



# DOUBLE UP FOOD BUCKS

2017 Year-end Manager Survey Highlights



## IMPROVE SALES AT YOUR OUTLET

- **Post** the free posters, flyers, and banners liberally around your community.
- **Logo:** Make sure the Double Up logo is visible on vendor tables. Pass out the laminated Double Up signs at the beginning of each market, and collect them at the end of each market.
- **Promote** the Double Up website to your customers; it's a place for customers to learn and spread the word to new customers.
- **Partners:** Make sure local food banks, churches, WIC offices, health clinics, and other community partners have plenty of flyers, posters, and brochures.

**CUSTOMERS LOVE  
DOUBLE UP FOOD BUCKS!**

**VENDORS BENEFIT FROM  
AND SUPPORT  
DOUBLE UP FOOD BUCKS!**

**OUTLETS HAVE MORE SALES  
WITH DOUBLE UP FOOD BUCKS!**

## How valuable do Double Up Food Bucks managers think the program is to their outlets?

- **78%** saw repeat customers return to their outlet more often
- **76%** say customers are buying more
- **73%** saw more new customers buying at their outlet
- **65%** felt the cultural diversity of shoppers at their outlet increased
- **40%** felt more vendors wanted to vend at their outlet (30% saw no change)
- **57%** felt customer interactions took more time (27% saw no change)

## Which marketing strategies did the NMFMA use to promote Double Up and help promote your outlet?

- Posters and flyers provided by the NMFMA to DUFB outlets
- Double Up banners provided by the NMFMA to DUFB outlets
- Double Up four-color pamphlet with map
- Using the Double Up logo liberally at your market
- Double Up Spanish-language TV ad on Telemundo
- Social media campaigns and ads
- The website: DoubleUpNM.org
- Double Up radio ads
- Bus ads

## What kind of training or resources were most helpful to you?

- Direct contact with Sarah Lucero, the Double Up program manager (**92% found Sarah Lucero to be the best resource**)
- The Double Up website at DoubleUpNM.org (**75% found the website useful as a resource**)
- Training workshop at the 2017 Annual Conference (**62% found the training useful; almost 30% did not utilize, or were not aware, of it**)
- The FAQ area of DoubleUpNM.org (**64% found this useful, 31% were not aware of, or did not use, it.**)
- Assistance through the NMFMA private member Facebook group (**68% were not aware of or did not utilize the private group for assistance**)





## MONTHLY REPORTING SPREADSHEET RATING

52% Positive  
14% Neutral  
25% Unsure  
8% Negative

## PASSWORD-PROTECTED WEBSITE PORTAL

The portal was easy to access  
and log into.

75% Positive  
3% Neutral  
11% Unaware  
11% Negative

**My market or farm stand  
accessed the portal regularly.**

65% Positive  
16% Neutral  
11% Unaware  
8% Negative

**It was helpful to have a place  
where I could access program  
tools and resources whenever I  
needed them.**

73% Positive  
8% Neutral  
11% Unaware  
8% Negative

**Please suggest improvements to the existing training resources or describe additional resources you would have found helpful this season.**

- *“Sarah is always the most helpful resource I use regularly!”*
- *“Perhaps having a few webinar training's in 2018.”*
- *“Work more with low income markets.”*
- *“Provide examples of the reporting sheets.”*
- *“We have trouble getting certain foods approved for the program. A clear cut list would be good as well as adding the local produce from our area to the accepted list.”*
- *“Great training and materials.”*

**What would you tell any markets or farm stands considering whether or not to participate in Double Up Food Bucks for the first time?**

- *“There is no reason not to participate in this program. Clients and vendors both benefit by having free money to spend on local, healthy food. There is some paperwork involved but the ladies at NMFMA are supportive and make themselves readily available for any questions or comments.”*
- *“DO IT!!!! It's opened up a whole new world of satisfied customers to us.”*
- *“Definitely do it, as it is very beneficial for both the markets and the vendors, but they should be prepared that it is time consuming and there is quite a bit to learn in the beginning.”*
- *“Time consuming, Too much record keeping, Not a well used program at our market.”*
- *“It is time consuming and requires much paperwork, but is worth it in the end.”*
- *“It provides more healthy food for our community members while increasing sales for farmers.”*

