

# Double Up Food Bucks

## 2019 Michigan Overview



### Fair Food Network's Double Up Food Bucks

This program matches SNAP dollars spent on fresh fruits and vegetables, helping increase healthy food access for Michigan families.

### Double Up is a Win/Win/Win

More healthy food for families, better business for Michigan farmers, and a boost for local economies.

**\$6.78 MM**

Spent in SNAP & Double Up

**\$1.26 MM**

Spent at Farmers Markets and direct retailers in SNAP & Double Up

**\$5.52 MM**

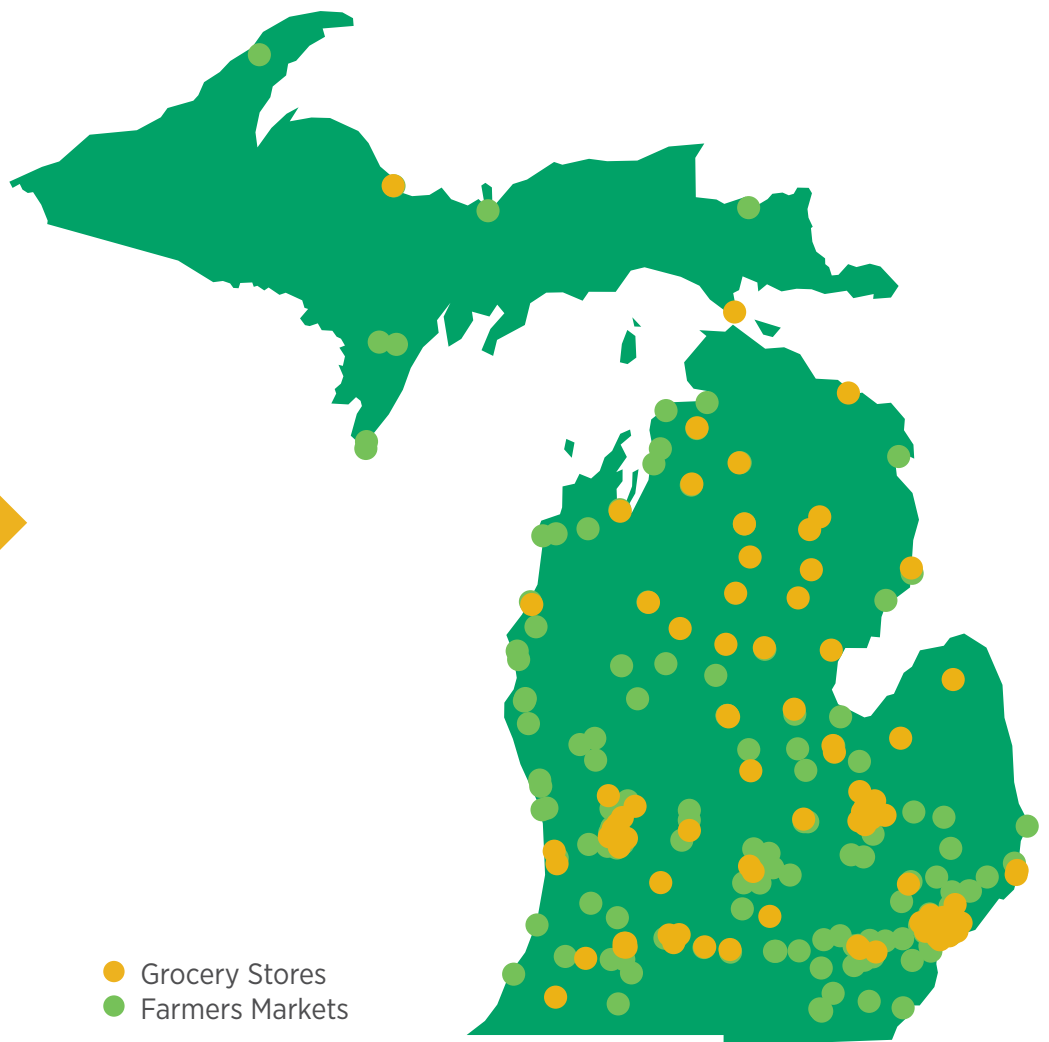
Spent at Grocery Stores in SNAP & Double Up

**85,800+**

SNAP Households benefited from Double Up

**240+**

Double Up sites in Michigan



From a 2009 Detroit pilot to a statewide effort in Michigan in 240+ sites and national model in 28 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](http://fairfoodnetwork.org) | [doubleupfoodbucks.org](http://doubleupfoodbucks.org)

# Double Up Food Bucks

## 2019-2020 Michigan Pandemic Response



### How has the pandemic affected Double Up Food Bucks use?

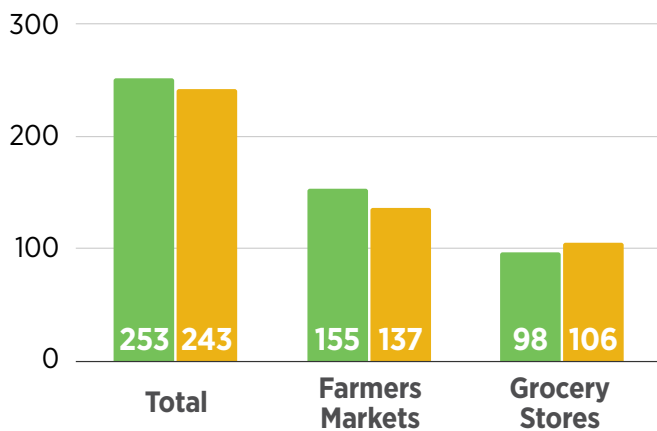
Snapshot of Double Up use in Michigan Q1-Q3

	2019 January - September	2020 January - September	CHANGE Percent Increase
Double Up Earned (Qualifying SNAP purchases)	\$2,886,311	\$5,786,322	+100%
Double Up Spent	\$1,639,666	\$3,646,591	+122%
Combined Double Up Earned & Spent	\$4,525,977	\$9,432,912	+108%
Households Benefited	69,097	153,670	+122%

#### Key Takeaway

Double Up use has more than doubled from the same time period last year.

### Double Up Sites in Michigan



### SNAP and Double Up Food Bucks spent (Q1-Q3)

By Michigan Grocery Stores:

\$3,580,566 (2019) > \$7,885,808 (2020)

By Michigan Farmers Markets:

\$945,411 (2019) > \$1,547,104 (2020)

### Counties in Michigan

