Program Rules and Point of Sale Requirements

Setting Up your POS for Double Up Food Bucks

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PROGRAM RULES FOR RETAILERS

How it Works

- **Match Ratio:** Double Up Food Bucks (DUFB) matches 1:1 (penny-for-penny) on SNAP/EBT produce purchases.
- **Earning Double Up:** DUFB can be earned on SNAP/EBT purchases of any qualifying fresh and frozen produce, without added fat, salt, or sugar. See the *Qualifying Item Details* section.
- **Redeeming Double Up:** DUFB can be redeemed (spent) on any qualifying fresh produce without added fat, salt, or sugar. See the *Qualifying Item Details* section.
- **Daily Cap:** Shoppers may earn up to $50 per day. There is no limit on redeeming (spending) accumulated DUFB benefits per day or per transaction.
- **Expiration:** DUFB funds expire 90 days after issuance.
- **Program Period:** DUFB is available year-round in Michigan at participating locations.

Qualifying Items Details

In Michigan, Double Up Food Bucks (DUFB) earning and redeeming is restricted to fresh and frozen produce only. Produce is defined as fruit, vegetables, herbs and mushrooms. Ask the Double Up team about specific item eligibility.

Qualifying Items Include:

✓ Any fresh produce without added Salt, Fat, or Sugar.

- ✓ Any frozen produce without added Salt, Fat, or Sugar.
- ✓ Plain cut produce without additives, such as cut melon. (Must not include syrups or sauces)
- ✓ Bagged salad greens without additives (Must not include salad kits with dressing, croutons, dried fruit or nuts).
- ✓ Produce bearing seeds and plants (i.e. seedlings and seed packets for planting).

Examples of items that do NOT Qualify:

- × No Fruit Cups with additives, such as Dole (plain fruit cut in-store is eligible)
- × No Juice
- × No Dried Fruit or Vegetables
- × No Nuts & Seeds
- × No Dried Beans
- × No Dressings or croutons
- × No Caramel Apples
- × No added flavoring, colors, sauces, syrups, sugars, salt, oils or preservatives
- × No Flowers or other decorative plants

Local Sourcing Commitment

During Michigan's peak growing season (July to November), at least 20% of a retailer's produce purchases must be grown in Michigan.

Reporting Requirements

The USDA requires all retailers participating in Double Up Food Bucks (DUFB) to report monthly and complete a descriptive annual report once per year.

Due dates are as follows:

- **Monthly Metric Report:** due on day 8 of every month.
- **Descriptive Annual Report:** due in September

Retailers must provide:

- POS-generated reporting documentation for SNAP and DUFB sales.
- Distributor records and/or invoices documenting produce purchased by the store.

Required Monthly Reports & Documentation:

- EBT Food Stamp Tender Dollar Value & Transaction Count (from POS)
- DUFB Disbursement (earned) Dollar Value & Transaction Count (from POS)
  - Accompanied by an itemized transaction list preferred
- DUFB Redemption (spent) Dollar Value & Transaction Count (from POS)
  - Accompanied by an itemized transaction list preferred
- Itemized purchases (from distributors) of all fresh produce with monthly total
- Itemized purchases (from distributors) of all fresh MI produce with monthly subtotal
- **Required Report Upon Request:** Item File listing the DUFB qualifying items (from POS). This is to confirm DUFB is applied to the correct items.

Additional Reports, Where System Capabilities Allow

- Number of Unique DUFB Customers
- Number of New DUFB Customers

POINT OF SALE IMPLEMENTATION

The Double Up team will work closely with your store to determine the best approach for implementing Double Up Food Bucks (DUFB). The three primary implementation methods are outlined below.

- Coupons
- In-store loyalty accounts
- Our branded Double Up Cards is our most common option and our preferred method. See the *Double Up Card Implementation* section for more details.

Transaction Flow

1. Shopper purchases qualifying produce, using SNAP benefits, which triggers DUFB earning.
2. POS issues DUFB earnings as a 1:1 match on SNAP/EBT purchases, up to $50/day.
3. DUFB earnings are issued either to an account or as a receipt generated coupon.
4. Next Purchase: shopper redeems (spends) their DUFB on qualifying fresh and frozen produce.
    - There is no limit on the amount of accumulated DUFB that may be redeemed (spent) in a single transaction.
    - Any remaining balance may be paid with any tender.
    - SNAP/EBT card is not required for DUFB for redemption (spending).

System Notes:

- **Loyalty Accounts:** some systems post DUFB earnings overnight for next day availability. If this is the case for your loyalty system, please notify the Double Up Team.
- **Double Up Card:** All transactions are updated in real-time, and all earnings are available immediately.

System Requirements

The POS system must support the following capabilities to implement Double Up Food Bucks (DUFB):

Item Configuration:

- Ability to flag qualifying fresh produce as eligible for DUFB earning.

  Supported configuration methods may include:
    - "FSA Approved" classification
    - An unused tax category classification
    - Creation of a "Double Up Produce" department
    - Use of a common PLU prefix.
- Ability to rotate items in and out of DUFB-eligible classification.

- It is the retailer's responsibility to keep the DUFB eligible item files updated and accurate in the POS.

Earning Logic:

- Ability to restrict DUFB earning to qualifying items tendered with SNAP benefits.
- Ability to ensure that DUFB earning does not exceed the SNAP/EBT amount tendered.
- Ability to ensure that DUFB earning does not exceed $50 per day earning limit.
- Ability to prevent DUFB earning on items purchased using DUFB benefits or any other payment method, including WIC, cash, credit, debit or EBT Cash.

Redemption Logic

- Ability to restrict DUFB redemption to fresh and frozen produce only.
- Ability to redeem accumulated DUFB earnings (e.g. multiple coupons or stored balances) within a single transaction.
- Ability to prohibit cash back for DUFB redemptions.

Expiration & Consumer Messaging

- Ability to expire DUFB funds after 90 days.
- Ability to include written expiration date on DUFB coupons or receipt.

Additional Rules & Constraints

- Whenever possible, DUFB earnings should be available to the shopper to use immediately.
- If the POS system can only generate DUFB earnings in whole dollars (no cents), DUFB earning must be **rounded down** to the nearest dollar.
- **No change** should be given in the form of cash.
    - For Coupons: If a DUFB coupon exceeds the cost of eligible produce (e.g., a $3 coupon is used to purchase $2 of fresh produce), the POS system may issue a new coupon for any remaining balance. If this functionality is not supported, any unused portion is forfeited.

Reporting & Data Access Requirements

- Ability to generate POS-based reports for SNAP EBT sales and DUFB activity. Reports must support the monthly DUFB reporting requirements outlined in the *Reporting Requirements* section.

Receipt and Coupon Language and Information

The POS system must print the following information on the receipt or generated coupon:

- **Program Name:** Double Up Food Bucks
- **DUFB Earning Amount:** e.g. Today You Earned $ XX.XX
- **Expiration Date:** Must include day, date and year and expire within 90 days of issue date.
- **Instruction Message Example:**
  Coupon is valid on the purchase of fresh produce. Use your Double Up Food Bucks to purchase fresh produce next time you shop.
  Coupon is one-time use only. Not redeemable for cash
  More info: DoubleUpFoodBucks.org

Double Up Card Implementation

The Double Up Card works like a loyalty card and uses a platform called Fresh Incentives. Fresh Incentives is compatible with the following systems and devices: LOC SMS (v. 3.5.0.3 or higher), PAX A920, Android devices, and iOS/Apple devices. Ask the Double Up Team for details.

COMMON POS ISSUES & TROUBLESHOOTING

Trigger Incentives by EBT Swipe:

Not all POS systems recognize SNAP/EBT tender as a trigger for DUFB earning. Some POS systems finalize the transaction amount before processing payment tender.

The common workaround to address this limitation:

- Create a custom DUFB button or PLU that cashiers manually enter or scan when customers indicate that they will be paying with SNAP/EBT.
- In this set-up the cashier would be responsible for triggering DUFB.
- To encourage accuracy, retailers may choose to implement internal controls and financial incentives for cashiers to support accurate DUFB transaction processing.

Double Dipping:

DUFB must not be earned on purchases made with DUFB benefits.

If the POS systems cannot distinguish between DUFB and SNAP tender types:

- Earning and redemption should not occur in the same transaction.
- To earn & redeem during the same visit, shoppers can separate their purchase into two separate transactions.

Restricting Redemptions to Produce:

Some POS systems cannot restrict DUFB to qualifying produce, causing the incentive to apply to the full transaction total.

The common strategy used to address this limitation:

- Shoppers are asked to hand their DUFB coupon to cashiers at the beginning of the transaction.
- Shoppers are asked to place their produce items ahead of the rest of their purchase.
- The cashiers are trained to compare the subtotal for the produce items to the coupon value or available balance before processing.

TESTING DOUBLE UP FOOD BUCKS BEFORE LAUNCH

After the POS software is updated & lab tested, the next step is to enable the DUFB code for a scheduled live test with a real EBT card. Testing helps ensure the program is in compliance, runs with integrity and aligns with customer and cashier expectations.

Make sure to test the following variations:

- $ Qualifying produce
- $ Other SNAP eligible products
- $ DUFB issued (earned)
- $ DUFB redeemed (spend)
- $ Balance on EBT
- **Rounding:** If the POS can only generate DUFB earnings in dollar increments (no cents), make sure it consistently **rounds down**.

Testing Scenarios

Below are some example transaction scenarios. Depending on your specific store and POS system, you can identify additional test scenarios that will be important.

- Buying qualifying produce above and below the $50 daily earning cap, with a mix of other products:
    - Shopper purchase: $65 qualifying produce, $10 other SNAP items
      DUFB Earned = $50 DUFB
    - Shopper purchase: $10 qualifying produce, $10 other SNAP items
      DUFB Earned = $10 DUFB
    - Shopper purchase: $0 qualifying produce, $10 other SNAP items
      DUFB Earned = $0 DUFB

- Using 2 payment tenders – DUFB and EBT:
    - Shopper Basket: $40 qualifying produce, $10 other SNAP items
      DUFB Coupon/Balance: $20 DUFB
      Payment Totals = $20 DUFB redeemed, $30 paid with EBT ($20 new DUFB earned)
    - Shopper Basket: $20 qualifying produce, $10 other SNAP items
      DUFB Coupon/Balance: $10 DUFB
      Payment Totals = $10 DUFB redeemed, $20 paid with EBT ($10 new DUFB earned)

- Transaction is greater than the EBT card balance.
    - Shopper Basket: $10 qualifying produce, $10 other SNAP items
      DUFB Coupon/Balance: $20 DUFB
      Payment Totals = $10 DUFB redeemed, $0 paid with EBT ($0 new DUFB earned)
    - Shopper Basket: $5 qualifying produce, $10 other SNAP items
      DUFB Coupon/Balance: $10 DUFB
      Payment Totals = $5 DUFB redeemed, $0 paid with EBT ($0 new DUFB earned)