

Double Up Food Bucks

2019 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 29 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



\$28.3+ million
combined SNAP and
Double Up sales

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



18 million
pounds of healthy food

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



From a 2009 Detroit pilot to a statewide effort in Michigan in 250+ sites and national model in 29 states, Double Up's success demonstrates that SNAP incentives work in all kinds of communities and food retail settings while maintaining a strong connection to local agriculture.

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Double Up Food Bucks

Double Up was seeded 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 \$22.1 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%.

2019 Highlights



\$6.86 million
combined SNAP and Double Up sales of fruits and vegetables



253
Double Up sites including 98 grocery stores and 155 farmers markets



85,800+
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 \$1.5 million worth of Michigan produce accounting for 10% of all produce purchases.

SNAP & Double Up Sales in Michigan

Totals since program launch.

