2025 Double Up Food Bucks
Customer & Vendor Experiences

Customers

80%
purchased **and** ate more fresh fruits and vegetables

74%
shop at the market to support farmers

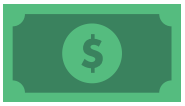
74%
shop at the market to buy the most nutritious food

72%
were returning Double Up customers from 2024

52%
first heard about Double Up at a farmers' market, farm stand, or grocery store

49%
have limited time for shopping

Vendors



$1.6M
in total sales reported by participating vendors*

93%
reported being well-trained to implement Double Up

77%
of vendors reported annual farm sales of $25k or less

73%
are making more money because of Double Up

68%
have a new customer base because of Double Up

61%
have participated in Double Up for at least four years.

*The total sales information comes from reporting from the outlets rather than the vendor survey.

These results are from the 2025 Double Up Food Bucks Customer and Vendor Surveys, which 328 customers and 246 vendors completed. The customer results highlight Double Up impacts on fresh produce purchase and consumption as well as the role markets can play in helping customers learn about the program. The data also helps us understand why customers shop at the market and certain customer characteristics. For vendors, the results illustrate that Double Up is increasing farmer incomes, which is especially important given that the vast majority of vendors have very limited farm sales. Most vendors have now been participating as Double Up vendors for several years, and nearly all vendors are satisfied with the vendor training they receive.