Double Up Food Bucks Training

For Retailers & Markets Using the Double Up Card
Fresh Incentives and LOC SMS

Updated: September 2026



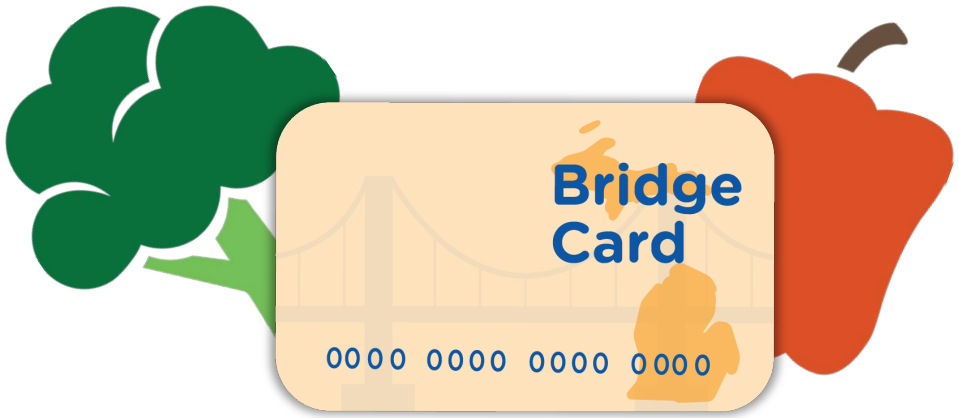
Training Agenda

- Double Up Food Bucks Overview
- How Double Up will work with the Double Up Card
- 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 at Checkout

Grocery Stores & Farm Stands

1



SHOP: Shopper has fruits & veggies ready for purchase

2



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

3



EARN: Shopper gets Double Up Food Bucks to buy fresh fruits & veggies on their next shopping trip. **Up to $50 a 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 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 Card Details

Caps Earning Automatically

- $50/Day Earning Cap
- No Limit on Spending

Double Up expires after 90 days

Lost Double Up Cards can be replaced

- Staff replace cards

Shoppers can use either a Card or Mobile App

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



DOUBLE UP CARD

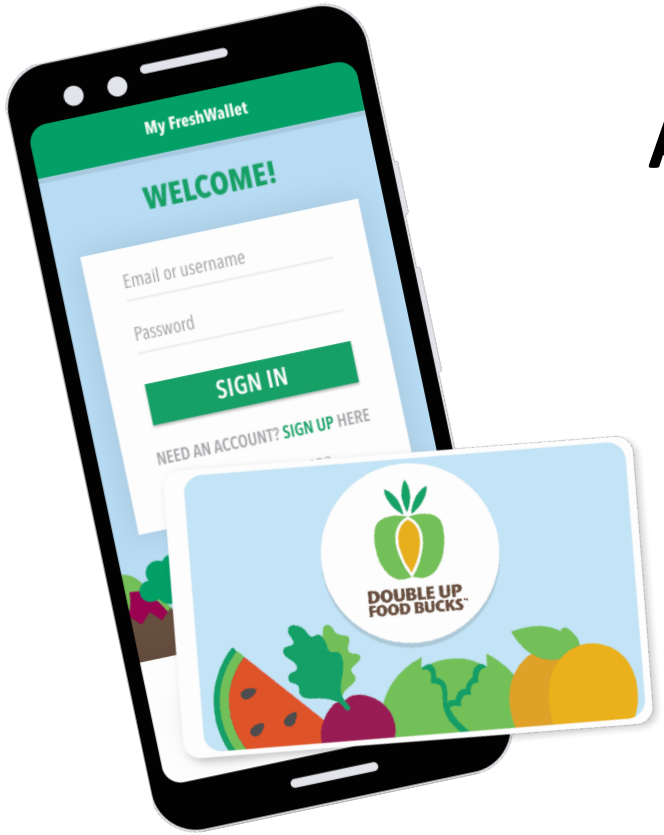


Front



Back

Double Up's My FreshWallet App Works with the Double Up Card!



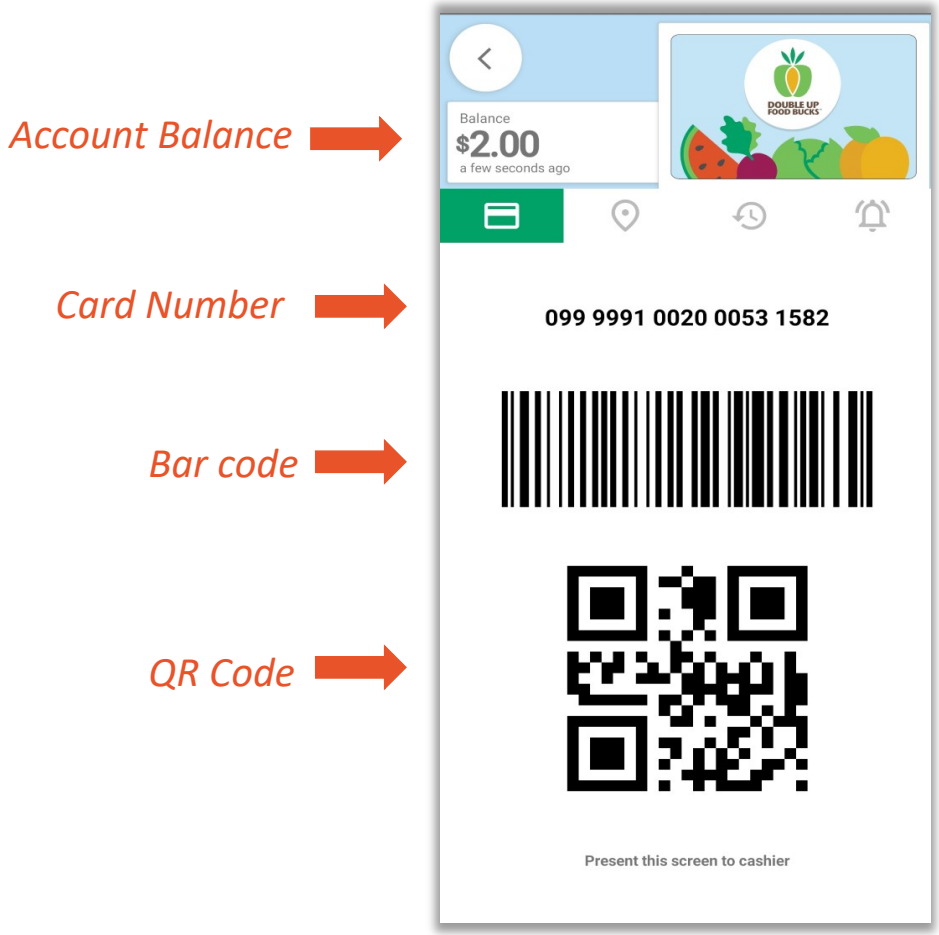
App Features

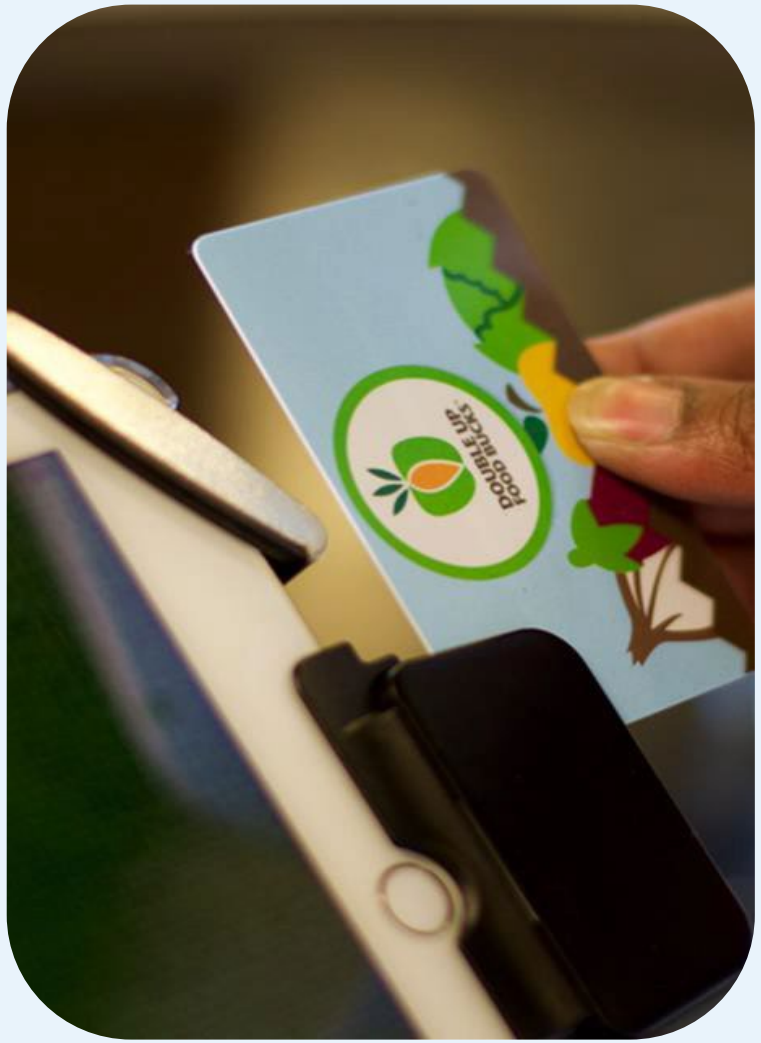
- Check Double Up Card Balance
- View Double Up transaction history
- Dig into Double Up News & Updates
- Find participating Double Up locations
- **PLUS: Digital Card available in app**

ACCOUNT CAPTURE: Scan the Mobile App

Scan the “Digital” Card

- Use the Camera Function to scan
- Pro Tip: Bright phone screens are easier to scan.
- You can also manually type in the number





Transaction Process: Double Up Card

This is a high-level overview of how the Double Up card works. Please refer to the Double Up Card training guides for complete details and instructions.



How Double Up Works

Your Staff Help with

Sign-Up

Shopper Needs 2 Things:

- SNAP/EBT Card
- Phone Number

Earn Double Up

- Shopper uses SNAP/EBT Card

Spending Double Up

- Shopper uses Double Up Card

Replace Card

- Need their SNAP/EBT Card





Sign-up For a Double Up Card

Enter contact information:

- Zip Code required
- Name
- **Phone Number***
  - ❖ Shopper will be sent a Welcome Text & Link
- Email Address

DO NOT NEED:

- child count
- household size



Sign Up for Double Up: Before They Go

Tell Every Shopper:

- **Check their phone for “welcome” text from Double Up**
- **Open the text & click on the sign-up link**

  This connects their phone number to their card

  Create their password for their online account to check balance

  They can also check their Double Up balance any time by texting “BALANCE” to this number



Double Up Card Transaction Process

If you use Fresh Incentives skip pages 18 and 19

Devices: IOS, Android or PAX A920

If you use LOC SMS skip pages 16 and 17

Fresh Incentives: Earn Double Up

1. 

Ring up produce and process the SNAP/EBT transaction as usual
(using your POS and payment processing device/app)

2. 

Swipe both Double Up and EBT Cards
(using the Fresh Incentives App)

3. $

Enter sales amount & complete Earning
(using the Fresh Incentives App)

4. 

Shopper can now use their Double Up to buy fresh fruits & veggies

Fresh Incentives: Spend Double Up

1. 

Ring up produce transaction as usual
(using your POS)

2. 

Swipe the Double Up Card
(using the Fresh Incentives App)

3. 

Enter sales amount & complete Earning
(using the Fresh Incentives App)

4. 

Complete the transaction on the POS

LOC SMS: Earn Double Up

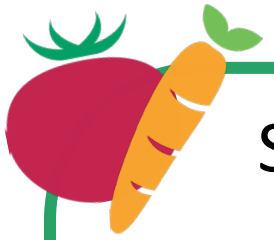
1. **Ring up produce items as normal**
2. **Scan the Double Up Card** anytime before tendering the transaction
3. Using the Double Up menu: **select ‘EARN’ and then “GO’**
4. The **customer pays** for eligible items with their **SNAP/EBT card**.
5. Shopper can use their Double Up Card on their next produce purchase.

LOC SMS: Spend Double Up

1. Shopper **presents their Double Up Card** to purchase eligible fruits & veggies.
2. **Scan the Double Up Card**.
3. Using the Double Up menu: **select 'SNAP MATCH'**
4. **Enter the DUFB amount** to apply it to the sale (up to the available balance).
5. **Complete the sale** - collect any remaining amount due with a different payment method (ie. EBT, credit, debit, cash, etc.)



Earn Double Up: Before They Go



Share with Every Shopper:

- Their **Double Up balance** (on the bottom of the receipt)
- Point out today's **Double Up earnings**
  → circle or highlight it on their receipt
- Double Up **expires after 90 days**
  → use it before it expires!
- Use Double Up on your next purchase of fruits and veggies



Spend Double Up: Before They Go



Share with Every Shopper:

- Let shoppers know their current Double Up balance
- If they earned today, point out their Double Up earnings
  - → Circle or highlight it on their receipt
  - → Double Up expires after 90 days

Handling Double Up Cards

Follow Proper Security Procedures

- ✓ Double Up cards are not single use gift cards

  Explain to shoppers they should keep them secure and keep track of them like their Bridge Card.

- ✓ Cards should never be left unattended or accessible to shoppers.
- ✓ Double Up Cards should only be given to eligible shoppers during the DUFB sign-up process. Provide one card per SNAP/EBT cardholder.
- ✓ Cards should be stored in a clean and secure staff-only area
- ✓ Keep cards bundled or boxed together and clearly labeled



Double Up Card Balance

4 Ways To Check a Balance

1. **Cashiers** can check balances anytime

2. **On Bottom of Receipt** after a Double Up Sale

3. **Mobile Account**
   - "myFresh Wallet" app or myDoubleUp.com

4. **Text-4-balance**
   - Text "Balance" to (201) 975-8010 for an instant balance

   This is the same number used to send the Double Up welcome text at sign-up.



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

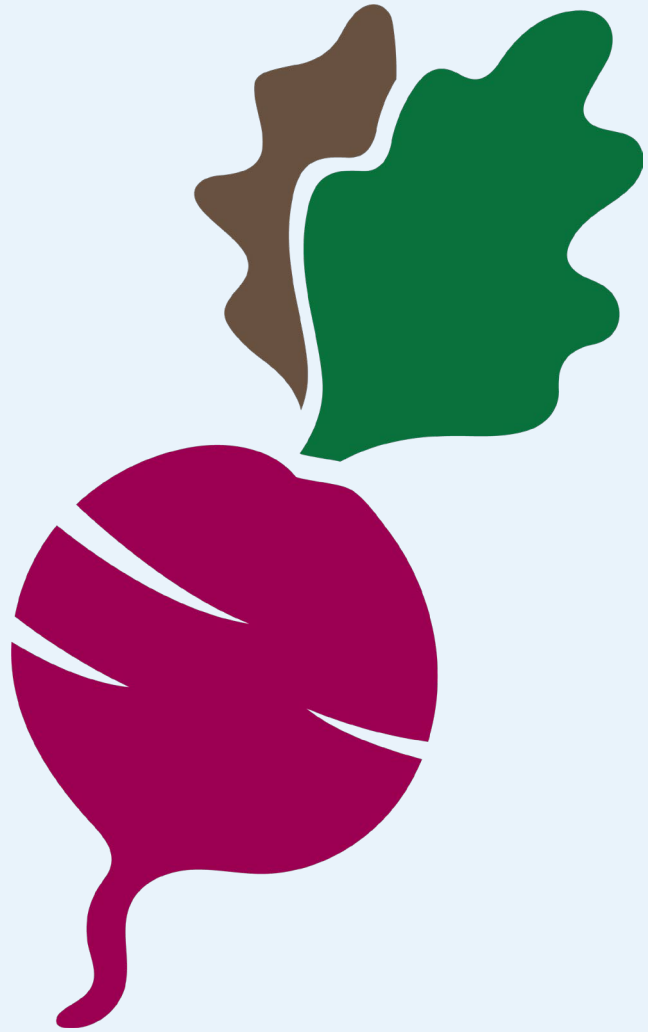


Promoting Double Up
At The Register

- 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”



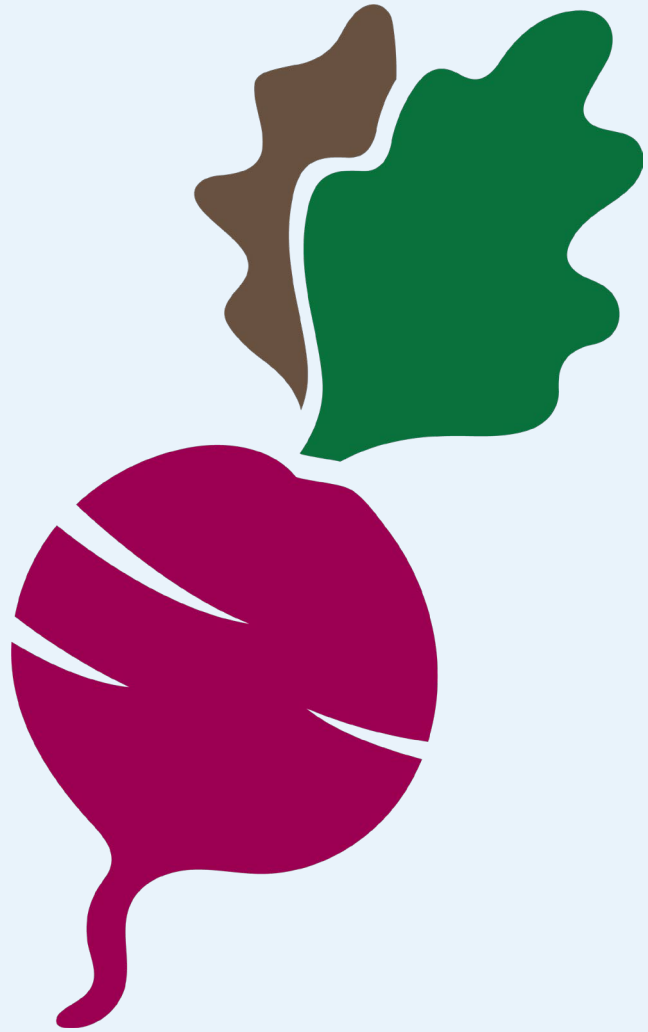
Promoting Double Up
Tips & Talking Points

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



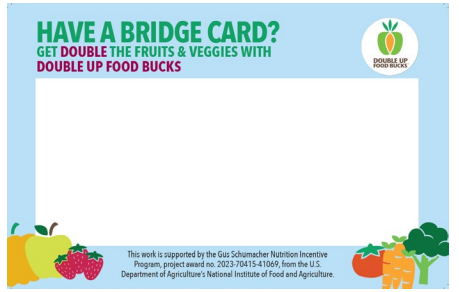
Flyers



Posters



Banners & Window Signs



Price Cards

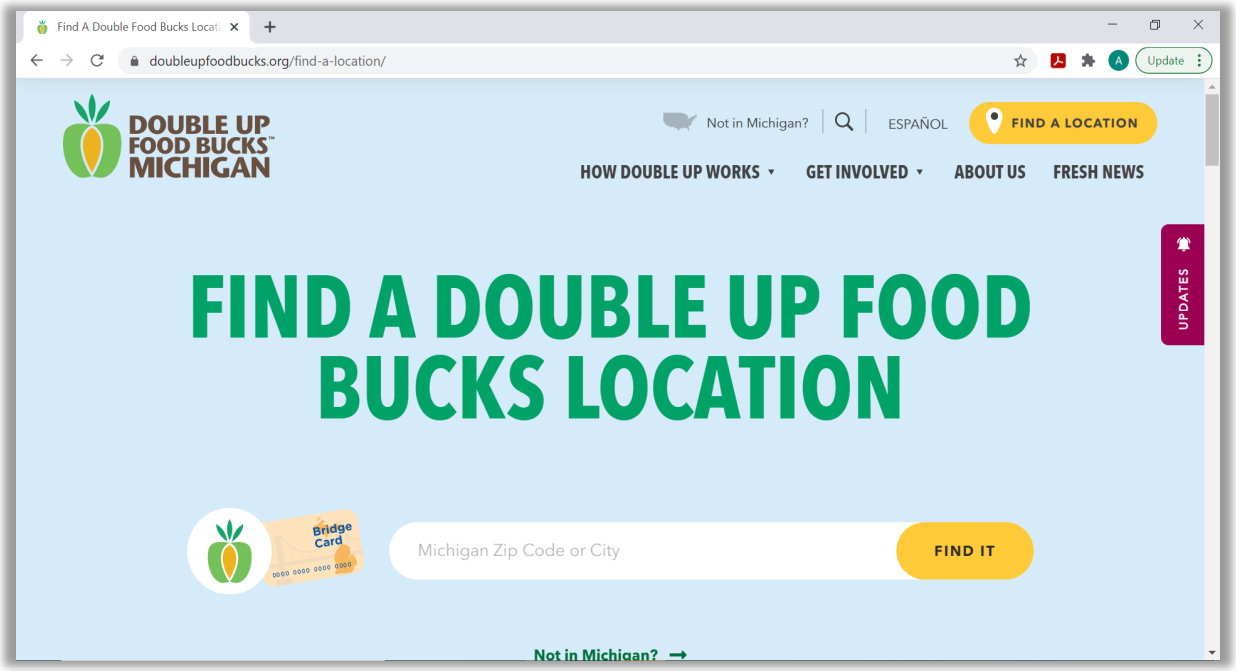


Social Media Graphics

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 back of card!

Call: 866.586.2796

Email: info@DoubleUpFoodBucks.com

Website: DoubleUpFoodBucks.org



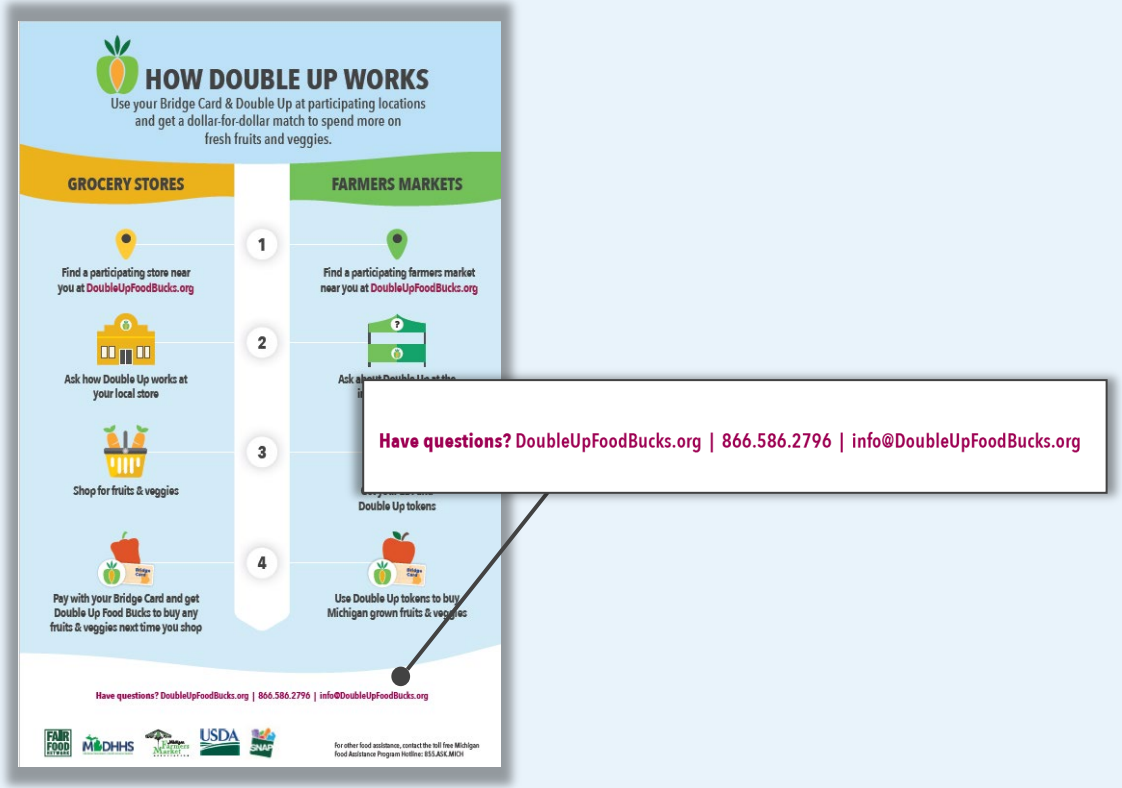
Double Up Food Bucks Support Line

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

Call: 866.586.2796

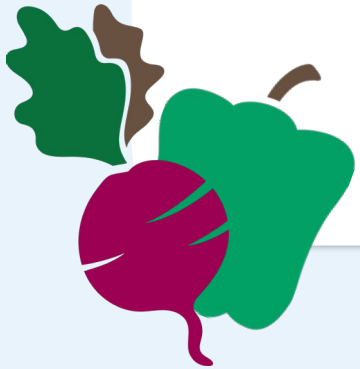
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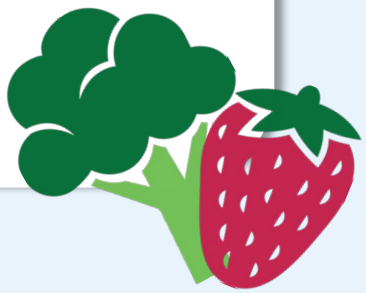
Website: DoubleUpFoodBucks.org



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

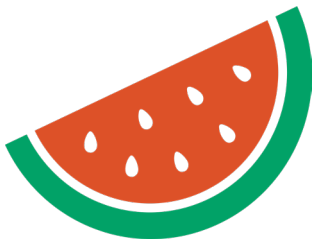
Which of the following 2 items qualify for Double Up?

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?

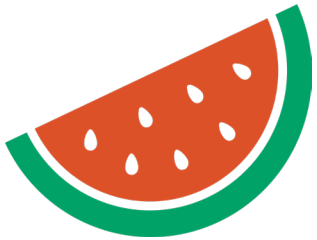


Double Up Trivia

Does Double Up have an earning or spending limit?

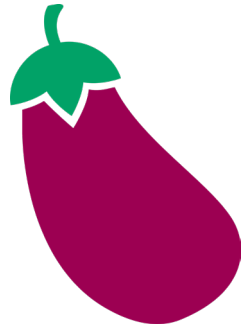
The Double Up **earning** limit **is $50/day**.

There is no limit on spending!



Double Up Trivia

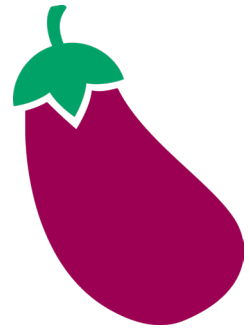
If I have an EBT/SNAP card from another state, can I earn Double Up?



Double Up Trivia

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

YES!



Double Up Trivia

What are 4 ways a shopper check their balance?



Double Up Trivia

What are 4 ways a shopper check their balance?

1. Cashiers can check balances anytime
2. Look at the bottom of a shopper's receipt
3. Using a mobile account: "myFresh Wallet" app or myDoubleUp.com
4. Text-4-balance: Text "Balance" to **(201) 975-8010** for an instant balance.

   This is the same phone number as the welcome text number



Double Up Trivia

Does Double Up Expire?

Double Up Trivia

Does Double Up Expire?

Yes!

Double Up automatically

expires 90 days after earning

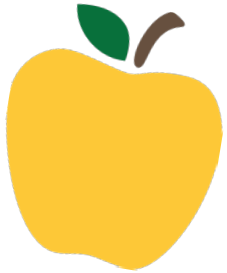
Double Up Trivia

What are 2 important steps to ensure a successful Double Up Card sign-up?

Double Up Trivia

What are 2 important steps to ensure a successful Double Up Card sign-up?

1. When entering the phone number, ensure it is entered correctly.
2. Tell the shopper to watch for a welcome text message and tap on the enrollment link.



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 earnings
2. **Circle or highlight** Double Up earnings and balance
3. **Expiration:** Remind shopper to use their Double Up before it expires

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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Retail Specialist

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Thank you

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