

Marketing and Outreach Tools

for Successful Nutrition Incentive Programs at Grocery Stores

- ◆ When launching nutrition incentive programs retailers will want to consider ways to achieve the highest customer participation and redemption.
- ◆ To do this, it's important to raise awareness throughout the entire customer's journey. This includes before they arrive to the store, as they walk through the store up, and ultimately their experience in the check out lane.
- ◆ This resource showcases examples used throughout the store & community to achieve success.
- ◆ In addition to these, make sure to speak to your GusNIP grantee about marketing materials they can provide and incorporate into your store's marketing plan.



Store Front



**Produce &
freezer
departments**



**Check out
stands &
customer service**



Community

There are several locations within a grocery store that will have a big impact on the way a shopper recognizes a nutrition incentive project and helps them **successfully** receive & redeem those incentives.

These are places where marketing and outreach tools are effective.

Marketing & Outreach Tools

Store Front	Produce & Freezer Departments	Checkout stands & Customer Service Area	Community
<p>Window Signs Banners</p>	<p>Posters Meter Boards Shelf-Talkers Specific promotion of eligible items & locally grown</p>	<p>Check Stand Signs Cashier Buttons Shopping Guides Survey Promotion Flyers Palm Cards</p>	<p>Flyers Door Hangers Infographics Social Media Word-of-Mouth</p>

Store Front

Store Front: Window Signs

**We Accept &
Double EBT**



georgia 
fresh for less
wwg

This program is brought to you in partnership with
Wholesome Wave Georgia.

HAVE AN EBT CARD?

**GET FREE
VEGGIES & FRUITS**



IT'S EASY WITH FRESH ACCESS BUCKS
ASK A CASHIER FOR MORE INFORMATION!

Store Front: Banners

New for SNAP/EBT households • Nuevo programa de SNAP/EBT

Every \$1 spent on produce - you'll get \$5 in rewards for more fresh fruits & veggies!

FRESH5X

¡Por cada dólar \$1 gastado en frutas y verduras, obtendrá \$5 dólares en recompensa para más frutas y verduras!

**SIGN UP TODAY!
¡REGISTRESE HOY!**

A project of: 

Un proyecto de: 

ONLY AT: Jalisco Market 9710 Edes Ave, Oakland
SOLO EN:



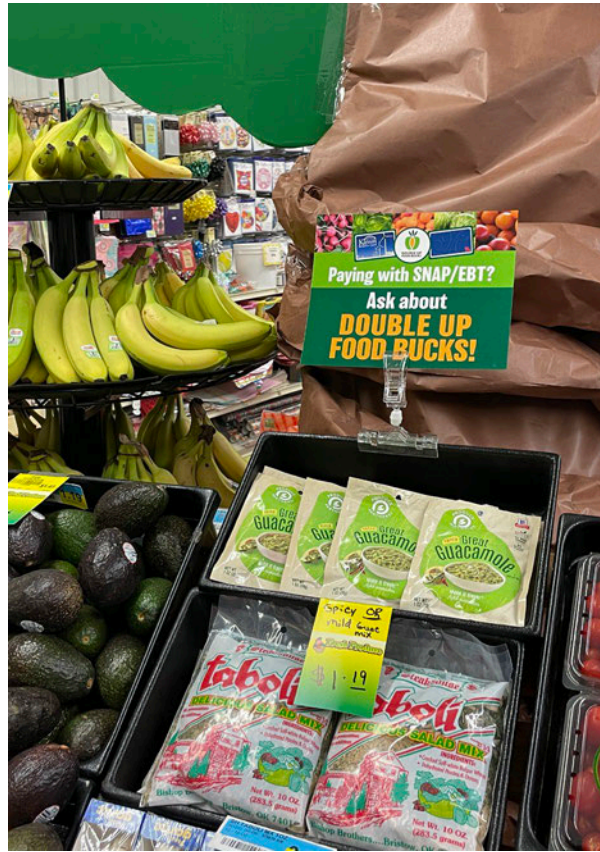
Produce & Freezer Department

Produce Department: Posters & Meter Boards



Produce Department: General Info & Shelf Talkers

Magnet example below!



Produce Department: Identifying Locally Grown Items



Freezer Department: Poster

Buy frozen!

FROZEN BEANS

WASHED AND READY TO EAT

520g

frozen doesn't spoil!

Frozen stays fresh for longer, saving you time and money!

d.c. central kitchen **HEALTHY CORNERS**

Produce Department: Coupons



Checkout Lane & Customer Service Area

Checkout Lane

HAVE A BRIDGE CARD?



GET DOUBLE THE FRUITS & VEGGIES WITH DOUBLE UP FOOD BUCKS



USE HERE!



HAVE A BRIDGE CARD?



ASK US HOW TO GET FREE FRUITS & VEGGIES WITH DOUBLE UP FOOD BUCKS



Cashier buttons

HAVE EBT?



ASK ME ABOUT FRESH ACCESS BUCKS

Checkout Lane & Customer Service

SAVE MONEY
on Fruits and Vegetables
when you buy California-grown produce
with your CalFresh/EBT card!

AHORRE DINERO
en frutas y verduras
en la compra de productos cultivados
en California con su tarjeta de CalFresh/EBT

SAVE WITH
FOOD
BUCKS

Promotion available for a limited time.
Ask your cashier for details!

50% OFF*

*Up to \$20/transaction



AHORRE CON
FOOD
BUCKS

Promoción disponible por tiempo limitado.
¡Pregunte por detalles a su cajero!

50% DE
DESCUENTO*

*Hasta \$20 por transacción



Usa CalFresh/EBT en Lucky 7 Supermarket?

AHORRE DINERO EN 3 PASO SENCILLOS:

1. ¡Busque las etiquetas que identifican las frutas y verduras cultivadas en California!
2. Dígale a su cajero que aplique el descuento de Food Bucks.
3. Pague por frutas y verduras cultivadas en California con su tarjeta de CalFresh/EBT.

Ahorre 50% en frutas y verduras cultivadas en California (ahorre hasta \$20 por transacción).

¡Busque las etiquetas que identifican las frutas y verduras cultivadas en California!



Disponible en: Lucky 7 Supermarket,
398 S King Rd, San José, CA 95116

Para más información sobre Food Bucks, visite thefoodtrust.org/foodbucks.

Checkout Lane & Customer Service

Flyers and Palm Cards



**NOW AVAILABLE AT
WHEATSVILLE FOOD CO-OP!**



RECEIVE On fresh or frozen fruits and vegetables (without added ingredients) when using your SNAP/Lone Star cards

50% OFF DISCOUNT



LOCATIONS ARE OPEN 7 DAYS A WEEK, 7:30 AM TO 11 PM

- No purchasing limit.
- No matching cap.
- Shop like you normally would (no market dollars needed).
- Discount automatically applied at checkout.

WHEATSVILLE FOOD CO-OP (NORTH)
3101 Guadalupe St., Austin TX, 78705
Capital Metro 31st Street Station (NB)

WHEATSVILLE FOOD CO-OP (SOUTH)
4001 S. Lamar Blvd., Austin TX, 78704
Capital Metro Bus Brodie Oaks Station (NB)



Questions about Double Up Food Bucks?
Call the Help Desk at:
☎ 512-730-1807
doubleupaustin.org



**YA ESTÁ DISPONIBLE
en la tienda de comestibles
WHEATSVILLE FOOD CO-OP!**



RECIBA en frutas y verduras, ya sean frescas o congeladas (sin ingredientes añadidos) cuando utilice su tarjeta SNAP/Lone Star

50% OFF DESCUENTO



LAS UBICACIONES ESTÁN ABIERTAS 7 DÍAS A LA SEMANA 7:30 AM A 11 PM

- Sin límite de compra.
- Sin condiciones.
- Compre como lo haría normalmente (no necesita los billetes amarillos).
- El descuento se aplicará cuando haga el pago, directo en las cajas de pago.

WHEATSVILLE FOOD CO-OP (NORTE)
3101 Guadalupe St., Austin TX, 78705
Capital Metro Ruta 31st Street Station (NB)

WHEATSVILLE FOOD CO-OP (SUR)
4001 S. Lamar Blvd., Austin TX, 78704
Capital Metro Ruta Brodie Oaks Station (NB)



¿Tiene preguntas sobre Double Up Food Bucks?
Llame a nuestra línea de asistencia:
☎ 512-730-1807
<http://es.doubleupaustin.org/>

Checkout Lane & Customer Service

Flyers and Palm Cards

DOUBLE YOUR SNAP/EBT BENEFITS WITH DOUBLE UP FOOD BUCKS

TWO LOCATIONS:
 4755 E Main St, Mesa, AZ 85205
 7 N 114th St, Apache Junction, AZ 85120
 Mon-Sat 7:30am - 7pm
 Sunday 8am - 5:30pm


Superstition Ranch Farmers Market
 Mesa | Apache Junction, AZ

Step 1: Look for the Double Up logo on fresh produce, dried beans, edible plants and seeds with no added ingredients.

Step 2: Use your SNAP/EBT card to pay for your groceries.

Step 3: Get a free voucher to pay for fresh produce dried beans, edible plants and seeds on your next visit.

Earn up to \$20 per day - Voucher is a dollar-to-dollar match for eligible items purchased with EBT. Expires 30 days from date of print. Any voucher balance following redemption will be issued as a new voucher. No refunds. Not redeemable for cash.



DUPLIQUE SUS BENEFICIOS SNAP/EBT CON DOUBLE UP FOOD BUCKS

DOS LOCALES:
 4755 E Main St, Mesa, AZ 85205
 7 N 114th St, Apache Junction, AZ 85120
 Lunes a Sábado de 7:30am a 7pm
 Domingo de 8am a 5:30am

Superstition Ranch Farmers Market
 Mesa | Apache Junction, AZ

Paso 1: Busque el logotipo de Double Up en productos frescos, frijoles secos, plantas comestibles y semillas sin ingredientes añadidos.

Paso 2: Use su tarjeta SNAP/EBT para pagar sus compras.

Paso 3: Obtenga un cupón gratis para pagar productos frescos, frijoles secos, plantas comestibles y semillas en su próxima visita.

Gane hasta \$20 por día: el cupón iguala dólar por dólar para artículos elegibles comprados con EBT. Caduca 30 días después de la fecha de impresión. Cualquier saldo del cupon después del canje se emitirá como un cupón nuevo. Sin reembolsos. No canjeable por efectivo.



Checkout Lanes & Customer Service

ES FÁCIL: COMPRE CON FRESH ACCESS BUCKS

- 1** Comprar VERDURAS Y FRUTAS
 - 2** Por cada \$ 1 gastado con SNAP / EBT, igualaremos \$ 1 en FRESH ACCESS BUCKS
 - 3** Obtenga hasta \$10 GRATIS en FRESH ACCESS BUCKS cada vez que compre con SNAP / EBT
 - 4** Gasta tus FRESH ACCESS BUCKS en VERDURAS Y FRUTAS frescas ese día o en tu próximo visita
- 
- 1 + 1 = 2**

SE FASIL: FÈ MACHÉ AVEK LAJAN FRESH ACCESS BUCKS LA

- 1** Fè maché avek kat pwogram SNAP/EBT a
 - 2** Chak \$1 ki depansé avek kat SNAP/EBT a ap double de \$1 nan pwogram FRESH ACCESS BUCKS la
 - 3** Genyen jiska \$10 gratis nan pwogram FRESH ACCESS BUCKS la chak fwa ou achte avek kat SNAP/EBT a
 - 4** Depanse nan FRESH ACCESS BUCKS pou achte fwèch legim ak fwi kounie-a men m oubyen nan pwochen n fwa ou pwal fe mache
- 
- 1 + 1 = 2**

IT'S A SNAP: SHOPPING WITH FRESH ACCESS BUCKS

- 1** SHOP with SNAP/EBT
 - 2** MATCH every \$1 you spend with SNAP/EBT, we'll match \$1 in FRESH ACCESS BUCKS
 - 3** GET up to \$10 FREE in FRESH ACCESS BUCKS each time you shop SNAP/EBT
 - 4** SPEND FRESH ACCESS BUCKS on fresh vegetables & fruits that day or on your next shopping trip
- 
- 1 + 1 = 2**

Shopping Tips:

- KEEP IT FRESH!** Visit the store weekly to get the best selection of produce
- TASTE!** Don't be shy, try new fruits & vegetables and discover new tastes to enjoy
- EAT LOCAL!** Look for Florida-grown for the freshest produce from local farmers



WWW.FRESHACCESSBUCKS.COM



QUESTIONS? CONTACT

Sunflower Discount Market
 1001 Palm Ave North
 Fort Myers, FL 33903
 (239) 995-0065
www.sunflowerdiscountmarket.com



Shopping Guides

Checkout Lanes & Customer Service

Survey Signage



We'd Like To Hear From You!

**SHOPPING WITH SNAP/EBT
OR P-EBT AND FRESH
ACCESS BUCKS?**

Complete Our Survey and
Earn a \$10 Gift Card

The first 100 survey participants
receive a \$10 Visa gift card.



Instructions:

Open your phone's camera
Hold your phone over the QR Code until
a yellow frame appears
Tap the notification to open the survey
If the QR code doesn't work, go to:
bit.ly/3H6jqwC



Community Marketing Tools

Cross-site Marketing

Often

HAVE A BRIDGE CARD?

Bridge Card

GET DOUBLE THE FRUITS & VEGGIES WITH DOUBLE UP FOOD BUCKS

GROCERY STORES

FARMERS MARKETS

1 Ask how Double Up works at your local store

2 Shop for fruits & veggies

3 Pay with your Bridge Card and get Double Up Food Bucks to buy any fruits & veggies next time you shop

1 Ask about Double Up at the information booth

2 Get your EBT and Double Up tokens

3 Use Double Up tokens to buy Michigan grown fruits & veggies

TRY DOUBLE UP FOOD BUCKS TODAY!

FAIR FOOD NETWORK MDHHS Michigan Department of Agriculture USDA SNAP

DOUBLE UP FOOD BUCKS IS A FAIR FOOD NETWORK PROGRAM

Cross-site Marketing

¿TIENE SNAP?
 Obtenga **MÁS** en frutas y verduras cuando usa **DOUBLE UP FOOD BUCKS TEXAS**



COMPRE \$1 CON SNAP ▶ **OBTENGA \$1 MÁS EN FRUTAS Y VERDURAS**

PARA ENCONTRAR UNA UBICACIÓN DE DOUBLE UP VISITE NUESTRO SITIO WEB O LLAME A LA LÍNEA DE ASISTENCIA
 DoubleUpTexas.org/es/ | 512.730.1807

APOYAMOS AGRICULTORES LOCALES

ASÍ ES CÓMO FUNCIONA DOUBLE UP

EN MERCADOS AGRÍCOLAS	EN LOS SUPERMERCADOS
 VISITE EL PUESTO DE INFORMACIÓN	 COMPRE FRUTAS Y VERDURAS ELEGIBLES
 COMPRE \$1 CON SU TARJETA SNAP	 PAGUE CON SU TARJETA SNAP
 OBTENGA \$1 MÁS EN FRUTAS Y VERDURAS	 Y PIDA SUS PUNTOS DOUBLE UP EN LA CAJA REGISTRADORA

¡EMPIECE AHORA!

COMPRE CON SU TARJETA SNAP

OBTENGA MÁS CON DOUBLE UP FOOD BUCKS

¿Tiene preguntas? Visite enlance DoubleUpTexas.org/es/ o marque a este número, línea de asistencia bilingüe 512.730.1807



Cross Site-Marketing



Get **DOUBLE** the fruits and vegetables with

DOUBLE UP FOOD BUCKS!

Available at participating **FAREWAY** MEAT MARKET locations



Bring home more fruits and veggies with

DOUBLE UP FOOD BUCKS!

Available at participating **FAREWAY** MEAT MARKET locations



TIENES EBT/SNAP?



DUPLICA TU SNAP CON GOOD FOOD BUCKS

ENCUENTRA UNA UBICACIÓN CERCA DE USTED EN


GoodFoodBucks.com

Door Hangers


**New for
SNAP/EBT households:**

FRESH5x

Every \$1 spent on produce -
you'll get \$5 in rewards for
more fresh fruits & veggies
at your local corner store!



SIGN UP TODAY!
In person or online
bit.ly/Fresh5x



A project of
U.S. GROCERS INITIATIVE

ONLY AT:
Jalisco Market
9710 Edes Ave, Oakland



Have SNAP/EBT? Get FREE fruits and veggies with Double Up Food Bucks!

Buy \$1 fresh fruits
and veggies, get \$1
FREE fresh fruits and
veggies.  **Up to
\$20 per
day**

¿Tiene Ud. SNAP / EBT? ¡Obtenga frutas y verduras gratis con Double Up Food Bucks!

Compre frutas y
verduras frescas de
\$1 con SNAP, obtenga
frutas y verduras
frescas de \$1 **GRATIS.**  **Hasta
\$20
por día**

Je! Unayo SNAP/EBT? Pata matunda na mboga za bure na ndoo za chakula cha Double Up!

Nunua matunda na
veggies \$1 safi na
SNAP, pata \$ 1
matunda na **VITI VYA**
BURE vya \$1.  **Hadi
\$20 kwa
siku**

Infographics

Georgia Fresh for Less

Save money when you use your EBT card / food stamps at participating farmers markets, farms, and produce retailers across the state

georgia fresh for less
wwg

There are two ways to shop with Georgia Fresh For Less

At Farmers Markets...



1. Visit the information booth when you arrive at the farmers market.



3. Receive EBT tokens to spend at the market. For every EBT token you receive, you will get an additional Georgia Fresh For Less token.



2. Swipe your EBT card for a desired amount to receive SNAP/EBT market tokens.



4. Shop with EBT tokens to purchase any SNAP-eligible items and your Georgia Fresh For Less tokens to take home locally-grown fruits and vegetables for free!

Tip - Tokens do not expire. Bring them back the next time you visit the market!

At Farms, Mobile Markets, and Brick-and-Mortar Stores...



1. Shop on-site for local produce.



2. Pay with your EBT card to purchase SNAP-eligible items, and receive a 50% discount on all locally-grown fruits and vegetables in your basket!



Learn more and find a participating site near you at georgiafreshforless.org



New at Jalisco Market **FRESH5X** SNAP/EBT

\$1 = \$5

Every \$1 spent on fresh fruits & veggies with your SNAP/EBT card—you'll get \$5 in rewards to buy more produce*



STRETCH YOUR BUDGET

Make your monthly SNAP produce budget go further!

Ex: \$10 = \$50 rewards
\$60 = \$300 rewards



MORE FOR GROCERIES

You can put more of your monthly SNAP benefits toward milk, eggs, rice, beans & other essentials



USE IT OR LOSE IT

Your rewards expire at the end of the month—use them before they're gone!





*Rewards cap at \$300/month

Jalisco Market
 9710 Edes Ave, Oakland
 Sign up in person or online: bit.ly/Fresh5x



Social Media Posts

Hy-Vee (300 10th St, Corning, IA)
September 6 at 2:00 PM · 🌐

Save MORE while eating healthier through the Double Up Food Bucks program, available at participating Hy-Vee stores! For every \$1 you spend on fresh fruits and vegetables with your SNAP EBT card, you will get \$1 in Double Up Food Bucks to spend on more fresh fruits and vegetables. Learn more here: <http://ms.spr.ly/6189jq39J>



Like Comment Share



hvkidsfit · Follow

hvkidsfit It's National Fruit & Veggies month! 🍎

Did you know your family can get a dollar for dollar match on your favorite Hy-Vee fruits and vegetables with Double Up Food Bucks? 🍌 Learn more at @iowahealthieststate!

12m

Be the first to like this
12 MINUTES AGO

Add a comment...

Social Media Posts

The screenshot shows a Facebook page for Manchester IGA. The main post is from Manchester IGA, published by CW Social Media on June 29 at 11:31 AM. The text of the post reads: "Manchester IGA is proud to be the first traditional grocery store in Kentucky to participate in the Community Farm Alliance's Kentucky Double Dollars program. This program is designed to provide healthy food options to those in our community, who may be struggling in these challenging times, while also supporting local farmers. Visit <https://cfaky.org/.../healthy-commun.../kentucky-double-dollars/> for program details." Below the text is a promotional image for the "Kentucky Double Dollars" program, featuring fresh produce like cucumbers, strawberries, corn, and tomatoes. The image includes the IGA Manchester IGA logo and the text "KENTUCKY DOUBLE DOLLARS" and "Visit CFAKY.ORG for Program Details".

Social Media Templates



Most often, the grantee will provide their grocery partners with templates and tools that make it easy for grocers to share out through their social media channels.



Thank you to the following grantees for contributing marketing materials:

Auburn University

Capital Area Food Bank for Curbside Groceries

City Green

City Harvest

Community Farm Alliance KY

DC Central Kitchen

Fair Food Network

Feeding Florida

The Food Trust

Iowa Healthiest State Initiative

Mandela Partners

Mid-Atlantic Regional Council (MARC)

Pinnacle Prevention

Saba Grocers Initiative

Sustainable Food Center

Wholesome Wave Georgia