



2016 NMFMA Member Satisfaction Survey

Double Up Food Bucks Results

The 2016 NMFMA Member Satisfaction Survey was mandatory for Double Up Food Bucks participants. It was an anonymous survey. Your input is crucial for program improvement, and so we can serve you and your customers more effectively.

We appreciate the time and effort you put into the program, and want to help you succeed.

TRAINING TOOL RATINGS

The Double Up website www.doubleupnm.org

- 72% Useful
- 14% Did not use it
- 0% Was not aware of it
- 14% Not useful

The FAQ area of the Double Up website

- 54% Useful
- 29% Did not use it
- 6% Was not aware of it
- 11% Not useful

Assistance provided through the NMFMA Market Manager private Facebook group

- 22% Useful
- 50% Did not use it
- 19% Was not aware of it
- 8% Not useful

Direct contact with the DUFEB program manager

- 94% Useful
- 0% Did not use it
- 3% Was not aware of it
- 3% Not useful

A ranking of how helpful managers thought the 2016 NMFMA marketing tools were in helping to increase the number of customers using Double Up Food Bucks at markets or farm stands (*listed most to least helpful*):

1. Posters and flyers provided by the NMFMA
2. Use of the Double Up logo at your market or farm stand
3. Double Up banners provided by the NMFMA
4. The Double Up four-color pamphlet with map
5. Double Up radio ads
6. The Double Up website (www.DoubleUpNM.org)
7. Facebook campaigns and ads to advertise Double Up
8. Double Up Spanish-language TV ad on Telemundo
9. Double Up bus ads

IN YOUR WORDS

Describe additional marketing strategies or tools you used to promote Double Up at your market or farm stand, and ways you effectively used Double Up marketing materials:

- *“Talking with people at the market, and asking them to talk to their friends about the program. Doing presentations at local agencies and clubs. Working with El Centro program and public health. Passing out brochures at market table with WIC when they picked up their coupons.”*
- *“Internally created flyers shared by us and community partners, Instagram & Facebook posts (not boosted/promoted), tabling at community events, print ads that include DUFEB logo.”*
- *“We distributed flyers and posters to the schools, senior centers and businesses in our area.”*



MONTHLY REPORTING SPREADSHEET RATING

- 61% Positive
- 14% Neutral
- 8% Unsure
- 17% Negative

PASSWORD-PROTECTED WEBSITE PORTAL

The portal was easy to access and log into

- 75% Agree
- 11% Neutral
- 8% Unaware
- 6% Negative

My market or farm stand accessed the portal regularly

- 69% Agree
- 14% Neutral
- 6% Unaware
- 11% Negative

It was helpful to have a place where I could access program tools and resources whenever I needed them

- 75% Agree
- 17% Neutral
- 3% Unaware
- 5% Negative

IN YOUR WORDS

Please suggest improvements to the existing training resources or describe additional resources you would have found helpful this season.

- *“Monthly updates on accounting from the DU program Manager would be helpful.”*
- *“Just need more time to learn and become comfortable in the program.”*
- *“We suggest the NMFMA provide a session on the practical aspects of handling, distributing and keeping track of the accounting of the physical tokens. The input to this session can best be gleaned by interviewing market managers who have participated in the DUFB program already. We also suggest that the NMFMA provide a video-taped training module that supplements the DUFB training on the EBT machine.”*

What would you tell any markets or farm stands considering whether or not to participate in Double Up Food Bucks for the first time?

- *“Be sure that your employees are well informed on how to handle the paperwork.”*
- *“Best program for increasing sales of raw produce! Highly recommended!”*
- *“This is a great program! It takes a little time to learn but the NMFMA is very helpful in assisting with questions.”*
- *“Make sure your potential customers know about the program and where the market is located.”*
- *“The first year for a small market requires an inordinate amount of additional time.”*
- *“Be prepared for a marked increase in paperwork, and stay on top of it from the beginning. Talk with other markets about what worked for them. Be aware that it is more time consuming, but increases sales and general participation in the market.”*