Double Up Food Bucks Training

For Retailers Using Receipt Print Coupons

Updated: September 2026



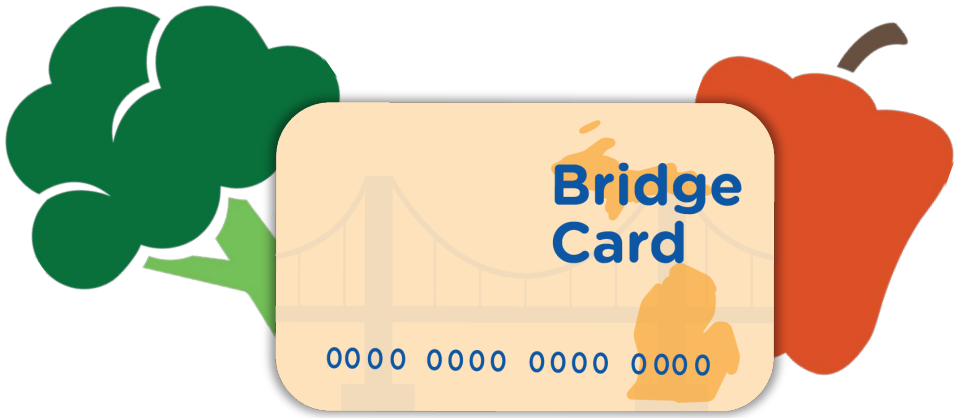
Agenda

- Double Up Food Bucks Overview
- How Double Up works with Coupons
- Promoting Double Up
- Double Up Trivia
- Support & Contacts
- Questions

DOUBLE UP FOOD BUCKS™



Double Up Food Bucks: How It Works



SPEND $1 SNAP



GET $1 DOUBLE UP

How Double Up Works in MI: Grocery Stores

1



SHOP: Shopper is ready to buy fresh and frozen fruits and veggies

2



SNAP PURCHASE: Shopper buys fruits & veggies with their **SNAP/EBT Card**

3



EARN: Shopper earns Double Up Food Bucks to buy fresh and frozen fruits & veggies on their next purchase. **Up to $50/day**

How Double Up Works at Checkout

Double Up Works Differently between Sites



Double Up Card

Earn & redeem funds on our dedicated branded card.



Store Member Account

Earn and redeem through a store's loyalty account system



Coupons

Earnings are issued as a POS printed coupon



Tokens

Used at farmers markets to spend with vendors.

Eligible Items

- ✓ Fresh Fruits and Veggies
- ✓ Frozen Fruits and Veggies
- ✓ Fresh Herbs
- ✓ Mushrooms
- ✓ Plain Cut Produce
  - *<u>No</u> Syrups, Oil or Additives*
- ✓ Food Producing Plants
  - *<u>No</u> Decorative Plants*

Eligible



Frozen Produce



Fresh, whole fruits and vegetables



Herbs



Produce bearing plants



Minimally cut fruits & vegetables with no additives



Vegetable & Fruit Seeds for planting

Double Up Details

Daily Earning Limit: up to $50/Day

No Limit on Spending - multiple coupons can be used in a single transaction

Double Up expires after 90 days

A shopper does not need their Bridge Card to spend Double Up

Any state's SNAP/EBT card can be used to earn Double Up





Transaction Process: Receipt Printed Coupons

Note: *Your system may differ. The following slides outline the general procedures for accepting DUFB using coupon software.*

Double Up with Receipt Coupons

- Double Up will use your POS System's coupon software.
- DUFB earned at other locations will not be redeemable at your store.
- Shoppers may have received Double Up tokens or card at another location.

  If shoppers ask about using Double Up they earned at other locations, just let them know Double Up works a little differently at your store.

Earn Double Up

Receipt Printed Coupons

1. Shopper is ready to buy **fresh and frozen fruits & veggies**.
2. **Scan all items** as normal.
3. The **customer pays** for eligible items with their **SNAP/EBT card**.
   Only SNAP purchases of eligible items may earn Double Up.
4. **Shopper earns Double Up** and a coupon is printed through the receipt or coupon printer.
5. The coupon can be used on their next purchase of fruits and veggies

Earn **Double Up:** Before They Go



Always Point out the Double Up Coupon:

- Circle or highlight today's **Double Up earnings**
- Tell shopper to use the Double Up coupon on their next produce purchase.
- Point out the expiration date.
- Tell shoppers to keep coupons in a safe place. Double Up coupons are like cash and cannot be replaced if lost.

Spend Double Up: Redeeming Coupons

1. Shopper gives cashier a Double Up coupon to buy fresh fruits & veggies.
2. **Scan items** as normal.
3. **Scan the coupon barcode or enter code** before any other payments are applied.
4. **Mark the coupon as redeemed** (such as with a Sharpie) and secure coupon in cash draw or other designated place.
5. Shopper may **pay remaining balance** with any payment method (e.g. cash, debit, credit, WIC or EBT).

Spend Double Up: Things to Know



- Get the most out of Double Up - Encourage shoppers to use the full coupon value.
- No cash back may be given for unused coupon value.
- Use the full coupon value when possible. Any unused amount will be lost.



Handling Redeemed Coupons

Follow Proper Procedures at the Register

- ✓ Verify that the coupon is valid.
- ✓ Clearly mark coupon as redeemed.
- ✓ Treat coupons as cash, store coupons securely.

  Do not leave coupons loose at the register!
- ✓ Count & reconcile coupons at the end of each cashier shift.
- ✓ Report discrepancies to the Double Up team.

5 Keys To Double Up Success

- Cashier Engagement
- Great Produce & Supporting Local Farmers
- POS Accuracy and Item File Maintenance
- Check out Experience and Sales
- Promotion and Program Awareness





DOUBLE UP FOOD BUCKS™ MICHIGAN

Bridge Card

0000 0000 0000 0000

Promotion & Resources

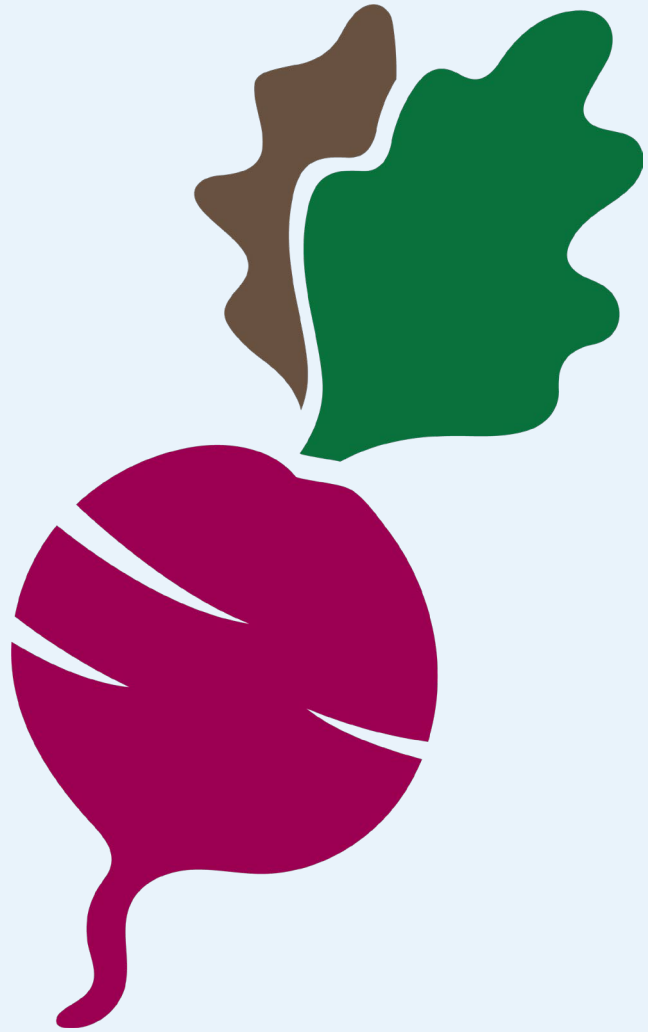


Promoting Double Up
At The Register

- Talk to all shoppers to build awareness
- Offer a flyer in each interaction
- Use an easy opener:

  Ask: *“Have you heard of the Double Up Program?”*
- Connect to others & keep it simple

  “If you know someone with a Bridge Card (EBT), Double Up can help stretch their food dollars”



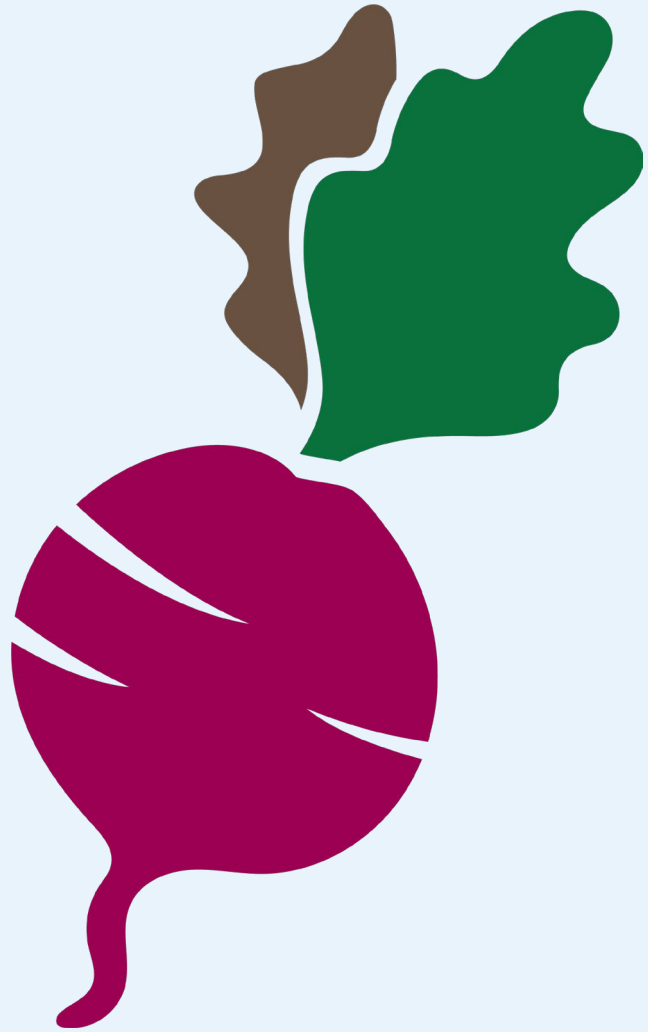
Promoting Double Up
Tips & Talking Points

Earning

- Earn a dollar-for-dollar match when using a Bridge Card on fruits and veggies - up to $50 per day!
- For every $1 you spend with your Bridge Card on fruits and veggies, you'll earn $1 in Double Up - up to $50 per day!

Spending

- Use your Double Up on your next purchase of fruits & veggies.



Double Up Market Materials

Request Signage: DoubleUpFoodBucks.org

Need Customized signage? Talk to us



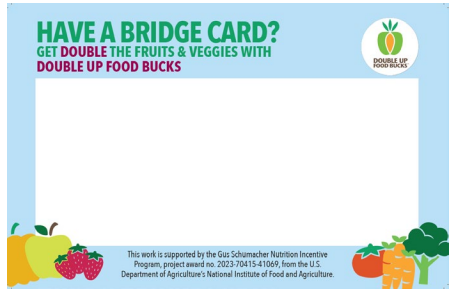
Flyers



Posters



Banners & Window Signs



Price Cards

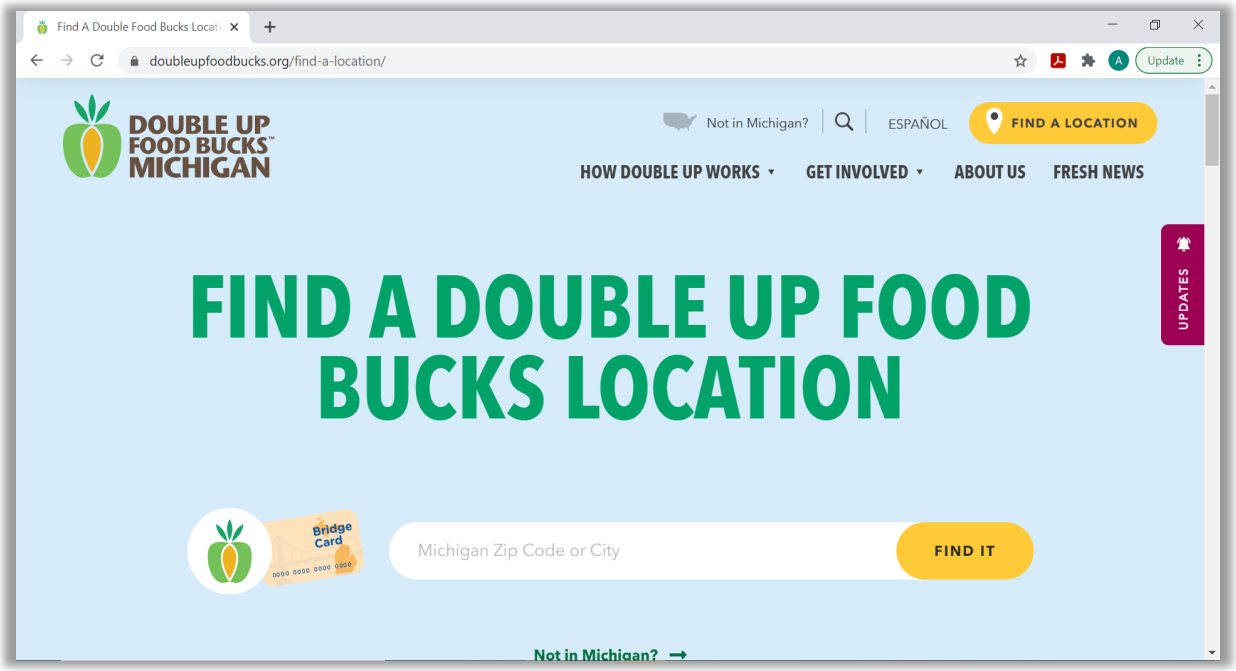


Social Media Graphics

DoubleUpFoodBucks.org

More Double Up Info

- Videos: How it Works
- Social Media Toolkit
- Double Up News
- FAQ
- Find Locations
- Community Resources
- Manager Portals



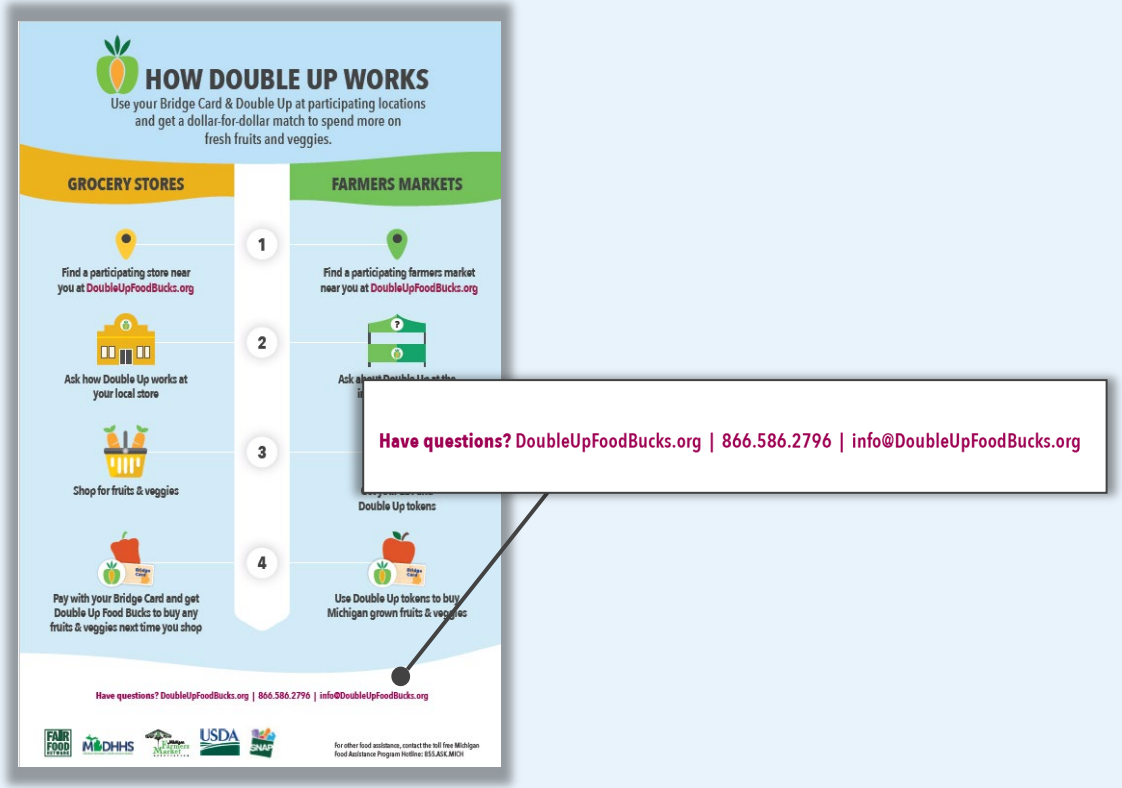
Double Up Food Bucks Support Line

Questions? Contact us!
Call the number on the flyer!

Call: 866.586.2796

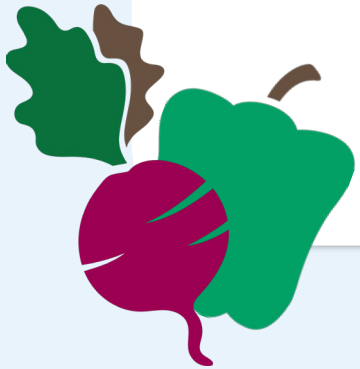
Email: info@DoubleUpFoodBucks.com

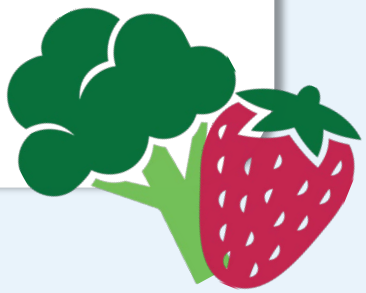
Website: DoubleUpFoodBucks.org



Flyer Back

DOUBLE UP TRIVIA





Double Up Trivia

Which of the following 2 items qualify for Double Up?

a) Bagged Salad Greens
b) Plain Cut Melon (no added sugar or syrup)
c) Veggie Tray w/cut veggies & dip
d) Salad kit w/croutons & dressing

Double Up Trivia

Which of the following 2 items qualify for Double Up?

a) Bagged Salad Greens

b) Plain Cut Melon (no added sugar or syrup)

Double Up Trivia

Does Double Up have an earning or spending limit?

Double Up Trivia

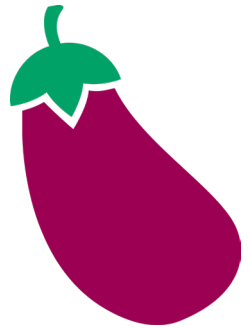
Does Double Up have an earning or spending limit?

The Double Up **earning** limit **is $50/day**.

There is no limit on spending! Shoppers may redeem multiple coupons in one transaction

Double Up Trivia

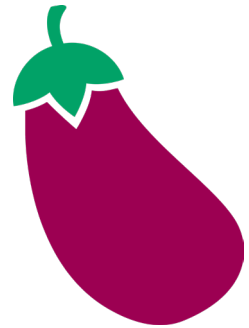
If I have an EBT/SNAP card from another state, can I earn Double Up?



Double Up Trivia

If I have an EBT/SNAP card from another state, can I earn Double Up?

YES!



Double Up Trivia

How can a shopper see how much they earned today?

Double Up Trivia

How can a shopper see how much they earned today?

1. Look at their coupon
2. Cashiers can point it out.

Double Up Trivia

Does Double Up Expire?

Double Up Trivia

Does Double Up Expire?

Yes!

90 days after earning

Point out the expiration date on coupon

Double Up Trivia

After a shopper earns Double Up, what are 3 ways a cashier can help promote the program?

Double Up Trivia

After a shopper earns Double Up, what are 3 ways a cashier can help promote the program?

1. **Earnings:** Point out today's Double Up coupon
2. **Circle or highlight** Double Up earnings on coupon
3. **Expiration:** Remind shopper to use their Double Up before the expiration date.

Double Up Trivia

In your own words how would you explain Double Up to a shopper?

Practice explaining Double Up with your teammates



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Thank you

Join us on social media!

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