



# Double Up Food Bucks Grocery Overview

**Double Up Food Bucks is a national model for produce incentives. It is active in grocery stores in 18 states.** Developed by national nonprofit Fair Food Network, Double Up matches SNAP dollars spent on fresh fruits and vegetables. (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, local farmers and grocers gain new customers and make more money, and more food dollars stay in the local economy.

**Double Up was one of the first healthy food incentive programs in grocery stores.** In 2013, Fair Food Network brought its experience with incentives at farmers markets to grocery stores in one of the first pilots in the nation. Today, through local partnerships in 19 states and growing, the Double Up model can be found at a variety of retail outlets in small towns and big cities. Local and regional agriculture remains a key feature of Double Up in all settings.

## Double Up Grocery Programs Across America

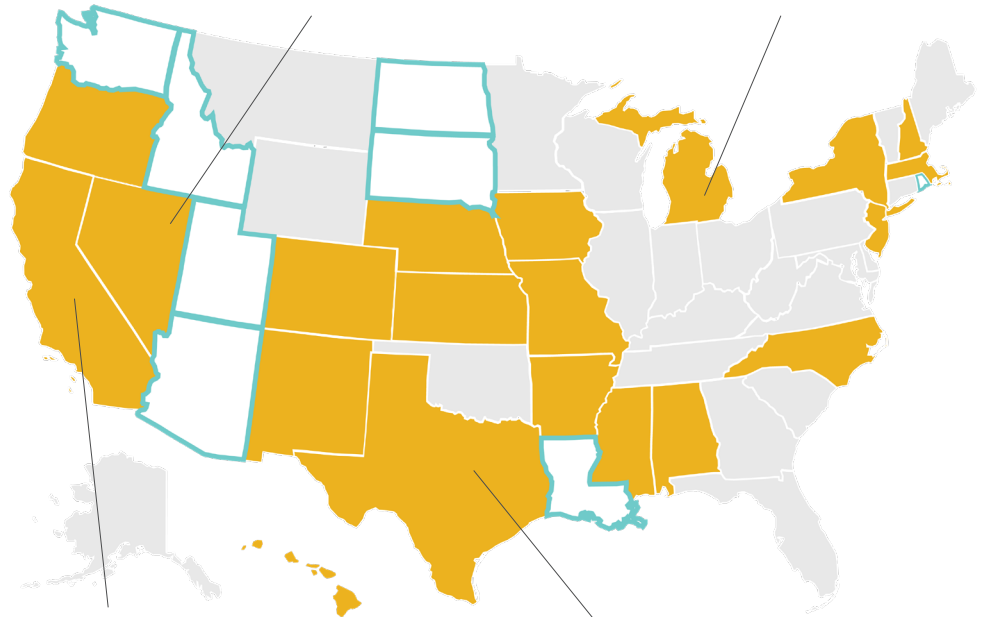
**19 states**  
with grocery  
programs

**260+ grocery sites**  
in 2018

**Diverse retail outlets** including independent retailers, multi-site and multi-state operations, small and large chain supermarkets, rural stores, corner stores, and co-ops

A neighborhood store in Las Vegas, Nevada, **added seven new produce items with Double Up**, resulting in a jump in produce sales.

At independent stores, **Michigan produce sales increased by an estimated 60% on average per store** between 2016 and 2017.\*



In California, participating stores saw **produce sales increase 5-11%** in their first year and SNAP sales stay steady or grow, despite 13% fewer SNAP benefits distributed in the county.

New Mexico's Lowe's Double Up program has **now expanded** to stores in Colorado and Texas.

## Why Grocers Are Behind Double Up:

- Distinguishes store in the marketplace
- Enhances produce section and increases produce sales
- Attracts new SNAP customers
- Increases SNAP spending 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 recognition of your store as a community partner

## What Grocers Are Saying

“ I actually had two customers who called in the last two days just to thank me for this program.”

— Paul Rainville Jr., General Manager of EM Heath Supermarket, New Hampshire

“ It brings repeat customers into the store, helps us move products a little bit better. It decreases our turnover and spoilage with them being able to come in and get the fresh fruits and vegetables that they may not have opted to get.”

— Grocery Store Manager, Michigan

“ This has got to be the most effective marketing campaign in our market’s history because of how targeted it is. Our phones have been ringing off the hook asking about it as well as people bringing in the mailers to get more details. We are seeing a lot of new faces—a lot.”

— Charlie Hua, Lucky 7 (formerly Food Bowl 99), California

## Double Up Grocery Projects

- **Alabama** | Wright’s Market (2018)
- **Arkansas** | Harps (2017)
- **California** | Independent supermarkets (2017)
- **Colorado** | Food co-ops and corner stores (2016), Lowe’s stores (2017)
- **Hawai’i** | KTA store (2017)
- **Iowa** | Supermarkets and food co-op (2018)
- **Kansas** | Price Chopper stores (2015), Whole Foods Market (2016), and rural, independent grocers (2017)
- **Massachusetts** | Independent grocers (2018)
- **Michigan** | Urban and rural independent grocers (2012), SpartanNash stores (2014), Whole Foods Market (2015), food co-ops (2016)
- **Missouri** | Price Chopper stores (2015), urban, independent grocers (2016), Schnucks (2017)
- **Nebraska** | Independent grocers (2017)
- **Nevada** | Independent grocers (2017)
- **New Hampshire** | Independent Associated Growers of New England (AGNE) rural grocers (2017), independent grocers (2018), food co-ops (2018)
- **New Jersey** | ShopRite (2018)
- **New Mexico** | Food co-ops (2015), Cid’s, Lowe’s stores (2017)
- **New York** | Regional grocers (2018)
- **North Carolina** | Food co-op, independent grocer (2017)
- **Texas** | Lowe’s Market stores (2018)

## Technical Assistance Projects

- **Arizona** | Bashas (2018)
- **California** | CA Department of Public Health
- **Idaho** | Food Co-op (2018)
- **Louisiana** | Market Umbrella
- **North & South Dakota** | South Dakota State University Extension
- **Rhode Island** | RI Food Policy Council, University of RI Feinstein Center for a Hunger Free America
- **Texas** | City of Austin Public Health
- **Utah** | Utah Department of Health
- **Washington** | City of Seattle Office of Sustainability & Environment



**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](http://fairfoodnetwork.org) | [doubleupfoodbucks.org](http://doubleupfoodbucks.org)