



***New Mexico Farmers' Marketing Association (NMFMA)
Double Up Food Bucks
Monitoring, Evaluation, Research & Learning (MERL)
2025 Report***

Summary: In 2025, Double Up Food Bucks in New Mexico reached an estimated 89,300 participants who redeemed Double Up tokens at 59 outlets (including 32 farmers' markets, 15 grocery stores, and 12 farm stands, CSAs, and food hubs) in 25 of the 33 counties across the state. The total SNAP dollars plus Double Up dollars redeemed through the program was \$1.64 million, and around 700 individual producers participated. Customer survey results from 2025 show that about 80% of respondents purchased and consumed more fresh fruits and vegetables because of the program; 52% first heard about Double Up at a farmers' market, farm stand, or grocery store while 38% heard about the program from family and friends; 72% were returning Double Up customers from 2024; 74% shop at the market to both support farmers and to buy the most nutritious food they can; and 49% have limited time for shopping. For producers, nearly three-quarters of vendor respondents reported making more money (73%) and selling more produce (72%) because of Double Up; 68% said they had a new customer base because of the program; almost all vendors (93%) reported being well-trained to implement the program; 61% have participated in Double Up for at least four years; and 77% reported annual farm sales of \$25,000 or less, highlighting the importance of Double Up as an income generating opportunity for participating producers. This report provides detailed findings from the customer and vendor surveys as well as summaries of other Double Up research and evaluation activities during 2025.

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I. Introduction

In 2025, Double Up Food Bucks in New Mexico reached an estimated 89,300 participants who redeemed Double Up tokens at 59 outlets (including 32 farmers' markets, 15 grocery stores, and 12 farm stands, CSAs, and food hubs) in 25 of the 33 counties across the state. The total SNAP dollars plus Double Up dollars redeemed through the program was \$1.64 million, and around 700 individual producers participated. Table 1 shows program summary information for the past five years (2021-2025).

Table 1. Double Up Food Bucks Program Summary, 2021-2025

	2021*	2022*	2023	2024	2025
# participating outlets	90	88	68	59	59
<i># farmers' markets</i>	34	40	40	34	32
<i># grocery stores</i>	33	32	11	11	15
<i># farm stands, CSAs, food hubs, & mobile markets</i>	23	16	17	14	12
# unique participating farmer vendors	697	686	698	740	685
SNAP \$ redeemed	\$ 1,369,151	\$ 1,286,230	\$ 883,449	\$ 838,791	\$ 839,541
Double Up \$ redeemed	\$ 1,174,922	\$ 1,088,311	\$ 842,287	\$ 855,641	\$ 805,182
Total SNAP \$ + Double Up \$ redeemed	\$ 2,544,073	\$ 2,374,541	\$ 1,725,736	\$ 1,694,432	\$ 1,644,723
Estimated # of SNAP participants (based on USDA data)	520,500	492,516	452,000	451,200	466,100
Estimated # of Double Up participants**	138,016	128,819	93,621	94,784	89,300
# counties with participating outlets	24	25	27	27	25

*SNAP \$ redeemed and Double Up \$ redeemed were higher in 2021-2022 based on significant increases in SNAP benefits due to the pandemic.

**Since there is no way of tracking the exact # of program participants, the estimated # of people impacted is derived through a formula based on total SNAP + Double Up transactions divided by an average transaction value.

In New Mexico, 21.9% of the population participated in SNAP in 2025, which represented more than 450,000 people and was the highest SNAP participation rate for any state in the nation; comparatively, 12.3% of the population nationwide received SNAP benefits last year (Source: USA Facts 2026). The Double Up program in New Mexico therefore represents an important way for SNAP recipient households to further their household budgets and purchase healthy produce from local farmers. It is, however, important to note that the number of SNAP participants and dollar amounts of SNAP and Double Up redemptions peaked in 2021-2022 when SNAP benefits were increased significantly due to the COVID-19 pandemic. Moreover, the number of participating outlets has gone down in large part due to a major regional grocery chain and its 20 stores no longer being able to continue with Double Up after 2022 because of a change in their Point of Sales system, which made it impossible to continue with Double Up.

The rest of the report includes detailed results from 2025 Double Up customer and vendor surveys and a summary of additional Double Up-related research and evaluation activities from 2025.

II. Customer & Vendor Surveys

During 2025 a total of 328 customer surveys (17 in Spanish) and 246 vendor surveys (27 in Spanish) were completed at 24 outlets. Survey result highlights include:

Table 2. Double Up Food Bucks 2025 Customer & Vendor Survey Highlights

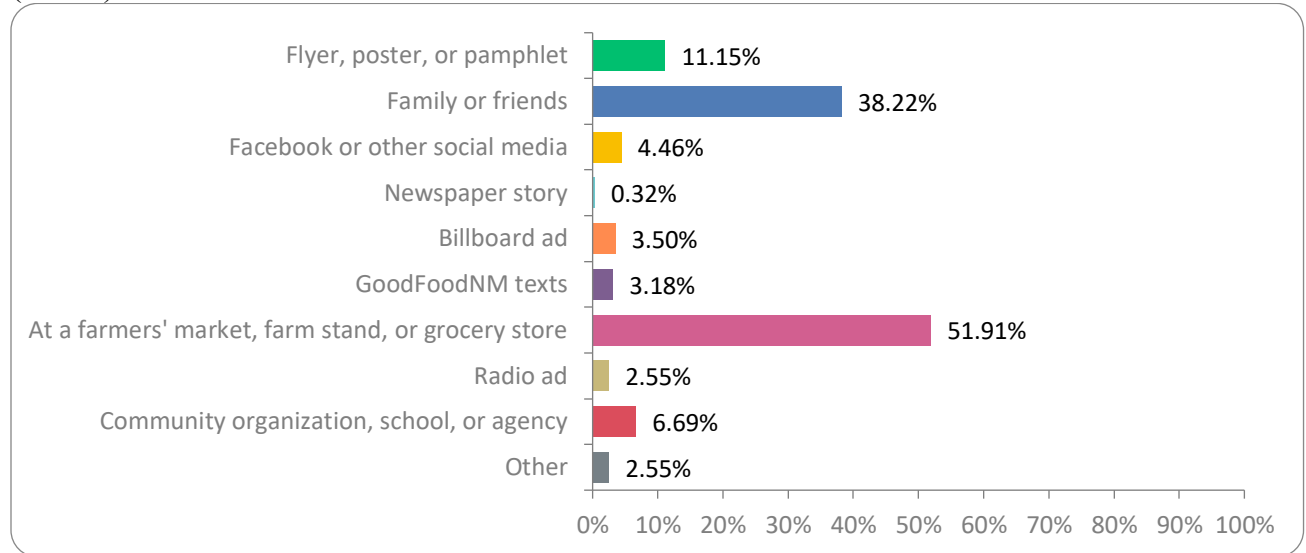
<i>Customers</i>		<i>Vendors</i>	
81%	reported purchasing more fresh fruits and vegetables because of Double Up	77%	reported annual farm sales of \$25k or less
80%	reported eating more fresh fruits and vegetables because of Double Up	73%	reported making more money because of Double Up
52%	heard about Double Up at a market, farm stand, or grocery store	72%	reported selling more produce because of Double Up
38%	heard about Double Up from family or friends	68%	reported having a new customer base because of Double Up
53%	used Double Up four or more times during the year	61%	have participated in Double Up for four or more years
72%	were returning Double Up customers from 2024	93%	reported being well-trained to implement Double Up
74%	shop at the market to support farmers	58%	have already expanded or plan to expand their farms in the coming year
74%	shop at the market to buy the most nutritious food they can	55%	have already used or plan to use season-extension techniques in the coming year
88%	prepare meals at home most of the time	29%	have already hired or plan to hire more staff in the coming year
49%	have limited time for shopping	37%	sell their produce to additional outlets (such as food hubs, CSAs, schools, restaurants, etc.)

The customer results show Double Up impacts on fresh produce purchase and consumption as well as the role markets and other local outlets can play in helping customers learn about the program. The data also helps explain why customers shop at the market and certain characteristics about the customers. For vendors, the results illustrate that Double Up is increasing farmer incomes, which is especially important given that the vast majority of vendors have limited farm sales. Most vendors have now been participating as Double Up vendors for several years, almost all are satisfied with the vendor training they receive, and the majority sell their products only at the farmers' market.

A. Customer Survey Results

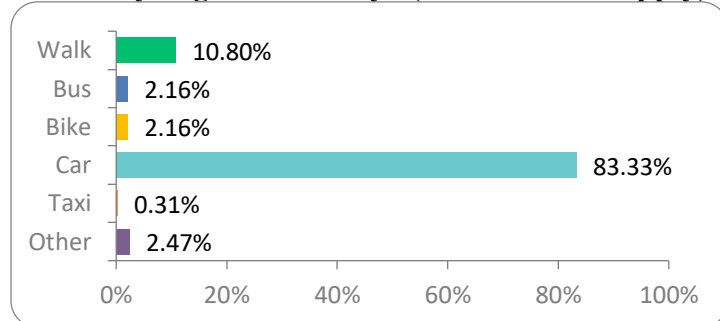
Customer Quantitative Data

How did you hear about the Double Up Food Bucks program? (Please check all that apply)
(n=314)

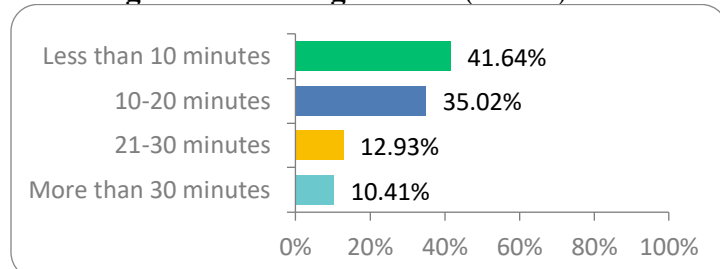


This data shows that just over half of customer respondents heard about Double Up at a market, farm stand, or grocery store (52%), while nearly 2 in 5 respondents heard about it from family or friends (38%). The third highest percentage was a flyer, poster, or pamphlet, at only 11%. The 2025 data is consistent with historic data (cumulative survey data from 2016-2024 shows that 52% of customers heard about the program at the market, farm stand, or grocery store; and 30% from family or friends).

How did you get here today? (Check all that apply) (n=324)

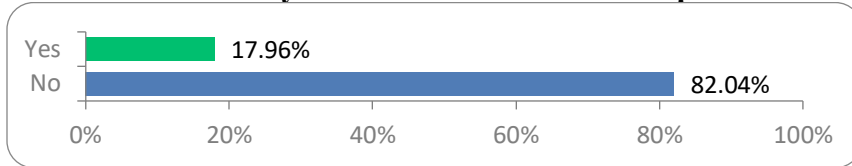


How long did it take to get here? (n=317)

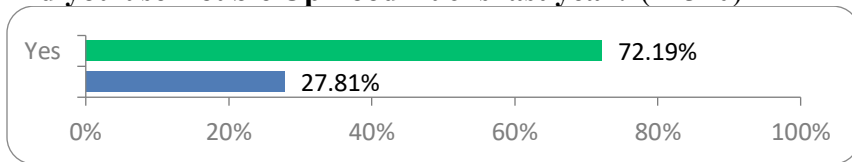


These two questions show that the vast majority (83%) of customer respondents got to the market in a car, and it took 20 minutes or less (77%) to get to the market. These figures are also consistent with 2016-2024 historic data (84% going in a car and 79% taking 20 minutes or less).

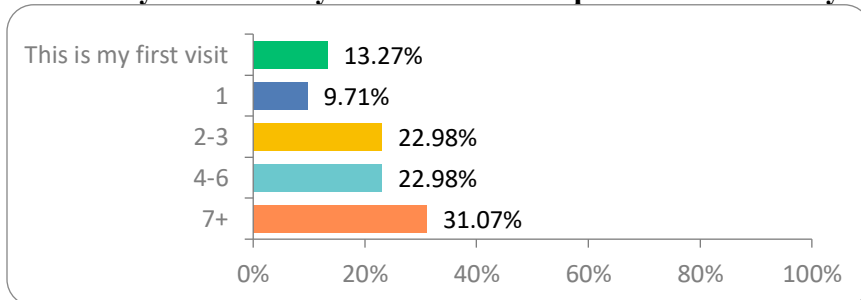
Is this the first time you have ever used Double Up Food Bucks? (n=323)



Did you use Double Up Food Bucks last year? (n=320)

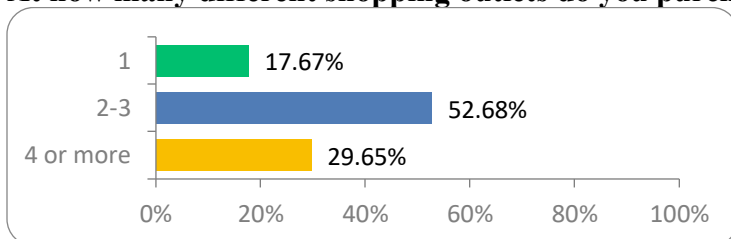


How many times have you used Double Up Food Bucks this year? (n=309)

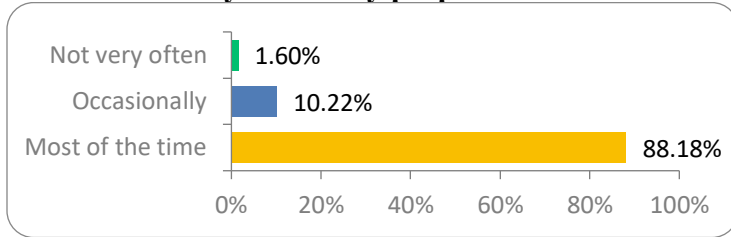


These three questions show that nearly 20% of customer respondents were using Double Up for the first time when they took the survey, and 72% used Double Up in 2024. In addition, 54% of respondents had used Double Up four or more times during 2025 at the time of completing the survey, all of which shows that most survey respondents use the program regularly. In previous years, a much higher percentage of customers reported that they were using Double Up for the first time (35%), only 59% had used Double Up the previous year, and 43% had used Double Up four or more times in the year.

At how many different shopping outlets do you purchase fruits and vegetables? (n=317)

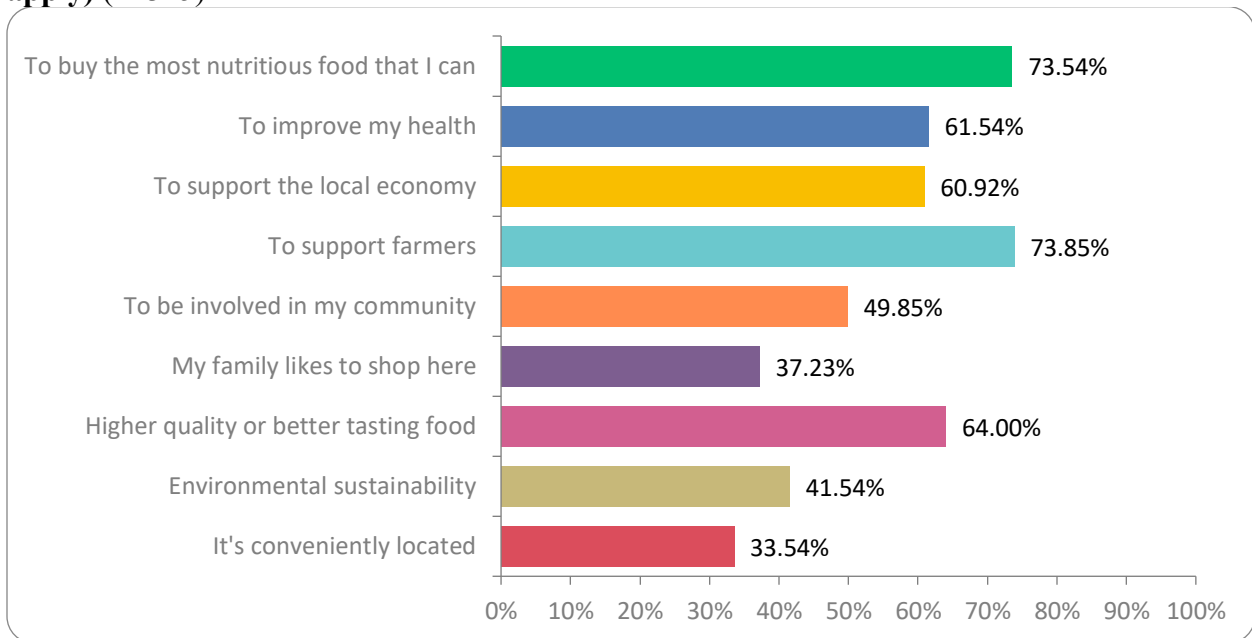


How often does your family prepare meals at home? (n=313)



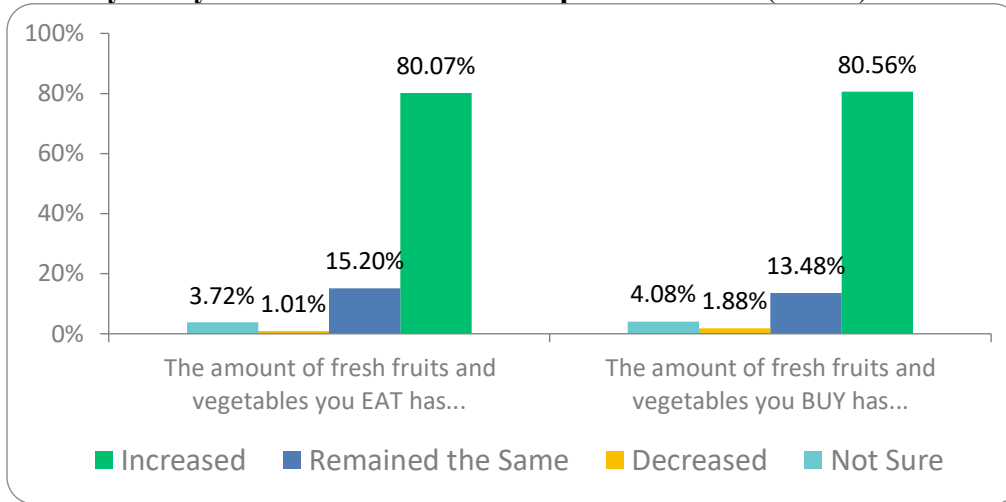
These two questions reveal that most customers shop at multiple outlets for purchasing fruits and vegetables, and that almost nine out of ten customer families prepare most of their meals at home. The percentage of customers shopping at four or more outlets is a bit higher than the historic data (30% in 2025 compared to 23% historic average), while those shopping at 2-3 outlets is lower (53% in 2025 compared to 63% historic average). The frequency of meal preparation at home in 2025 is very similar to historic data.

Which of the following BEST describes the reason why you shop here? (Check all that apply) (n=325)



Customers shop at the farmers’ market for numerous reasons, as the average customer marked five reasons for describing the best reasons for shopping at the market. The responses with the highest percentages were “to buy the most nutritious food that I can” (74%) and “to support farmers” (also 74%). Conveniently located and family likes to shop at the market had the lowest percentages. Supporting farmers and buying the most nutritious food were the top two responses in 2024 as well (which is the only year with comparable data for this question).

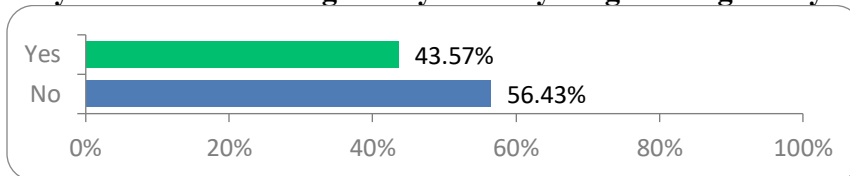
Would you say that because of Double Up Food Bucks: (n=324)



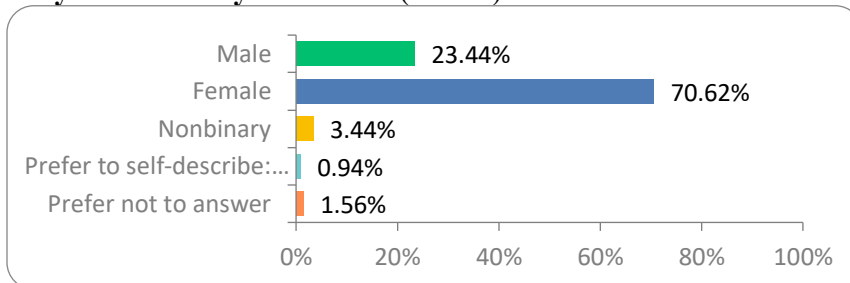
A total of 81% of respondents said that they purchased more fresh fruits and vegetables and 80% consumed more because of the program. This is slightly higher than in 2024 (78% purchased more and 74% consumed more, respectively) and for historic averages (79% and 76%).

DEMOGRAPHIC QUESTIONS

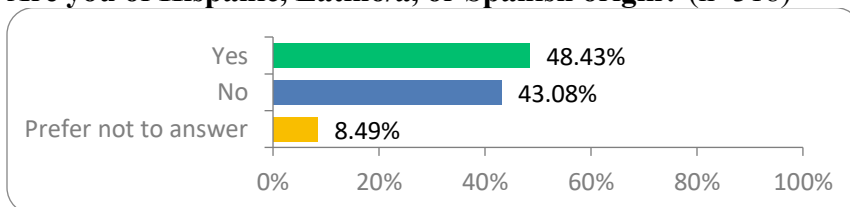
Do you have children aged 18 years or younger living with you? (n=319)



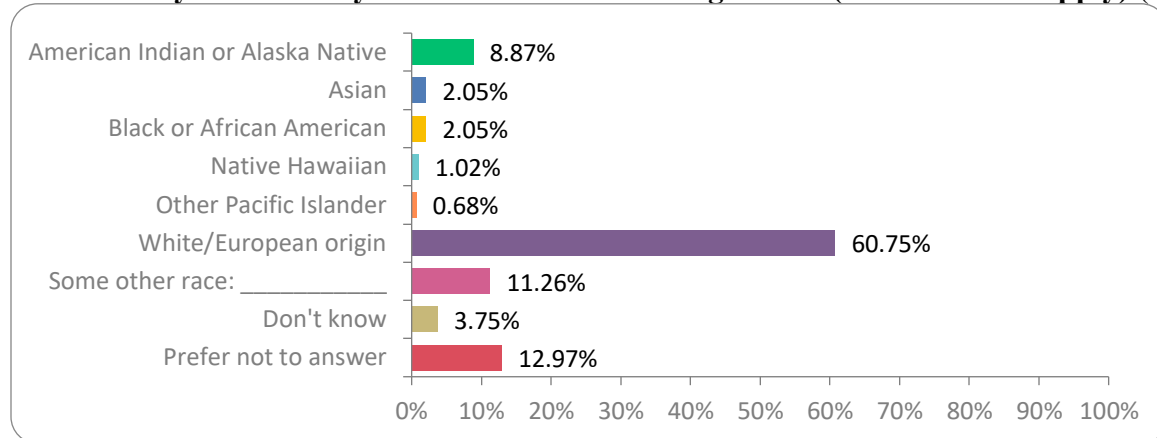
Do you describe yourself as: (n=320)



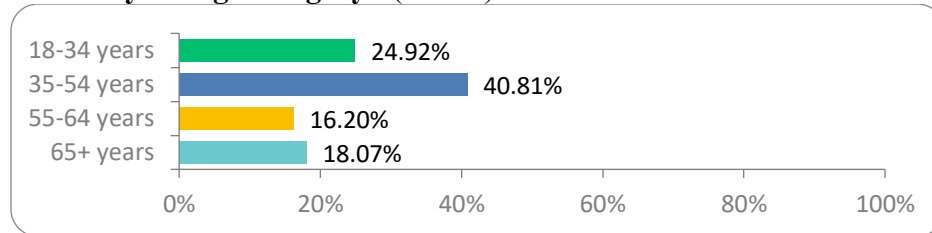
Are you of Hispanic, Latino/a, or Spanish origin? (n=318)



How would you describe your racial or ethnic background? (Check all that apply) (n=293)

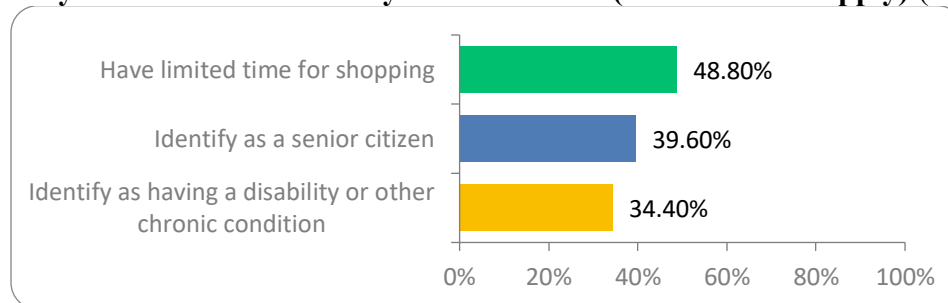


What is your age category? (n=321)



This collection of demographic survey data shows that a little less than half of respondents have children living with them (44%), most respondents identified as female (71%), almost half were of Hispanic, Latino/a, or Spanish origin (48%), and about 10% were Native (9% American Indian or Alaska Native plus 1% Native Hawaiian). Age ranges of respondents varied, with 35-54 year olds being the highest category (41%). These are quite similar to historic data except for the percent of respondents that have children in the household (historic average is 56%).

Do you or does someone in your household: (Check all that apply) (n=250)



This final question shows that about half of customer respondents reported that they or someone in their household have limited time for shopping (49%), 2-in-5 have a senior citizen in the household (40%), and just over one-third have a household member with a disability or other chronic condition (34%). This compares with 2024 data of 41% having limited time for shopping, 42% having a senior citizen in the household, and 42% having a household member with a disability or other chronic condition.

Customer Qualitative Feedback

The final question of the customer survey was optional and asked “*How has Double Up Food Bucks changed your life? Write a comment and let us know!*” A total of 105 customers provided a response to this open-ended question. Main themes that emerged from these responses include:

Double Up helps customers to: afford local and healthy produce, be able to shop at farmers’ markets, and support local farmers:

“Allowed us to eat fruits/veggies more + local grown.”

“Love it! Thanks for making local shopping more accessible.”

“Positive in so many ways. Help me afford supporting these great farmers.”

“DU makes it possible for me to afford to shop at the FM.”

“It has helped me eat well on a limited income.”

The program provides healthy and more food for the family, including kids:

“It has helped my family to have enough fruits and veggies to add to our meals.”

“It has me and my daughter eating fresh fruits and veggies.”

“DU is an incredible program that makes it possible for a family to shop at the farmers market.”

Overall appreciation for the program:

“Best Best program ever! Love getting fresh produce from locals and other treats! Life saver!”

“It is the best thing about summer.”

“What amazing health-filled gifts I receive every time I use my DUFB... Another ongoing gift is the community at farmers I’ve known for years... It is all so joyous and healing!”

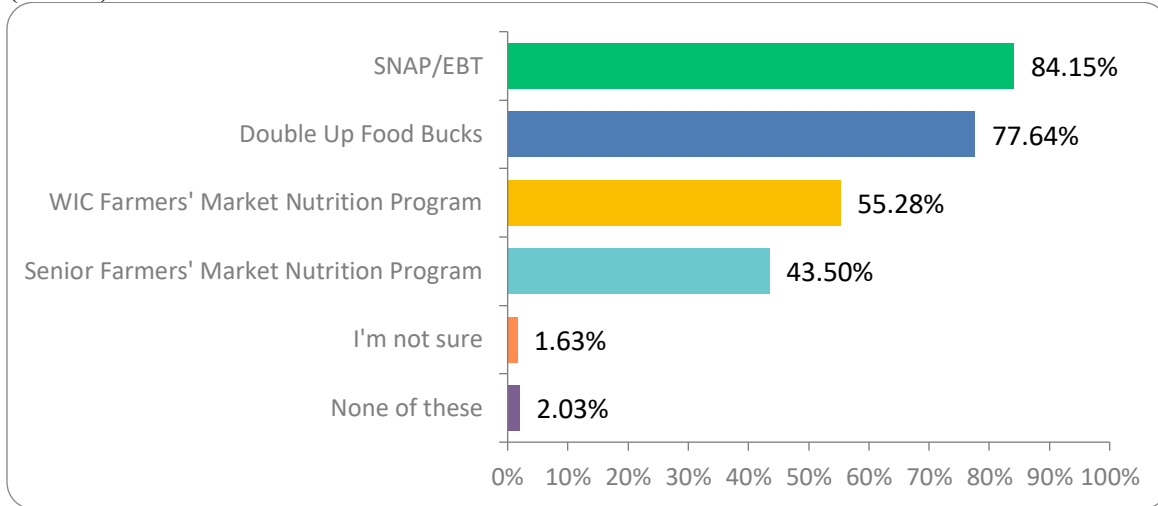
“My favorite benefit of the EBT program.”

A compilation of all qualitative feedback from customers is provided in Appendix A.

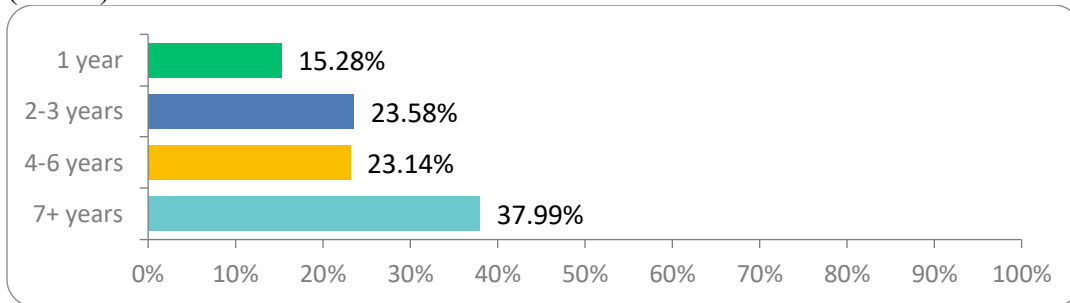
B. Vendor Survey

Vendor Quantitative Data

Which food assistance programs do you accept from shoppers? (Check all that apply)
(n=246)

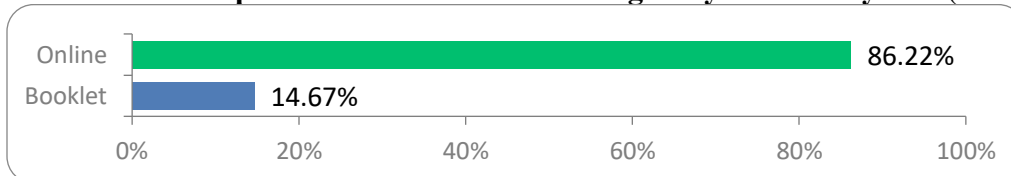


How many years have you participated in Double Up Food Bucks (including this year)?
(n=229)



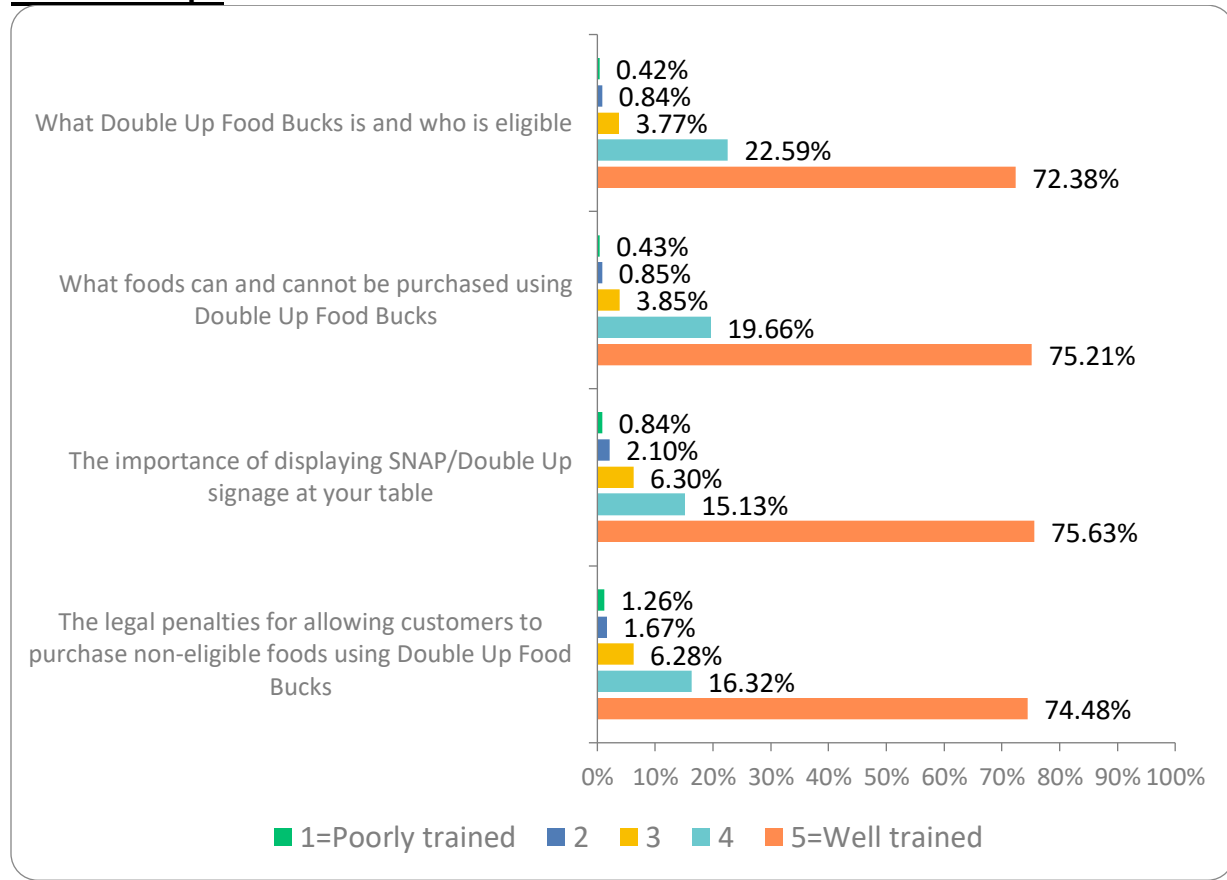
These initial vendor questions show that more than three out of four vendor respondents stated that they participated in Double Up during 2025 (78%) and about three out of five respondents have participated in Double Up four or more years (61%).

Which Double Up Food Bucks vendor training did you do this year? (n=225)



How well do you feel you were trained this year to understand the following? (1 = “poorly trained” and 5 = “well trained”) (n=239)

Detailed Graph



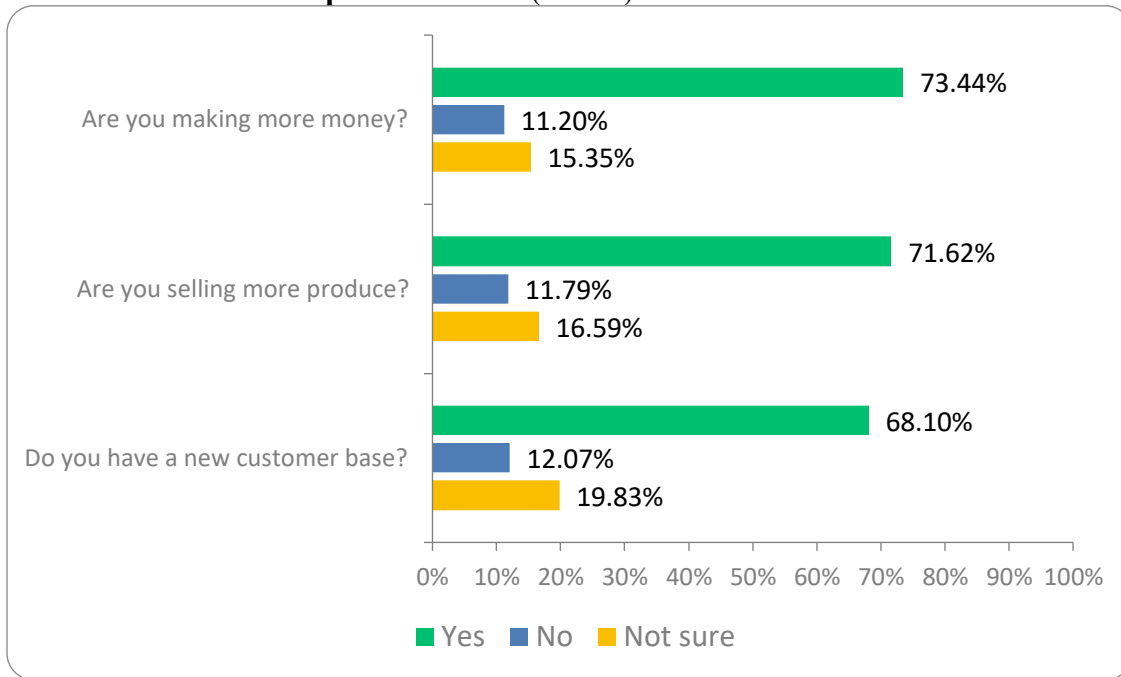
Summary Table

	Mean ^a	Not well trained ^b n (%)	Neutral ^c n (%)	Well-trained ^d n (%)
What Double Up Food Bucks is and who is eligible	4.66	3 (1.2)	9 (3.8)	227 (95.0)
What foods can and cannot be purchased using Double Up Food Bucks	4.68	3 (1.3)	9 (3.9)	222 (94.9)
The importance of displaying SNAP/Double Up signage at your table	4.63	7 (2.9)	15 (6.3)	216 (90.8)
The legal penalties for allowing customers to purchase non-eligible foods using Double Up Food Bucks	4.61	7 (2.9)	15 (6.3)	217 (90.8)

^a Poorly trained=1, Well trained=5; ^bNot well trained = 1 and 2; ^c Neutral = 3; ^d Well-trained = 4 and 5

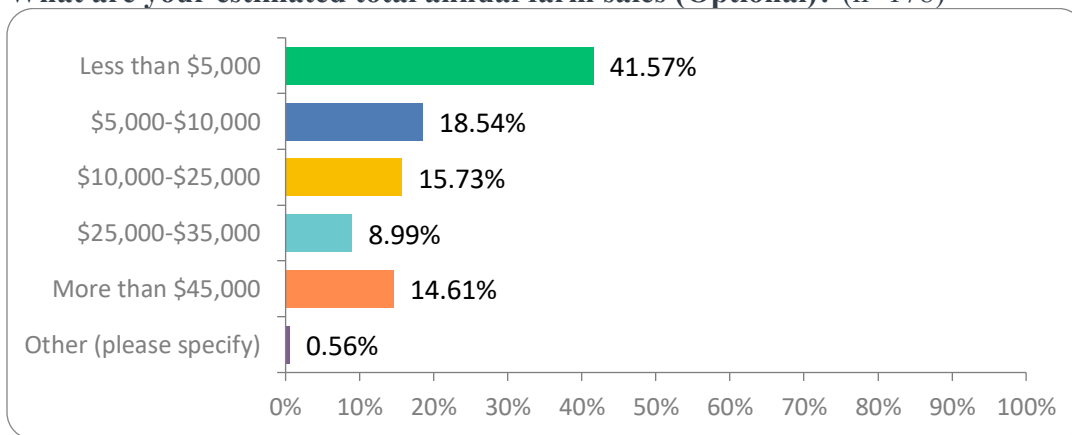
These data show that the vast majority of vendors took their training online and that almost all vendors reported being well trained on all of the categories asked about. The percent of vendors reporting a 4 or 5 was also slightly higher in 2025 than historic averages across all categories.

As a result of Double Up Food Bucks: (n=243)



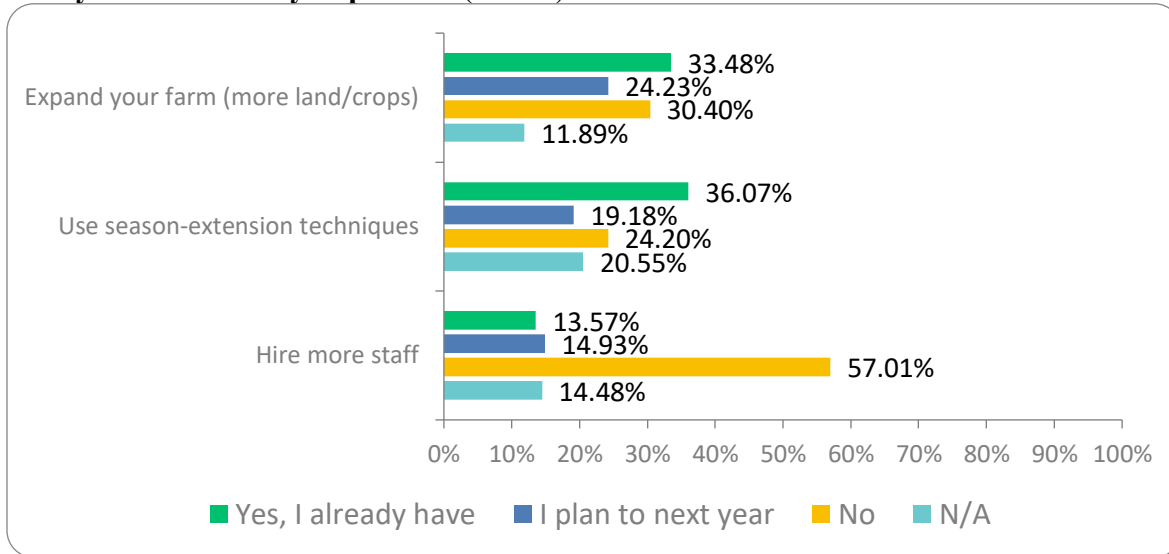
A total of 73% of vendors reported in 2025 that they made more money because of Double Up, 72% stated they sold more produce, and 68% had a new customer base. These are very similar percentages compared to historic averages, though they are lower than 2024 (which were 79%, 79%, and 70%, respectively).

What are your estimated total annual farm sales (Optional)? (n=178)



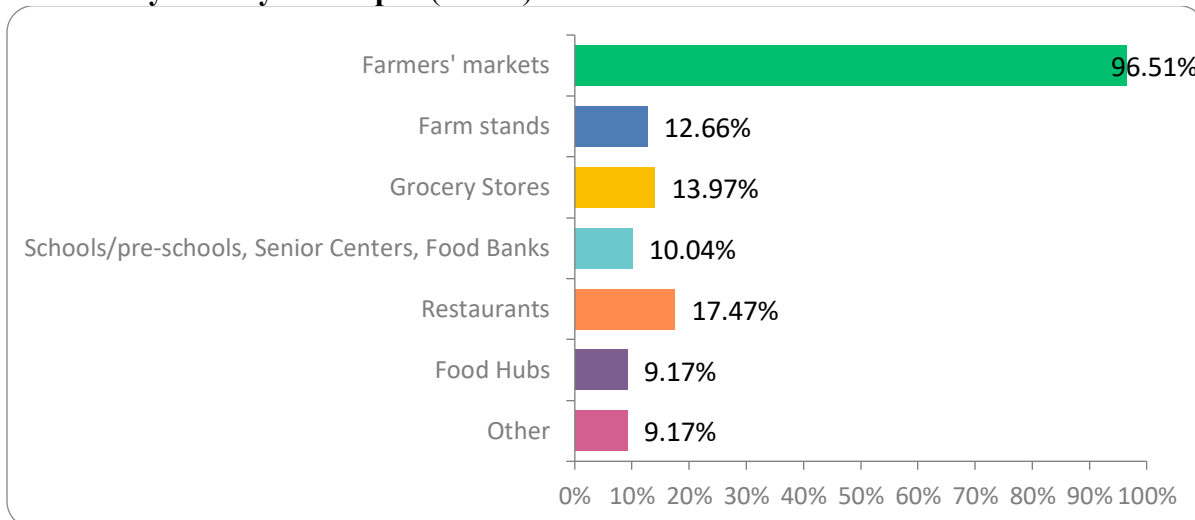
More than three quarters of vendors responded that their estimated annual farm sales are \$25,000 or less (77%), which is slightly lower than the historic average of 83% of vendors being at \$25,000 or lower in total sales.

This year or next do you plan to: (n=234)



In terms of vendor plans for expanding their operations, using season-extension techniques, and hiring more staff, the percentages of vendors stating in 2025 that they already have or have plans to are very similar to historic averages.

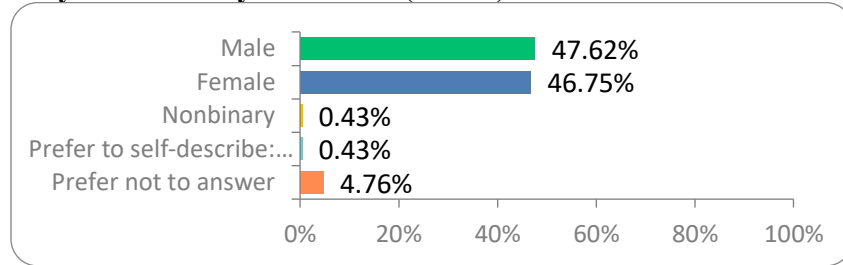
Where do you sell your crops? (n=229)



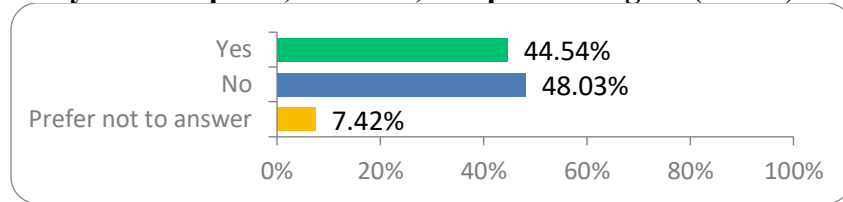
As expected, nearly all vendor respondents reported that they sell their crops at farmers' market (97%). The next highest market outlet was restaurants (17%), followed by grocery stores (14%), farm stands (13%), and institutions (schools/pre-schools, senior centers, food banks) (10%). Most vendors reported only selling at farmers' markets (63%).

DEMOGRAPHIC QUESTIONS

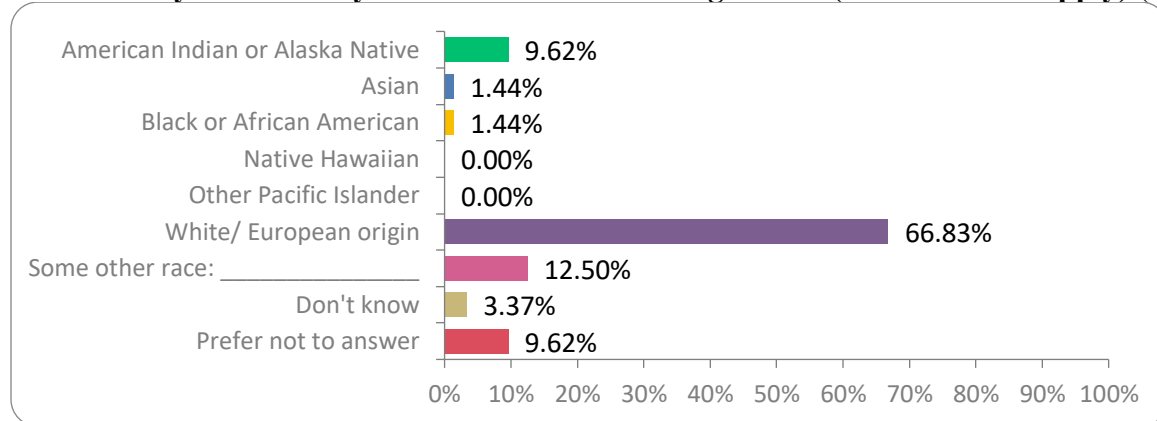
Do you describe yourself as: (n=231)



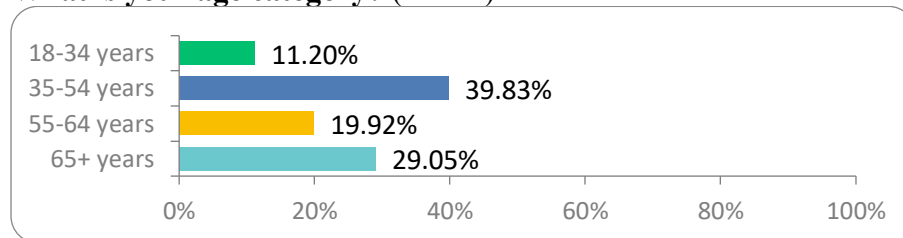
Are you of Hispanic, Latino/a, or Spanish origin? (n=229)



How would you describe your racial or ethnic background? (Check all that apply) (n=208)



What is your age category? (n=241)



The demographic data for vendors show that approximately half of vendor respondents identified as male (48%), and approximately half as female (47%), compared to a historic average of 45% male and 53% female respondents. In addition, a little less than half of respondents were of Hispanic, Latino/a, or Spanish origin (45%), and about 10% were Native, compared to historic averages of 37% and 4% respectively. Age ranges of respondents varied, with 35-54 year olds being the highest category (40%) compared to 65+ years being the highest age category historically.

Vendor Qualitative Feedback

The final question of the vendor survey was optional and asked “*How has Double Up Food Bucks changed your life? Write a comment and let us know!*” A total of 72 vendors provided a response to this open-ended question.

Main themes that emerged from these responses include:

Increased sales, new and more customers, and an income boost for vendors:

“We have significantly increased our sales with DUFB.”

“I am 82 years old and farming and selling keep me active and healthy, thanks for DUFB I supplement my income!”

Double Up is a “win-win” – good for vendors and for lower-income customers alike:

“Being able to serve a wider range of my beloved community has expanded my business.”

“It has allowed fresh and locally grown produce to reach, typically, undeserved communities. They get to eat fresh food at 1/2 to cost and I make money \$\$. It's a win win.”

Double Up helps neighbors and aligns with vendor food access values:

“More healthy food to people and neighbors who appreciate it and share it - the best!!”

“Aligns with goals to make food more accessible.”

“Helps others – family – gives people enough food to eat.”

“Our mission is to produce healthy foods to undeserved population and DUFB helps us do that but also maintain a diverse customer base.”

For a few vendors, Double Up did not make a significant impact in 2025:

“There has been very little use of DU by clients in this area.”

“This year, it has not.”

A compilation of all qualitative vendor feedback is provided in Appendix B.

III. Additional Research and Evaluation Activities in 2025

The NMFMA also oversaw several important research and evaluation initiatives during 2025. Highlights include:

Marketing strategies study, led by the University of New Mexico (UNM)

A team from UNM conducted mixed-methods research to evaluate perceptions of Double Up marketing and communications tools (radio ads, bus ads, social media posts, text messages, flyers, handouts, posters, and a local food guide) as well as impacts of Double Up on dietary intake among adult SNAP recipients in New Mexico.

Among 1,061 survey participants representing all 33 counties in the state, 65% reported that they were aware of Double Up and 40% had participated at some point in the Double Up program. All marketing and communication tools were considered effective by at least 71% of respondents in encouraging participants to use the program. The highest-ranking tools were radio ads (95% of respondents agreed or strongly agreed that the ads would encourage them to participate in the program), website (84% agreed or strongly agreed), billboard ads (81% agreed or strongly agreed), and text messages (81% agreed or strongly agreed). In addition, survey participants that had ever participated in Double Up (n=384, 36%) reported that farmers' market signage (flyers and poster) (26%), text messages (11%), friends or family (9%), and handouts (flyers, handbills, and brochures) (8%) were how they first learned about the Double Up program. The most common barriers to not participating were not knowing about DUFEB (57%), not knowing how to use DUFEB (36%), and having no Double Up outlets nearby (21%). In terms of Double Up participant behavior changes, more than 70% of respondents reported that their consumption and ability to afford fruits and vegetables had increased, while nearly three-fourths (74%) reported an increase in trying new fruits and vegetables and an increase in diet quality due to participating in Double Up. Finally, interviews with 10 of the survey respondents were also conducted to elicit more detailed qualitative feedback on the marketing and communications tools. The surveys and interviews provided opportunities for participants to offer their own ideas and suggestions for improving and expanding Double Up outreach and marketing in the future.

Several documents were produced based on the research, including:

- **Final Report:** [New Mexico's Double Up Food Bucks Program: Effective Marketing Strategies Drive Higher Participation and Behavior Change](#) (February 2025)
- **Research Summaries:**
 - [Double Up Food Bucks Behavior Change Outcomes – 1-page Research Summary \(web version\)](#) (February 2025)
 - [Double Up Food Bucks Program Awareness & Barriers – 1-page Research Summary \(web version\)](#) (February 2025)
- **Published paper:** [Lin, L., Crawford-Garrett, B., Baca, S. et al. Marketing health by geographic location: improving awareness of the New Mexico Double Up Food Bucks program. BMC Nutr 12, 48 \(2026\).](#) (February 2026)

Double Up impacts on participating farmers and consumers study, led by New Mexico State University (NMSU)

During 2024 a research team from NMSU analyzed the impact of Double Up on participating small-scale farmers and low-income consumers in New Mexico. To do so, the team conducted statistical analysis of six years (from 2016-2021) of longitudinal vendor and consumer survey data collected at participating farmers' market outlets and found that both producers and consumers benefit from continued participation in Double Up. For consumers, results indicate that SNAP recipients who frequently participate in Double Up are more likely to increase their purchases and consumption of fruits and vegetables (F&V) than first-time users.

Specifically, those participating in Double Up two to three times a year are 9.1% ($p<0.01$) more likely to purchase F&V and 9.9% ($p<0.01$) more likely to consume F&V than first-time users. Furthermore, those participating four to six times a year are 12.5% and 12% ($p<0.01$) more likely to purchase and consume F&V, respectively. In contrast, those participating in DUFEB seven or more times a year are 18.6% ($p<0.01$) and 19.5% ($p<0.01$) more likely to purchase and consume F&V. Consumers with easier access to the farmers' market outlets (those who can walk, drive, or bike) were also 10.6% ($p<0.01$) and 6.9% ($p<0.10$) more likely to purchase and consume F&V. On the producer side, findings show that an additional year of vendor participation in Double Up increases the likelihood of making more money by 3.2% ($p<0.01$) and selling more produce by 2.4% ($p<0.05$). Indeed, the probability of producers making more money and selling more product increases the longer they participate as vendors in the program. The research also found that producers using season extension techniques increases the probability of making more money by 11% ($p<0.05$) and selling products by 12.4% ($p<0.05$), and for producers who plan to put more land into production, the probability of making more money is about 10.2% ($p<0.1$) larger. Importantly, this is the first study of its kind to analyze multiple years of Double Up consumer and vendor data together.

Based on this study, the NMSU team published a research paper in 2025 and presented findings at the NMFMA annual conference in 2024:

- Dsouza A, Regmi M, Dhanapal K, Crawford-Garrett B, Acharya RN, Patrick JM (2025), "Does the Double Up Food Bucks program benefit local food producers and consumers? Evidence from New Mexico". *Agricultural Finance Review*, Vol. ahead-of-print No. ahead-of-print. Abstract available at: <https://doi.org/10.1108/AFR-03-2024-0042>
- [Presentation of findings at the NMFMA annual conference in March 2024](#)

GusNIP Training, Technical Assistance, Evaluation, and Information Center (NTAE) Survey

During the current GusNIP grant, the NMFMA has administered a participant survey to over 400 Double Up customers. This survey includes questions related to: consumption intake of various food types; health and food security status; SNAP and Double Up experiences. This survey data feeds into broader national-level data that the NTAE collates, analyzes, and reports on.

Appendix A: Customer Survey Qualitative Responses

How has Double Up Food Bucks changed your life? Write a comment and let us know! Optional.
Helps a lot
Fresh veggies and fruit
mas comida para mi familia (more food for my family)
(Illegible)
EBT es muy bueno (EBT is very good)
Gracias mejor por mi familia (Thank you, better for my family)
Allowed us to eat fruits/veggies more + local grown
It's given me more the fruits and veggies for me and kids.
Awesome!!
amazingly well, thank you! :)
Very convenient and helpful on the limited income
so appreciate the extra assistance
It has helped my family to have enough fruits and veggies to add to our meals
Lots of saving
Helps to have extra bucks
Healthy
Thank you!!! heart
heart
grateful fabulous amazing
heart
better food cheaper!
Love it! Thanks for making local shopping more accessible.
Yes, my favorite benefit of the EBT program
It has enhanced my life immensely!
Helps me afford local produce
I supplement more local in my fridge!
DU makes it possible for me to afford to shop at the FM
Yes!
positive in so many ways. Help me afford supporting these great farmers
more food for my kids
Makes healthy regenerative food accessible and engaged in community!
feels like so much added value and inspo to buy more fresh produce.
Only way I can eat as many veggies I could
It is the best thing about summer.
Better quality food more affordable
Makes eating healthy food possible for low-income citizens. Thank you!
DU is an incredible program that makes it possible for a family to shop at the farmers market
I can afford organic produce - the SF Farmers market makes me happy.

It has brought access to open heartedness for me.
I enjoy fresh, delicious, healthy
It's the best!
Yes, it's amazing and helps my family
It has helped me eat well on a limited income
It has helped by providing my family with being able to get more fruits and veg to help feed us.
Great program. Good incentive to get us out here and get fresh, local food, Thank you!
What amazing health-filled gifts I receive every time I use my DUFB at the Santa Fe Railyards FM: fresh local organic produce grown in soil, sourdough breads, poultry, meat and extraordinary eggs that can be found nowhere else. Another ongoing gift is the community at farmers I've known for years and the comments of shoppers. It is all so joyous and healing! Thank you !!!
It's fantastic and truly helps my budget!
Without DUFB I would not be able to afford the food at the Farmers' Market because it's more expensive than at grocery stores
Me gusto mucho (I like it a lot)
Sociable aspect
We have been able to eat more fruits and veggies.
Every little bit helps. Tough times
Makes my kids happy to be here
Helps to buy healthy food for my family
Help a lot
This has helped us eat healthier and learn more about local growers
I love DUFB! I am more encouraged to buy fresh food!
Absolutely love the inclusivity and community support
Love Food bucks
DUFB help me fight fatty liver disease by upping my produce intake.
I love this program. I can't buy food like this otherwise - heart
green chile!
Love getting more local stuff
my knowledge of NM product produce
yes
It has me and my daughter eating fresh fruits and veggies
helpful!
:)
More healthy options
We have more fruit and veg options at home and we're trying to canned some for when winter comes. Thank you
good
It has helped by bringing in more food than a grocery store for fruits and veggies.
I'm happier now
I love it!
Wonderful!

More good food! More fun shopping!
:)
YES!
So much fun local foods! Thanks for this program.
It helps me a lot
So good. Have it every year!
Using them to get fresh fruits and veggies at farmers market makes it easy to eat healthy on a budget
Life changer
Best Best program ever! Love getting fresh produce from locals and other treats! Life saver!
Thank ya'll so much for the support! I love this program! Shout out to the government.
MUCH healthier
Makes life vibrant!
Made it possible to enjoy items fresh local I otherwise couldn't be able to get. I buy very very important part of my diet and the most social fun I have all week! Thank you sooo grateful
Directly connect with farmers. Meet my food desired. Feel abundant. Thank you!
More bang for your buck
Brought me to the community
More produce involved in my life
Can afford more FRESH stuff
Great environment, great staff, amazing selection of vendors
Amazing program. Great to know where my food comes from!
Gives me and my family access to GREAT quality food when we really need it! heart
I love the fresh taste of fresh veggies and fruit
Fresh is better and taste better
Yes! We get to support our people and we are healthier
We love it
It helps me afford good quality and delicious local food that I would otherwise struggle to attain
It's great and love it
Fresh food for toddlers and child

Appendix B: Vendor Survey Qualitative Responses

How has Double Up Food Bucks changed your life? Write a comment and let us know! Optional.
More veggies to the people of Valencia County!
It has not yet.
This year, it has not
DUFB have not changed my life, but it has helped some of my customers. There are some people who really need the assistance and a lot of our older customers who are no longer able to work have had their funds reduced.
Makes it easier for customers to get tasty, healthy food
Helps others - family - gives people enough food to eat.

Not
It has helped with the bills
More sales
it hasn't
Algo mejor porque he apredido cosas nuevas en estos negocios. (It's better because I've learned new things in these businesses)
Este programa es muy bueno para el comprador y para el vendedor. (This program is very good for both the buyer and the seller).
Many new customers.
I think it's a great program
Not really; (rest of response was illegible)
We love this program. More healthy food to people and neighbors who appreciate it and share it the best!!
YES, IT'S GREAT
We can reach more customers. Yes, it's great.
Being able to serve a wider range of my beloved community has expanded my business and my heart. (but we are having trouble getting signage for our table)
It helps
Not sure. I am able to appeal to a more diverse client base.
helped explore more people interaction.
muy bien (very good)
I enjoy who is able to shop with us due to the double up bucks
It has allowed fresh and locally grown produce to reach, typically, undeserved communities. They get to eat fresh food at 1/2 to cost and I make money \$\$\$. It's a win win.
Helps me provide fresh produce to undeserved communities
I love it
Increased customer base, positive customer interactions
It has helped make my fresh chile more affordable to lower income families
Makes me happy to provide quality food to people on food assistance programs
Increased accessibility of local foods - makes me feel positively towards local govt & programs
New customer base
We have very loyal customers who only shop with food bucks.
It increase my sales
I love my new customer base and increase in sales.
It allows us to sell our produce to an "at-risk" demographic. Allows them to purchase twice the produce that they would otherwise have access to. It's a great program.
We love that the program allows access to low-income folks/families to healthy foods.
good for customers and us as vendors
Great program - really helps those i need. Especially in this political environment.
New customers more money to pay bills
so sola y ya tengo 58 anos. Si ahora vendo mas honey (mielde abejas) que antes. Gracias. (I'm alone and I'm 58 years old. Yes, I sell more honey now than before. Thank you.)
(Illegible)

Good training, money
I am 82 years old and farming and selling keep me active and healthy, thanks for DUFBI supplement my income!
New to the program
Muy bien (Very good)
You do not allow people have a balance diet. They need to be able to purchase some meat.
Introduced me to relationships with new clients who otherwise might not have shopped at farmers' market
It's been an asset for making sales + \$\$!
I do baked goods...so I really didn't use that option too much. Thank you. God bless.
It makes me feel good about doing this hard work. It helps my neighbors get good food.
There has been very little use of DU by clients in this area.
It's allowed me to produce for lower income who really need good nutritious food.
Helps older clients
increased our sales. New customers
?
Being our first year we are learning
It's been life changing, being on both sides of it all bought a butt load of bedding plants double upped, then getting customers \$ life saving
We are making more sales weekly at the farmers market.
Good help
I tell people about it everyday
Can secure more customers
I can afford healthy and local food myself and my customers can afford my food too
Our mission is to produce healthy foods to undeserved population and DUFBI helps us do that but also maintain a diverse customer base, We have significantly increased our sales with DUFBI.
New customers and more money
New customers and more money
Aligns with goals to make food more accessible
Very little SNAP out there
(Illegible)
more customers
It has been great to meet people from all walks of life and help provide fresh food to the community