Double Up Food Bucks Training

For Retailers Using 50% Discount

Updated: September 2026



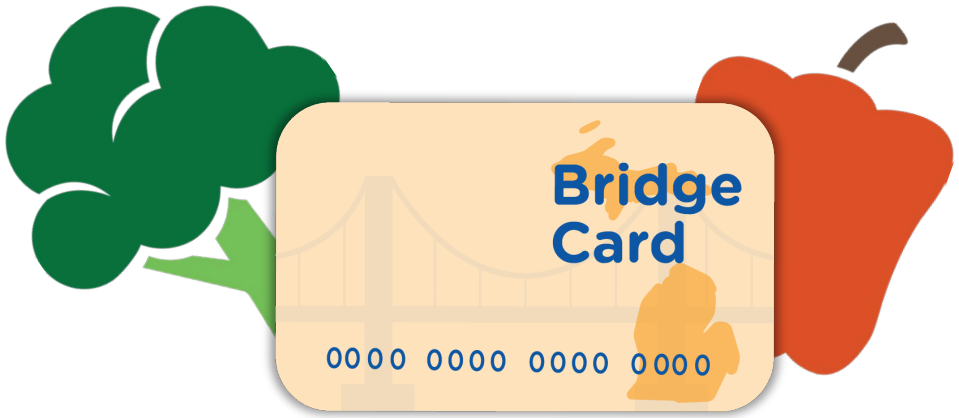
Agenda

- Double Up Food Bucks Overview
- How Double Up will work with a 50% Discount
- 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 / MATCH: Shopper receives 50% discount on the fruits and veggies they purchased with their Bridge Card. **Up to $50/day**

How Double Up Works at Checkout

Double Up Works Differently Across 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 printed receipt 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 Matching Limit: up to $50/Day

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





Transaction Process: Instant Discount

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

Double Up with 50% Discount

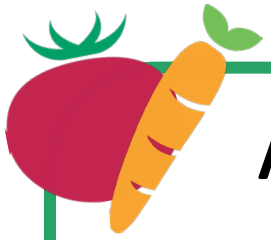
- A Double Up discount can only be applied to SNAP purchases of qualifying items
- Shoppers may receive a Double Up discount of up to $50 per day.
- DUFB earned at other locations will not be redeemable at your store.

Earn Double Up (Match)

Apply the Discount on the POS

1. Shopper is ready to buy **fresh and frozen fruits & veggies**.
2. **Scan all items** as normal.
3. **Ask the shopper how they are paying today.**
4. If they are paying with a Bridge Card, press the “50% DUFB discount” button to apply the Double Up Discount to qualifying items.
5. **Shopper must pay for qualifying items with their Bridge Card**

Earn Double Up: Before They Go



Always tell shoppers:

- Point out today's **Double Up savings**
  - → circle or highlight it on their receipt
- **Remind Shoppers:** Every Bridge Card purchase of fresh and frozen fruits and vegetables earns a 50% discount at your store.

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

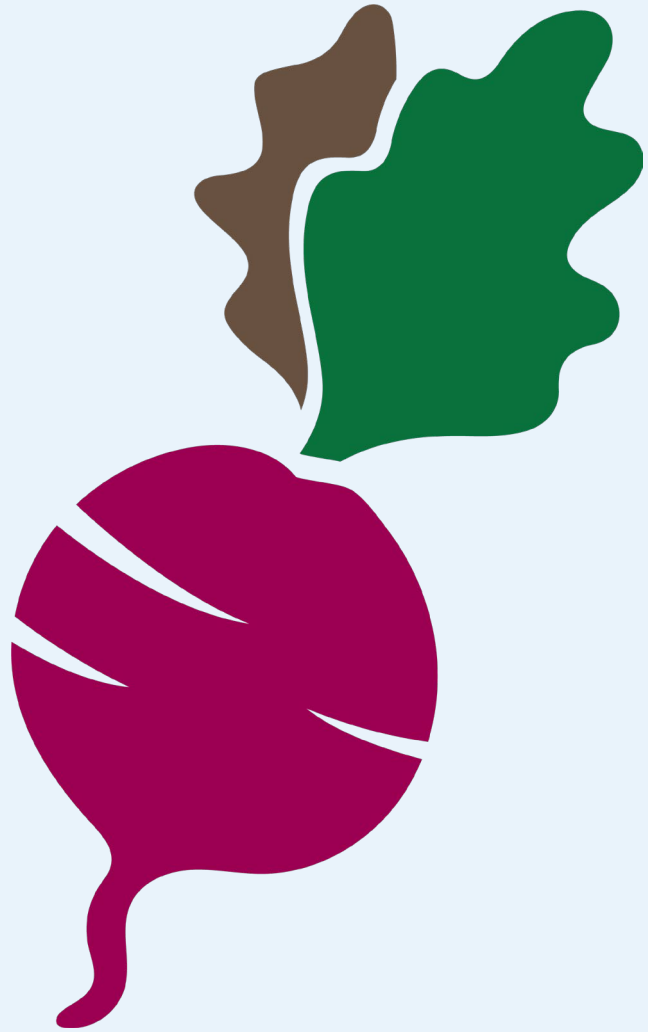


Promoting Double Up
At The Register

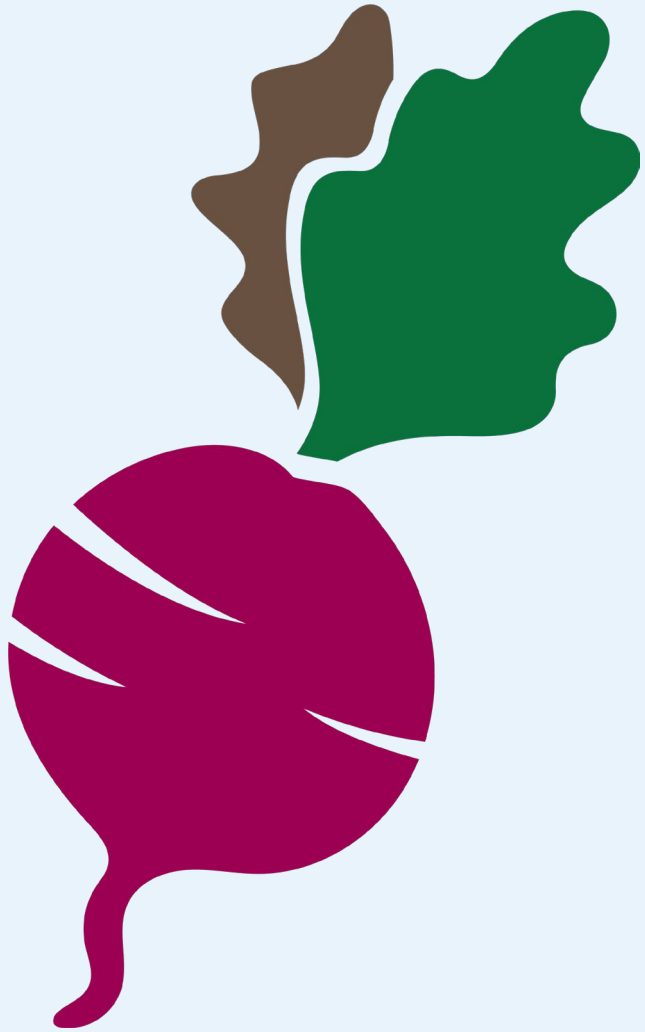
- Talk to all shoppers to build awareness
- Offer a flyer in each interaction
- Use an easy opener:

  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



Matching (Earning)

- 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!

Double Up Market Materials

Request Signage: DoubleUpFoodBucks.org

Need Customized signage? Talk to us



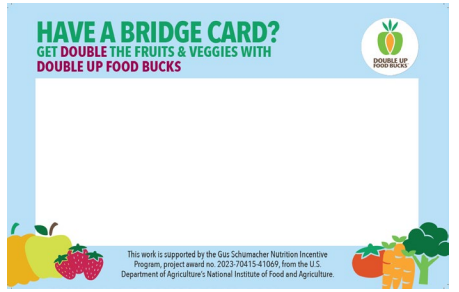
Flyers



Posters



Banners & Window Signs



Price Cards

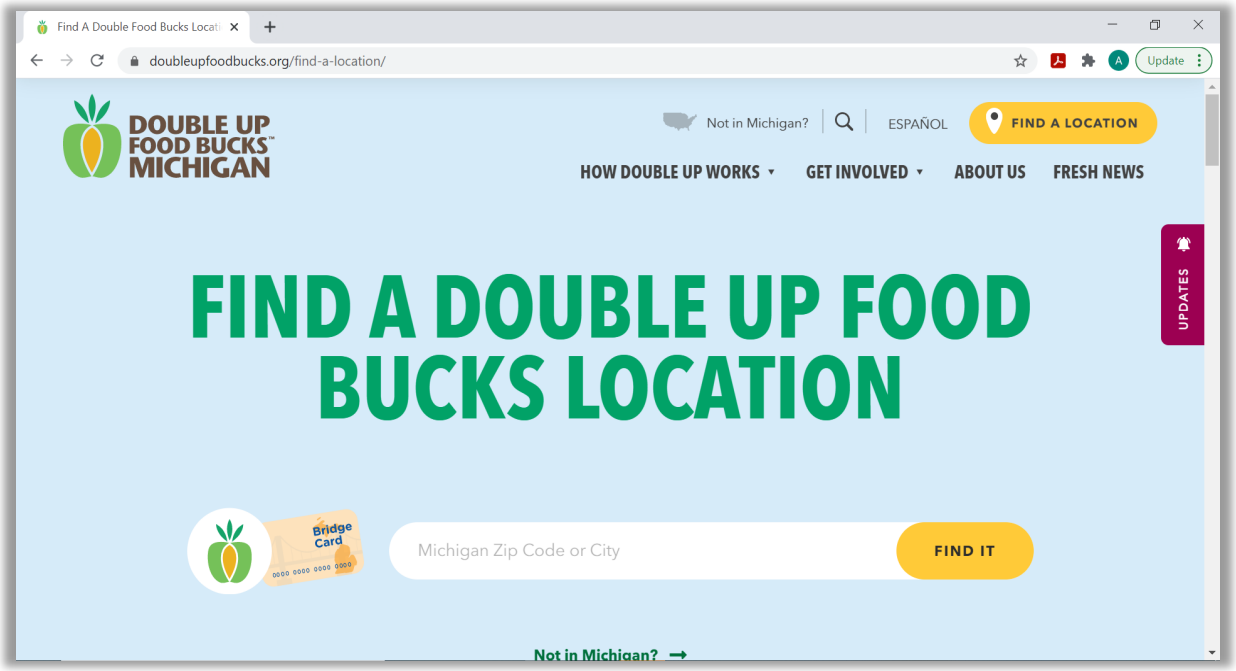


Social Media Graphics

DoubleUpFoodBucks.org

More Double Up Info

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



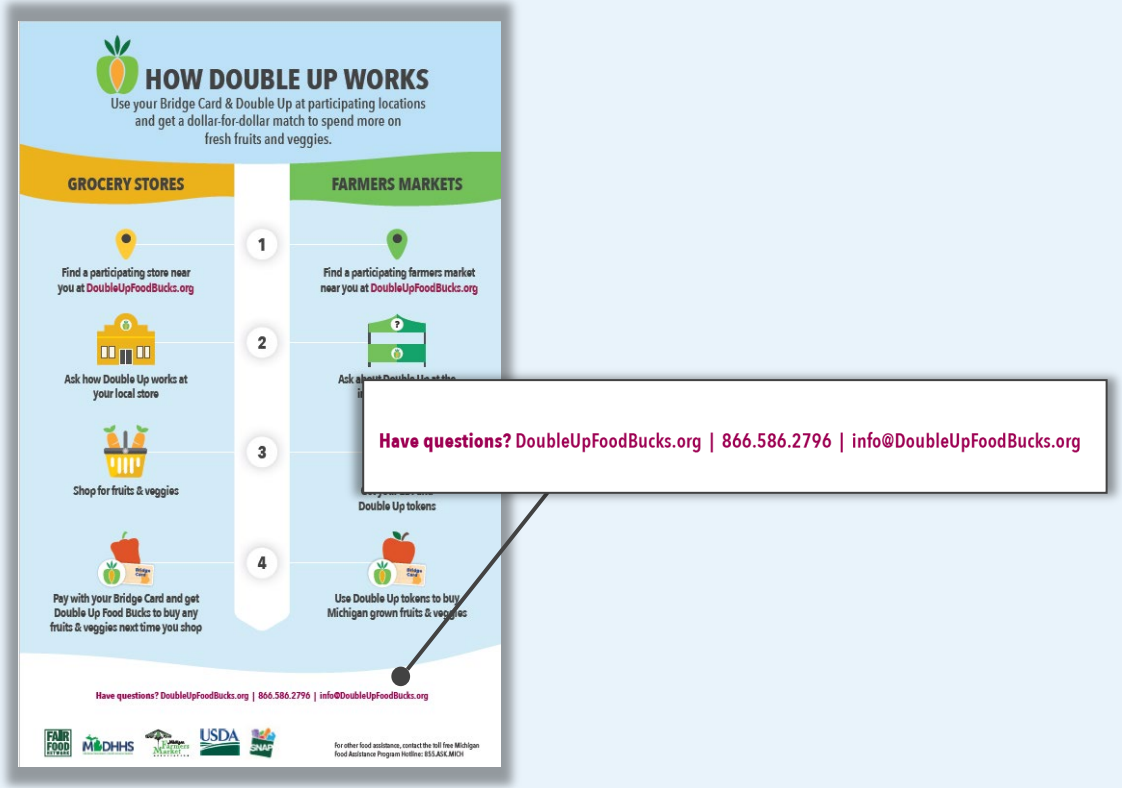
Double Up Food Bucks Support Line

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

Call: 866.586.2796

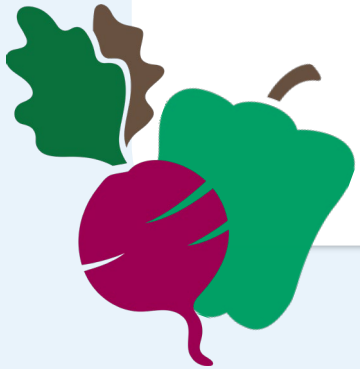
Email: info@DoubleUpFoodBucks.com

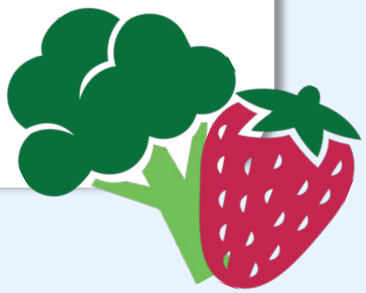
Website: DoubleUpFoodBucks.org



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

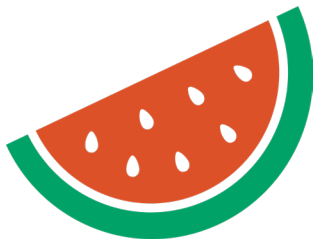
Which of the following 2 items qualify for Double Up?

a) Bagged Salad Greens

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

Double Up Trivia

Does Double Up have a matching (earning) limit?



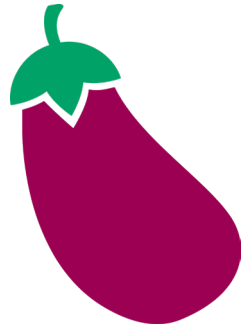
Double Up Trivia

Does Double Up have a matching (earning) limit?

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

Double Up Trivia

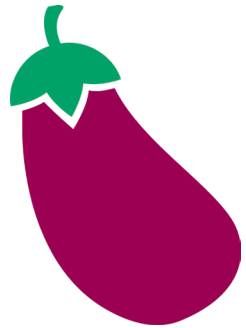
If I have an EBT/SNAP card from another state, can I earn Double Up?



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 saved today?



Double Up Trivia

How can a shopper know how much they saved today?

1. Cashiers can tell them.
2. Look at the bottom of their receipt to see discount.



Double Up Trivia

Do Frozen fruits and vegetables qualify for Double Up?

Double Up Trivia

Are frozen fruits and vegetables eligible for Double Up?

Yes!

Plain frozen fruits and veggies without any added sugar, salt, oil or other additives (like sauces) are eligible



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. **Savings:** Point out today's Double Up discount.
2. **Circle or highlight** Double Up on the receipt.
3. **Remind** shoppers to use their Bridge Card on fruits and vegetables to receive a 50% discount at your store.



Double Up Practice Exercise

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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