.org when you send a press release!**

Frequently Asked Questions

Why do we need to record the last 5 digits of the Bridge Card number for every transaction?

There are 3 reasons:

1. We may use this information in our evaluation to study how frequently individual customers return to the market.
2. Recording a piece of information about the customer discourages customers from coming back for Double Up tokens twice in one market day. We do not expect you to check every card number against the list of cards already used that day, but this way, if you suspect a customer has already received the \$20 maximum benefit for that day, you have a record.
3. If a customer requests a refund, you should note the refund next to their original transaction

Why do we ask you to record the number AND value of Double Up tokens?

Double Up tokens are worth \$2 each, and we know from experience that it is very easy to get confused and record the number of tokens when asked for the value, or the value when asked for the number. By recording both, we are able to avoid the confusion. Confusion between number and value happens more frequently than you would think – please record both!

Why are the Double Up tokens in \$2 increments?

Simple answer – because we had to print half as many tokens. This was a cost saving decision, which allowed us to allocate resources to other components of the program.

How can I be sure that customers are not receiving more than \$20 in Double Up tokens per market day?

You **must** record the last 5 digits of each customer's EBT Card for every transaction when you distribute Double Up tokens. You can visually scan your *Customer Transaction Record* sheet before doing a transaction to ensure that you are not distributing more than \$20 in Double Up tokens to an individual customer on a market day. Except for the largest of markets, most managers have found that they will recognize a customer that is coming back for more tokens on a given market day. If you find that you have exceeded the daily allotment for a customer, take note and make sure to pay close attention for future market days to ensure that they do not repeat this again.

What if a customer wants a refund of their SNAP Bridge Card benefits?

If a customer who has received Double Up wants to return SNAP Bridge Card currency to have their benefits credited back to their account **on the same day they were received**, you are legally required to take back the SNAP currency and credit the customer's card for the amount of currency returned. First, make sure the customer understands they can bring the currency back another week and spend it. If they really want a refund, consult the *SNAP & Double Up Refund Process for Market Managers* document in the Market Manager Portal for how to proceed.

How does a person receive SNAP?

In order to qualify for SNAP, a customer must meet certain requirements for income and expenses determined by their state. As a Michigan resident, to see if you qualify and apply for benefits, go to www.mibridges.michigan.gov or call 1-888-MIBRIDG. For other emergency food options in your area, call the United Way's 2-1-1 service (dial 2-1-1 on any phone).

What does Fair Food Network think about customers who are saving for bushels, or stockpiling tokens?

We love it! We are very happy to support customers saving their Double Up tokens in order to allow them to purchase in bulk later in the season when there is more local product in the marketplace. Be sure to let customers know that Double Up tokens do accumulate and that customers do not need to spend them on the day they receive them. For example, customers can save Double Up tokens to purchase tomatoes in bulk in August/September for canning, or wait to use them until there is more local produce available in the markets.

Contact Us

Fair Food Network

(866) 586-2796

info@doubleupfoodbucks.org

Michigan Farmers Market Association

(517) 432-3381

foodaccess@mifma.org