



# DOUBLE UP FOOD BUCKS

2020 CUSTOMER Survey Highlights



## WHAT DO CUSTOMERS NEED?

- 85% of farmers' market and farm stand customers learn about the program at the farmers' market or from shoppers via word-of-mouth. Be sure to advertise the program at market!
- 74% of Double Up customers self-identify as female (up from 70% in 2019); 52% have children at home (down from 60% in 2019). Think about what might make your market more female-friendly.
- 49% of customers were NEW to Double Up Food Bucks in 2020. Provide regular guidance, make sure participating vendors display their NEW Double Up Food Bucks certificates, and make sure vendors can explain the program clearly.
- 9% of customers are military veterans/families or are troops on active duty. Consider connecting with them in outreach.

## What do customers say about Double Up?

- "The program allows me to buy healthy food from local farmers. I wouldn't be able to otherwise."
- "Double Up Food Bucks has kept me fed almost entirely! Desperately needed! Thank you!"
- "Without Double Up Food Bucks I would not be able to buy at the farmers' market and feed my family healthy food."
- "Double Up Food Bucks is helping me so much! I'm 70 with a small cash flow - the program allows me to eat the best!"
- "I never felt I could afford to buy from the farmers' market before, but Double Up Food Bucks changes everything!"
- "The program helps me afford to eat more than one meal per day!"
- "My family is eating much healthier now. Thank you."

**93%**  
market is more  
affordable

**91%**  
prefer the  
selection

**96%**  
prefer the  
quality

**84%**  
buy more  
local food

All of the above reflect increases over 2019.





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2020 VENDOR Survey Highlights



## WHAT DO VENDORS NEED?

- **Repeated communication with vendors throughout the season is necessary:** In 2020, 22% of vendors did not sign up for the program because they either did not understand how it works, or did not know it existed.
- **Most customers learn about Double Up Food Bucks at market.** Make sure your vendors are displaying their NEW Double Up Food Bucks certificates at their booths at the beginning of every market, and make sure they understand the program.

## What do vendors say about Double Up?

- "I think Double Up Food Bucks helps lower-income families support local food producers."
- "The program helps me make sales and is very good for this poor community. It needs more publicity to low-income."
- "We love this program SO much and it dramatically impacts our sales in a very positive way."
- "Most customers don't seem to know about the program."
- "I'm so grateful that this program exists! I see and hear EVERY WEEK, multiple customers who could otherwise not afford such quality fresh produce that we have here at market... and because of this program, they can!"
- "Customers are thrilled about this benefit at our market! We've had more use it than last year."
- "Perfecto mas ventas para personas de bajos recursos que se benefician."
- "Es gran ayuda para mi y para nuestros clientes."

## By the Numbers: Impacts of Double Up Food Bucks on farmers

**75%**

say they sell more produce and make more money because of Double Up Food Bucks

**65%**

say they have expanded their farm or plan to expand because of Double Up Food Bucks

**70%**

Say customers comment have said they benefit from Double Up Food Bucks

