



DOUBLE UP FOOD BUCKS

2017 CUSTOMER Survey Highlights



WHAT DO CUSTOMERS NEED?

- Advertise Double Up at your market with banners, posters, and laminated cards; 53% of customers say they hear about the program at the market.
- Focus your outreach efforts within a 20 minute drive of your outlet; 80% of customers travel less than 20 minutes to your market.
- Include plenty of guidance at the information table; 40% of customers are new.
- 62% of Double Up customers are women and 60% of them have children at home. These can be their children, grandchildren, or other family members. Double Up families are feeding more than just themselves.

What do customers say about Double Up?

- *"I'm able to get great, locally grown fruits and veggies at an affordable price. :)"*
- *"It has let us as a family eat healthier and have better food options to prepare at home."*
- *"Helped me buy more fruits and veggies for my child."*
- *"Double Up makes buying better food possible."*
- *"I have been introduced to new recipes and eat healthier."*
- *"Great tasting food at lower prices!"*
- *"I appreciate the program to help me bring more fresh fruits and veggies home to my family."*
- *"I don't need to borrow money to last the rest of the month."*
- *"It's allowed me more freedom to enjoy quality food."*

57%
tried new
produce

88%
prefer the
selection

93%
prefer the
quality

77%
eat more
produce





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2017 VENDOR Survey Highlights



WHAT DO VENDORS NEED?

- Communicate with your vendors: **26% of vendors either do not understand or do not know about Double Up.**
- Give your vendors the laminated Double Up cards to put on their tables at the beginning of every market, and pick them up at the end of market. **Most customers learn about Double Up at market,** and it's important that they see the Double Up logo often.

Because of Double Up Food Bucks, vendors say:

73%
are making more money

61%
plan to put 30% or more new land into production

69%
have new customers

75%
are selling more produce

Because of Double Up, farmers are planning on growing more crops.

Here's what they're planting:

Beans, beets, blue corn, cauliflower, corn, carrots, chard, chile, cucumber, eggplant, lettuce, melons, okra, pole beans, potatoes, raspberries, strawberries, tomatoes, watermelon, wild grapes, zucchini, and more....

