Double your SNAP dollars spent on fresh fruits and vegetables at the Boulder Whole Foods Markets on Pearl Street or Ideal Market on Alpine Avenue.
HEALTHY families!
HEALTHY PRODUCE!
FROM OUR FARMS FOR OUR FAMILIES

HOW IT WORKS
For every dollar of SNAP benefits you use to buy fresh fruits and vegetables at Boulder Whole Foods Markets on Pearl Street or Ideal Market on Alpine Avenue, you can earn Double Up Food Bucks ("Bucks") redeemable for more fresh fruits and vegetables. A minimum purchase of $2.50 is required.

Follow these steps at the register to earn Bucks:
1. Tell the cashier you want to Double Up.
2. Put your fresh fruits and vegetables first. The cashier will total them separately.
3. Tell the cashier if you have any Bucks to redeem. The cashier will subtract the Bucks you are redeeming from the produce total.
4. Use your EBT card to purchase any additional fruits or vegetables. The cashier will give you the Bucks you’ve earned to use at your next visit.

YOU BUY
fresh produce with your SNAP benefits
$2.50 - $7.49
$7.50 - $12.49
$12.50 - $17.49
$17.50 - $22.49

YOU EARN
Bucks to buy more fresh produce
$5 Buck
$10 Buck
$15 Buck
$20 Buck

ELIGIBLE FOODS
Eligible: All fresh fruits and vegetables, and prepared produce with nothing added (e.g. cut fruit, vegetable noodles, salad greens).
Not Eligible: Dried fruits, frozen fruits or vegetables, canned fruits or vegetables, and processed produce (e.g. guacamole, salsa, pre-made salad, salad bar).

Learn more at: BoulderCountyDoubleUp.org