

# BECOME A DOUBLE UP FOOD BUCKS RETAILER



## ABOUT DOUBLE UP FOOD BUCKS

Double Up Food Bucks is a federally funded nationwide nutrition incentive program, servicing millions of low-income SNAP users with a dollar-for-dollar match to increase affordability and access to fresh healthy foods at farmers markets, CSAs, farm stands, mobile markets, and grocery stores. In New York State, Double Up has over 38,000 participating customers, at more than 200 locations spanning 32 counties. Increasing healthy food access for customers and sales for stores.

## STORE ELIGIBILITY

- Accept SNAP benefits
- Sell fresh produce
- Be able to adapt point-of-sale system to run the Double Up program
- Complete monthly reporting

## STORE BENEFITS

- Free to Participate
- Attract New SNAP Customers
- Monthly Re-imbursement Checks
- Marketing & Promotional Support
- Staff Training Provided

QUALIFYING PURCHASES	
ELIGIBLE	NOT ELIGIBLE
<p>Raw, whole fruits and vegetables</p>	<p>Jams, jellies, and honey</p>
<p>Produce bearing plants</p>	<p>Dairy products, bread, and eggs</p>
<p>Minimally cut fruit &amp; vegetables with no additives</p>	<p>Nuts and seeds</p>
	<p>Prepared meals, including salads</p>
	<p>Processed foods and snacks</p>
	<p>Highly prepared or frozen produce</p>



### INCREASE SALES

Double Up provides SNAP customers with a \$1 for \$1 match on eligible SNAP purchases, up to \$20 per day, that can be used to purchase fresh produce. Adding a new revenue stream to your bottom line.



### IMPROVE FOOD ACCESS

Help your customers stretch their food budget and access fresh fruits & vegetables. Food costs continue to rise making pricier produce out of reach for many customers on a fixed income. Double Up improves access to healthy fresh foods.



### CUSTOMER LOYALTY

Double Up provides your customers with a benefit not offered at other retailers. We are selective in who we choose to partner with. Offering this program helps you stand out among the competition.



FOR MORE INFORMATION  
[WWW.DOUBLEUPNYS.COM](http://WWW.DOUBLEUPNYS.COM)

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