



Double Up Food Bucks | Program Awareness & Barriers

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

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**

Most heard about DUFb through:

26% Farmer's market signage

11% Text messages

9% Friends or family

<50% had seen DUFb marketing tools before



Radio ads, text messages and social media were identified as the best ways to encourage DUFb participation.

Main barriers to participation:

57% Don't know about DUFb

36% Don't know how to use DUFb

21% No DUFb locations nearby

54% opted in to receive GoodFoodNM texts

