



Double Up Food Bucks | Grocery Store Program Application

Double Up Food Bucks is a healthy food incentive program that allows SNAP (food assistance) customers to access more fresh vegetables and fruits and locally grown produce at grocery stores, farmers markets and farm stands. The program is funded by the U.S. Department of Agriculture (USDA), private foundations and local governments.

How it works

- For every \$1 of fresh vegetables and fruits bought with SNAP dollars, the customer gets \$1 of Double Up Food Bucks (up to \$25 per day limit).
- The earned Double Up Food Bucks are tracked on a store account/loyalty card or given in the form of a coupon or voucher.
- The earned Double Up Food Bucks can be spent on additional fresh vegetables and fruits.

Elements that contribute to success

It's important to have certain elements in place for the Double Up Food Bucks program to be successful in a grocery store.

- **Produce options** — A variety of produce needs to be available in the store, including locally grown produce. Stores will be asked to make incremental increases to their locally grown produce purchases during their participation in the program.
- **Earning / redemption system** — A system (loyalty/reward, coupon or voucher, etc.) needs to be in place that will recognize a SNAP transaction and communicate earnings and redemptions to customers. Ideally, the system will allow a SNAP customer to earn on all fresh fruits and vegetables purchased (up to the daily limit) and redeem when they want.
- **Good communications** — A variety of communication methods (signs, banners, circulars, etc.) is needed to inform customers about the program. Signage is particularly important throughout the produce department and at the checkout counter.
- **Training** — A Double Up Food Bucks training program needs to be in place for new and existing employees.



Expectations and Benefits

What your location can expect

- Design and/or production assistance of communications materials (signs, ads, etc.).
- Assistance developing training materials.
- Technical assistance, if needed, to ensure a viable incentive system.
- Inclusion in a communications plan that employs a variety of methods including a direct mailing to SNAP customers, social media, print and digital ads, and brochures distributed by community partners.
- An opportunity to offer nutrition education to your customers.

What we will expect

- Data collection and the timely submission of reports and invoices (see attached list of data).
- Regular updates and communication with program coordinators/Double Up Heartland Collaborative.
- Accommodation of evaluation teams to conduct surveys with SNAP customers, cashiers, produce manager and store managers.
- Work with Double Up Heartland Collaborative to establish an excellent customer relations process regarding this program.

Benefits we hope your store will experience

- Increase in number of customers.
- Increased sales, particularly of fruits and vegetables.
- Increased awareness in your community for your locally grown produce program.
- Increased competitiveness with large discount stores.
- Recognition as a good community partner.

Benefits we hope the program will show

- Greater number of SNAP customers able to access more fresh vegetables and fruits.
- Increased consumption of fresh vegetables and fruits by SNAP recipients.
- Improved health of SNAP recipients.
- Increased support/income for local growers of vegetables and fruits.

Contact and location information

Contact Information

Name: _____ Title: _____

Mailing Address: _____

Email Address: _____ Phone: _____

Owner Information (if different than contact):

Name: _____

Mailing Address: _____

Email Address: _____ Phone: _____

Type of location(s)

Which of these best describes your location(s):

- Large chain grocery store/supermarket.
- Discount superstore.
- Convenience store.
- Small grocery store or corner store.
- Mobile market.
- Other? _____

How many stores are you including in this application?

If you are submitting for one store, what is the full address and county of that store's location? (If you are submitting for more than one location, please include a separate sheet with the name, address and county of all locations.)

SNAP sales

NOTE: This information will be kept completely confidential. The information will be used to help determine how many stores can be accommodated by the budget of the program and if the program may need to be modified.

What are the average monthly SNAP sales at all the locations for which you are submitting this application?

Produce Department

What percentage of your overall sales comes from fresh produce sales? _____

Where do you buy your produce? (Please list your sources) _____

Do you sell locally grown produce? YES NO

What percentage of your total annual produce purchased (\$) is from locally grown sources (as defined by your company)?

Are you willing to set a goal for increasing the percentage of locally grown produce you purchase? YES NO

What percentage of total produce purchased (\$) comes from locally grown sources during the peak of the season?

Describe your locally grown produce program:

1. Your definition of locally grown (radius in miles) _____
2. Months of the year your store stocks locally grown fresh produce _____
3. Which months are peak months for your locally grown produce sales _____
4. Where do you get your locally grown produce from ? (Please provide a list of distributors, local vendors and/or growers.) _____

Communications

The Double Up Heartland staff will be designing signs for the program with input from your staff. Do you have the capability of printing signs related to this program for your store(s)? YES NO

What methods do you use for promotions? (Select all that apply)

1. In-store signs/banners.
2. Prompts at the checkout counter.
3. Receipt messaging.
4. Signs/banners on outside or outward facing from store.
5. Print ads; which media outlets? _____
6. Social media posts; which platform(s)? _____
7. Billboards.
8. Other? Please describe: _____

Are you willing and able to incorporate messages about Double Up Food Bucks into your normal communications?
YES NO

Training

Please provide a brief description about how training occurs for employees at your location(s)? (For example, who conducts the training, is it done at the store or another location, how are employee questions about the program/promotions handled?) _____

Systems and Administration

What is the make and model of your register/point of sale (POS) system? _____

What method would you use to distribute and redeem the incentives?

- Loyalty/rewards program; Provider? _____
- Printed Coupon (prints at the time of the transaction); Provider? _____
- Pre-printed coupon (set amounts).
- Voucher (amount filled in by hand).
- Discount given at time of purchase.
- Other? Please describe: _____

How would you rate the “level of readiness” of the system you have in mind?

1. The system is completely ready. We have used it before for similar applications and it is completely functional.
2. The system in place is adaptable but hasn't been used for this type of application before.
3. There is currently no system in place, but we know what system we want to implement.
4. We don't have a system and don't know our options for implementation.
5. Other? _____

Are you currently able to report out on the following, either weekly or monthly? (For details on data elements, please refer to the attached list). All data reported to us would be kept confidential or reported in aggregate with other grocery stores.

- Number of SNAP transactions: YES NO
- SNAP sales in dollars YES NO
- Total dollar amount of produce purchased wholesale..... YES NO
- Total dollar amount of locally grown produce purchased wholesale..... YES NO
- Estimate of volume of non-local produce purchased (units or pounds depending on the item) YES NO
- Estimate of volume of locally grown produce purchased (units or pounds depending on the item) YES NO
- Total produce sales YES NO

Are there any data elements on the attached sheet that you feel you do not have the ability to provide from your reporting systems currently? If so, which ones? _____

Do you have staff who are able to track and report on the data related to this program? YES NO

What reporting periods do you use to track purchasing, sales, etc.?

1. Daily
2. Weekly
3. Monthly based on calendar months
4. Quarterly
5. Other? _____

Please complete and return this form to Donna Martin, 10316 Mohawk Road, Leawood, KS 66206, or email to dmartin@marc.org.

List of Data Elements for Double Up Food Bucks Program

The following data elements have been collected from locations during the current Double Up Food Bucks program. We anticipate that a similar list of data elements will be collected in the future if USDA funding is granted. Most of the items are used to report to the USDA. The items designated with an asterisk (*) are kept confidential. They would not be included in any public report. For public reports, data is aggregated as much as possible by type of location (farmers market and grocery store) and by geography (i.e., Kansas and Missouri, or subregions).

Profile Information:

1. Outlet name/number.
2. Outlet mailing address.
3. Outlet Manager Name, phone, mailing address, email.
4. Year of SNAP authorization.
5. SNAP authorization number.*

Quarterly Information:

1. Open status for quarter.
2. Participation status in the Double Up Food Bucks program.
3. Months during the quarter that the outlet was operating.
4. Total number of days outlet was operating.
5. Days of the week and hours outlet operated.
6. Number of days incentive was offered.
7. Number of SNAP transactions.
8. Dollar value of SNAP reimbursements/purchases.
9. Dollar outlet spent on program and what it was spent on (signs, or advertising that include the DUFEB logo).
10. Dollar value of incentives issued/earned.
11. Dollar value of incentives redeemed.
12. Other nutrition assistance benefits accepted at location.
13. Nutrition education activities that take place at your location.

Incentive Information:

1. Start date for this incentive program.
2. Sources of funding for this program.
3. Form of incentive.

Wholesale Produce Data:

1. Total pounds of produce purchased (wholesale) if possible.
2. Total units of produce purchased (wholesale) if possible.
3. Total dollar amount of produce purchased (wholesale).*

Local Produce Data

1. Total dollar amount of locally grown produce Purchased (wholesale)*
2. Total pounds of locally grown produce, OR
3. Total units of locally grown produce purchased (wholesale).
4. Percentage of locally grown produce of total produce.
5. Locally grown produce sources/vendors.
6. List of locally grown items.