Double Up Food Bucks Training

For Retailers Using In-store Loyalty Software

Updated: September 2026



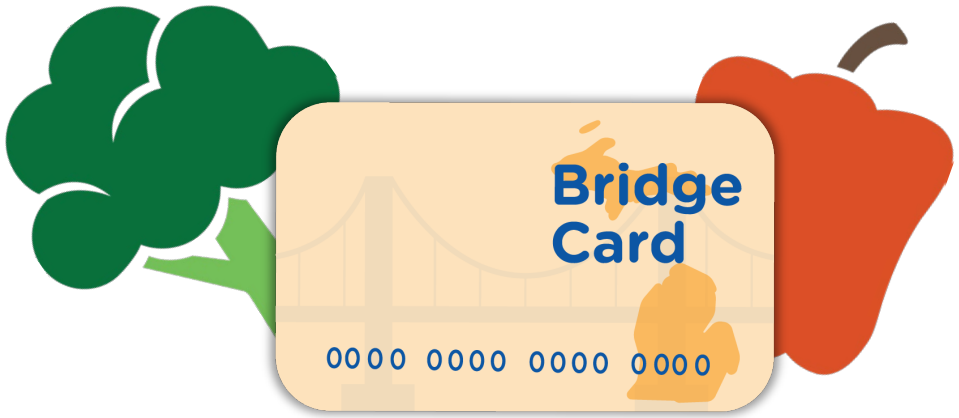
Agenda

- Double Up Food Bucks Overview
- How Double Up will work with Instore Loyalty
- 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 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 Earning Limit: up to $50/Day

No Limit on Spending their accumulated balance.

Double Up expires after 90 days

A shopper does not need their SNAP/EBT to spend Double Up

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





Transaction Process: In-store Loyalty

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

Double Up with In-Store Loyalty

- Double Up will use your POS Loyalty Software.
- DUFB earned at other locations will not be redeemable at your store.
- DUFB earned at your store, cannot be redeemed at other locations.

Double Up Sign-up

Using In-store Loyalty Software

Sign Up for Double Up

- Sign up shoppers like you would for other member or loyalty accounts.

Information Needed

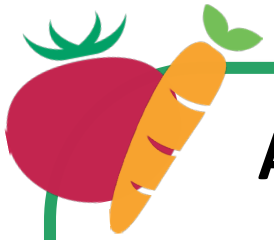
- Name
- Phone Number and E-mail address
- Zip Code
- If they are already a Co-op owner or loyalty member

Let shoppers know if accounts will be activated right away or if it will take a business day to be activated.

Earn Double Up
Using Loyalty Software

1. Shopper is ready to buy **fresh and frozen fruits & veggies**.
2. **Look up the customer's DUFB account** - just like you would other member or loyalty accounts.
3. **Scan all items** as normal.
4. The **customer pays** for eligible items with their **Bridge Card**.
5. **Shopper earns Double Up** on their account to use on their next purchase of fruits and veggies

Earn Double Up: Before They Go



Always tell shoppers:

- 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

Using In-Store Loyalty Software

1. Shopper is ready to use their Double Up on fruit and veggies.
2. **Look up the shopper's DUFB account** and confirm their available balance - shows on the cashier screen.
3. **Scan items** as normal.
4. Ask if they want to use Double Up today. **Apply DUFB to qualifying fruits and veggies** (up to the available balance).
5. Any remaining produce paid with SNAP earns Double Up.

Spend Double Up: Before They Go



- 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

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

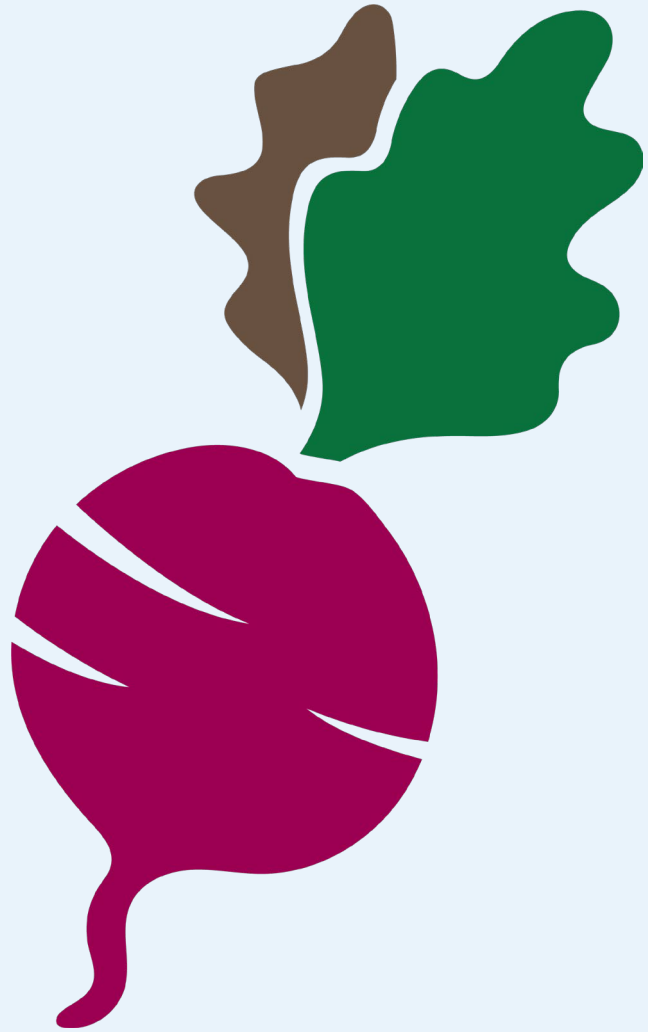


Promoting Double Up
At The Register

- 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”



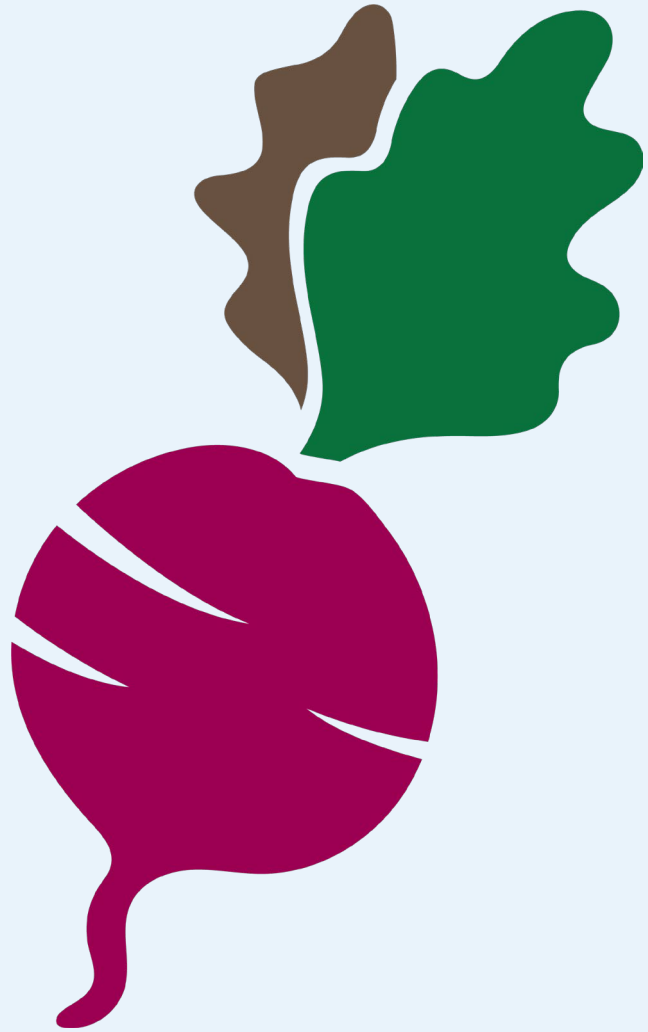
Promoting Double Up
Tips & Talking Points

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



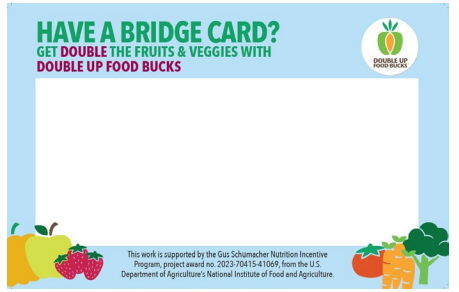
Flyers



Posters



Banners & Window Signs



Price Cards

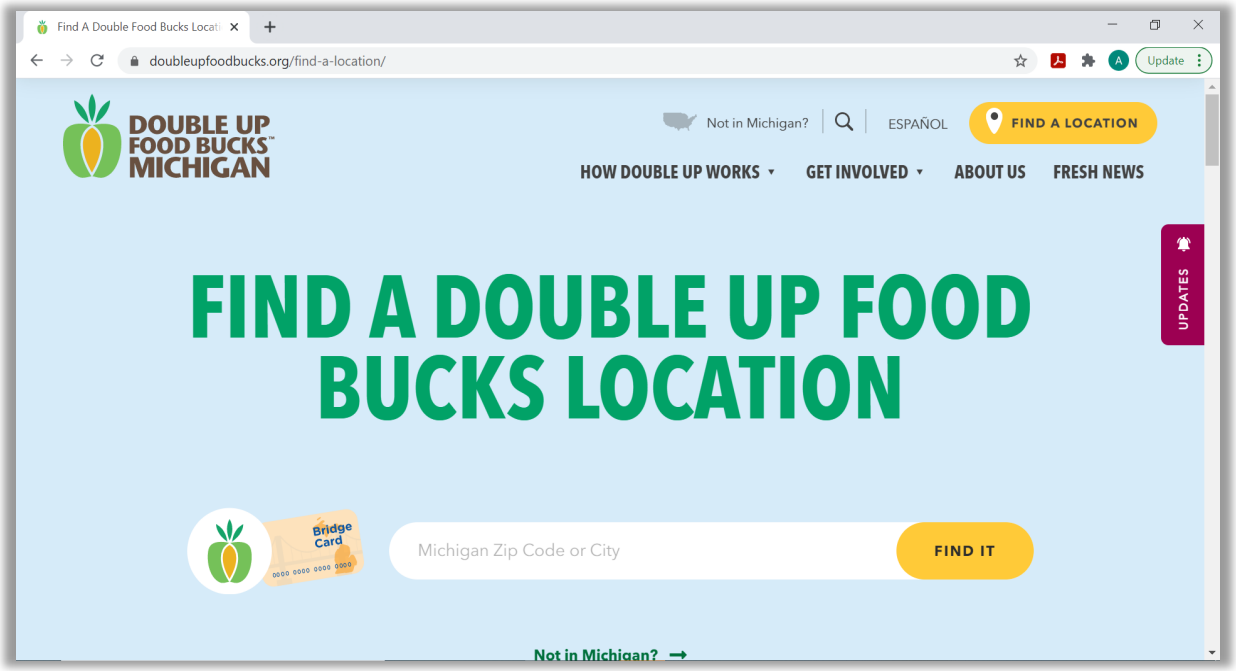


Social Media Graphics

DoubleUpFoodBucks.org

More Double Up Info

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



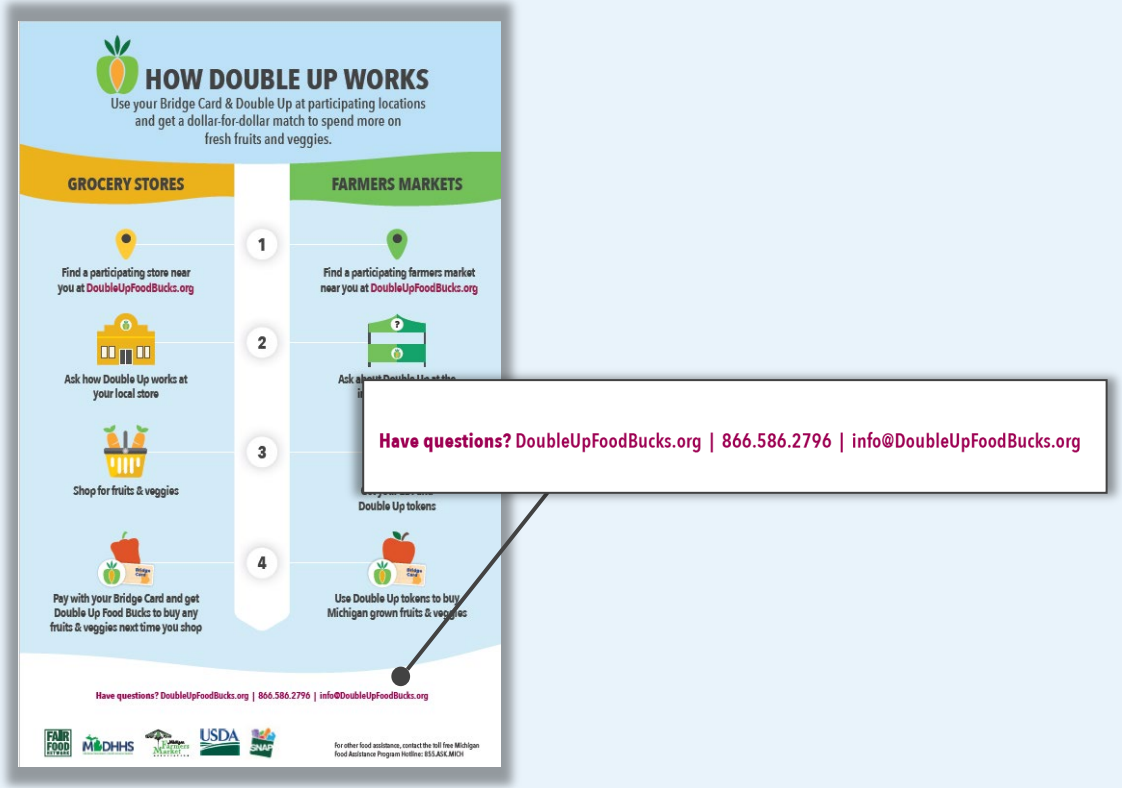
Double Up Food Bucks Support Line

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

Call: 866.586.2796

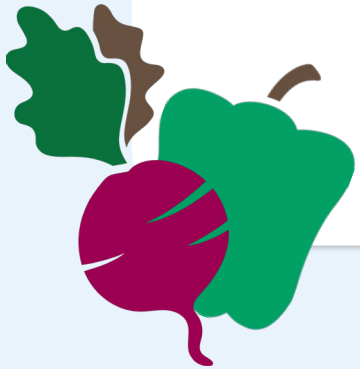
Email: info@DoubleUpFoodBucks.com

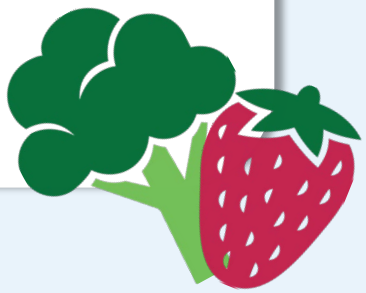
Website: DoubleUpFoodBucks.org



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

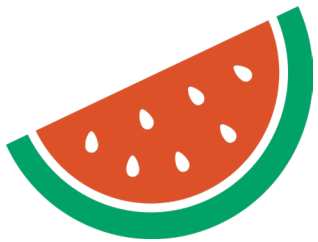
Which of the following 2 items qualify for Double Up?

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?

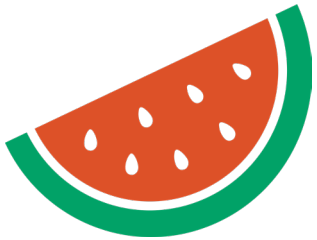


Double Up Trivia

Does Double Up have an earning or spending limit?

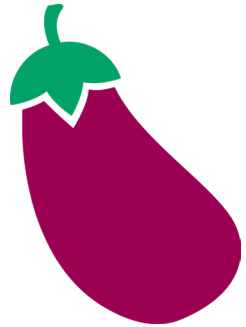
The Double Up **earning** limit **is $50/day**.

There is no limit on spending!



Double Up Trivia

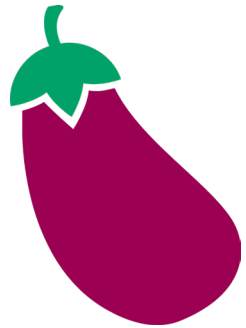
If I have an EBT/SNAP card from another state, can I earn Double Up?



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 check their balance?



Double Up Trivia

How can a shopper check their balance?

1. Look at the bottom of their receipt
2. Cashiers can look it up



Double Up Trivia

Does Double Up Expire?

Double Up Trivia

Does Double Up Expire?

Yes!
90 days after earning

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. **Balance:** Point out today's Double Up earnings & balance
2. **Circle or highlight** Double Up on the receipt
3. **Expiration:** Remember to use your Double Up within 90 days (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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Thank you

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