Double Up Food Bucks
2020 Michigan Overview

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

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.

Michigan Program, National Model. What began as a Detroit pilot in 2009 is today in 240+ sites across Michigan and a national model in nearly 30 states and counting.

“We would lose something if it weren’t for Double Up. 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

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.

“I save my Double Up until produce is in season. I used my Double Up to purchase a $70 bushel of Red Haven peaches so we have canned fresh peaches all winter. I do applesauce and apple butter, strawberry jam, blueberry jam, salsa, canned tomatoes, all from collected earnings from Double Up. Thank you dearly Michigan for this great way to help me feed my family well!”
– Double Up Shopper
Grand Rapids

From a 2009 Detroit pilot to a statewide effort in Michigan in 240+ sites and national model in nearly 30 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 was seeded more than a decade ago as a pilot program in collaboration with five Detroit farmers markets.

Today, Double Up is a statewide success across Michigan in 240+ 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 $22.71 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 three years, we aim to bring Double Up to every county in the state and increase SNAP household participation to 30%.

SNAP & Double Up Sales in Michigan
Totals since program launch.

<table>
<thead>
<tr>
<th>Year</th>
<th>Double Up Sales</th>
<th>Qualifying SNAP Sales</th>
<th>Number of Double Up Sites*</th>
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<tbody>
<tr>
<td>2009</td>
<td>$15,300</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>2011</td>
<td>$1+ MM</td>
<td>$1.5+ MM</td>
<td>96</td>
</tr>
<tr>
<td>2013</td>
<td>$1.5+ MM</td>
<td>$1.8+ MM</td>
<td>148</td>
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<tr>
<td>2015</td>
<td>$4.5+ MM</td>
<td>$6.86+ MM</td>
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<tr>
<td>2017</td>
<td>$12.6+ MM</td>
<td>$12.6+ MM</td>
<td>253</td>
</tr>
<tr>
<td>2019</td>
<td>$12.6+ MM</td>
<td>$12.6+ MM</td>
<td>247</td>
</tr>
<tr>
<td>2020</td>
<td>$12.6+ MM</td>
<td>$12.6+ MM</td>
<td>247</td>
</tr>
</tbody>
</table>

*Due to the COVID-19 pandemic, 20 farmers markets that signed contracts with Double Up did not open in 2020.