



## Script for Frequently Asked Questions Videos for Retail Application

### Part 1:

Thank you for joining the first installment of our Frequently Asked Questions videos regarding our Retail application. Each video in this series will feature a separate section of the application with various explanations of what each point contains. If after watching the videos you still have questions, please feel free to reach out to someone on the Double Up team for more clarification.

First, I would like to introduce the program itself. Double Up Food Bucks is administered by Field & Fork Network, a nonprofit based in Western New York. Field & Fork Network's mission is to connect communities to innovative solutions that foster a sustainable food system.

If you have questions regarding Double Up Food Bucks in general, please refer to the other video on this page: "Is Double Up Food Bucks Right for Your Business?"

This is a for Retail application, meaning it is for grocery stores and small brick and mortar locations such as corner stores and bodegas. If you are a farm direct location, such as farmers markets, mobile markets, or farm stands, there is a separate application for you.

The purpose of this first video is to introduce the expectations of this application and ensure that each location feels adequately prepared going forward with the application since there is no save feature.

First for the eligibility requirements:

Each location must be able to accept SNAP benefits with a SNAP permit number from USDA Food and Nutrition Service, also known as FNS, and have an EBT/SNAP point of sale device prior to program launch. This program cannot operate without a commitment from the store to provide SNAP long term and have no immediate challenges to their SNAP status. Having SNAP sales for more than one year helps Field & Fork Network identify a projected budget of potential Double Up sales in order to ensure long term success.

Each location must demonstrate sufficient organizational capacity to handle associated accounting and reporting for the Double Up Food Bucks program. Reporting is required monthly and includes SNAP sales, Double Up sales, and number of new customers. The reporting specifics would be covered in the training, however if you have concerns, please work with your team to identify a long term solution prior to filling out this application.

The store must have written approval to participate in the program from management. In order for this program to function, we need to have buy-in and support from all levels of the organization.



#### Participating in Double Up Food Bucks:

All new and existing Double Up locations are required to attend a yearly training to cover administration and distribution of Double Up Food Bucks. We try to have as many trainings in person as possible but due to capacity and distance challenges, we may have to have trainings online.

We can't expect this program to operate without adequate communication with customers, so we require that all cashiers are trained to offer and distribute DUFB to all SNAP customers at the point of sale.

The person assigned to reporting for the Double Up Food Bucks program must have access to a third-party verification of SNAP sales, such as copies of batch reports or monthly statements. If you have questions about how to access these documents, please contact your EBT/SNAP provider.

We expect a level of community promotion of the Double Up Food Bucks program to ensure that SNAP recipients in your community are aware of the benefits provided at your store. Field & Fork Network will be able to assist in material creation and gain awareness from local partners, however, the success of the program will rely on the store's promotion of Double Up.

All sites are required to participate in program evaluation, including customer and staff surveys. These surveys are provided by a third-party evaluator and additional support will be provided by Field & Fork Network during evaluation periods.

There are annual networking calls of all Double Up Food Bucks locations based on how long the program operates at their location. We highly encourage all locations to participate as it allows Field & Fork Network to share any important news or updates and allows each location to learn from other, similar locations across New York State.



## Part 2:

This is part two of the Frequently Asked Questions videos regarding our Retail application. This section covers the Basic Information about your organization as well as questions regarding additional currencies and benefits, the FNS number for SNAP Authorization and store hours.

The name of the organization refers mostly to any chain stores that may have a different name than their parent organization. If this does not apply to you, please leave this section blank.

For Site Types, there are two options: Grocery store and Small Retail. Our definition is that grocery stores have 3 or more registers while small retail has fewer than 3 registers. To reemphasize, to participate in this program, you must offer fresh, local produce regardless of the size of your store.

The rest of the information refers exclusively to the store location you are applying to. If you have more than one location, you will need to fill out more than one application.

For the Days and Hours of Operation, if your store ever changes hours throughout the year, please list the hours that it is open during completion of this application and include a note in the "Other" section that the hours fluctuate.

The different types of currencies and benefits include WIC, also known as the Special Supplemental Nutrition Program for Women, Infants, and Children. Just Say Yes is a nutrition education program provided by SNAP-Ed. Other currencies could include Produce Prescription or similar types of programs. Please avoid including SNAP in this section.

The USDA FNS Permit Number for SNAP Authorization is found on the store's SNAP permit itself.



### **Part 3:**

This is part three of the Frequently Asked Questions videos regarding our Retail application. This section covers SNAP Sales and Produce Information. This section is incredibly important, and it is paramount that it is answered accurately to the best of your abilities.

You should be able to find historic SNAP sales through previous years' monthly SNAP reports or through whatever means your organization does its bookkeeping. You will be asked later in the application to provide records of your previous year's SNAP sales so keep them handy for that portion.

The SNAP sales portions ask for a total dollar amount of SNAP in each year from all types of purchases, not just produce.

The SNAP Produce Sales portion is for stores that are able to accurately track the total SNAP sales they received by Produce sales alone. If you are unable to give an accurate number for Produce SNAP sales, please include a percentage of what your produce section is compared to your overall SNAP eligible goods. For example, your produce sales might be approximately 15% of your overall SNAP eligible sales so you would write 15%. If you are still unsure, leave this part blank.

Some of the questions will trigger another question based on your answer. For example, if you say "Yes" to this question: Does your store prioritize selling fruits or vegetables grown in New York, you will be asked to describe any policies and practices to verify point-of-origin for produce.

If you are unsure of the difference between a cash register and a point of sale System, a cash register is designed for sales alone, meaning its processes are limited to basic cash exchange. Point of sale systems are designed to include inventory and various other more complicated systems. Point of sale systems are commonly used for larger operations and have back-end access. Cash registers cannot typically be accessed from anywhere outside of each specific machine.

The next section covers Point of Sale System Information. If you use a cash register only, you are not required to fill this section out. Most of the information in this section can easily be answered by any information technology person within the organization who manages the backend portion of store operations. Please ensure that each portion is filled out to the best of your abilities.

We have created a separate list of these questions that can be filled out by the POS specialist and reentered when you are ready to complete your application. That file can be found under this video in the Files Section, entitled, "Point of Sale (POS) System Information."



#### **Part 4:**

This is part Four of the Frequently Asked Questions videos regarding our Retail application. This section covers SNAP infrastructure within the store. The Double Up program can only operate on existing SNAP infrastructure, so it is paramount that Field & Fork Network has an understanding of how SNAP operates at your store. Please ensure that each question is filled out to the absolute best of your abilities.

If you don't know exactly the month and year when your store first started accepting SNAP Cards, please talk with other people within your organization since Field & Fork Network needs an accurate duration of time the program has operated within the store.

If you do not have a Point of Sale System, you can say 'no' for the question about whether or not SNAP sales are integrated into your Point of Sale System. If you do not have a POS system or do not have them integrated into your system, you will need to include the device information used to process SNAP at your store.

If you have any technical questions regarding your SNAP Point of Sale information, please contact your SNAP provider. Field & Fork Network has no ability to assist with this portion of the application as there are too many SNAP devices available.



## Part 5:

This is the final part of the Frequently Asked Questions videos regarding our Retail application. This section is for the file uploads that are required to participate in Double Up Food Bucks.

You must attach the following files:

Nonprofit status or W-9 form

Records of SNAP sales for 2021

Letters of Support

Pictures of your store, promotional materials, etc.

Proof of nonprofit status or W-9 form can be acquired by the IRS, if you do not have a copy readily available.

Records of SNAP Sales for 2021 can sent to us in the way your organization does its bookkeeping. We do not require this information to be filled out in any specific way, especially since you will be providing monthly reports of your SNAP sales based on your bookkeeping methods for any future reports.

Letters of support are highly encouraged to come from community foundations and local organizations that are willing to help your store support Double Up Food Bucks. This shows your commitment to the program and also helps us identify who your organization's closest community partners may be. This program can only succeed when the community wants it to be there, so we highly prioritize those who have a dedicated commitment to serving their neighbors.

Chances are, none of the staff at Field & Fork Network has had the opportunity to visit your location so pictures will help us identify what kinds of marketing materials will work best for your store and also give us a better idea of what your store looks like. Every store across New York State is unique and while this program operates mostly the same way store to store, we want to ensure that it fits well within your brand and your built identity.

If you have any trouble submitting this information on this form, please send all of them to Bryan Gertz at [BGertz@fieldandforknetwork.com](mailto:BGertz@fieldandforknetwork.com) and include your organization's name in the subject line.

For next steps, you will hear from us within the following month after applications are submitted. If we have any questions or require any clarification about what you have submitted, we will reach out to you in a timely manner so we can have all of the information we need prior to making a decision.

I hope you found these videos helpful. Again, if there were any questions not answered in these videos, please feel free to reach out to someone from the Field & Fork Network team. Thank you!