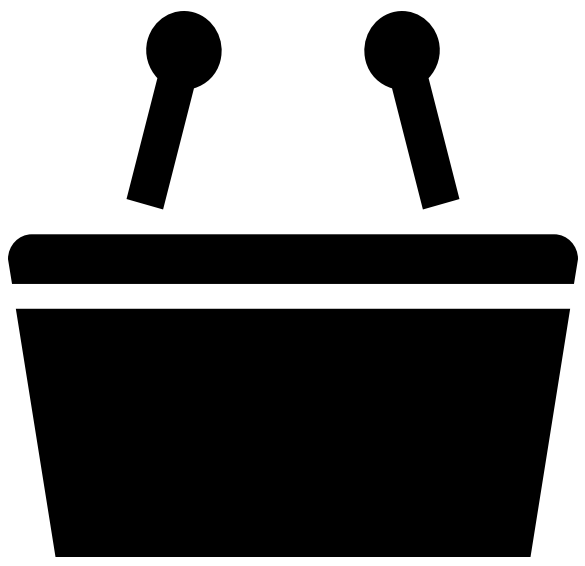




# 2018 Double Up Vendor & Customer Experience

## Impacts of Double Up Food Bucks

### Customers



**78%**  
buy more fresh fruits and vegetables



**75%**  
eat more fresh fruits and vegetables



**61%**  
try new varieties of fresh fruits and vegetables



**84%**  
say the selection is better than where they usually shop



**90%**  
say the quality is better than where they usually shop

### Vendors

**74%**  
make more money



**77%**  
sell more produce



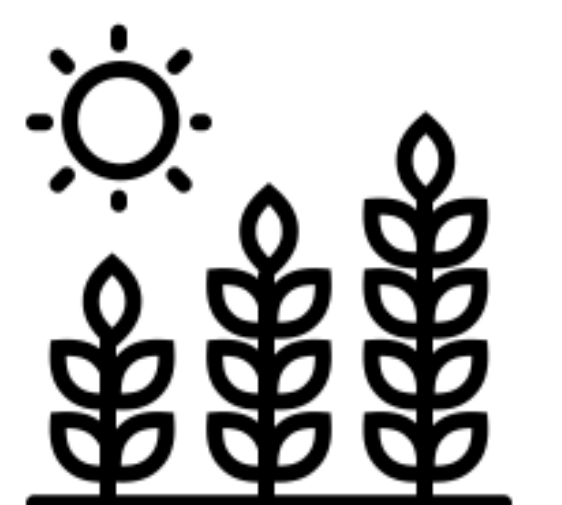
**74%**  
have more customers



**57%**  
plan on or are using season extenders



**58%**  
plan on or have increased the varieties grown





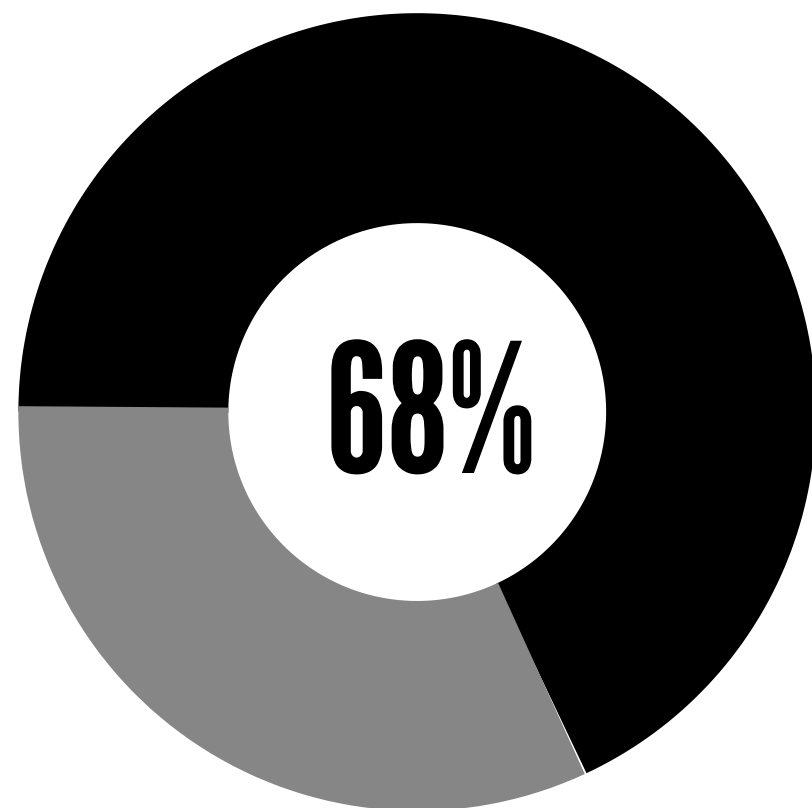
# What do Customers Say About Double Up Food Bucks?

- "It has changed the way I cook now that the farmers taught me a lot about preparing meals."
- "Being able to buy fresh food from people in my community makes me happier and healthier."
- "It's great to communicate with farmers and learn how to have a fresh diet through winter."
- "I would 100% not be able to afford coming to the farmers' market without the Double Up program and I really, really appreciate the fact that it exists.! Thank You!!"
- "I'm diabetic, so eating healthy with fresh food has helped with my diabetes. I can feel the difference in my energy. Plus the kids have something they enjoy by attending the farmers' market and helping with the cooking."

## What do Customers Need?

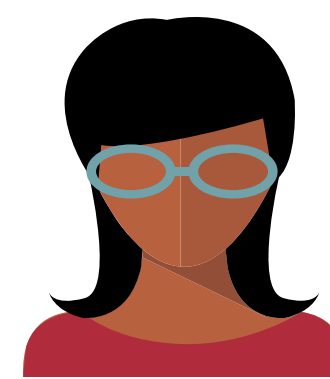
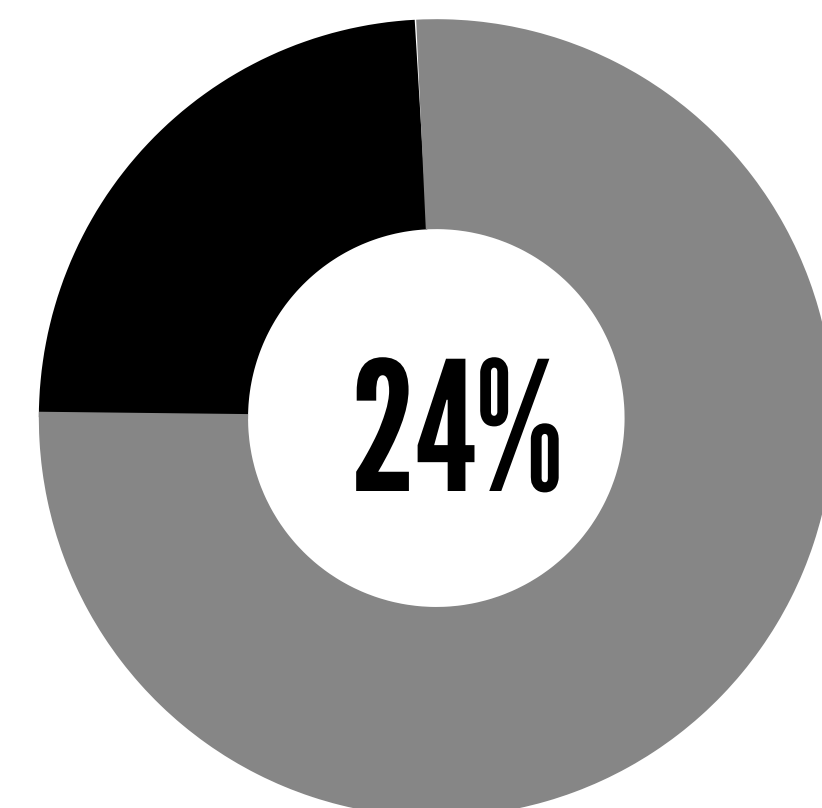
### Increased Signage

68% of customers learn about Double Up from signage posted at market, and from flyers and posters.



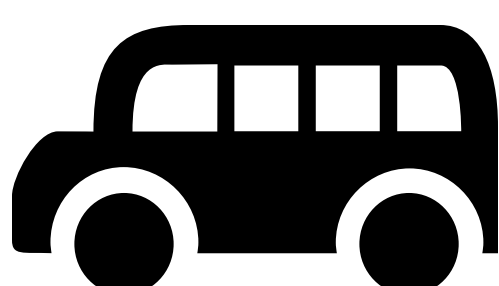
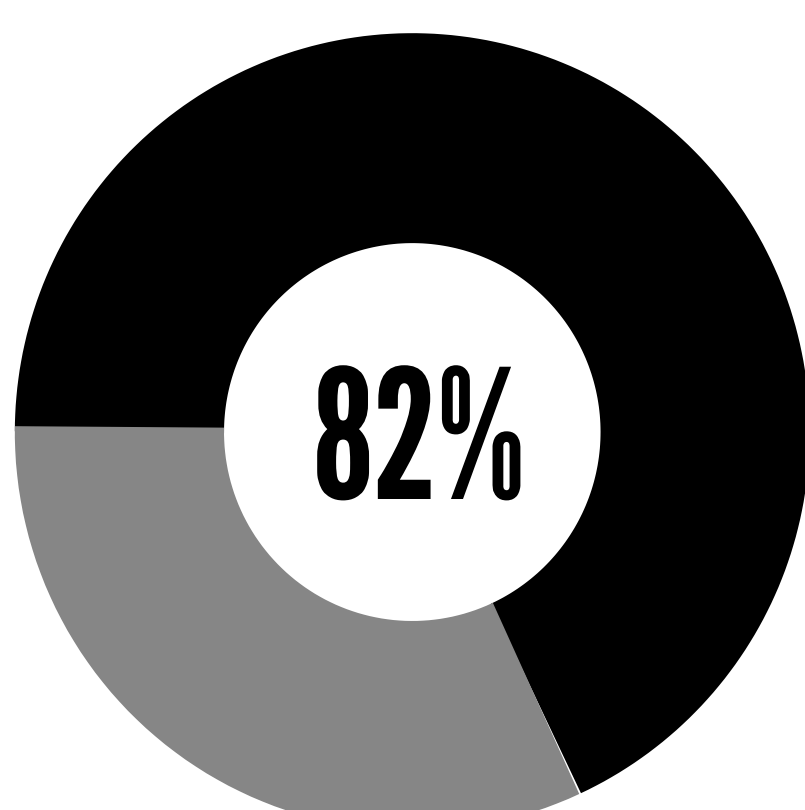
### Empathetic Guidance

24% of customers are first-time visitors and need clear guidance about how the program works.



### Travel Options

82% of Double Up customers get to the market by car, yet families without cars are more likely to be SNAP recipients. This means the Double Up program can be out of reach for SNAP customers who rely on public transportation or walking.



### Seasonal Tips

Shoppers benefit the most when they understand seasonal eating and harvest trends. Tips on seasonal recipes and food storage allow the Double Up program to have the most positive impact on customers.

