



2018 Double Up Member Experience

(Survey Responses and Related Information)

Marketing Strategy Awareness

Are you one of the people who know about our marketing strategies that work to raise awareness about Double Up Food Bucks in New Mexico?

DUFB Website: 65% of members know about it

Bus Ads: 43%

Radio Ads: 39%

Facebook: 31%

Newsletter: 22%

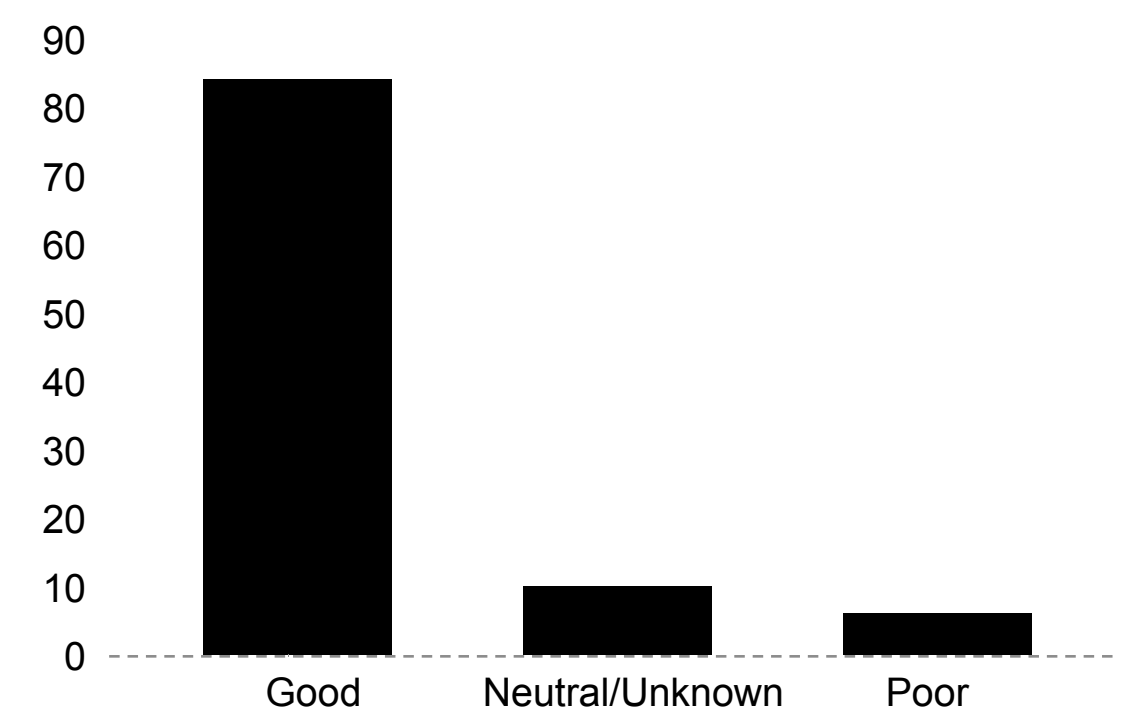
Statewide Marketing Reach

1 M	Facebook ad impressions
737,000	Gross ad impressions
348,000	Bus advertising gross ad impressions with Albuquerque's bus line
295,000	Regional bilingual brochures showing Double Up participating locations
133,132	Page views on DoubleUpNM.org
9,274	Views of Double Up videos on the Double Up website and Facebook
5,000	Bilingual posters distributed

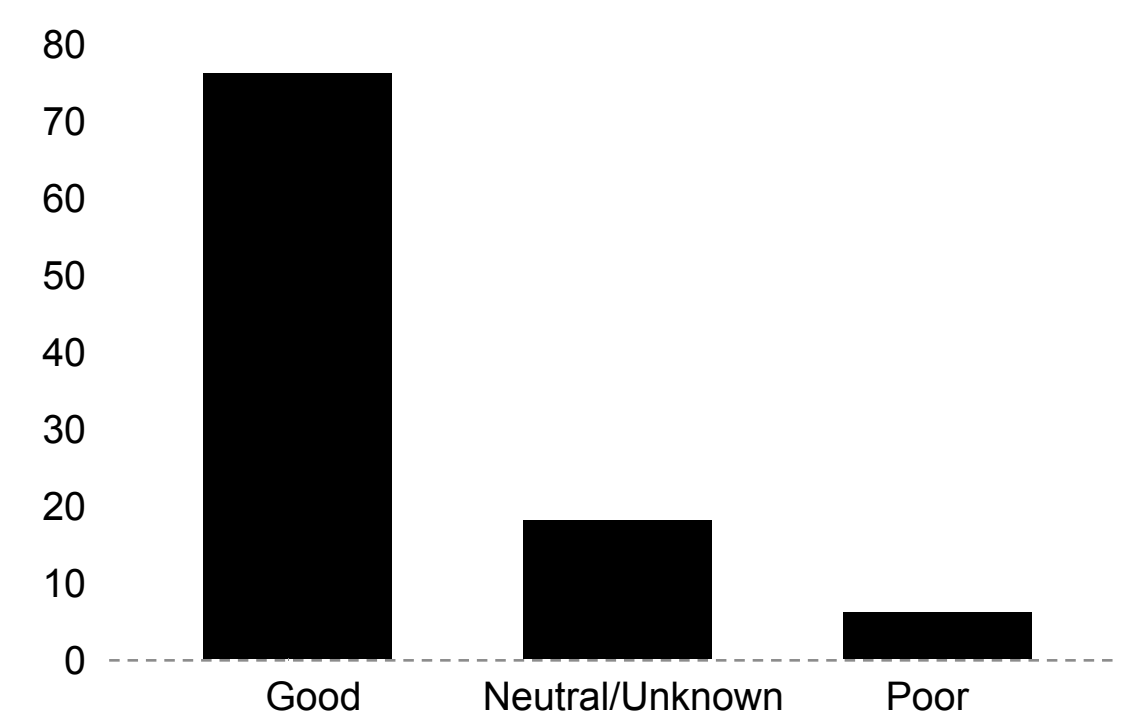
Marketing Strategy Effectiveness

We asked all Double Up participating members to rate the effectiveness of marketing strategies used to promote Double Up in 2018. Here's what you had to say.

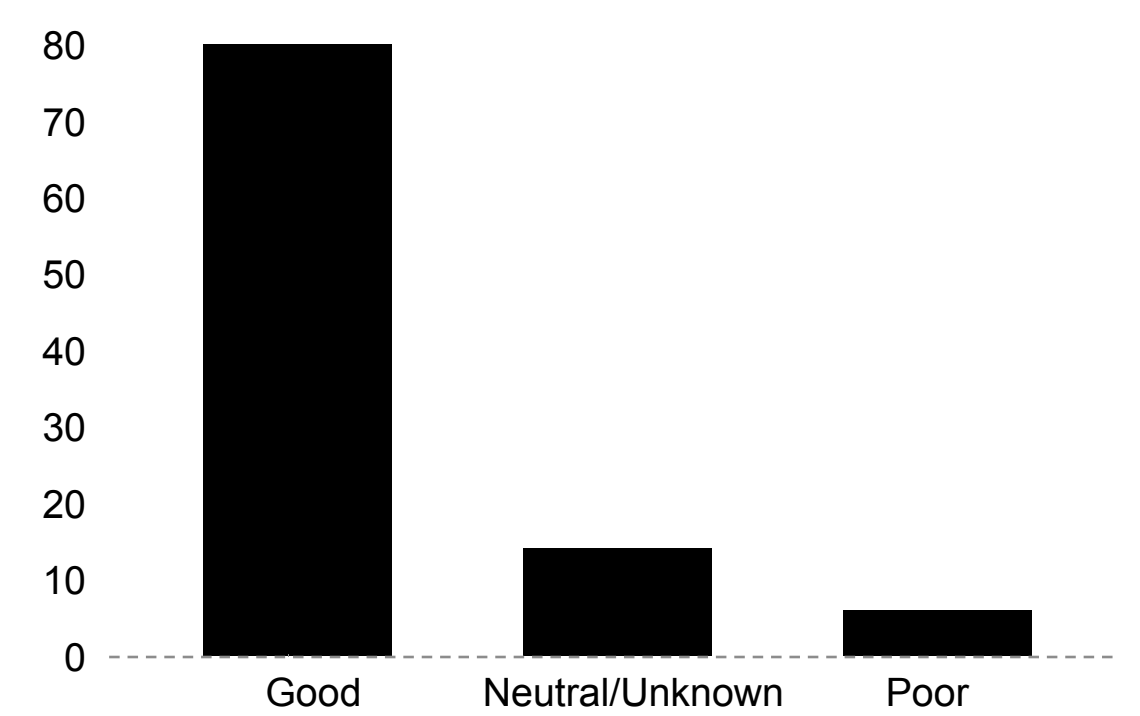
Posters and flyers provided by the NMFMA



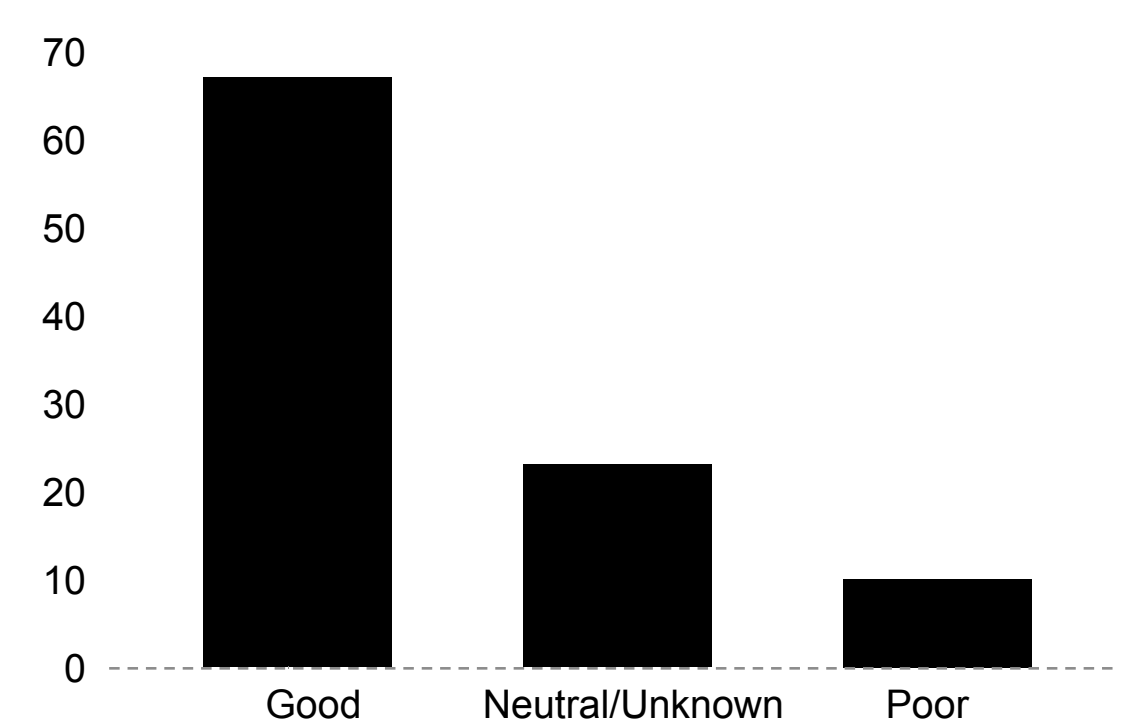
Banners provided by the NMFMA



Use of Double Up logo



Double Up four-color brochure

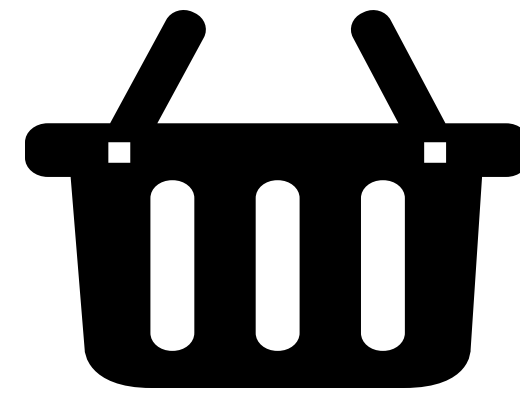


Do Members Feel Double Up Benefits Their Outlet?



90%

Feel repeat customers return to their outlet more often



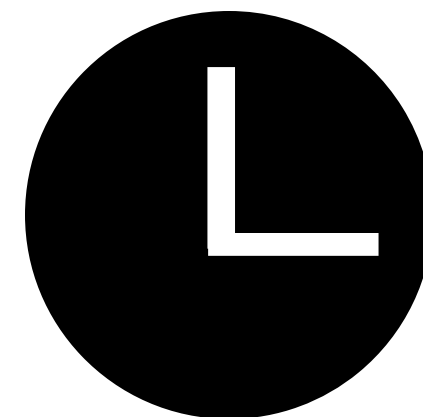
71%

Feel people are buying more from their outlets



44%

Feel farmers are more interested in vending



44%

Feel customer interactions are more time consuming

Are You Making the Most of the Double Up Tools?

44%

Did not use or are unaware

The FAQ section of the dedicated website at DoubleUpNM.org answers many questions.

64%

Did not use or are unaware

The members-only Facebook Group is a great way to ask questions. (Search for "New Mexico Farmers' Marketing Association" and ask to join. This group is only open to paying members.)

16%

Did not use or are unaware

Double Up Food Bucks Program Manager Sarah Lucero is always available to answer questions. Contact her at SLucero@FarmersMarketsNM.org

Training tools are available on the member website. Log in to NewMexicoFMA.org, select the green "Tools" folder under your "Member Menu," then select "Files." You'll see the following training and outreach tools:

- Double Up Food Bucks video trainings
- Double Up Food Bucks social media templates

What advice do experienced Double Up managers have for those considering the program?

- "Do it! It's great for farmers and customers, and great for the market overall to be able to provide fresh, clean produce to everyone, not just those who can 'afford' it."
- "It's a win-win. Absolutely NO reason not to....it helps both customers AND farmers (and I realize it makes a lot of work for the market staff, but the whole reason we are here is to serve the farmers and customers)!"
- "Requires a lot of training. If you have busy long lines it takes a lot of extra time."
- "The program is a good program and well-run. There is an administrative burden that needs to be considered."
- "It's time consuming, but seems like it's worth it."
- "Do it! It will help you at the end. It might take a while to get the hang out it. At the end of the day you get to help and reach out to people that can really benefit from this program."
- "Make sure they have the staff time to implement the program, but that it is more than worth the effort that it involves. It helps increase vendor income and customer attendance and provides a more diverse pool of people at the market. Definitely do it."