

# Double Up Food Bucks Frequently Asked Questions

## CASHIER TALKING POINTS & FAQ

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### Q: How Does Double Up Work?

- Earn a \$1 for \$1 match when using an EBT/Bridge Card to buy fruits & veggies at participating locations – Shoppers can earn up to \$20 per day! (No limit on spending) You can use your Double Up on the next purchase of fruits & veggies.

### Q: Who is eligible for Double Up?

- Anyone using an EBT/Bridge Card is eligible. To earn & spend Double Up, bring your EBT/Bridge Card and Double Up Card with you.

### Q: What products qualify for Double Up?

- All fresh fruits and vegetables, without added sugar, salt, or preservatives. Cut produce too!
- **Do Not Qualify:** canned, dried, and frozen items, bagged salad kits with dressing, juices, fruit cups with added sugar, self-service salad bar items are not permitted.

### Q: How does a shopper earn & spend Double Up?

- **Earn Double Up:** Buy qualifying items with an EBT/Bridge Card & present the Double Up card to a cashier at the beginning of a transaction. Next time you shop, use your Double Up to spend on more fruits & veggies!
  - Double Up earning can only be applied to SNAP/Bridge Card purchases of qualifying items.
- **Spend Double Up:** Shop for qualifying items & present the Double Up card to a cashier at the beginning of a transaction.
  - Double Up earning is not allowed on purchases paid with Double Up Food Bucks.
  - If it is a multiple tender transaction, where both Double Up and Bridge cards are used, then earning is allowed on the portion paid for with SNAP (Bridge Card).

### Q: Is WIC eligible?

- No, WIC purchases are not eligible.

### Q: Why isn't this program available to non-SNAP customers?

- According to federal guidelines it is only available to SNAP recipients; this gives SNAP shoppers the opportunity to buy more fruits & veggies.

### Q: Does Double Up expire?

- Yes, all Double Up Card earnings expire after 90 days. Be sure to use your Double Up within 90 days of earning it.

### Q: How can I check my balance?

- **In-store:** Any cashier can check your balance.
- **Mobile Account:** download the "MyFresh Wallet" app or go to myDoubleUp.com to create your shopper profile & connect your card. Once completed, you can see account balance, Double Up transactions, and Double Up news.

### Q: If I have an EBT card from another state, can I earn Double Up?

- Yes, you can earn Double Up with any state's EBT card.

### Q: Where is Double Up Food Bucks available?

- To find more locations check out DoubleUpFoodBucks.org or download the Double Up App - "MyFresh Wallet"

### Q: If I lose my Double Up Card, can I get a new one?

- Yes, a cashier can replace your card. You'll need the EBT card you used to sign up. The old card will be cancelled.
- Any Double Up balance you have will be transferred.



# Double Up Food Bucks at Your Store

## STORE STAFF ROLE

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### What You Can Do

- If a shopper pays with an EBT/Bridge Card always ask: *“Would you like to earn or spend Double Up to get more fruits & veggies today?”*
- Sign-up shoppers for Double Up!
- Make sure to ring up Double Up correctly. Use the “Behind the Register Guide”.
- Help answer shopper questions about Double Up. Use the Cashier talking points & FAQ sheet.
- Make sure you have Double Up Cards and flyers stocked at your check stand to hand out to shoppers.
- When a shopper buys fresh produce with their EBT/Bridge card, explain Double Up, hand them a flyer and add Double Up to their card.
- Hand out flyers to anyone asking about Double Up and include in grocery bags.
- Wear an “Ask Me About Double Up Food Bucks” button and/or Double Up t-shirt

### Be a Store Champion!

- Help make sure Double Up signage is up inside and outside of store. Let your supervisor and us know if you need more materials. Great places for signage:
  - Front windows
  - Cashier checkout stands
  - Produce department
- Assist coworkers to properly ring up Double Up sales and answer questions.
- Help train new staff - tell them how Double Up works at your store.
- Actively promote Double Up within your store to shoppers and coworkers.
- Actively promote Double Up within your community. Let everyone know about the program!

### Have questions or feedback? Ways to get in touch:

- Talk to your Double Up ambassador
- Website: [doubleupfoodbucks.org](http://doubleupfoodbucks.org)
- Email Us! [info@fairfoodnetwork.org](mailto:info@fairfoodnetwork.org)
- Talk to Us! 866.586.2796
- Having tech issues? Tech Support Line for Retailers & Markets: 866.259.2934, ext #2

