



DOUBLE UP FOOD BUCKS GROCERY PROGRAM

Four Keys to Successful Implementation

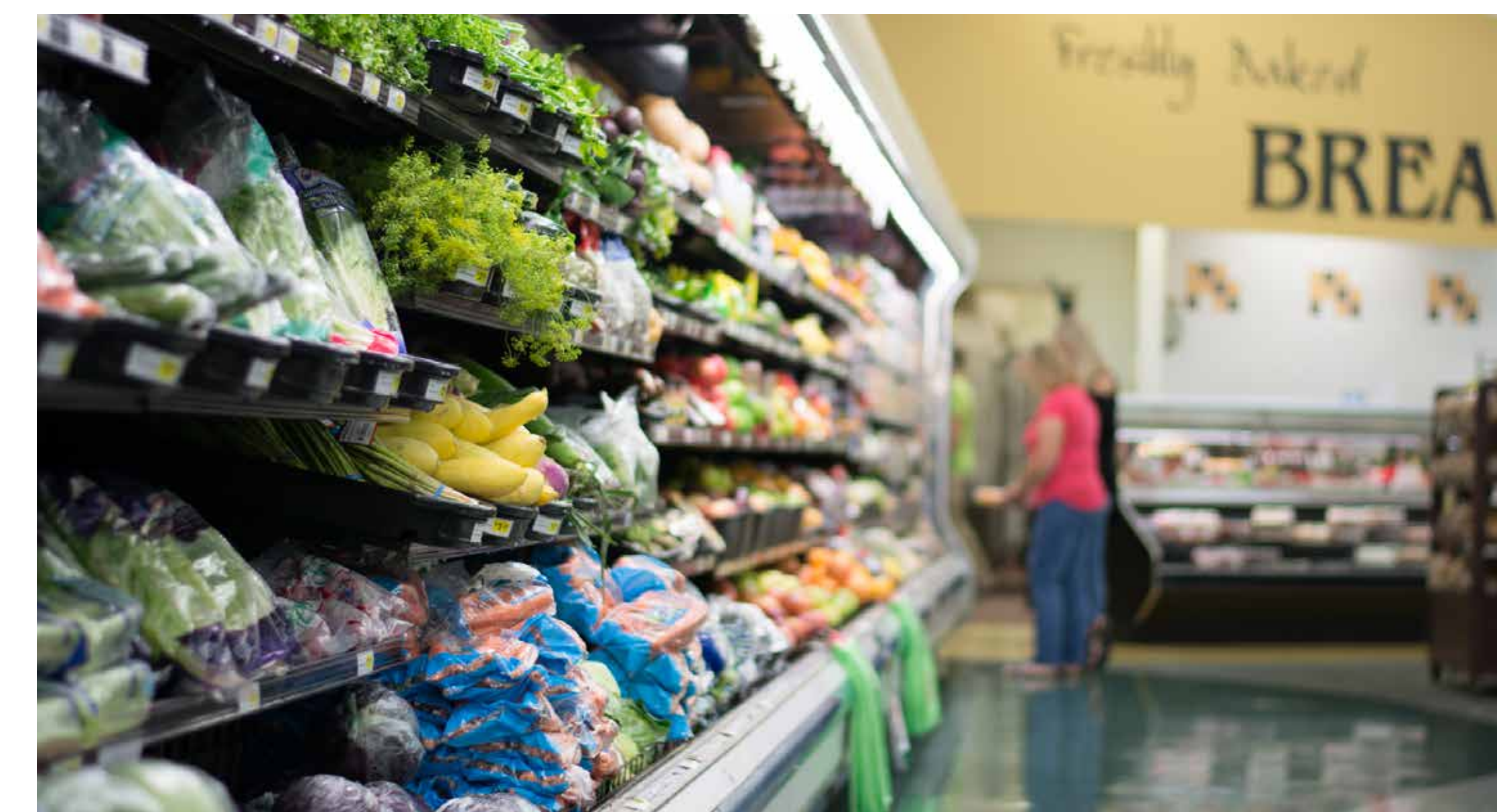
1 POINT OF SALE TRANSACTION CAPABILITY

- A POS that can recognize a SNAP transaction, including the purchase of local and non-local fruits and vegetables at the time of the transaction.
- A POS that can communicate earnings and redemptions to the customer in real time.
- A POS that allows SNAP customers to earn on all local fresh fruits and vegetables purchased.
- A POS that allows SNAP customers to choose when they want to redeem their Double Up Food Bucks earned.



2 LOCAL PRODUCE

- A good supply of local produce options available at all stores throughout the growing season.



3 EFFECTIVE COMMUNICATIONS

Use a variety of communication strategies in the store to communicate how the program works for SNAP customers.

- Signs (at the beginning of the produce department, by each item eligible to earn, at the checkout counter, etc.).
- Receipt messaging or equivalent method to communicate to the customer the amount they earned, the amount they redeemed and their balance.



4 STAFF TRAINING

- Training for produce department staff, cashiers and customer service staff that may be accessed at any time.

