



# 2019 Double Up Member Experience

(Survey Responses and Related Information)

## Marketing Strategy Awareness

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

DUFB Website: 58%

Facebook Page: 31%

Direct Mailer: 30%

Radio ads: 25%

## Statewide Marketing Reach

331,000

Direct Mailers sent to households across the state

250,000

Regional bilingual brochures showing Double Up participating locations

80,358

Page views on DoubleUpNM.org

15,000

GoodFoodNM Double Up Food Bucks texts

5,000

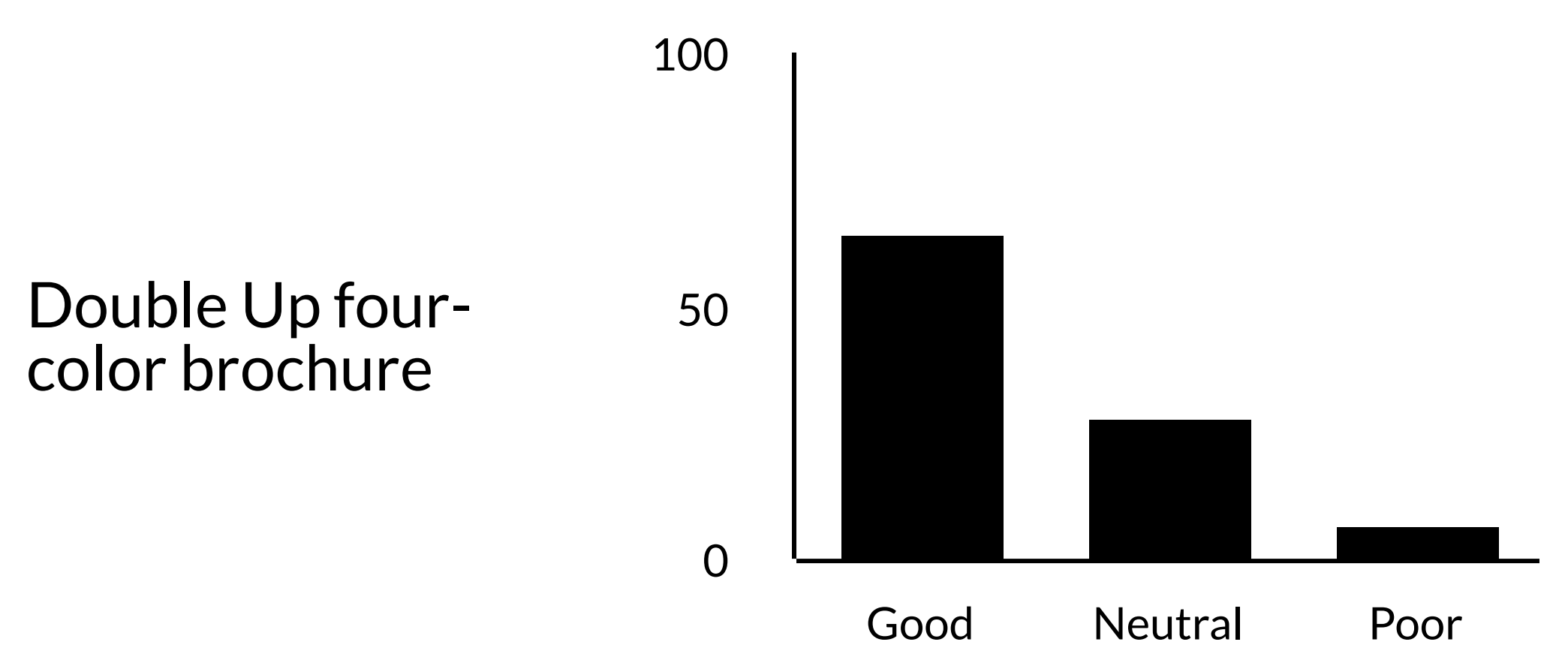
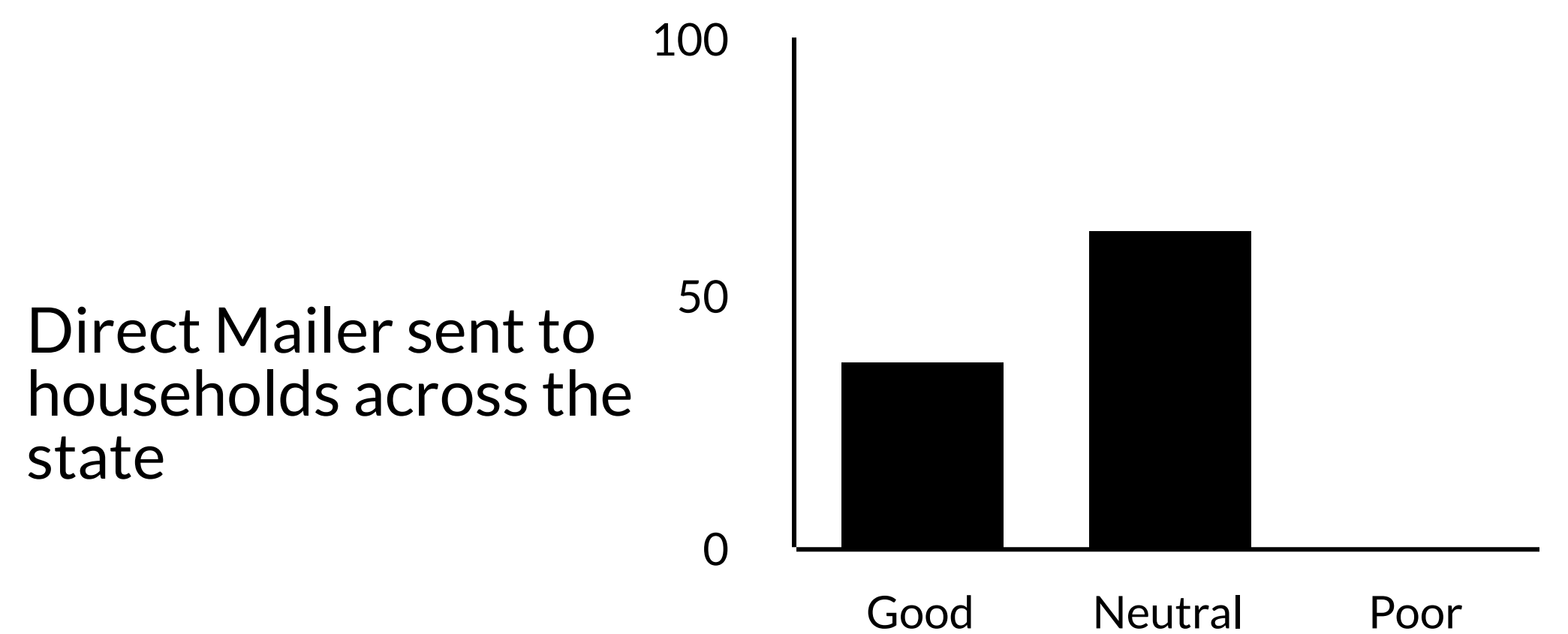
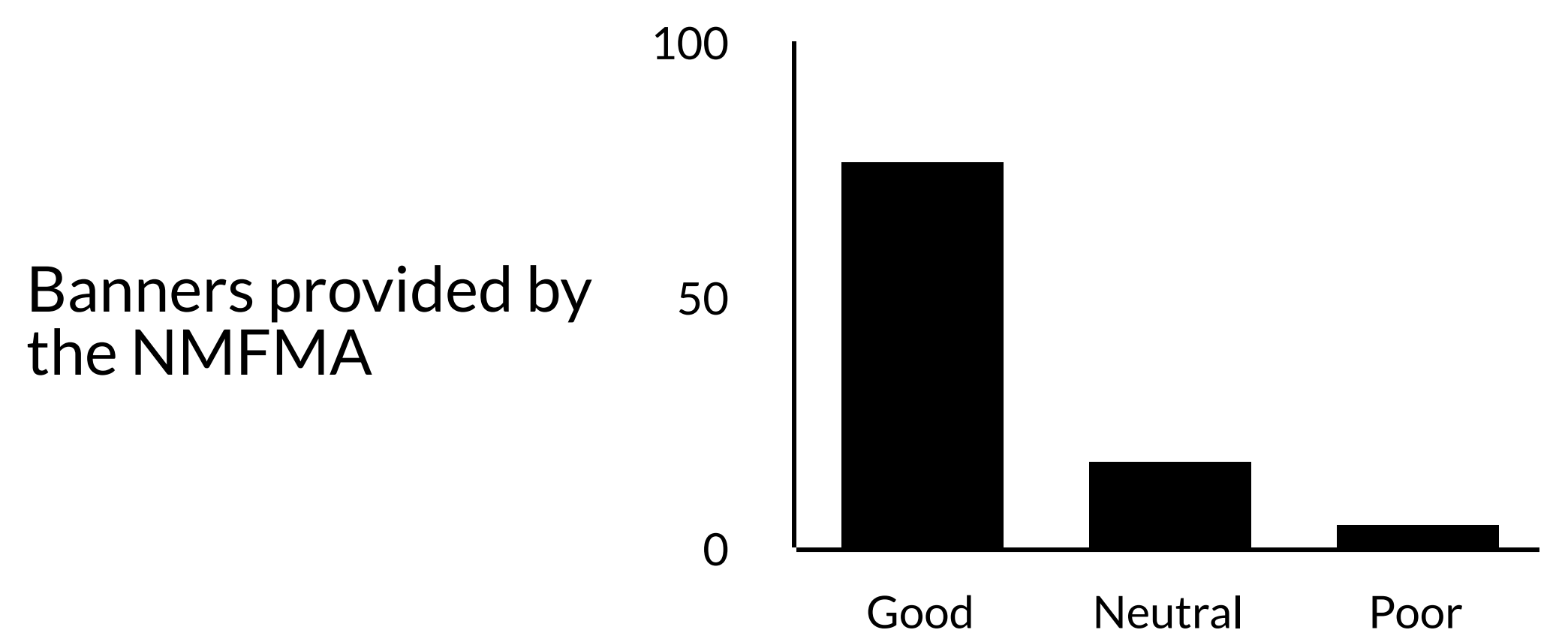
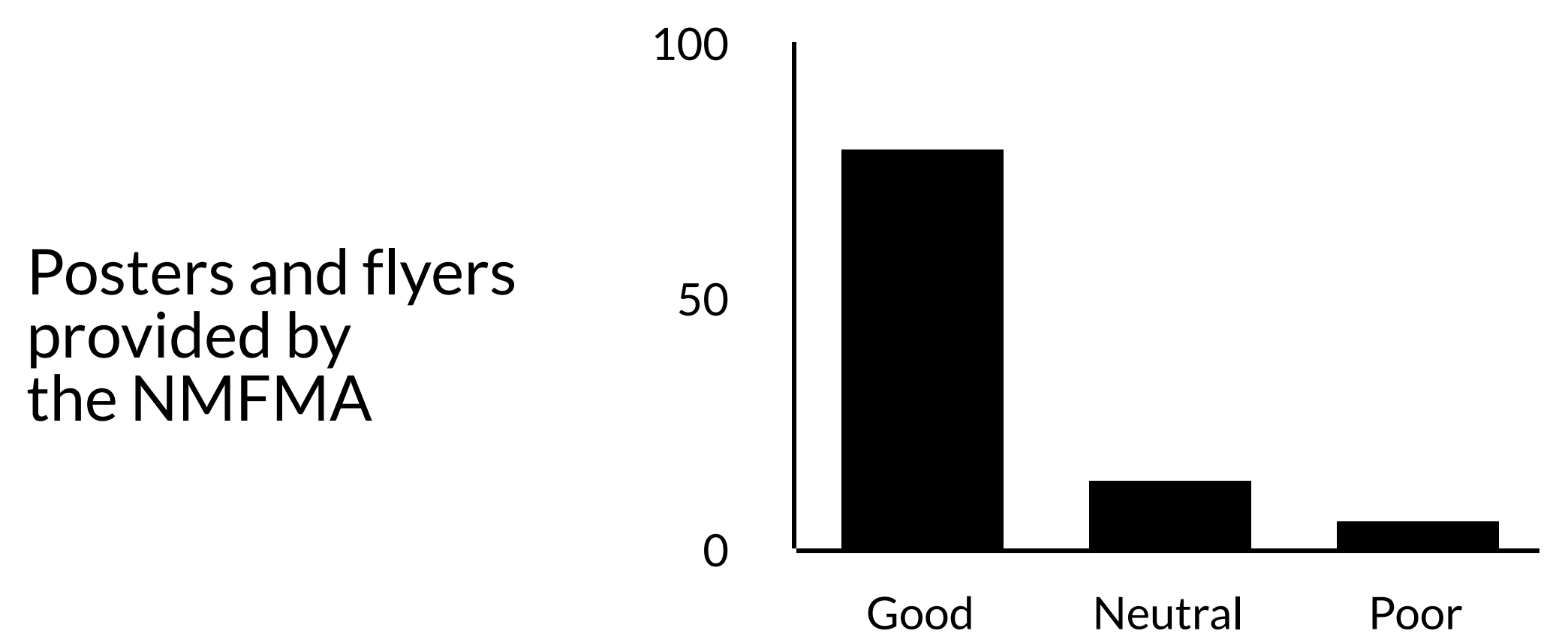
Bilingual posters distributed

4,494

Views of Double Up videos on the Double Up website and Facebook

## Marketing Strategy Effectiveness

We asked all Double Up participating members to rate the effectiveness of marketing strategies used to promote Double Up in 2019. Here's a sample of what you thought.



## Do Members Feel Double Up Food Bucks Benefits Their Market?



91%

Feel customers are buying more from their outlets



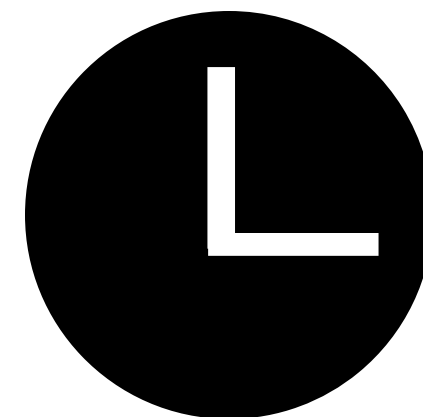
88%

Feel repeat customers return to their outlet more often



44%

Feel farmers are more interested in vending



37%

Feel customer interactions are more time consuming

## Are You Making the Most of the Double Up Food Bucks Tools?

39%

Did not use or are unaware

The FAQ section of the dedicated website at [DoubleUpNM.org](http://DoubleUpNM.org) answers many questions. If you have a question about Double Up, the website likely has the answer.

25%

Did not use or are unaware

The Double Up Food Bucks website, which provides resources for managers and customers beyond the FAQ, including videos and other resources for managers and customers.

14%

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](mailto:SLucero@FarmersMarketsNM.org)

Training tools are available on the member website. Log in to [NewMexicoFMA.org](http://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?

- "Participation is worth it. You're allowing a new demographic to participate and have access to fresh, local foods."
- "Be patient, they will come.....maybe....but when they do, treat each one how you would want to be treated if you were in their shoes."
- "Do it! The program actually encourages more interaction with customers because you have to explain how it works, at a minimum."
- "Make sure you have someone who can handle the books. If you could have someone on your information table full time to utilize all the materials made available - I hope we can do this. Try to have a motivated person to handle the on-site transactions."
- "It is great for the customers. They love getting product for 1/2 price. Paper work is very time consuming."
- "I would highly recommend any market or farm stand to accept Double Up Food Bucks and to plan for the time it takes to run and therefore the additional overhead/cost associated with running it."
- "It's well worth the time and effort. And it's gratifying when you see the delight in faces. As well as seeing the families return as customers when they are no longer on SNAP. They're solid farmers' market believers."