Double Up Food Bucks: Training Guide

Cashier Training: For Sites Using POS Printed Coupons

Program Terms & Abbreviations

Double Up or **DUFB**: Short for the Double Up Food Bucks program operated by Fair Food Network in Michigan.

SNAP: acronym for *Supplemental Nutrition Assistance Program* (formerly called food stamps).

EBT Card or Bridge Card: The card used in Michigan to pay for food with SNAP benefits.

How Double Up Works

For every $1 a shopper spends with their Bridge Card on fresh and frozen fruits and vegetables, they can earn $1 in Double Up - up to $50 per day! Shoppers can use their Double Up on their next purchase of fruits and vegetables. There is no limit on spending Double Up earnings.

Earn Double Up

Shopper earns Double Up when using a SNAP/EBT Card to buy fresh and frozen fruits and veggies. A Double Up coupon will be printed at the bottom of the receipt or through a coupon printer. Let shoppers know to save their coupon!

Spend Double Up

Shopper can use their Double Up Coupon on the next purchase of fresh fruits & veggies by handing the coupon to a cashier. Cashier scans the coupon barcode or enters the coupon code to apply the Double Up to the sale. Shopper pays remaining balance with any payment method (cash, credit, debit, EBT, etc)

Qualifying Items:

Fresh and frozen fruits and vegetables, herbs and mushrooms without added salt, sugar, or oil. Includes:

- ✓ Cut produce without additives, such as melon
  Must not include syrups or sauces
- ✓ Bagged salad greens without additives
  Does not include salad kits with dressing, croutons, dried fruit or nuts
- ✓ Food-bearing plants - fruit, herb, and vegetable plants only
  Does not include decorative plants.

Double Up Program Rules & Limits

- Shoppers may earn up to $50 of Double Up per day. Maximum coupon value printed on coupon may not exceed $50.
- Double Up expires 90 days after earning. Remind shoppers to use their Double Up before it expires.
- Multiple Double Up coupons may be used in a single transaction.
- Lost coupons can't be replaced. Let shoppers know to keep coupons in a secure place.
- DUFB cannot be redeemed for cash or credit. No cash or credit is may be for unused coupon value - change in the form cash is not allowed. No coupon will be given for the remaining balance. Let shoppers know to get the most out of their Double Up and use the full value of the coupon on fresh fruits and veggies.
- Only SNAP purchases of eligible items may earn Double Up. Purchases with other payment methods, such as credit, debit, cash and WIC, are not eligible for Double Up and must not earn Double Up Food Bucks.
- DUFB cannot be redeemed for any items not covered by Double Up rules & guidelines. DUFB can only be spent on plain fresh and frozen fruits and veggies, with no added sugar, salt, or oil.
- DUFB earned at other participating retailers and markets cannot be redeemed at your store. If shoppers ask about using Double Up Cards or tokens, just let them know Double Up works a little differently at your store.

Double Up Transaction Process

EARN DOUBLE UP:

1. Shopper is ready to buy fresh fruits & veggies. Ring up order as normal.
2. Shopper pays with SNAP/EBT.
3. A Double Up coupon will print at the end of the receipt or through a coupon printer. The coupon will have a coupon code or a scannable barcode and show the amount earned today.
4. Always:
    - Hand shoppers their Double Up Coupon.
    - Point out today's Double Up earnings – circle or highlight it on their coupon.
    - Remind them to use their coupon before it expires! The expiration is on the coupon.
5. They can use their Double Up coupon on their next purchase of fruits and vegetables.

SPEND DOUBLE UP:

1. Shopper provides a Double Up coupon to buy fresh fruits & veggies.

2. Verify that the coupon is valid, legible, and not obviously altered, copied, or already redeemed.
3. Ring up all items as normal.
4. Scan the coupon barcode or enter the coupon code after all items have been rung up and before any other payments are applied.
5. Clearly mark the coupon as redeemed and follow your store's procedures for coupons.
6. Keep the coupon as you would cash - place it securely in the cash drawer and/or follow your store's procedure for handling redeemed coupons. See the "Handing Redeemed Coupons" section.
7. Shopper pays for the remaining amount with any payment method (example: cash, debit, credit, EBT, etc.)
    - No SNAP/EBT card is needed to spend Double Up
8. If the remaining produce balance was paid with SNAP/EBT a Double Up coupon will print for the amount earned.

Troubleshooting:

- **Coupon amount is greater than the produce total**
  Example: Coupon is for $10, and the produce total is $5
    - A manager override will be required to complete the sale, similar to other procedures.
- **Error occurs after scanning coupon**
  Possible reasons for error or override trigger:
    - **Scanned coupon too early:** Be sure to scan the coupon after all items have been rung up.
    - **Scanned coupon too late:** Be sure to scan the coupon before applying other payments methods (cash, debit, credit, EBT, etc)

Handling Redeemed Coupons

All store staff accepting Double Up must follow the procedures in the "Protocol for Accepting and Handling Double Up Coupons" document. Use the SOP document for coupon handling and procedures for daily and monthly coupon handling, reconciling and reporting.

Cashiers must:

1. Verify that the DUFB coupon is valid, legible, and not obviously altered, copied, or already redeemed.
2. Confirm the purchase includes eligible items under DUFB rules before applying the coupon.
3. Mark the DUFB coupon as redeemed (such as marking the barcode or coupon code with a Sharpie, so it cannot be redeemed more than once).

4. Treat coupons as you would cash and store coupons securely.
5. Immediately place the physical coupon into the assigned coupon envelope or coupon slot. Do not leave coupons loose at the register!
6. If an unused DUFB coupon is left behind by a customer, staff should mark or destroy the coupon before disposal and should not redistribute it to another shopper.
7. Report discrepancies and concerns to your manager, so they can report issues to the Double Up team.

Promote Double Up

- Stock Double Up flyers and post signage at your check stand.
- Hand out flyers to everyone and use flyers as bag stuffers.
- Use an easy opener and ask all shoppers: "Have you heard of the Double Up Food Bucks program?"
- Help all shoppers feel welcome by explaining how Double Up works.
- Sample Talking Points:
    - If you know someone with a Bridge Card (EBT), Double Up can help stretch food dollars.
    - Earn a dollar-for-dollar match when using a Bridge Card on fruits and veggies - up to $50 per day!
    - For every $1 spent with a Bridge Card on fruits and veggies, earn $1 in Double Up - up to $50 per day!
- When a shopper receives a coupon, always point out today's earnings and expiration. Let them know to use their Double Up coupon on the next purchase of fruits & veggies.