

Double Up Food Bucks

2021 Michigan Overview



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

Double Up is a Win/Win/Win:

It helps families bring home more fruits and vegetables, boosts business for Michigan farmers, and ignites local economies.

Michigan Program, National Model. What began as a Detroit pilot in 2009 is today in 260+ sites across Michigan and a national model in 30 states and counting.

"I appreciate being able to always help and provide my products to ALL customers of all socioeconomic status."

– Double Up Farmer



10+ Years Proven Impact



\$48.6+ million
combined SNAP and
Double Up sales

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



30+ 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 260+ 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 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 powered by federal, state, and philanthropic support. It is also a national model for healthy food incentives.

Shaping 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. Technology innovations seeded in Flint, Michigan are helping Double Up shoppers earn and spend incentive dollars on electronic Double Up cards or on an app that can be used at participating locations.

Over the next three years, we aim to bring Double Up to expand to more counties in the state and increase SNAP household participation to 30%.

2021 Highlights



\$20.3 MM
combined SNAP and Double Up sales of fruits and vegetables



269
Double Up sites including 115 grocery stores and 154 farmers markets



326,447
SNAP households reached
98% of the state's population lives in a county with a Double Up site



1,000+
Michigan farmers benefited



Increased produce sales & local sourcing
Double Up remains a win for local farmers

Michigan grocers are purchasing more produce and increasing local sourcing. In 2020, independent grocers purchased \$3.64 million in Michigan produce during the peak growing season. In 2021, that number grew to \$5.96 million.

SNAP & Double Up Sales in Michigan

Totals since program launch.

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

