



DOUBLE UP FOOD BUCKS

2020 CUSTOMER Survey Highlights



WHAT DO CUSTOMERS NEED?

- 43% of customers are NEW to Double Up Food Bucks. Be sure to provide plenty of guidance, make sure participating vendors display laminated Double Up cards, and make sure all vendors can explain the program clearly.
- 85% of customers shop at more than one shopping outlet for their produce. Differentiate yourself by embracing what makes your market special.
- 45% of customers do not have children living with them. Be sure to include a mix of activities at market.
- 70% of Double Up customers are women (up from 62% in 2019), and 60% have children at home. Be sensitive to their needs.

What do customers say about Double Up?

- *"I Love It!! Cannot beat the market scores I bring home each week with Doubling Up!"*
- *"This is wonderful to support local farmers and get fresh fruits and veggies. So many things to try. "*
- *"We are glad to have more fruits and veggies in our home!"*
- *"Double Up is essential for our life. We're used to local food and feel in our bodies when we don't get it. The program makes our EBT go for the full month on the food we eat. Thanks! "*
- *"Nucha fruta fresca y saludable!"*
- *"I can afford to eat fresh, nutritious food at an affordable price at a time in my life where eating healthy will help me aet*

90%*
market is more
affordable

88%*
prefer the
selection

93%*
prefer the
quality

76%**
buy more
local food

*Increase over 2019. **Not collected in 2019





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2020 VENDOR Survey Highlights



NEW MEXICO
FARMERS'
MARKETING
ASSOCIATION

WHAT DO VENDORS NEED?

- **Communicating with your vendors WORKS:** in 2019 26% of vendors either did not understand or did not know about Double Up. In 2020, this number declined to 11%.
- **Most customers learn about Double Up at market.** 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.

What do vendors say about Double Up?

- *"Double Up is an incredibly valuable component to our farm's sales. We count on the income generated by the program and would be negatively affected if the program ceased to exist. We are so grateful for it!"*
- *"Families start buying from us and 50% come back after they are no longer on the program! It's awesome!"*
- *"Many new timers come to my stand. I direct them to the info booth, letting them know that they can get more bank for the money. They've returned to our booth thanking us that we told them about it."*
- *"I know that some customers would not buy from me if they didn't have Double Up. Thank you for having this program!"*
- *"Program has definitely increased sales and customer base. Thank you for funding this program and our market."*
- *"A lot of people are excited about being able to buy double the produce! :)"*

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

71%

say they sell more produce and make more money

37%

say they have expanded their farm because of the Double Up program

16%

is the average amount of farm income that comes from the Double Up program

