



Double Up Food Bucks 2017 Michigan Overview

Fair Food Network's Double Up Food Bucks program matches SNAP dollars spent on fresh fruits and vegetables while supporting local farmers. (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.

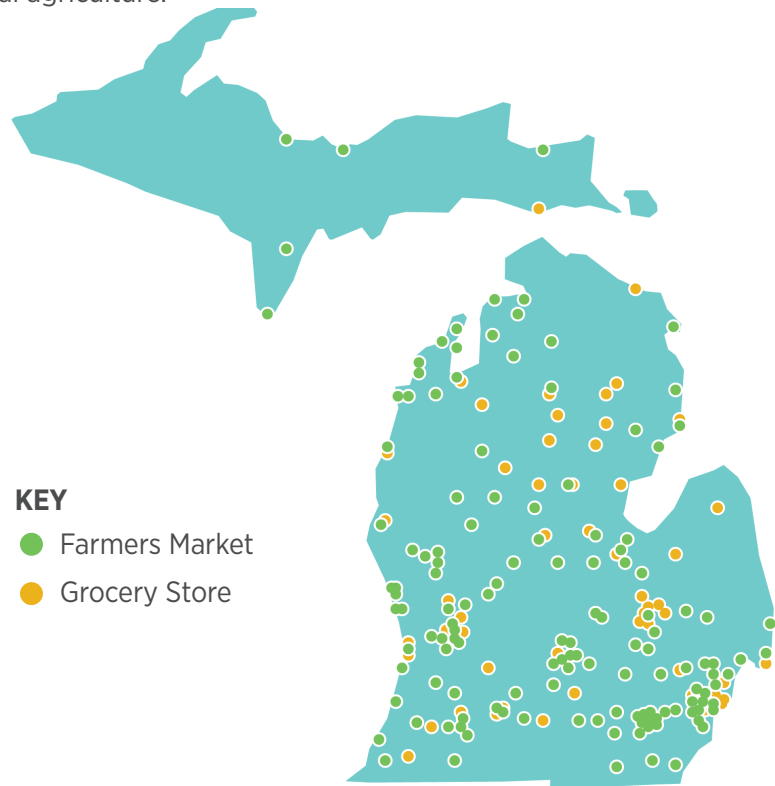
From pilot to national model: What started as a small Detroit pilot grew into the first statewide program and is today a national model available in 24 states and counting. Double Up's proven track record demonstrates that incentives work in all kinds of communities and retail settings while maintaining a strong commitment to local agriculture.

9 Years of Proven Impact.

- **9 million pounds** of healthy food bought by Michigan families with SNAP and Double Up since 2009.
- **\$14.6+ million** in combined SNAP and Double Up sales since 2009—dollars directly benefiting Michigan farmers and area businesses.

2017 Highlights

- **\$4.5+ million** in combined SNAP and Double Up sales of fruits and vegetables
- **250+ Double Up sites** including 95 grocery stores
- **95% of Michigan residents** live in a county with a Double Up site
- **1,000+ farmers** benefited



The Food Insecurity Nutrition Incentive (FINI) program established in the 2014 farm bill and based on the success of Double Up alongside other efforts, provides matching grants to incentive programs. Since 2015, Fair Food Network has received three FINI awards totaling \$10.1 million to expand Double Up in Michigan and support its replication in communities across the country. Current areas of focus include grocery expansion, technology innovations including mobile processing and interoperability between sites, and building out farm-to-grocer supply chains to ensure strong regional produce sourcing, a hallmark of the Double Up model.

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 because of Double Up; farmers market shoppers who buy produce 6+ times a month increased by 70%.
- Shoppers value the farmers market experience including the quality and variety of produce, relationships with vendors, and supporting local agriculture.
- Double Up is reaching those most in need with more than half of shoppers having low or very low food security.
- Shoppers say that Double Up has improved their physical, mental, and economic health.

Farmers

Stimulating Michigan's Farm Communities

- 1,000+ farmers benefit annually; 36% are beginning farmers.
- Majority of farmers say they make more money (75%) and sell more produce with Double Up (76%).
- Other farmer benefits include diversifying what they grow, purchasing new equipment, putting more land into production, and hiring more staff.
- Double Up is associated with increased sales at farmers markets – with beginning farmers reaping the greatest benefits.*

Grocers

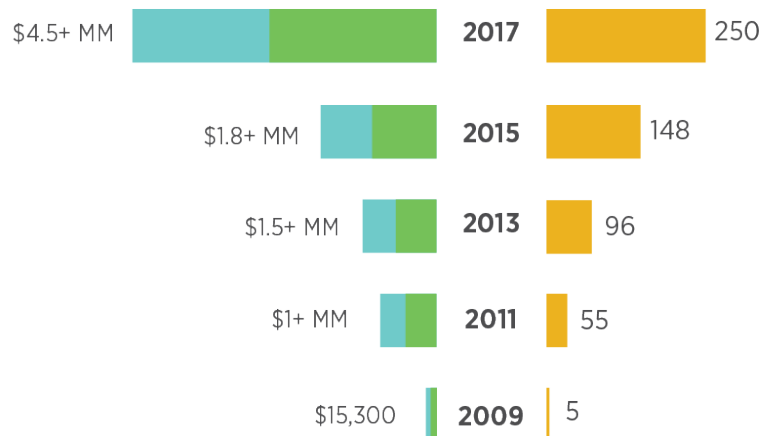
Benefitting Local Businesses

- Double Up incentive spending in grocery stores *quadrupled* between 2016 and 2017, while the total number of participating stores only doubled.
- A majority of storeowners say that Double Up is bringing in new customers.
- At independent stores, Michigan produce sales increased by an estimated 60% on average per store between 2016 and 2017.***

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

Totals since program launch.

- Double Up Sales
- Qualifying SNAP Sales
- Number of Double Up Sites



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

Data from Gretchen Swanson Center for Nutrition 2017 Double Up Michigan program evaluation.

*Data from "Healthy Food Incentive Impacts on Direct-to-Consumer Sales: A Michigan Example," by MSU & USDA AMS with Fair Food Network, 2018.

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

***Based on available reporting from stores. Estimation compares % of Michigan produce sold in 2016 and % of Michigan produce purchased in 2017.