

Double Up Food Bucks

2025 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 244 sites across Michigan and a national model in 30 states and counting.

“Before the program, the healthy foods were the things that I put on the back burner. Now with Double Up Food Bucks, it really becomes a focus on the fruits and vegetables as a mainstay and not as a special or once in a while treat.”

– Double Up Shopper
Muskegon, Mich.



17 Years of Proven Impact



\$110 million combined Total produce bought through Double Up & SNAP benefits

since 2009 – dollars directly benefiting Michigan farmers and businesses.



70 million Estimated pounds

of local produce bought with Double Up & SNAP benefits

“Without Double Up, I wouldn't be able to afford the food I need. The program helps me stretch my grocery budget and makes access to healthy food easier for me. It provides important support for managing food costs on a limited income.”

– Double Up Shopper
Genesee County, Mich.



From a 2009 Detroit pilot to a statewide effort in Michigan in 244 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 17 years 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 America's farm bills.

Since 2015, Fair Food Network has received six U.S. Department of Agriculture awards totaling \$36.15 million.

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 the MyFresh Wallet 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%.

2025 Highlights



\$12.5 million

Total produce bought through Double Up & SNAP benefits



244

Double Up sites

including 115 grocery stores and 122 farmers markets



190,463

Estimated SNAP households reached

97% of the state's population lives in a county with a Double Up site



638

Estimated Michigan farmers benefited



Increased produce sales & local sourcing

Double Up remains a win for local farmers

Michigan grocers are purchasing more Michigan produce and increasing local sourcing. In 2025, independent grocers purchased **\$8.6 million pounds** of local produce.

SNAP & Double Up Sales in Michigan

Totals since program launch.

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

