

2018 Training Webinar

Double Up Food Bucks

Token-based Model for Farm
Stands



21 MAY 2018

Double Up Food Bucks

2018 TRAINING WEBINAR OVERVIEW

1. Welcome & Introductions

Fair Food Network, Michigan Farmers Market Association

2. Intro to Double Up

3. Grant Process

4. Accessing Program Materials

5. Program Implementation

Tokens, Eligible items, What happens at the market, Electronic redemption systems

6. Record Keeping & Reporting

Quarterly reports, Season Closeout

7. Communications

8. Important Dates & Next Steps

9. Questions & Answers



Michigan Farmers Market Association



WHO WE ARE

MIFMA advances farmers markets to create a thriving marketplace for local food and farm products

MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support

Image from MIFMA



Michigan Farmers Market Association



OUR ROLE

MIFMA is the main point of contact with Market Managers for Double Up Food Bucks 2018

- Training
- Technical assistance
- Facilitate grant process
- Monitor reporting
- Material distribution
- Communicate regularly with market managers
- Provides feedback on program design and evaluation

Image from MIFMA





Primary Contacts

2018

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Executive Director

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Michigan Farmers Market Association

480 Wilson Road, Room 172

East Lansing, MI 48824

(517) 432-3381

www.mifma.org

Picture from MIFMA



**DOUBLE UP
FOOD BUCKS™**



**PIONEERING SOLUTIONS THAT SUPPORT FARMERS,
FAMILIES & LOCAL ECONOMIES.**

Fair Food Network

MULTI-WIN SOLUTIONS

Healthy Food Incentives

Grow
demand
for healthy,
locally
grown
food

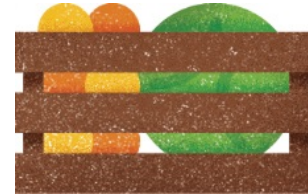


Fair Food Financing

Builds
systems
capacity
to meet
that
demand

Double Up Food Bucks

A NATIONAL MODEL FOR HEALTHY FOOD INCENTIVES



Families bring home more healthy food



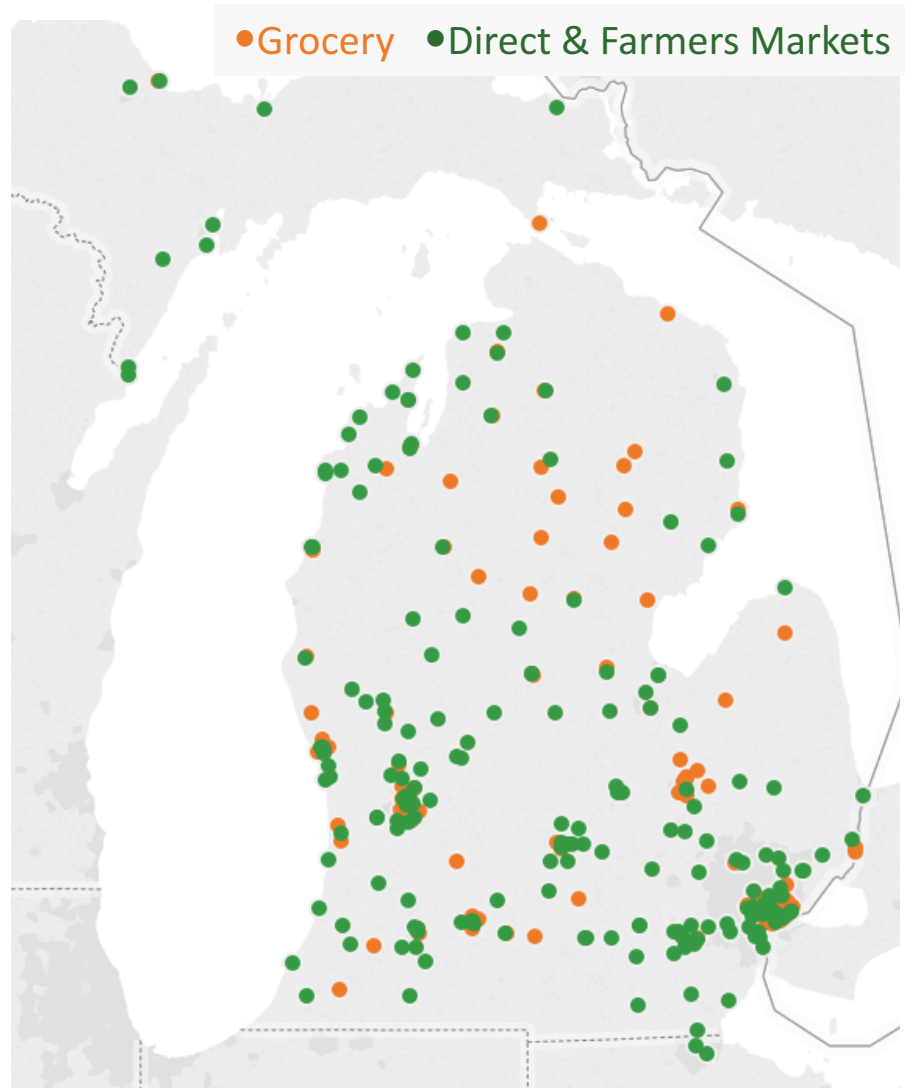
Farmers make more money



More food dollars stay in local economy, **strengthening communities**

Growth & Expansion in Michigan

Since
2009
Double Up
has grown
from 5 to
250+ sites
statewide



1:1 Match | Local Produce | Diverse Outlets



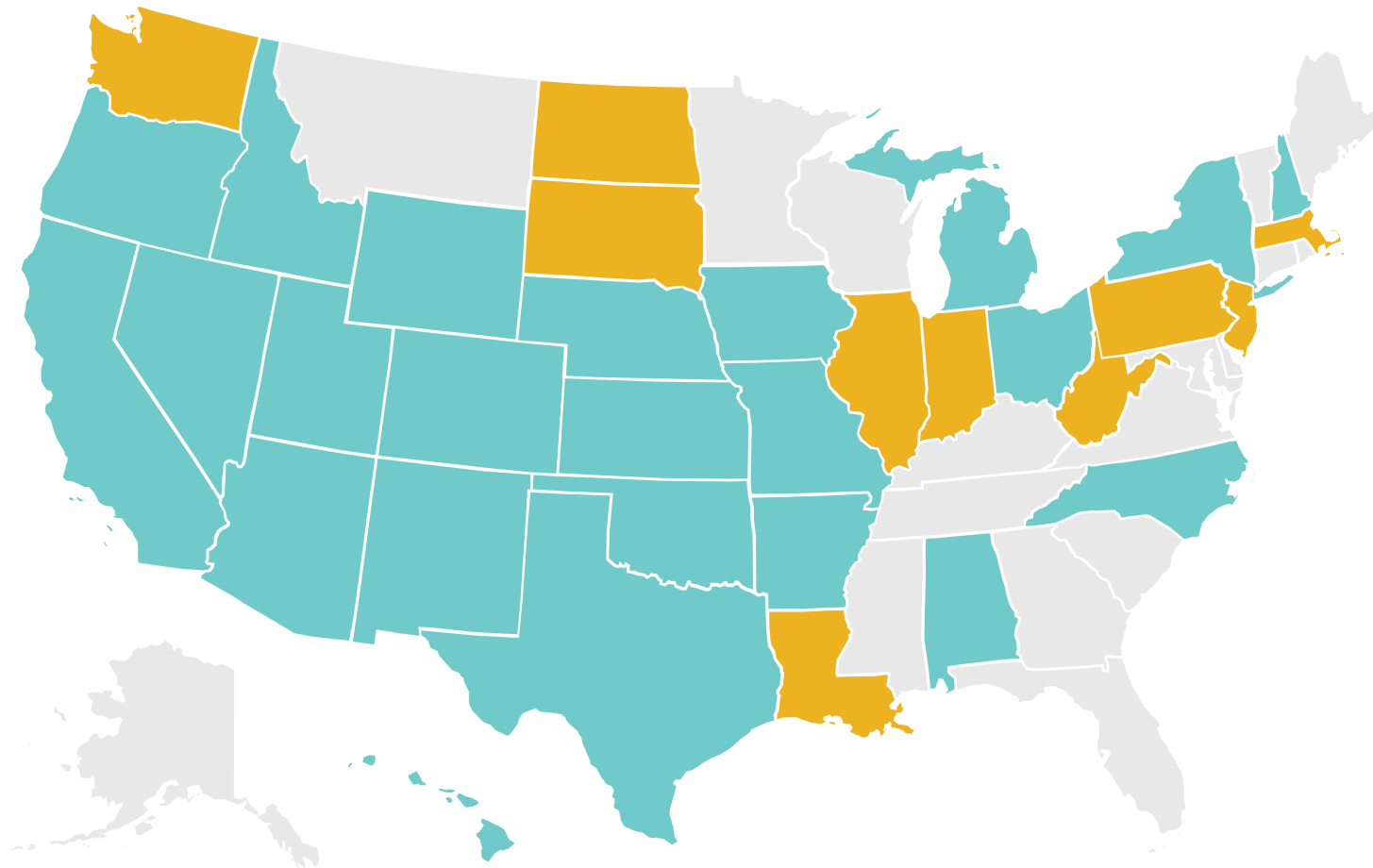
Food Insecurity Nutrition Incentive (FINI) Grants Program

2014 FARM BILL

- \$100 million, 5 years
- Competitive grants
- Requires 1-1 match
- All types of retail

National Work

2018 SNAPSHOT: EXPANSION OF PROVEN MODEL



- Active Double Up program as of Jan 2018
- Fair Food Network supporting healthy food incentive efforts



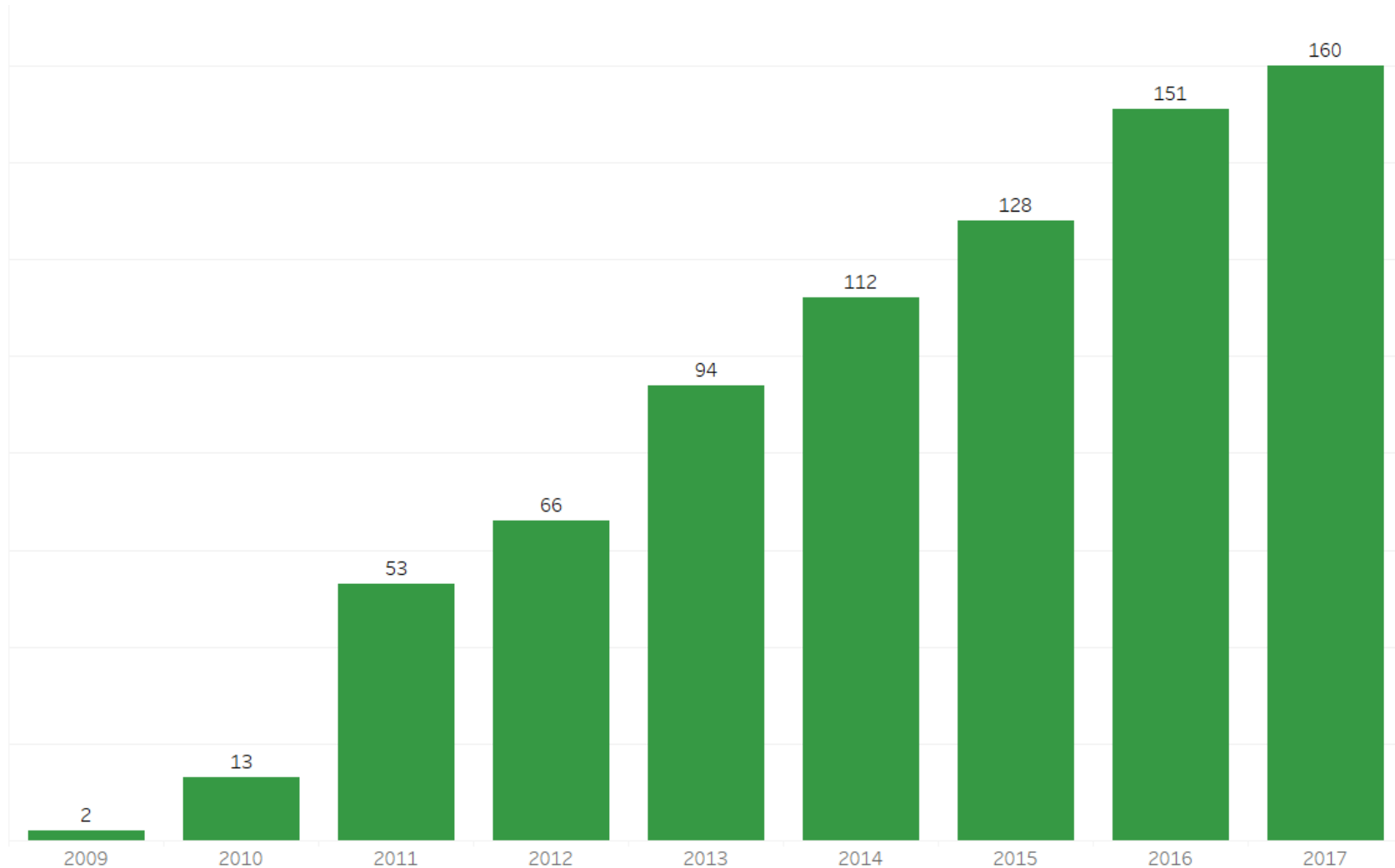
2015 USDA Award

4-Year Large Scale Project

- Grow Number of Sites
- From Tokens to Technology
- From Seasonal to Year-Round

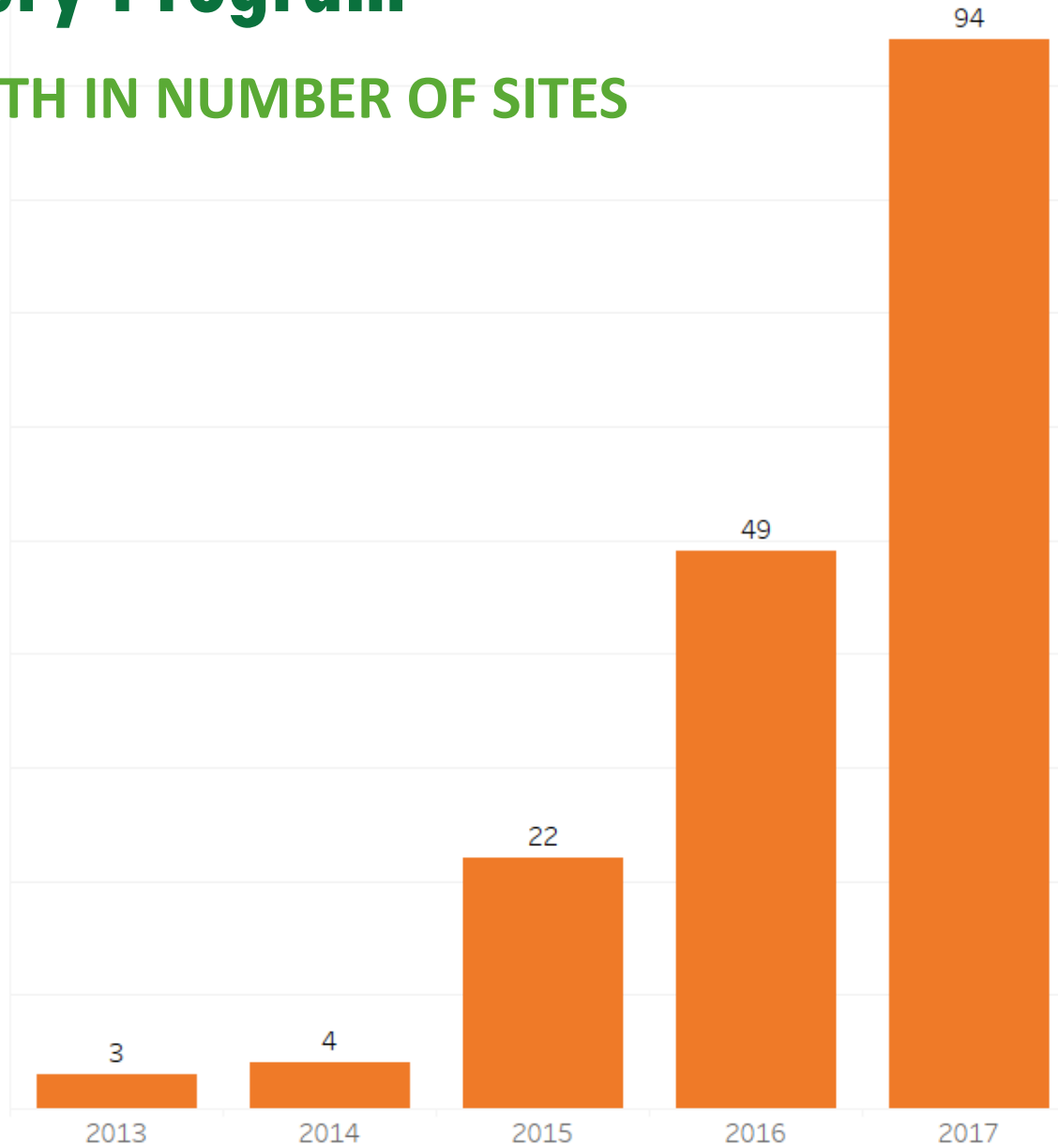
Farmers & Direct Markets

GROWTH IN NUMBER OF SITES



Grocery Program

GROWTH IN NUMBER OF SITES

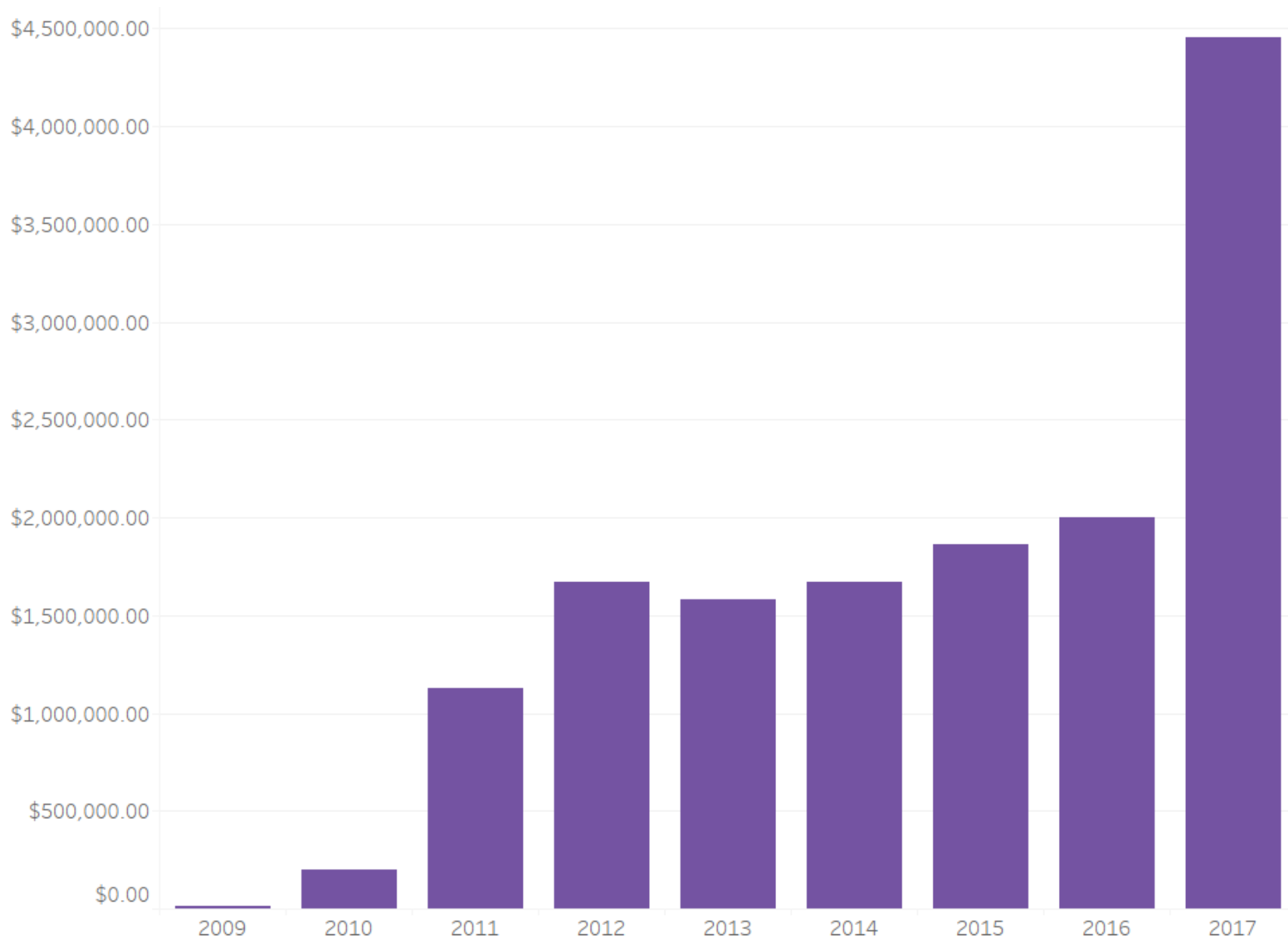


Grocery Program

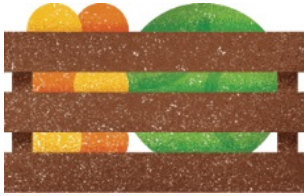
HOW IT WORKS

- Shoppers can spend DUFB year-round
- Earn & spend DUFB on any produce
 - Grocers required to source from Michigan producers
 - Target: 20% local by 2020 (in alignment with Michigan Good Food Charter)

DUFB & SNAP Spending Over the Years



Win / Win / Win



DOUBLE UP
FOOD BUCKS™



A close-up photograph of a bunch of fresh chard with vibrant green leaves and thick, reddish-pink stalks. A white rectangular sign with a green border is attached to the stalks with a rubber band. The sign features the text 'DOUBLE UP FOOD BUCKS ACCEPTED HERE!' in bold green letters. To the right of the text is a logo consisting of a green circle with a stylized orange carrot shape inside, and the words 'DOUBLE UP FOOD BUCKS' below it.

**DOUBLE UP
FOOD BUCKS
ACCEPTED
HERE!**



EVALUATION

Overview

- Annual external evaluations since beginning of program
- Gretchen Swanson Center for Nutrition: 4 years (*currently in Y3*)
- Mixed-methods approach



Evaluation: What to Expect

- Outreach from research team
- On-site data collection, including surveys and interviews with:
 - Customers
 - Vendors
 - Market managers





Kellie Boyd

PROGRAM DIRECTOR

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Lindsay Way

PROGRAM ASSOCIATE

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Grant Process

Picture from MIFMA

Grant Process

Each organization managing a participating site will receive a
Grant Agreement

- Read the grant agreement **completely** and **carefully**
- Outlines **expectations** of you and FFN
- Must be **signed** by an authorized representative
- Supporting documentation required
 - W-9 dated in current year OR
 - Proof of non-profit status
- **Return** (electronically or hardcopy) in a **timely** manner
- **Funds** disbursed after grant agreement is returned

Grant/Contract Process Timeline

Grant/Contract Sent

Seasonal Sites starting Today
Year-Round Sites after 2017
close out

Review, Sign & Return

Read carefully, sign and
return (electronically or
hardcopy). Retain copy for
your records

Grant/Contract Period

April 1, 2018 – March 31,
2019

Implementation Period

April 1, 2018 – March 31, 2019
OR

Date Grant/Contract is Signed –
Season End Date

Grant Process

Requesting Additional Funds

- Requests can be made for **additional funds** if/when redemptions exceed initial grant/contract amount
- All reporting requirements must be up-to-date
- A grant/contract **amendment** will need to be signed and return

We want Double Up to operate at your **site through the end of your season**

Accessing Program Materials

www.doubleupfoodbucks.org



[How It Works](#)

[Locations](#)

[Get Involved](#)

[About](#)

[FAQ](#)

[Flint](#)



Stretch your food dollars for more
fruits & veggies with Double Up
Food Bucks

It's easy. Learn how.

Not in Michigan?



Market Manager Portal

www.doubleupfoodbucks.org



Double Up Food Bucks

- How It Works
- Locations
- Get Involved
- About Double Up
- About Fair Food Network

Resources

- Partners & Funders
- Double Up National Network
- Frequently Asked Questions
- Market Manager Login**
- Grocery Login
- Volunteer Portal

Have questions?

Call us: 866.586.2796

Email us:
info@doubleupfoodbucks.org

Program Password for all Sites

Asparagus



[How It Works](#) [Locations](#) [Get Involved](#) [About](#) [FAQ](#) [Flip](#)

This content is password protected. Enter your password below:

Password:





Double Up Food Bucks

[How It Works](#)

[Locations](#)

[Get Involved](#)

[About Double Up](#)

[About Fair Food Network](#)

Resources

[Partners & Funders](#)

[Double Up National Network](#)

[Frequently Asked Questions](#)

[Market Manager Login](#)

[Grocery Login](#)

What's Available?

- Training Materials
 - Training Slides
 - Reference Manual
- Reporting Tools
 - Customer Transactions
 - Sales Record Sheet
- Links to Reports
- Copies of Update Emails
- Outreach Materials

Welcome to the Double Up market manager portal!

Here you will find tools and templates for Double Up Food Bucks reporting, links to the monthly survey, and other helpful resources throughout the season!

logout

For Token Markets

logout

TOKEN MARKETS

- [UPDATED 2016 Market Monthly Reporting Schedule](#)
- [January Monthly Survey](#)
 - [January Monthly Updates](#)
- [February Monthly Survey](#)
 - [February Monthly Updates](#)
- [Year-Round and Extended Season Market December Survey](#)
 - [December Monthly Updates](#)
- [Year-Round and Seasonal Market November Survey](#)
 - [November Monthly Updates](#)
- [Year-Round and Seasonal Market October Survey](#)
 - [October Monthly Updates](#)
- [Year-Round and Seasonal Market September Survey](#)


logout

Marketing


logout

FARMERS MARKET POSTER

- [2016 Farmers Market Poster](#)
 - [English](#)



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Program Implementation

Picture from MIFMA



Tokens

- You are fiscally responsible for the tokens distributed to your site(s)
- Maintain accurate records
- Conduct Accurate Counts
- Formula for determining the number of tokens expected to have on-hand:

Received at Start of Season

- # Distributed to Customers

+ # Redeemed (Spent)

= Total On-Hand

Picture from MIFMA

Tokens

BEST PRACTICES

Fair Food Network will provide silver aluminum Double Up tokens worth \$2 each



- Count your tokens before and after each market day
- Treat tokens like cash! Keep them safe, and NEVER leave them unattended at the market
- Pre-count tokens into \$20 bags
- Use counting tools like poker chip trays or a coin counter

Tokens are Universal

Can be used at any participating farmers market or farm stand

- Can be earned and spent on different days
- Can be earned and used at different markets
- Can be accumulated for large purchases
- Do not expire



Picture from MIFMA



What Happens at the Market

TOKEN DISTRIBUTION

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



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 each month to Fair Food Network.

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

*Customer Attendance:

*Vendor Attendance:

*Special Events (if any):

*Produce Vendors:

*Other Food Vendors:

*Non-food Vendors:

*Weather/EBT Issues:

**Optional metrics to report to FFN*

Ask customer using these **exact** words:

Last 5 digits of Bridge Card #	\$\$\$ SNAP (\$ from Bridge 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
6.	\$		\$	Yes / No
7.	\$		\$	Yes / No
8.	\$		\$	Yes / No
9.	\$		\$	Yes / No
10.	\$		\$	Yes / No

Eligible Items

ELIGIBLE

Grown within the state where the market is located:*

- Fruits and vegetables
- Plants that produce food
- Cut herbs, herb plants
- Mushrooms

* If market is located in a county bordered by another state, produce from that state is also eligible

INELIGIBLE

- Honey
- Maple Syrup
- Jams and jellies
- Dried beans, produce, or herbs
- Fermented products
- Eggs
- Meat
- Bread
- Seafood
- Cider
- Nuts
- Seeds
- Non-Michigan produce

What Happens at the Market

TOKEN REDEMPTION

- ✓ Sales record sheets must be submitted with your quarterly reports

Double Up Food Bucks

Farm Stand Sales Record (Token)



Use this sheet to record Double Up Food Bucks tokens SPENT at your farm stand by market day. Calculate and report the monthly total dollar value of Double Up redeemed (spent) via online quarterly survey to Fair Food Network.

Market Name: _____

Date	# DUFB Tokens Spent (# of silver tokens)	\$\$\$ DUFB Tokens Spent (\$ value of tokens)
1.		\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$



What Happens at the Market

THINGS TO CONSIDER

- You will need the information recorded on the Customer Transaction Record sheet and the Sales sheet to complete your **quarterly report**
- Use the record sheets provided or collect the required information using your own forms/tools

Electronic Redemption Systems

TALKING WITH CUSTOMERS

- Some customers might ask if they can simply have a 50% discount on Double Up-eligible products
- Continue to hand out tokens rather than providing a discount!
- Remind customers that this is an incentive program that allows them to stretch their dollar and buy more healthy produce
- Encourage them to return to your farm stand or one of the many other locations across the state that offers the program

Electronic Redemption Systems

TALKING WITH CUSTOMERS

Some farmers markets in Michigan are able to accept Double Up Food Bucks using a card-based electronic system

If a customer comes to your market with a Double Up card, or says they have a “Loyalty” on their Bridge Card:

- Explain that your market doesn't use an electronic system, and you do not have the technology to access their Double Up credits
- The customer can participate in the token-based system at the market. Having Double Up loyalty or a card doesn't exclude anyone from also using tokens
- Invite them to call the Double Up program hotline if they have further questions, (866) 586-2796



Employee/Volunteers

COMMUNICATION & EDUCATION

The market is responsible for:

1. Ensuring the rules of the program are followed including monitoring employees and enforcing appropriate use of Double Up in the market
2. Displaying Double Up signs and directing customers to eligible products
3. Redeeming Double Up Food Bucks and documenting these transactions





Record Keeping & Reporting

Picture from MIFMA

Reporting Requirements

Overview

Customer Distribution

1. Customer Transaction Record Each Market Day
2. Batch Receipt or POS Report

Sales

1. Sales Record

Quarterly Reports

Completed online

Season Close Out

Checklist of Requirements



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Record Keeping & Reporting

QUARTERLY REPORTS

- **Due 1 week after the end of the Quarter**
- Links will be posted **in the Market Manager Portal** and emailed to market managers
- Complete one report **per location**
- Enter information from **Customer Transaction Record** and **Sales Records**
- Information will be entered on a monthly basis by the calendar month
- All Double Up numbers entered **should be even**
- Once submitted, you will **receive a confirmation email** that contains your survey responses for your records



Record Keeping & Reporting

REPORTING ONLINE- PASSWORDS

Market managers are responsible for **two separate, case-sensitive passwords**:

1. **Asparagus** is used to access the Market Manager Portal. This password is the **same for all** managers participating in the Double Up program.
2. The second password is unique to each market location, and is used to access the quarterly survey. If a market operates in several locations, managers may have several different survey passwords **for each location**.

Market managers are responsible for recording and differentiating each password and its use.

Record Keeping & Reporting

ENSURING REPORT ACCURACY

- Reports should be **complete, accurate** and **timely**.
- Review report entry for accuracy **prior to submission**.
- Data is **considered final upon submission**.
- This program is made possible with the financial support of USDA, the State of Michigan, and a variety of foundation funders.
- FFN is **accountable** to these funders and must be able to provide this information to stakeholders.
- This information is key to **helping us tell the story** of the program at markets throughout the state!

Market

Reviewed for
Accuracy by
MIFMA

Reviewed and
Aggregated by
FFN

Shared with
External
Evaluators

Submitted and
shared with
Funders



Record Keeping & Reporting

Records to Keep

Records to Keep

Organizations must be able to provide the following documentation upon request, however Fair Food Network (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 <ol style="list-style-type: none">Copy of batch report for each market day, orMonthly report from EBT processor: Report needs to provide dates of EBT transactions, total number of transactions, and total EBT sales.	
3. Vendor Reimbursement Records that show vendor Double Up token redemptions 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 Vendor Agreement on file dated with the current 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.*

Record Keeping & Reporting

Records to Submit

Records to Submit

	Reporting Component	Checklist
1	Online reports for each quarter that the market operated the program between April 2017 and March 2018	
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 be 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, 2017 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>	
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. <ol style="list-style-type: none"> The expected amount of tokens is calculated as: <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 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. 	

**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 Keeping & Reporting

RECORD SUBMISSION

1. Electronic submission of Documentation

- a. Email documents to Rebecca Peña at foodaccess@mifma.org. If documents are too large (or too numerous) to email, 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

- a. MIFMA will be hosting two year-end meetings for farmers markets that accept food assistance benefits and both are opportunities for markets to turn-in materials. Meeting schedule and locations are to be determined. Learn more and register at <http://mifma.org/events/>.

3. Mail: FedEx, USPS or UPS

- a. 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



Record Keeping & Reporting

WHAT HAPPENS AFTER MY SITE SUBMITS DOCUMENTATION?

1. MIFMA will inventory all documentation and online reports, request missing components, check for accuracy and clarify any questions
2. MIFMA will send an email listing the total dollar value of Double Up incentives spent at your market **from your sites' online reports** and the total number of tokens on-hand **based on the amount reported by your market**. You will have 10 days to review and respond before the market is closed out for the season.
3. We expect that we can allow markets to retain unused incentive funds and roll them over to 2019. Can be returned if preferred.





Communications

Picture from MIFMA



Site Information

KEEP IT UP-TO-DATE!

Submit updates via email to MIFMA; changes will be reflected on both:

- MIFMA's "Find a Farmers Market" feature
- Double Up website locations



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4 Ways to Promote Double Up in Your Community

#1 Distribute a press release

- Download template from the Market Manager Portal



DOUBLE UP
FOOD BUCKS™

FOR IMMEDIATE RELEASE

CONTACT

NAME

EMAIL | XXX. XXX.XXXX

Double Up Food Bucks Starts June X at XX

Michigan's statewide program improves healthy food access, supports farmers

JUNE X, 2016 | YOUR CITY, Michigan – Michigan's statewide healthy food incentive program, Double Up Food Bucks is coming to **name of your market** starting **DATE**. A program of Ann Arbor-based Fair Food Network, Double Up Food Bucks increases low-income shoppers' purchasing power for fruits and vegetables while supporting Michigan growers.

"TKTKTKTKT," said **Name, Title at Organization**. *A quote from either the local market manager or other local lead noting how long market has been running Double Up and the impact experienced for families, farmers, and the local market.*

Here's how Double Up works: A family, for instance, that spends \$10 in SNAP benefits at a participating site receives an additional \$10 in free Double Up Food Bucks to spend on locally grown fruits and vegetables. (SNAP stands for the Supplemental Nutrition Assistance Program, formerly known as food stamps.)

The wins are three-fold: low-income families eat 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

"Double Up Food Bucks creates the kind of win/win solutions we need: more nutritious food for low-income families and more revenue for local farmers resulting in healthy people and resilient rural and urban communities alike," said Oran B. Hesterman, president and CEO of Fair Food Network.

Since its launch in 2009, Double Up has grown from five farmers markets in Detroit to a statewide success story in more than 150 sites across the state including farmers markets, grocery stores, mobile markets, and a network of farm stands. To date, SNAP shoppers have spent more than \$8 million in combined Double Up and SNAP benefits on healthy food. More than 1,000 Michigan farmers participate annually. Other states are now bringing this proven model to their communities. This year, Double Up programs will be running in 19 states across the country with support from Fair Food Network.

Market days **are XX; hours are XXam-XXpm**. For a complete list of participating Double Up sites and hours of operation, visit www.doubleupfoodbucks.org.

About YOUR ORG/MARKET
Boilerplate

#

About Double Up Food Bucks

#2

Post on social media

- Graphics and text templates in the Market Manager Portal



You can get more fruits & veggies with Double Up Food Bucks!



Find a location today.

Learn more about Double Up Food Bucks and how it works!

DOUBLEUPFOODBUCKS.ORG/LOCATIONS/

Want to double your grocery dollars? You can with Double Up Food Bucks!



Find a location today.

Learn more about Double Up Food Bucks and how it works!

DOUBLEUPFOODBUCKS.ORG/LOCATIONS/

#3

Use printed materials

- Distribute flyers to community partners
- Plaster the town!



HAVE A BRIDGE CARD?

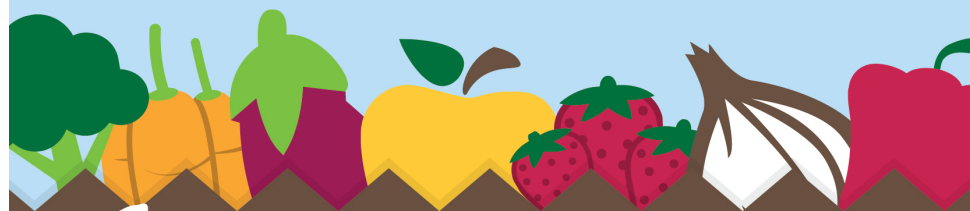
Get **FREE** fruits & veggies with
DOUBLE UP FOOD BUCKS



BUY \$1



GET \$1

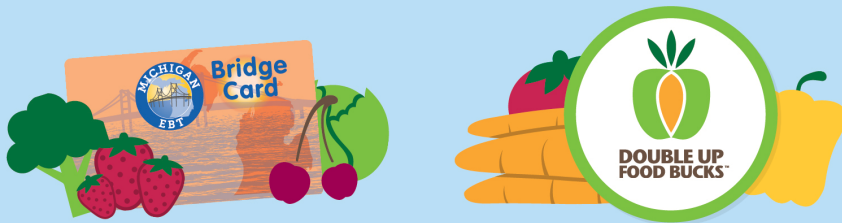


**250+ GROCERY STORES &
FARMERS MARKETS
FIND ONE NEAR YOU!**

DoubleUpFoodBucks.org | 866.586.2796

HAVE A BRIDGE CARD?

Get **FREE** fruits & veggies with
DOUBLE UP FOOD BUCKS



BUY \$1 ▶ **GET \$1**

**250+ GROCERY STORES &
FARMERS MARKETS
FIND ONE NEAR YOU!**

DoubleUpFoodBucks.org | 866.586.2796

**WE SUPPORT
LOCAL
FARMERS**

HERE'S HOW **DOUBLE UP** WORKS

FARMERS MARKETS



GO TO INFO BOOTH



BUY SNAP ELIGIBLE FOODS
WITH BRIDGE CARD



USE FREE
DOUBLE UP FOOD BUCKS
FOR MICHIGAN GROWN
FRUITS & VEGGIES

GROCERY STORES



SHOP FOR PRODUCE



BUY FRESH FRUITS & VEGGIES
WITH BRIDGE CARD



USE FREE
DOUBLE UP FOOD BUCKS
FOR FRESH
FRUITS & VEGGIES

**GET
STARTED!**

**BUY \$1
WITH YOUR
BRIDGE CARD**

**GET \$1 FREE
DOUBLE UP
FOOD BUCKS**

**UP TO
\$20
A DAY**

Have questions? DoubleUpFoodBucks.org | 866.586.2796 | info@doubleupfoodbucks.org



For other food assistance, contact the toll free Michigan Food Assistance Program Hotline: 855.ASK.MICH

Communications

PRINT RESOURCES

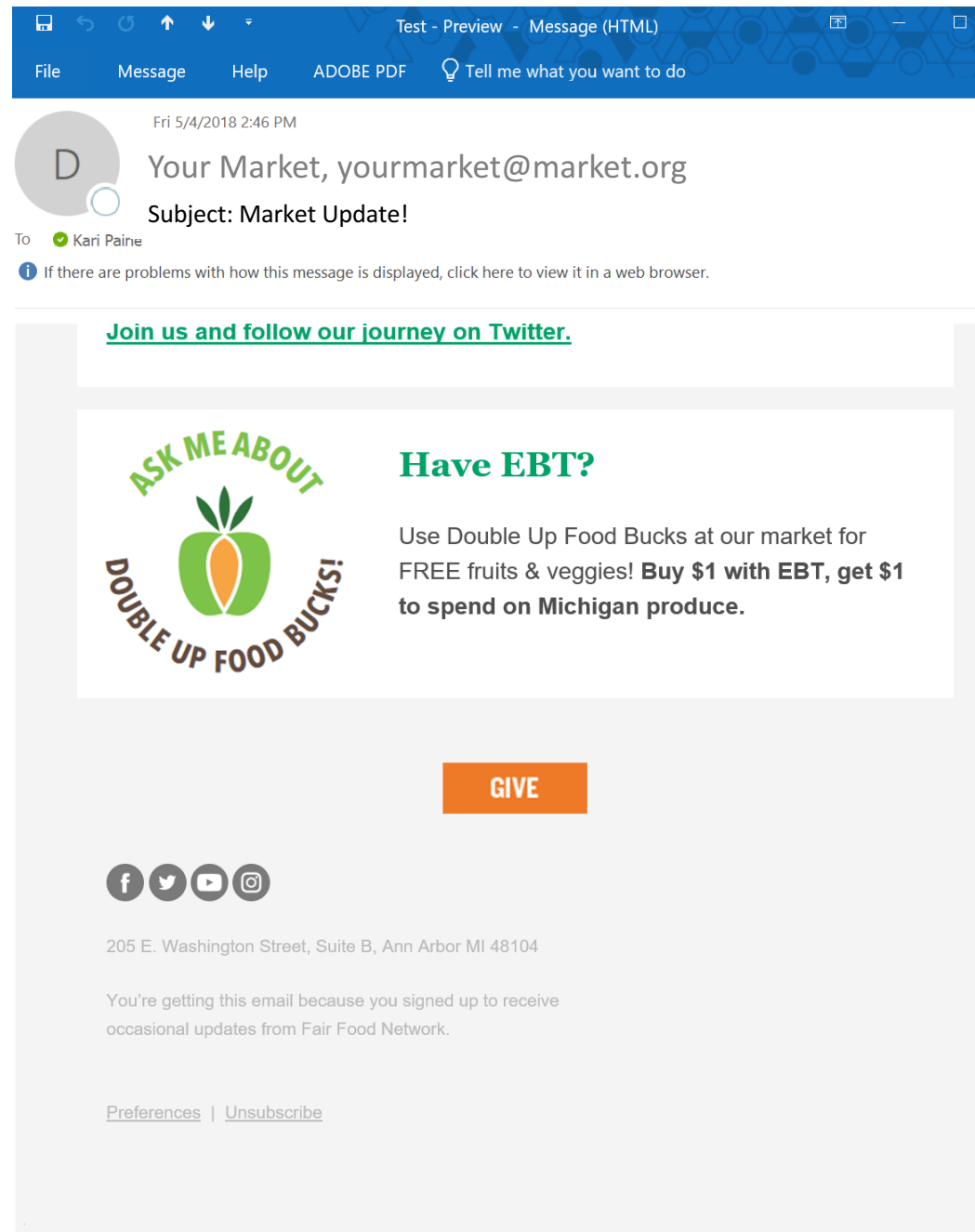
- **Large community flyers**
General program info
 - Spanish, Russian, Arabic, Vietnamese, Bosnian, Mandarin
- **Tear-off flyers**
Two-sided; infographic with “how it works” information
 - Spanish and Arabic



#4

Add Double Up to YOUR materials

- Email newsletter
- Add logo to your signs and posters
- Direct people to doubleupfoodbucks.org



Easy Ways to Promote Double Up in Your Market



DOUBLE UP
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Marketing Materials

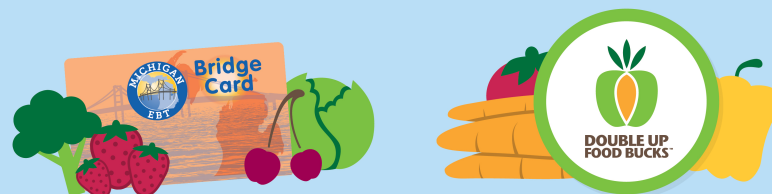
- Flyers
- Posters
- Vendor Signs (as requested)



DOUBLE UP
FOOD BUCKS™

HAVE A BRIDGE CARD?

Get **FREE** fruits & veggies
with **DOUBLE UP FOOD BUCKS**



BUY \$1 ▶ **GET \$1**



FARMERS MARKETS

Visit the info table first to get started. Buy any SNAP eligible foods with your Bridge Card and get FREE Double Up Food Bucks to spend on Michigan grown, fresh fruits & veggies.

**UP TO
\$20
PER DAY**

GROCERY STORES

Buy fresh fruits & veggies with your Bridge Card and get FREE Double Up Food Bucks to spend on more fresh fruits & veggies.

Have questions? DoubleUpFoodBucks.org | 866.586.2796 | info@doubleupfoodbucks.org



For other food assistance, contact the toll free Michigan Food Assistance Program Hotline: 855.ASK.MICH

Additional Materials Available Online

- Bigger signs for sandwich boards/windows
- Banners



Communications

OUTREACH EFFORTS

- Community partners can request free materials to distribute!
 - Direct them to the **Get Involved** page of www.doubleupfoodbucks.org or invite them to call the Hotline at 866-586-2796
- Sign up for regular e-updates from Fair Food Network!
 - www.fairfoodnetwork.org








Additional Resources

Picture from MIFMA

Additional Resources

PRODUCT ELIGIBILITY GUIDE



What Products are Eligible?	SNAP/EBT/ Bridge card 	Double Up Food Bucks 	WIC Project FRESH 	Market FRESH 	Hoophouses for Health 
Fresh MI Grown Fruits & Vegetables	✓	✓	✓	✓	✓
Fresh Herbs	✓	✓	✓**	✓	✓
Food Producing Plants	✓	✗	✗	✗	✓
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

** WIC Project FRESH can only be used to purchase the following herbs: Chives, Cilantro, Dill, Lemon Grass, Marjoram, Mint, Oregano, Parsley, Rosemary, Sage, Summer Savory, Sorrel, Tarragon, and Thyme





Important Dates & Next Steps

Picture from MIFMA

Important Dates and Next Steps

ASAP

Sign and Return Grant/Contract Agreement

Get the Word out to Your Community!

Season Start Date

Begin Implementation once your Grant/Contract Agreement has been signed and returned

Season End Date

Market End Date or March 31, 2019

Season Close Out Expected by 30 days later

Reporting Schedule

Mark your calendars!

~~First Quarter:~~

~~April 1 – June 30~~

~~Report Due: July 8~~

Third Quarter:

October 1 – December 31

Report Due: January 7

Second Quarter:

July 1 - September 30

Report Due: October 7

Fourth Quarter:

January 1 – March 31

Report Due: April 1



Questions?

Picture from MIFMA