

Double Up Food Bucks

2018 Michigan Overview



Fair Food Network's Double Up Food Bucks program matches SNAP, or food stamps, spent on fresh fruits and vegetables while supporting local farmers. (SNAP stands for the Supplemental Nutrition Assistance Program.)

Double Up is a Win/Win/Win: It helps families bring home more fruits and vegetables, boosts business for American farmers, and ignites local economies strengthening our communities.

Michigan Program, National Model. What began as a Detroit pilot in 2009 is today in 250+ sites across Michigan and a national model in 27 states and counting.

“ We would lose something if it weren't for the Double Ups. It's helping us make a living. I've never seen a farmer who didn't want to participate.”

**– Robert Bylstra
Double Up Farmer
Fremont, Michigan**

“ So much as it was a nutrition program for us, Double Up was also a learning program for me to be able to teach my son, “Hey this is the stuff that's going to help you stay healthier, help you feel better throughout the day.”

**– Double Up Shopper
Washtenaw County**

10 Years Proven Impact



\$21.4+ million
combined SNAP and Double Up sales

of fruits and vegetables since 2009—dollars directly benefiting Michigan farmers and area businesses.



13.5 million
pounds of healthy food

bought by Michigan families with SNAP and Double Up since 2009.



FAIR FOOD NETWORK is a national nonprofit whose mission is to grow community health and wealth through food. A decade in, our work is connecting people to the power of food to improve health, ignite local economies, and open opportunities for all—especially in our most underserved communities. fairfoodnetwork.org | doubleupfoodbucks.org

Double Up Food Bucks

Double Up was seeded nearly a decade ago as a pilot program in collaboration with five Detroit farmers markets.

Today, Double Up is a statewide success across Michigan in 250+ sites powered by federal, state, and philanthropic support. It is also a national model for healthy food incentives.

Informing Public Policy

Double Up's track record of positive impact for families and farmers helped make federal support for incentives a permanent part of future farm bills.

Since 2015, Fair Food Network has received three USDA awards totaling \$10.1 million to expand Double Up in Michigan and support its replication in communities across the country.

Looking Forward

Today, Michigan's Double Up program remains a proving ground for innovation, pushing the field forward with a focus on grocery expansion, technology innovations, and farmer-to-grocer connections. New innovations seeded in Flint, Michigan are also allowing shoppers to carry earned incentive dollars on electronic Double Up cards that can be used across participating locations.

Over the next four years, we aim to bring Double Up to every county in the state and increase SNAP household participation to 30%.

2018 Highlights



\$6.78 million
combined SNAP and Double Up sales

of fruits and vegetables



250+
Double Up sites

including 105 grocery stores and 149 farmers markets



110,000+
SNAP households reached

95% of the state's population lives in a county with a Double Up site



1,000+
Michigan farmers benefited



Increased produce sales & local sourcing

Michigan grocers are purchasing more produce and increasing local sourcing. During peak growing season, participating grocery stores sourced \$1.7 million worth of Michigan produce accounting for 16% of all produce purchases.

SNAP & Double Up Sales in Michigan

Totals since program launch.

