Double Up Food Bucks: Training Guide

Cashier Training: For sites using a Store's Loyalty or Member Software

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.

Sign-up for Double Up:

Shoppers can sign up at your location for a Double Up account by following your store's procedures for member or loyalty sign-up.

Earn Double Up:

Provide Double Up account name or number at checkout and pay with a Bridge Card to earn a $1-for-$1 match on fruits and vegetables, up to $50 per day. Double Up is added to the account balance and can be used on the next fruit and vegetable purchase at your store.

Spend Double Up:

Provide Double Up account name or number at checkout and use the available balance to purchase fruits and vegetables.

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

- 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.
- Shoppers may earn up to $50 of Double Up per day, which is accrued on their store DUFB account.
- Double Up expires 90 days after earning. Remind shoppers to use their Double Up before it expires.
- DUFB cannot be redeemed for cash, nor can DUFB 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.
- In some cases, 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

1. Shopper is ready to check out and buy fresh and frozen fruits & veggies.
2. Look up the customer's DUFB account (just like you would an owner or loyalty account), so that Double Up earned today is added to their account.
3. Scan all items as normal.
4. The customer pays with their Bridge Card. Any qualifying items purchased with a SNAP will earn DUFB and be added to their account (DUFB will accrue like other loyalty programs).
5. Always tell shoppers:
    - Their Double Up account balance.
    - Point out today's Double Up earnings – circle or highlight it on their receipt.
    - Double Up expires 90 days after earning it. Remind them to use it before it expires!
    - They can use their Double Up account on their next purchase of fruits and vegetables.

Spend Double Up

1. Shopper is ready to check out and use their Double Up to purchase fruit and veggies.
2. Look up the shopper's DUFB account (just like you would an owner or loyalty account).
3. Their available balance will show on the cashier's screen.

4. Tell the shopper their account balance and ask: “Would you like to use your Double Up today?”
5. Scan all items as normal.
6. Shoppers can use their DUFB balance to pay for qualifying fruits and vegetables, up to their available balance.
7. If any remaining fruits and veggies are paid for with SNAP, those items will earn DUFB. Items paid for with DUFB will not earn more DUFB.
8. If the shopper earned Double Up today, they can use those earnings on their next purchase of fruits and veggies.
9. Always tell shoppers:
    - Their Double Up account balance.
    - Point out today’s earnings and circle or highlight it on their receipt.
    - Double Up expires 90 days after earning it. Use your balance before it expires!
    - They can use their Double Up on their next purchase of fruits and vegetables.

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 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!
- Help shoppers with sign up: for some shoppers, signing up may feel overwhelming or time consuming - so it’s important for cashiers to offer support and help make the process feel simple.
- When a shopper receives a Double, always point out today’s earnings and expiration. Let them know to use their Double Up on the next purchase of fruits & veggies.