

Double Up Food Bucks | Behavior Change

Double Up Food Bucks (DUFB) is administered by the New Mexico Farmers' Marketing Association and matches SNAP benefits dollarfor-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 SNAP participants in New Mexico completed an online survey in Fall 2024.

40% had participated in DUFB

65% were aware of DUFB

Read the full DUFB report here

Find market locations here

DUFB improves diet quality.

DUFB participants reported increases in:

Amount of fruits and vegetables eaten

Ability to afford fruits and vegetables

74% Trying new fruits and vegetables

74% Diet quality

SNAP participants want more food and nutrition services.

Participants are interested in:

GoodFoodNM,
a text messaging program
promoting healthy eating

52% Nutrition education

Food preservation information

39% Support from a dietitian





