



Double Up Food Bucks | Behavior Change

Double Up Food Bucks (DUF�) is administered by the New Mexico Farmers' Marketing Association and matches SNAP benefits dollar-for-dollar on locally-produced vegetables, fruits, legumes, fresh cut herbs, and plants that produce food.

DUF� can be used at more than 90 participating farmers' markets, farm stands, grocery stores, CSAs, and other outlets across New Mexico.

1,061

SNAP participants in New Mexico completed an online survey in Fall 2024.

40%

had participated in DUF�

65%

were aware of DUF�



**Read the full
DUF� report here**



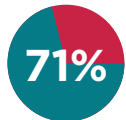
**Find market
locations here**

DUF� improves diet quality.

DUF� participants reported increases in:



**Amount of fruits and
vegetables eaten**



**Ability to afford fruits
and vegetables**



**Trying new fruits
and vegetables**



Diet quality

SNAP participants want more food and nutrition services.

Participants are interested in:



GoodFoodNM,
a text messaging program
promoting healthy eating



Nutrition education



**Food preservation
information**



**Support from
a dietitian**

