



# 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.

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). 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 can only be redeemed for eligible products which include: fruits and vegetables grown within this state, plants and seeds that produce food, cut herbs and herb plants, and mushrooms.**

As a vendor of other items at our market, **you are not eligible to accept in Double Up, though you will benefit from the program at our market!** Across Michigan, more than half of the participating and non-participating vendor survey respondents in 2015 reported that as a result of Double Up, 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.

Please direct customers with questions to the market manager. More information about the program is also available at **[www.DoubleUpFoodBucks.org](http://www.DoubleUpFoodBucks.org)** or by calling Fair Food Network at (866) 586-2796.

Sincerely,  
Market Manager