

Double Up Food Bucks

2024 Michigan Overview



Fair Food Network's Double Up Food Bucks program matches SNAP spent on fresh fruits and vegetables while supporting Michigan farmers.

Double Up is a Win/Win/Win:

It helps families bring home more fruits and vegetables, boosts business for Michigan farmers, and ignites local economies.

Michigan Program, National Model. What began as a Detroit pilot in 2009 is today in 237 sites across Michigan and a national model in 30 states and counting.

“Before the program... the healthy foods were the things that I put on the back burner... Now with the Double Up Food Bucks... it really becomes a focus on the fruits and vegetables as a mainstay and not as a special or a once in a while treat.”

– Double Up Shopper
Muskegon, Mich.



More Than 15 Years of Proven Impact



\$97.5M million combined
Total produce bought through
Double Up & SNAP benefits

of fruits and vegetables since 2009
– dollars directly benefiting Michigan
farmers and businesses.



54 million
Estimated pounds

of local produce bought with
Double Up & SNAP benefits

“Without [Double Up], I'd only be eating about 20 percent of my daily intake. With the Double Up card, I'm able to get maybe 50 percent, but not every week. I'd say half the month. It's really tight because I'm a disabled senior on \$1,300 fixed income a month.”

– Double Up Shopper
Genesee County, Mich.



From a 2009 Detroit pilot to a statewide effort in Michigan in 237 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.

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Double Up Food Bucks

Double Up was seeded nearly 15 years ago as a pilot program in collaboration with five Detroit farmers markets.

Today, Double Up is a statewide success powered by federal, state, and philanthropic support. It is also a national model for healthy food incentives.

Shaping Public Policy

Double Up's track record of positive impact for families and farmers helped make federal support for incentives a permanent part of America's farm bills.

Since 2015, Fair Food Network has received six U.S. Department of Agriculture awards totaling \$36.15 million.

Looking Forward

Today, Michigan's Double Up program remains a proving ground for innovation, pushing the field forward with a focus on grocery expansion, technology innovations, and farmer-to-grocer connections. Technology innovations seeded in Flint, Michigan are helping Double Up shoppers earn and spend incentive dollars on electronic Double Up cards or on the MyFresh Wallet app that can be used at participating locations.

Over the next three years, we aim to bring Double Up to expand to more counties in the state and increase SNAP household participation to 30%.

2024 Highlights



\$12.4 million

Total produce bought through Double Up & SNAP benefits



237

Double Up sites

including 115 grocery stores and 122 farmers markets



More than 188,000

Estimated SNAP households reached

96% of the state's population lives in a county with a Double Up site



Nearly 1,083

Estimated Michigan farmers benefited



Increased produce sales & local sourcing

Double Up remains a win for local farmers

Michigan grocers are purchasing more Michigan produce and increasing local sourcing. In 2024, independent grocers purchased **\$6.6 million pounds** of local produce.

SNAP & Double Up Sales in Michigan

Totals since program launch.

Double Up Sales

Qualifying SNAP Sales

Number of Double Up Sites*

