Double Up Food Bucks: Training Guide

Cashier Training: For Stores Using Instant Discount

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! Double Up is applied to qualifying items as an instant 50% discount at checkout. This means that if the shopper gets $100 in qualifying produce they only have to pay $50!

Receive a Double Up Discount:

A shopper purchases qualifying fresh and frozen fruits and vegetables with their EBT/Bridge Card. The cashier applies a 50% Double Up discount to the qualifying items at checkout. Shoppers can receive up to $50 in Double Up discounts per day.

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
- ✓ Plants and seeds for planting - fruit, herb, and vegetable plants only
  Does not include decorative plants or ready-to-eat seeds

Double Up Program Rules & Limits

- Shoppers may receive up to $50 in Double Up discounts per day.
- DUFB may only be applied to Bridge Card/SNAP purchases of qualifying items. It may not be applied to cash, debit, credit, or WIC transactions.

- DUFB cannot be earned on any items not covered by Double Up rules & guidelines. DUFB can only be earned 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, coupons or tokens, just let them know Double Up works a little differently at your store.

Double Up Transaction Process

Earn Double Up: Apply the Double Up Discount

1. Shopper is ready to check out and buy fresh and frozen fruits & veggies.
2. Scan all items as normal.
   Ask the shopper how they are paying today. .If they are paying with a Bridge Card, press the "50% DUFB discount" button to apply the Double Up Discount to qualifying items.

   Note: If a shopper is using both EBT/SNAP and another form of payment, complete the Double Up transaction as a separate transaction
3. Once the discount has been applied, the shopper pays for qualifying items with their Bridge Card.
4. Always tell shoppers:
   - How much they saved today on qualifying items with Double Up Food Bucks.
   - Point out their discounted amount on their receipt – circle or highlight the amount.
   - Remind shoppers to come back and use their Bridge Card to purchase fresh and frozen fruits and veggies to receive 50% off with Double Up.

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.
- Ask all shoppers: Have you heard of the Double Up Food Bucks program?
- Help all shoppers feel welcome and explain 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!
  - Use a Bridge Card to purchase qualifying fruits and veggies and get 50% off with Double Up - up to $50 per day!
- When a shopper receives Double Up, always point out today's savings. Circle it on their receipt