



Double Up Food Bucks | Program Awareness & Barriers

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
40%
65%

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

had participated in DUF�

were aware of DUF�



[Read the full DUF� report here](#)

[Find market locations here](#)

Most heard about DUF� through:

26% Farmer's market signage

11% Text messages

9% Friends or family

<50% had seen DUF� marketing tools before



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

Main barriers to participation:

57% Don't know about DUF�

36% Don't know how to use DUF�

21% No DUF� locations nearby

54% opted in to receive GoodFoodNM texts