



Double Up Food Bucks

2017 Grocery Program Overview

Double Up Food Bucks is a national model for produce incentives active in 20+ states. Developed by Fair Food Network, Double Up matches SNAP dollars spent on fresh fruits and vegetables with a financial benefit to local growers. (SNAP stands for the Supplemental Nutrition Assistance Program formerly known as food stamps.)

Double Up is a Win/Win/Win. Low-income families bring home more healthy food, area farmers gain new customers and make more money, and more food dollars stay in the local economy.

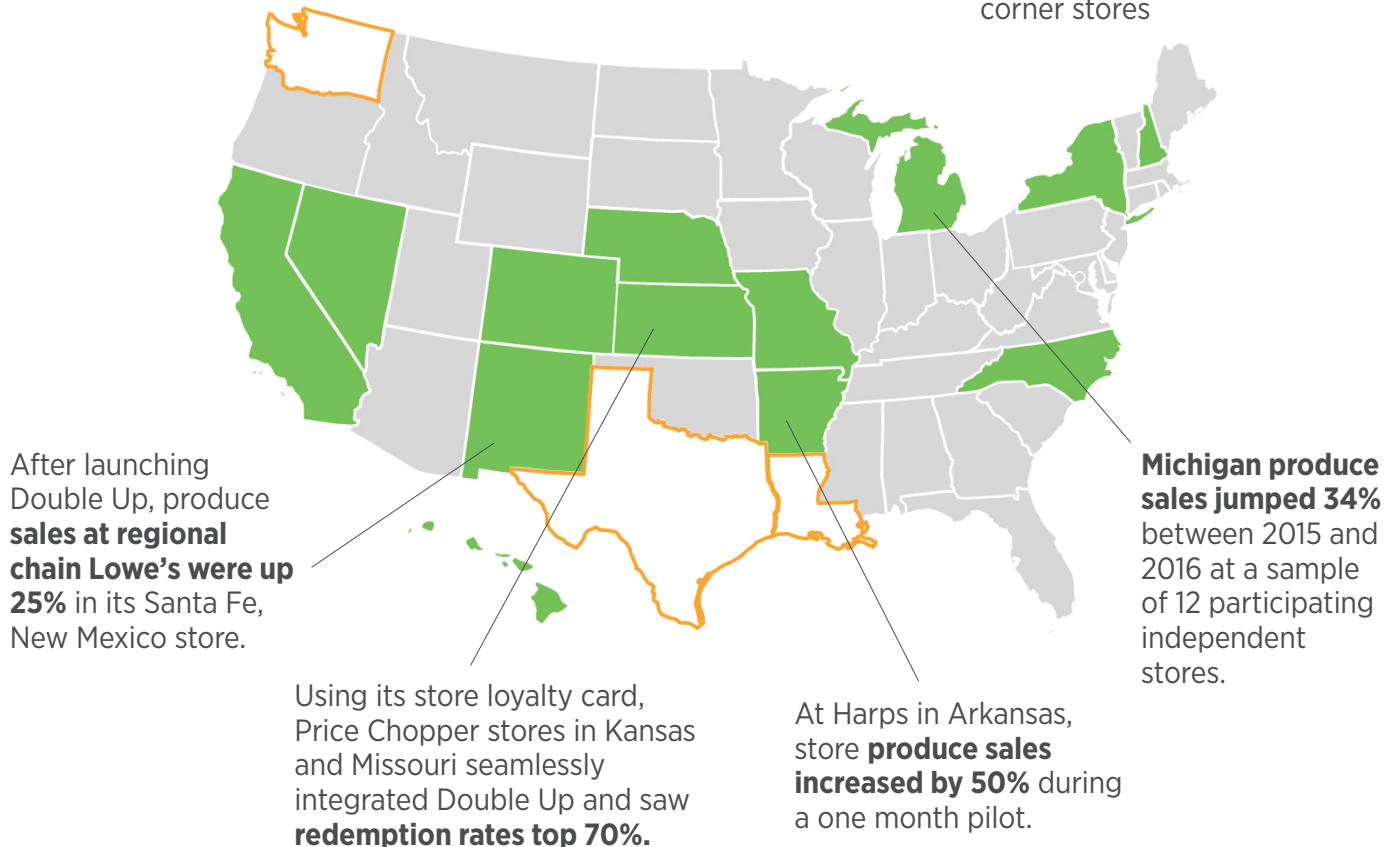
Grocery—The Next Frontier of Produce Incentives. In 2013, Fair Food Network brought its experience with incentives to the grocery setting in one of the first pilots in the nation. Today, through local partnerships in 13 states and growing, the Double Up model can be found at a variety of retail outlets in small towns and big cities. Local agriculture remains a key feature of Double Up in all settings.

Double Up Grocery Programs Across the Nation

13 States
and growing with
grocery programs

175+ Grocery Sites
in 2017 with projections to
grow to 200+ in coming years

Diverse Retail Outlets
including independent
grocers, small and large chain
supermarkets, co-ops, and
corner stores



■ Active Double Up Grocery Programs as of July 2017

□ Fair Food Network Grocery Technical Assistance Partner

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Why Grocers Appreciate Double Up:

- Distinguishes store in the marketplace at time of significant competition.
- Enhances produce section & increases overall produce sales.
- Attracts new SNAP customers.
- Increases SNAP spending from current customers in produce and other departments.
- Encourages store loyalty and repeat visits.
- Generates good will among appreciative customers.
- Strengthens employee culture and motivates cashiers who connect with customers in a new way.
- Generates positive media attention and community recognition of your store as a good partner.

What Grocers are Saying

“ We have added an additional day of produce delivery to our store due to the increased volume of produce sales. It used to be a solid five day a week delivery schedule, but now it’s a regular Monday through Saturday schedule.”
- Charlie Hua, Owner, Food Bowl 99, California

“ In the end, you’re helping customers with their families and their lives by offering the program... For small grocers like us, being part of the community is one of the things the big boys can’t do. It’s a win-win. There is no downside.”
- Mike Beal, COO, Balls Food Stores, Kansas

“ Through Double Up, we can support local farmers while helping our SNAP customers stretch their food dollars and encourage healthier eating. This program has been part of our corporate responsibility initiatives for four years.”
- Larry Pierce, EVP, Merchandising and Marketing, SpartanNash

Double Up Grocery Projects

- **Arkansas** | Harp’s (2017)
- **California** | Independent supermarkets (2017)
- **Colorado** | Food co-ops (2016), Lowe’s stores (2017)
- **Hawai’i** | KTA stores (2017)
- **Kansas** | Price Chopper stores (2015), Whole Foods Market (2016), and rural, independent grocers (2017)
- **Michigan** | Urban and rural independent grocers (2012), SpartanNash Family Fare stores (2014), Whole Foods Market (2015)
- **Missouri** | Price Chopper stores (2015), urban, independent grocers (2016), Schnucks (2017)
- **Nebraska** | Independent grocers (2017)
- **Nevada** | Independent grocer (2017)
- **New Hampshire** | Independent Associated Growers of New England (AGNE) rural grocers (2017)
- **New Mexico** | Food co-ops (2015), Cid’s, Lowe’s stores (2017)
- **New York** | Top’s stores (2017)
- **North Carolina** | Food co-op, independent grocer (2017)

Technical Assistance Projects

- **California** | CA Department of Public Health’s grocery incentive program
- **Louisiana** | Circle Food Store (2015)
- **Texas** | HEB or 7/11 stores in Austin (2017)
- **Washington** | Independent grocers in Seattle (2017)



FAIR FOOD NETWORK is founded on the belief that vibrant local food systems can create health and economic opportunity for all. A national nonprofit, we pioneer solutions that support farmers, strengthen local economies, and increase healthy food access—especially in our most underserved communities.

fairfoodnetwork.org | doubleupfoodbucks.org