

Double Up Food Bucks



Michigan Overview

Double Up matches SNAP dollars spent on fresh fruits and vegetables, helping increase healthy food access for Michigan families and sales opportunities for Michigan farmers.

“Double Up helps me sell more of what I grow. It helps me expand my customer base without forcing me to sacrifice my price point.”

-Ottawa County Farmer

211,000

Households used
Double Up in 2023

782

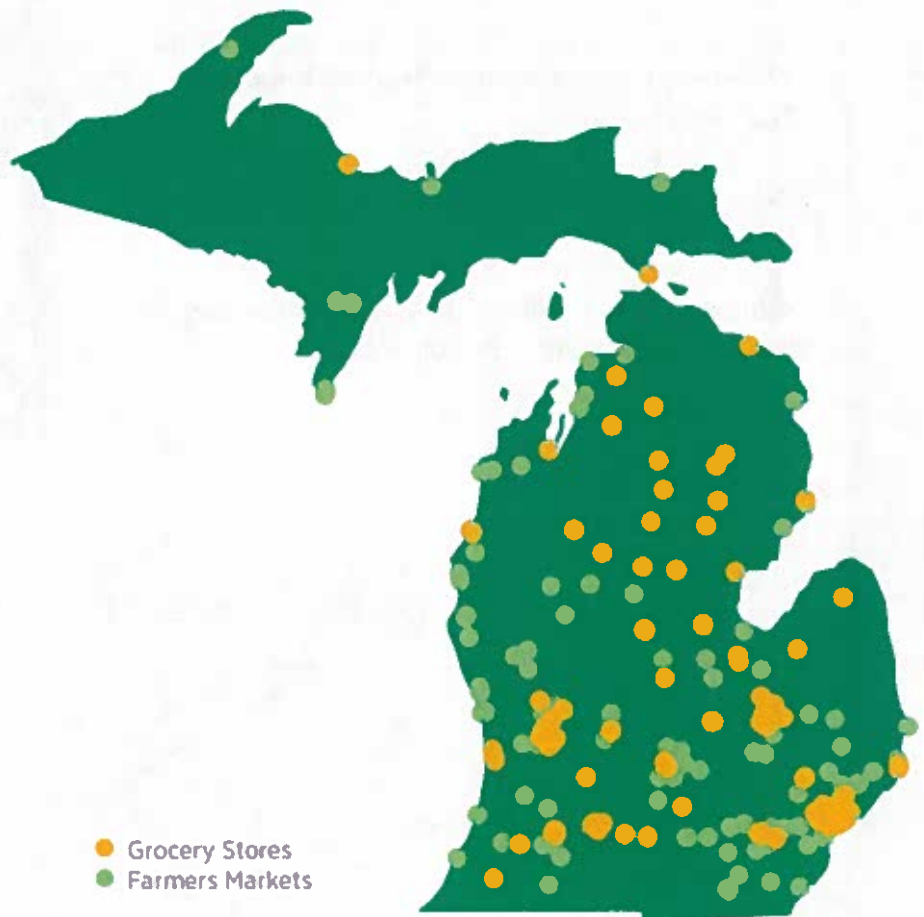
Michigan farmers increased
sales because of Double Up

235

Grocery stores and farmers
markets offer Double Up

2.4X

Contribution to Michigan’s
economy for every \$1 spent
on incentives



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 | NutritionIncentiveHub.org

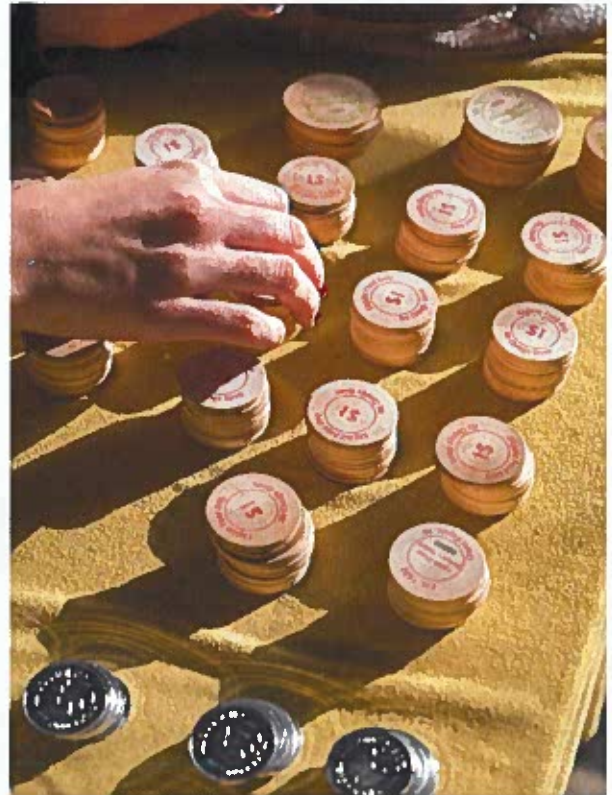
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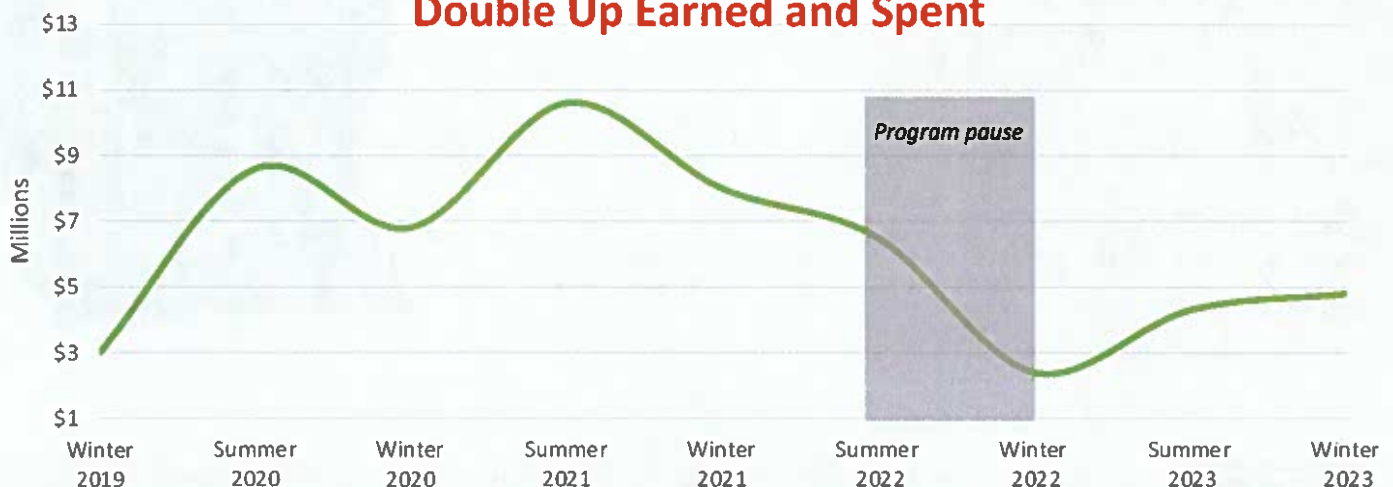
2023 Michigan Impact

Double Up matches SNAP dollars spent on fresh fruits and vegetables, helping increase healthy food access for Michigan families and sales opportunities for Michigan farmers.

- Double Up participants **eat more servings of fruits and vegetables** than both the average Michigan resident and the average American.
- Grocery stores participating in Double Up purchased **33% more Michigan-grown produce between 2021 and 2023**.
- **70% of Double Up shoppers have children at home**.
- **Adults aged 25 to 44 are the demographic most likely to participate** in Double Up.



Double Up Earned and Spent



From August 1, 2022, to January 22, 2023, Double Up was forced to temporarily pause benefit earning at participating grocery stores across the state. This temporary pause allowed Double Up to sustain available program funding.

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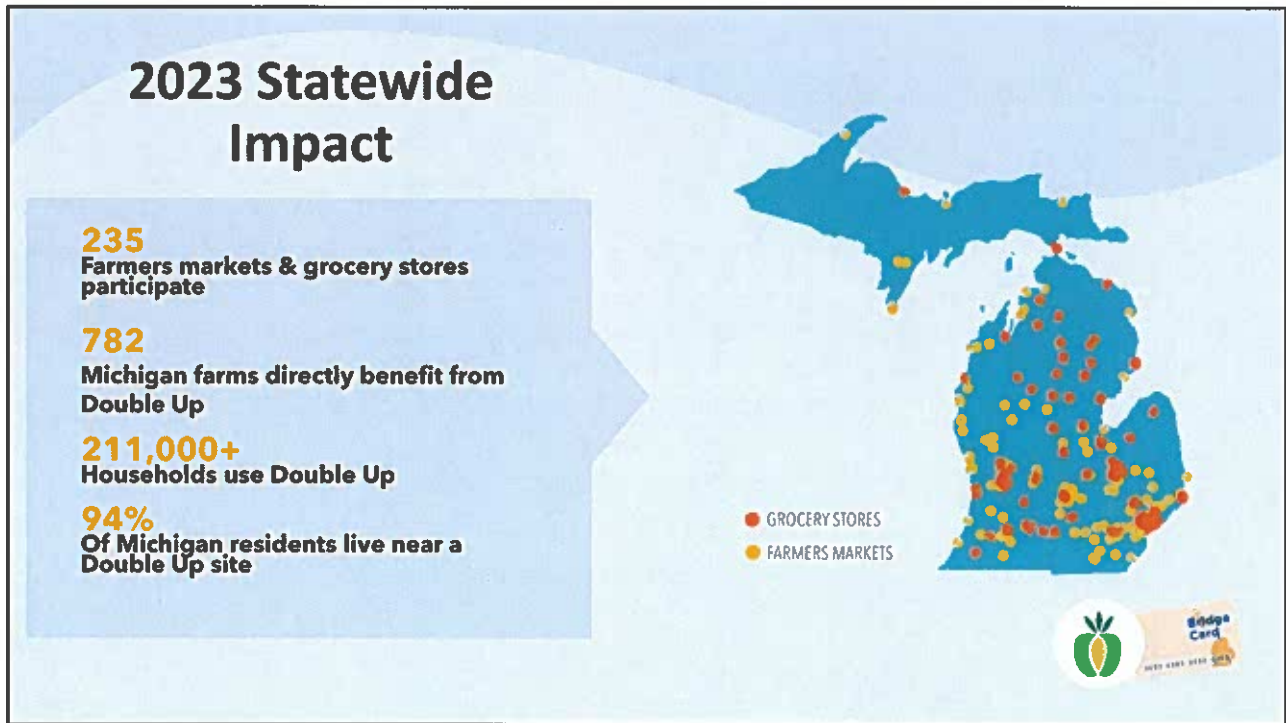
How It Works

Buy \$1 of fresh fruits and vegetables using a Bridge Card

Get \$1 to spend on fresh fruits and vegetables, up to \$20 per day at grocery stores and farmers markets

A 3x3 grid of images illustrating the program's use. The top row shows hands selecting produce, a sign that says "BUY \$1 GET \$1", and a woman in a green shirt holding produce. The middle row shows a woman in an orange shirt holding produce, a sign that says "CAPEL", and a woman in a red shirt at a grocery store. The bottom row shows a man in a dark shirt in a grocery store, a man in a red shirt holding a sign that says "DOUBLE UP FOOD BUCKS", and hands holding produce.The logo for Double Up Food Bucks, featuring a green leaf and a yellow corn kernel next to the text "DOUBLE UP FOOD BUCKS" in bold, sans-serif font.

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