DOUBLE UP FOOD BUCKS™

Double Up Food Bucks: Keys to Program Success

Retail owners and managers help shape the success of Double Up Food Bucks at their store. Maximize Double Up with key practices that help increase program participation, encourage repeat visits and grow produce sales.

Keys to Running a Successful Double Up Program

1. Staff Engagement

- Cashiers play a critical role in the success of Double Up. They are often the first point of contact and help build shoppers' trust in the program.
- Informed staff help shoppers understand Double Up, answer questions, and feel welcome.
- Well-trained cashiers help create a smooth checkout experience and ensure Double Up transactions are completed accurately.

2. Great Produce and Michigan Grown fruits & veggies

- Strong Double Up sales start with high-quality, well-stocked produce.
- Sourcing Michigan-grown produce during the harvest season supports local farmers, strengthens the local economy, and increases the value of Double Up for shoppers.

3. POS Accuracy and Maintenance

- Item maintenance is an ongoing task. As new items are added, verify they are set up correctly in your POS system.
- Confirm all eligible items receive Double Up benefits as intended.
- Monitor item eligibility to ensure non-qualifying items are excluded from Double Up benefits.
- Cashiers are often the first to spot POS issues. When staff know how to report POS errors, problems can be resolved before they impact shoppers.
- Program records should be maintained and readily available for review. To verify compliance with program requirements, the Double Up team may conduct audits at any time, including reporting documentation and Double Up item files.

4. Checkout Experience and Sales

- Help grow the program and increase produce sales by reminding everyone about the program.
- Help shoppers identify which items are eligible for Double Up.
- Point out the amount of Double Up earned or the savings received during today's visit.
- Let shoppers know they can receive Double Up every time they purchase eligible fruits and vegetables with SNAP and encourage them to return for future purchases.
- For Coupon, Card, or Loyalty Sites: Inform shoppers of the 90-day expiration and encourage them to return to use their Double Up benefits before they expire.

5. Promotion and Awareness

- Shoppers can only use Double Up if they know about it!
- Clear, visible Double Up signage in the produce department, freezer section, and at the register makes a big difference.
- Double Up advertisements posted on your website, social media and in your ad-circular can provide additional program visibility
- Strong promotion, combined with friendly cashier engagement, helps more shoppers participate in the program.
- Did you know that the Double Up team can help you with program promotion on digital and tailored materials for your store? Let us know how we can help!
- *See more Tips for Promoting Double Up at the Register on Page 3*

6. Partnership with the Double Up Team

- Communicate program concerns and issues promptly so we can address them quickly.
- Reach out when questions, technical issues, training needs, or support requests arise.
- Keep store information current, including contact and operational changes.
- Request updated signage, marketing materials, and other program resources as needed.
- Stay informed about Double Up and implement program updates.
- Share feedback, success and challenges to help strengthen the program.

Tips for Promoting Double Up at the Register

Start with everyone

- Encourage cashiers to talk to all shoppers about Double Up. Promoting the program to everyone, helps spread awareness and reaches people who may not know about the program yet.
- Help all shoppers feel welcome by explaining how Double Up Food Bucks works.
- Even if Double Up is not relevant to a particular shopper, they may know someone who could benefit from the program.

Offer a flyer

- Stock Double Up flyers and post signage at your check stands.
- Offer flyers to everyone and use flyers as bag stuffers.
- A simple handoff like, “Here’s some information about Double Up,” can spark interest and give shoppers something to take with them.
- Encourage shoppers to share information with friends, family members, neighbors, or others who may benefit from the program.

Use an easy opener

- Start the conversation with a friendly question such as, “Have you heard of the Double Up program?”
- Keep the conversation low-pressure and approachable.

Keep it positive and simple:

- Short, friendly conversations go a long way to get the word out about Double Up.
- Assist shoppers with identifying eligible fruits and vegetables and explain that Double Up works can help stretch their food dollars.

Sample Talking Points

- "If you know someone who uses a Bridge Card (EBT), Double Up can help stretch their food dollars."
- "Earn a dollar-for-dollar match when using a Bridge Card on fruits and vegetables, up to $50 per day."
- "For every $1 spent with a Bridge Card on eligible fruits and vegetables, earn $1 in Double Up, up to $50 per day."
- "Double Up helps shoppers buy more fresh fruits and vegetables while making their food dollars go further."

Before the Shopper Leaves

- Always point out the amount of Double Up earned during today’s visit and encourage shoppers to return and use Double Up again.