

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.

fairfoodnetwork.org | doubleupfoodbucks.org

Double Up Food Bucks

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%.

2020 Highlights



\$12.6 MM
combined SNAP and
Double Up sales
of fruits and vegetables



247
Double Up sites
including 109 grocery stores
and 138 farmers markets



200,000+
SNAP households reached
95% of the state's population lives
in a county with a Double Up site



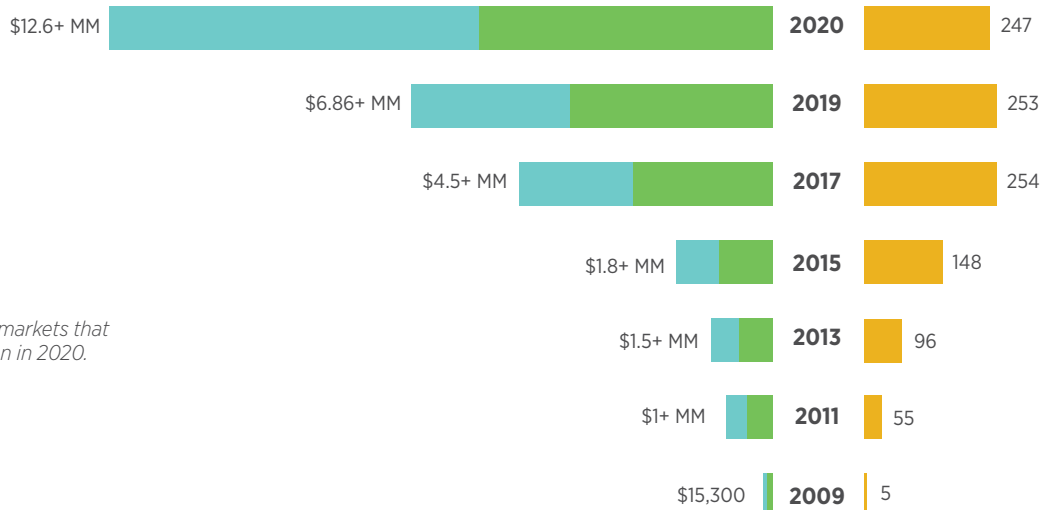
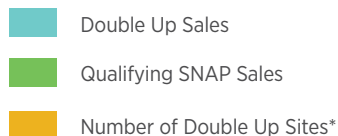
1,000+
Michigan farmers benefited



**Increased produce sales
& local sourcing**
Michigan grocers are purchasing
more produce and increasing local
sourcing. During peak growing
season, participating grocery
stores sourced \$3.1 million worth
of Michigan produce accounting
for 16% of all produce purchases.

SNAP & Double Up Sales in Michigan

Totals since program launch.



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



Winter 2021