



Pittsfield Charter Township

6201 West Michigan Avenue, Ann Arbor, MI 48108

Phone: (734) 822-3135 • Fax: (734) 944-6103

Website: www.pittsfield-mi.gov

Office of the Supervisor

FOR IMMEDIATE RELEASE

Contact: Mandy Grewal, Supervisor
(734) 822-3136

Pittsfield Township Farmers Market Now Accepting Double Up Food Bucks



Pittsfield Township (June 22, 2015) – Michigan’s statewide healthy food incentive program, Double Up Food Bucks is now being accepted at the Pittsfield Township Farmers Market located at the corner of Platt Road and Michigan Avenue (6201 W. Michigan Avenue). A program of Ann Arbor-based Fair Food Network, Double Up matches the value of federal nutrition benefits spent at participating farmers markets and grocery stores, helping people bring home more healthy, locally grown fruits and vegetables.

“Double Up Food Bucks creates the kind of win/win solutions to provide more nutritious food for lower income families and more revenue for local farmers resulting in healthy people and a resilient community,” explains Township Supervisor Mandy Grewal.

Here’s how Double Up works: Double Up matches the value of SNAP (the Supplemental Nutrition Assistance Program, formerly known as food stamps) purchases made at participating sites with additional dollars to spend on fresh, locally grown produce. For instance, a family that spends \$10 in SNAP benefits at a participating farmers market receives an additional \$10 in Double Up Food Bucks to purchase Michigan grown fruits and vegetables.

The wins are three-fold: lower income families eat more healthy food, local farmers gain new customers and make more money, and more food dollars stay in the local economy. Each has a ripple effect of benefits.

This April, Fair Food Network announced it received \$5.1 million from the U.S. Department of Agriculture (USDA) to expand the program. The grant, provided by the new Food Insecurity Nutrition Incentive (FINI) grants program, will be matched with private funds for a total of nearly \$10.4 million. Funding will be used to better serve SNAP participants by expanding the program to more farmers markets and grocery store locations across Michigan and supporting new technology and other innovations.

Market days at the Pittsfield Township Farmers Market are Thursdays; hours are 3:00pm-7:00pm. For a complete list of participating Double Up markets and hours of operation, visit www.doubleupfoodbucks.org.

For activity updates, go to our website at Pittsfield-mi.gov/farmersmarket as well as our Facebook page <https://www.facebook.com/pittsfieldtwpfarmersmarket>.
