

# Double Up Food Bucks

## 2022 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 240+ 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 of Proven Impact



**\$72.4+ million**  
**combined SNAP and**  
**Double Up sales**

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



**45+ million**  
**pounds of healthy food**

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

**"It means being able to afford fruits and vegetables. Trying to eat healthy local foods costs hundreds of dollars a month no matter where I shop, and this is for only two people. Not having to worry about this takes so much of the burden off of my plate because otherwise, I would be spending about [as] much as my rent on food, and after that cost I wouldn't normally have much money leftover."**

**– Double-Up Shopper**  
**Genesee County**



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](http://FairFoodNetwork.org) | [DoubleUpFoodBucks.org](http://DoubleUpFoodBucks.org) | [NutritionIncentiveHub.org](http://NutritionIncentiveHub.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 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. Year over year, more Double Up shoppers are earning and spending incentive dollars on electronic Double Up cards or on an app that can be used at select 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%.

## 2022 Highlights



**\$11.5 million** combined SNAP and Double Up sales of fruits and vegetables



**253** Double Up sites including 113 grocery stores and 140 farmers markets



**11,832** SNAP households reached 98% of the state's population lives in a county with a Double Up site



**1,100+** 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 2021, independent grocers purchased \$5.99 million in Michigan produce. In 2022, that number **grew to \$6.37 million.**

## SNAP & Double Up Sales in Michigan

Totals since program launch.

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

