2021 Double Up Food Bucks

Vendor & Customer Experience

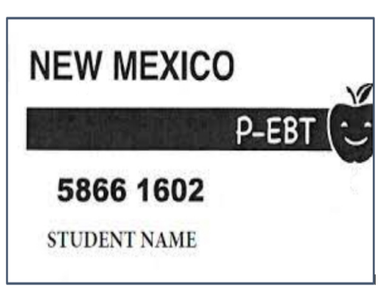
Benefits of Double Up Food Bucks *

Customers

82%
felt the fruits and vegetables were better quality

64%
tried new varieties of fruits and vegetables

60%
cooked more meals at home



46%
were Pandemic-EBT shoppers

35%
were new Double Up shoppers

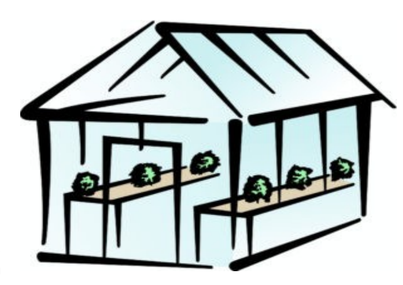
Vendors

77%
made more money

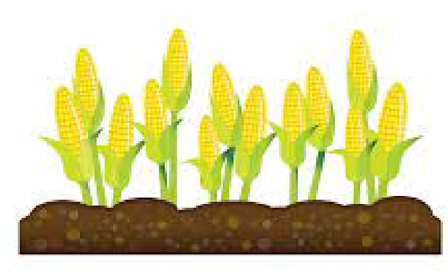
79%
sold more produce

69%
had more customers

58%
planned on or were using season extenders



53%
expanded production (land and/or crops)



* Results from the 2021 Double Up Food Bucks Customer and Vendor Surveys; 433 customers and 245 vendors completed the surveys in 2021.

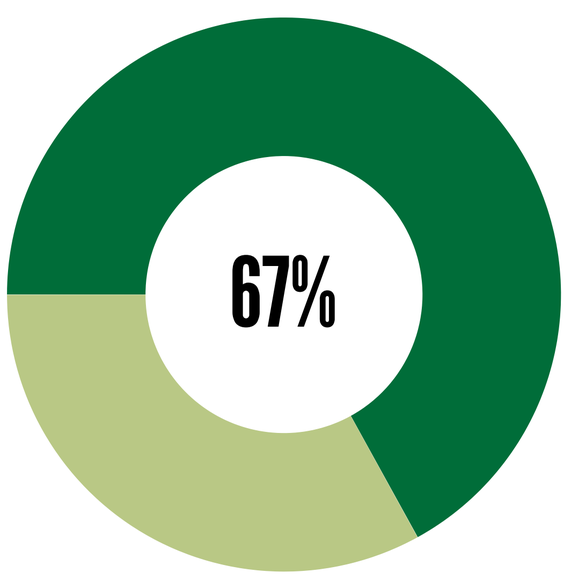
What Do Customers Say About Double Up Food Bucks?

- "It has been great to access local, seasonal produce!"
- “It allows us to make easy and healthy meals for our kids.”
- “It's been great since I purchased a dehydrator and can save more food.”
- "Without the program I wouldn't be able to buy such healthy food for my family."
- "It's made healthy eating a real possibility; it reduces the anxiety over choosing whether to buy healthy whole foods due to cost."
- "Our dollars go much farther for delicious, healthy food!"
- "I'm on dialysis and I love all the fresh food."

What Do Customers Need?

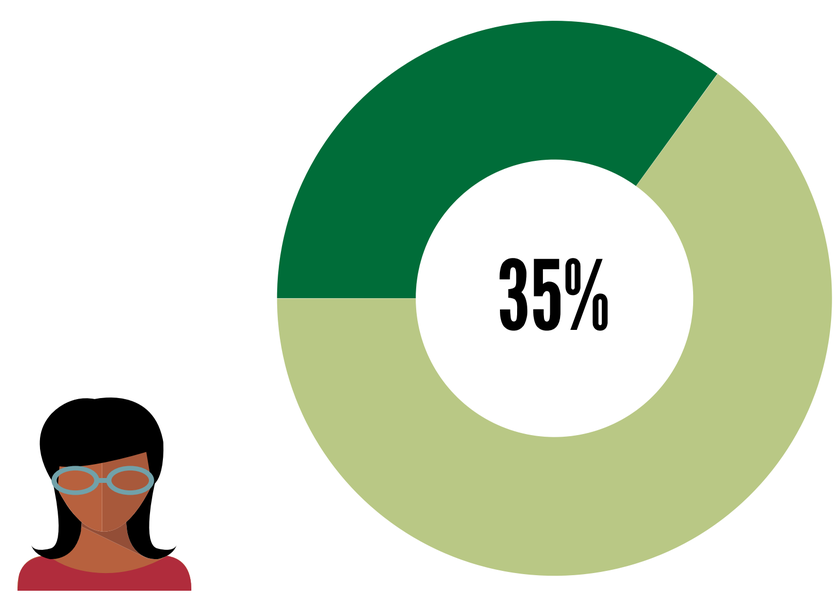
Increased Signage

67% of customers learn about Double Up from signage posted at market, and from flyers and posters.



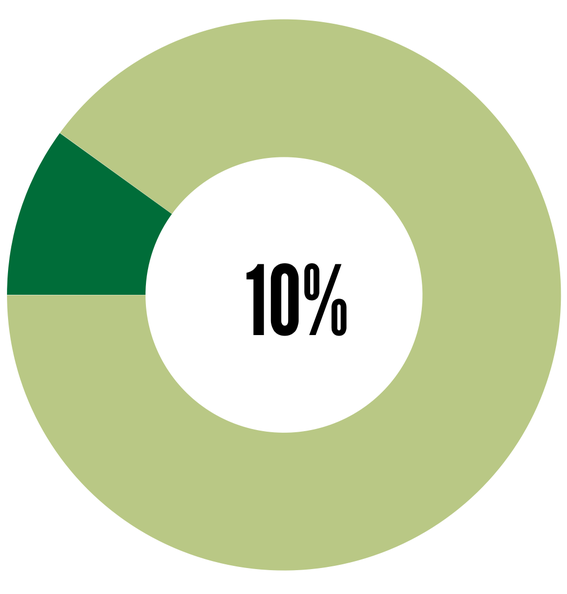
Empathetic Guidance

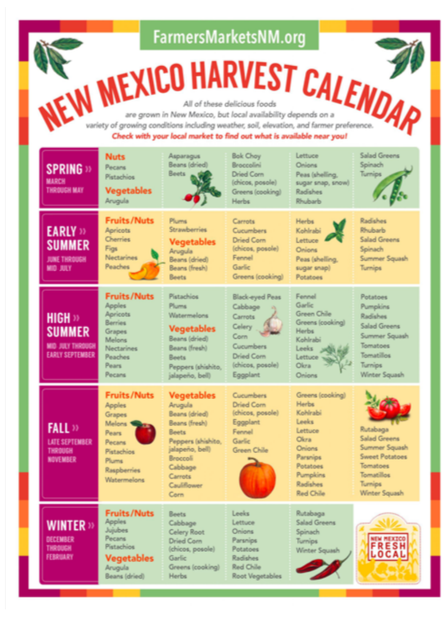
35% of customers are first-time Double Up shoppers and need clear guidance about how the program works.



Veteran Connection

10% of Double Up customers are either veterans or have family members who are currently deployed. Consider providing veteran resources found at va.gov/welcome-kit/



Seasonal Shopping Tips

Shoppers benefit when they understand seasonal foods. Visit FarmersMarketsNM.org for English and Spanish New Mexico Harvest Calendar