



# Double Up Food Bucks | Behavior Change

Double Up Food Bucks (DUFB) 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.

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

**1,061**  
**40%**  
**65%**

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

had participated in DUFB

were aware of DUFB



[Read the full DUFB report here](#)

[Find market locations here](#)

## DUFB improves diet quality.

DUFB participants reported increases in:



## SNAP participants want more food and nutrition services.

Participants are interested in:

