



## How a New State Program Could Drive a Dramatically Healthier California

April 20, 2022

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**SPUR**

Ideas + Action  
for a Better City

# Fruit and Vegetable Supplemental Benefit Programs Already in California (aka Healthy Food Incentive Programs)



# How it works for customers (w/EBT Integration)

1



Use your CalFresh card to buy **California grown fresh fruits and vegetables** at a participating grocery store

2



Your purchase is matched, **penny-for-penny, up to \$60 per month**. The money is rebated back to your EBT account.

3



Spend your rebate/bonus dollars on ***any* CalFresh eligible items** (not just fruit and vegetables) at any future shopping trip.



# Identifying California-grown produce





**ESTE PRODUCTO**



**ES DE CALIFORNIA**



**CALIFICA PARA  
DOUBLE UP  
FOOD BUCKS  
CALIFORNIA**



30 1 LB  
212  
BOK CHOY  
1.99  
YOU PAY

**ESTE PRODUCTO**



**ES DE CALIFORNIA**



**CALIFICA PARA  
DOUBLE UP  
FOOD BUCKS  
CALIFORNIA**



24 1 EA  
212  
BOK CHOY

# Supplemental Benefit coupon formats

## Paper Coupons (some locations)

## Loyalty card (some locations)

**FOOD BOWL 99**  
*supermarket*  
est. 1989

1625 McKee Rd, 95116 Tel: (408) 251-0354  
8-8:30 Daily, 8p Sundays, 8p Holidays  
We Accept WIC, EBT, & CHECK/ATM/CREDIT  
10% REBATE on LQD/PWDR ENFAMIL FORMULA  
Store:1

Cashier: Z MGR  
02/04/17 11:48:51

10.30 lb @ 1 lb /	.69	
ORANGES (SEASONAL)	7.11	
KODA SWEET RICE 10LB	12.49	F
DOUBLEBUCKS CUSTOMER	.00	F
#www.DoubleUpCa.org#	.00	
ELIGIBLE DUBF PTS:		
=> 7.11 DUBF		
7.11 @ 1.00 / dollar		
SUBTOTAL	19.60	
TOTAL TAX	.00	
TOTAL	19.60	
CASH TENDER	19.60	
CASH CHANGE	.00	
NUMBER OF ITEMS	4	

Trx:16 Term:1 Store:1 11:49:13

Money Order/Transfer/Bill Pay, Clipper  
Copy&Fax, Stamps, Phonecards, Lottery!  
RETURNS ACCEPTED w/RECEIPT w/in 5 DAYS  
MEATS/PRODUCE EXCHANGE ONLY w/in 24hrs

**\$\$ DOUBLE UP \$\$**  
FOOD BUCKS EARNED ON  
({ CA GROWN PRODUCE })

See Eligible DUBF points on  
receipt above. Use next time  
for ANY fresh produce!

ONE-TIME USE (EXP 12/31/17)  
\* NO REFUNDS & NO CASH VALUE \*

**ARTEAGA'S**  
FOOD CENTER

Double Up Food Bucks  
Coupon

Today you earned: \$1.51!

Use your Double Up Food Bucks to pay for  
fresh produce next time you shop. Just  
show this coupon to the cashier.

Coupon is one-time use only. No refunds.  
Not redeemable for cash.  
Coupon Expires 12/31/2017.

More info: www.DoubleUpCA.org

DUBF Coupon number: 2 51161 60151

Customer EBT ID: \*\*\*\*\*3841

CASHIER NAME: MARY  
STORE:00004 REGISTER:002 CASHIER:0002  
TICKET#: 9239 31JAN2017 14:29:09



## EBT Integration (in the works...)







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