



Double Up Food Bucks

2016 Michigan Overview

Fair Food Network's Double Up Food Bucks program 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.)

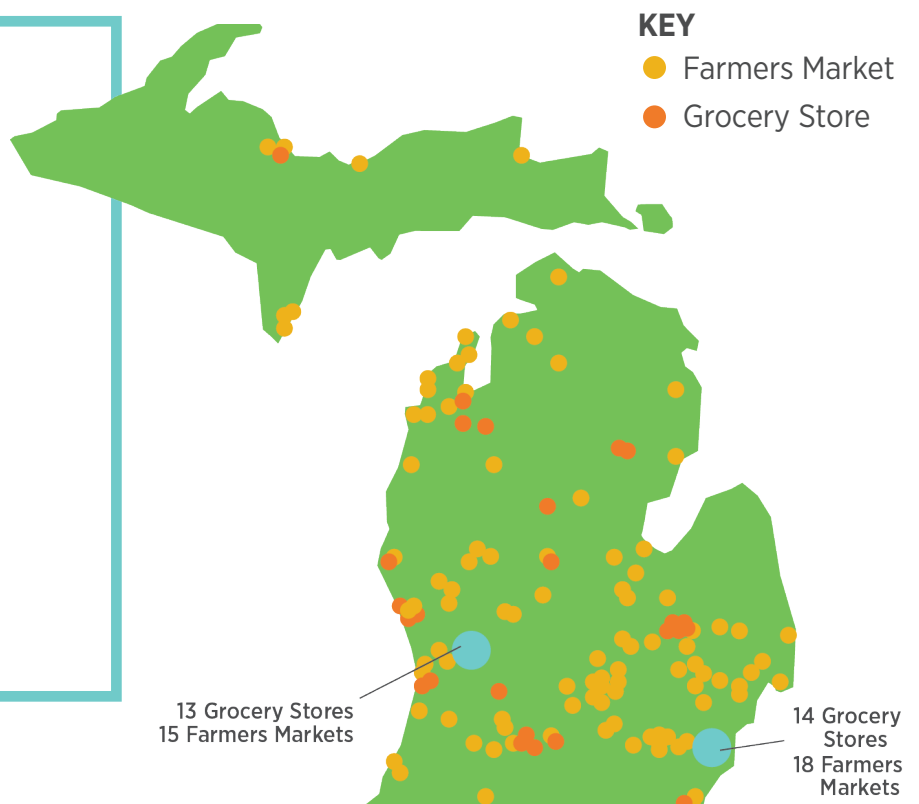
Double Up is a Win/Win/Win. Low-income families bring home more healthy food, area farmers gain new customers and make more money, and more food dollars stay in the local economy.

Michigan Pilot to National Model: What started as a small Detroit pilot in 2009 grew into the first statewide produce incentive program in Michigan and is today a national model in more than 22 states and growing. Double Up's proven track record demonstrates that SNAP incentives work in all kinds of communities and food retail settings while maintaining a strong connection to local agriculture.

2016 Highlights

In 2016, low-income Michigan shoppers spent **nearly \$2 million in combined SNAP & Double Up Food Bucks*** on fresh, nutritious fruits and vegetables.

- **200+** Double Up sites including 50 grocery stores
- **92%** of Michigan residents live in a county with a Double Up site
- **1,000+** Farmers benefitted



The Food Insecurity Nutrition Assistance (FINI) program established in the 2014 Farm Bill and based on Double Up's success, provides matching grants to local programs. In 2015, Fair Food Network received a \$5.1 million award to expand Double Up in Michigan. In 2017, Fair Food Network received a second FINI grant for \$3.5 million to support work in Michigan, Colorado, and Western New York. Current areas of focus include grocery expansion, year-round programming, and technology innovations including electronic incentive transactions at farmers markets and interoperability between different retail sites in a community.

Double Up makes each SNAP dollar work harder.

Produce incentives simultaneously impact hunger, health, and community and economic development in rural and urban communities.

FAMILIES Alleviating Hunger & Improving Diet

- SNAP recipients shop more often and eat more produce when Double Up is in place; farmers market shoppers who buy produce six or more times per month increased by 97%.
- Initial findings from a 2016 study with grocery partner SpartanNash indicate that produce accounts for more of Double Up shoppers' baskets than other store shoppers.
- Double Up is reaching those most in need with 63% of shoppers low or very low food security.

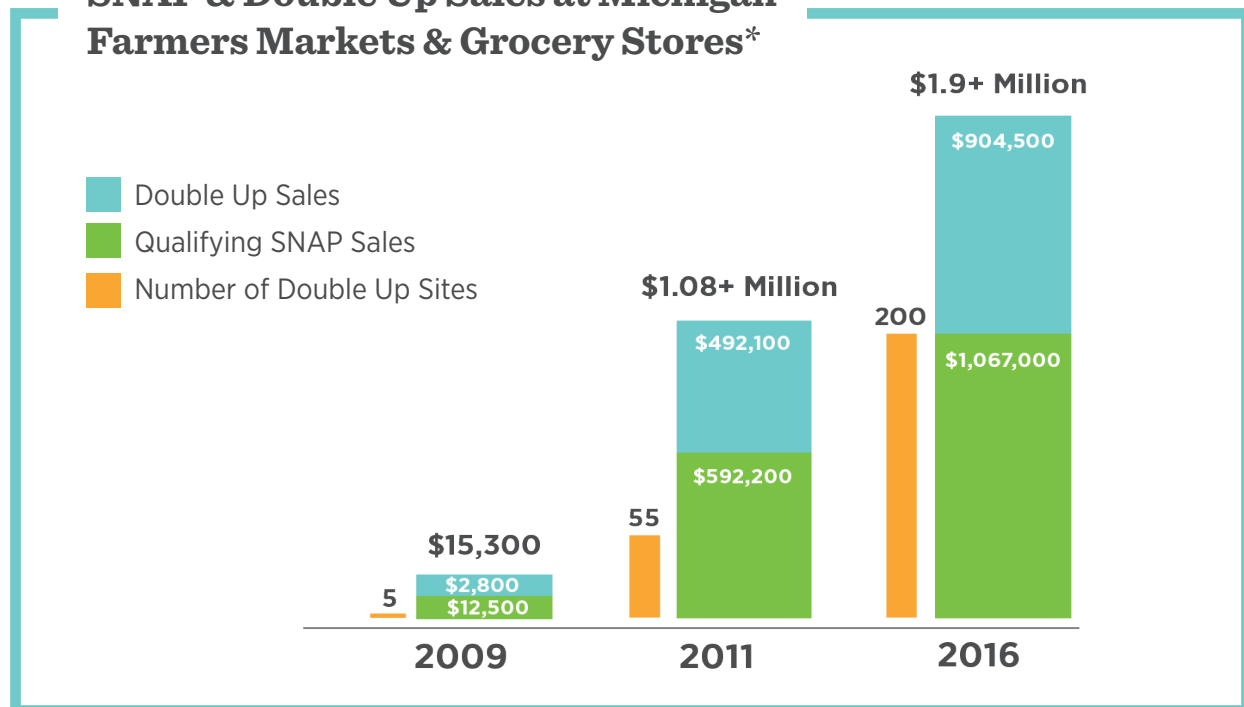
FARMERS Stimulating Michigan's Farm Communities

- 1,000+ farmers benefit annually; 36% are beginning farmers.
- More than half of participating farmers say they are making more money, gaining new customers, and selling more produce.
- Other farmer benefits include diversifying what they grow, purchasing new equipment, putting more land into production, and hiring more staff.

GROCERS Benefitting Local Businesses

- From 2015 to 2016, we doubled the number of participating grocery stores to 50.
- Sales of Michigan produce jumped 34% between 2015 and 2016 at a sample of 12 participating independent stores.
- In 2016, 80% of all Double Up Food Bucks earned by SNAP customers at participating SpartanNash stores were redeemed.

SNAP & Double Up Sales at Michigan Farmers Markets & Grocery Stores*



* Totals reflect Double Up produce incentives redeemed plus qualifying SNAP purchases during the Double Up season. Published summer 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