



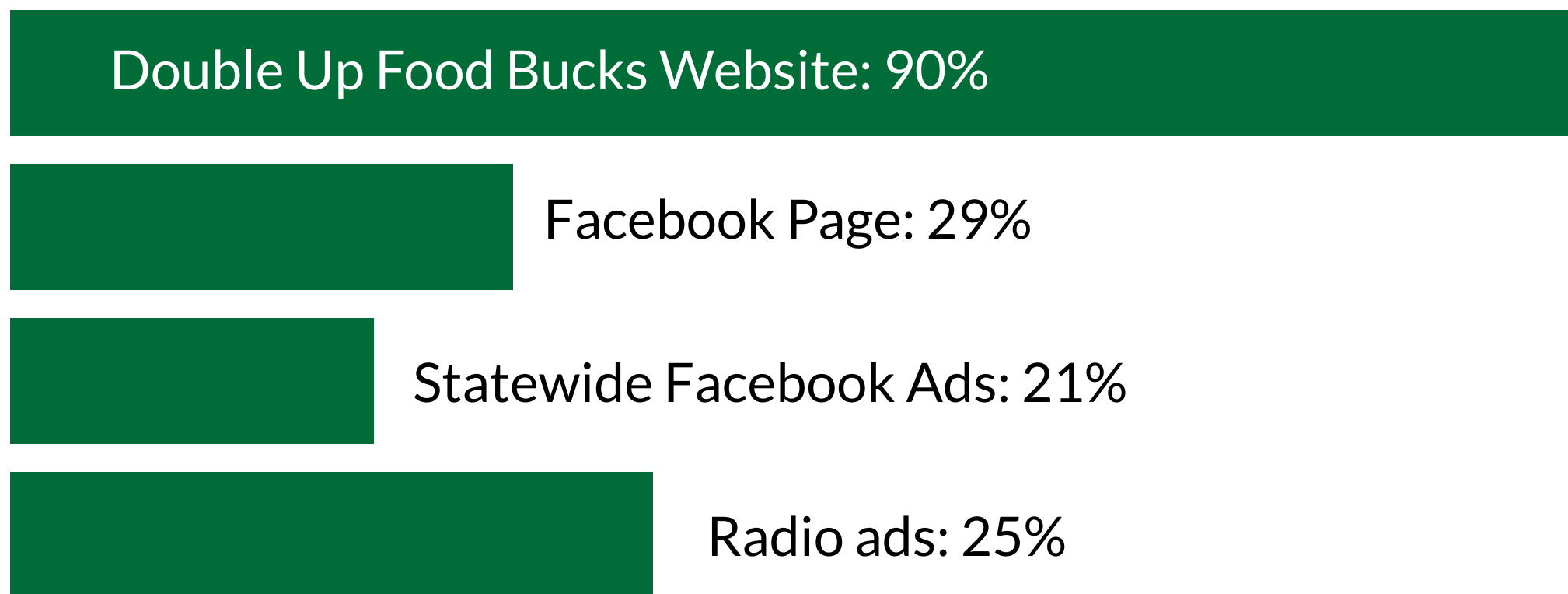
2020 DOUBLE UP FOOD BUCKS

Member Experience

(Survey responses from farmers' market and farm stand members, and related information)

Marketing Strategy Awareness

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

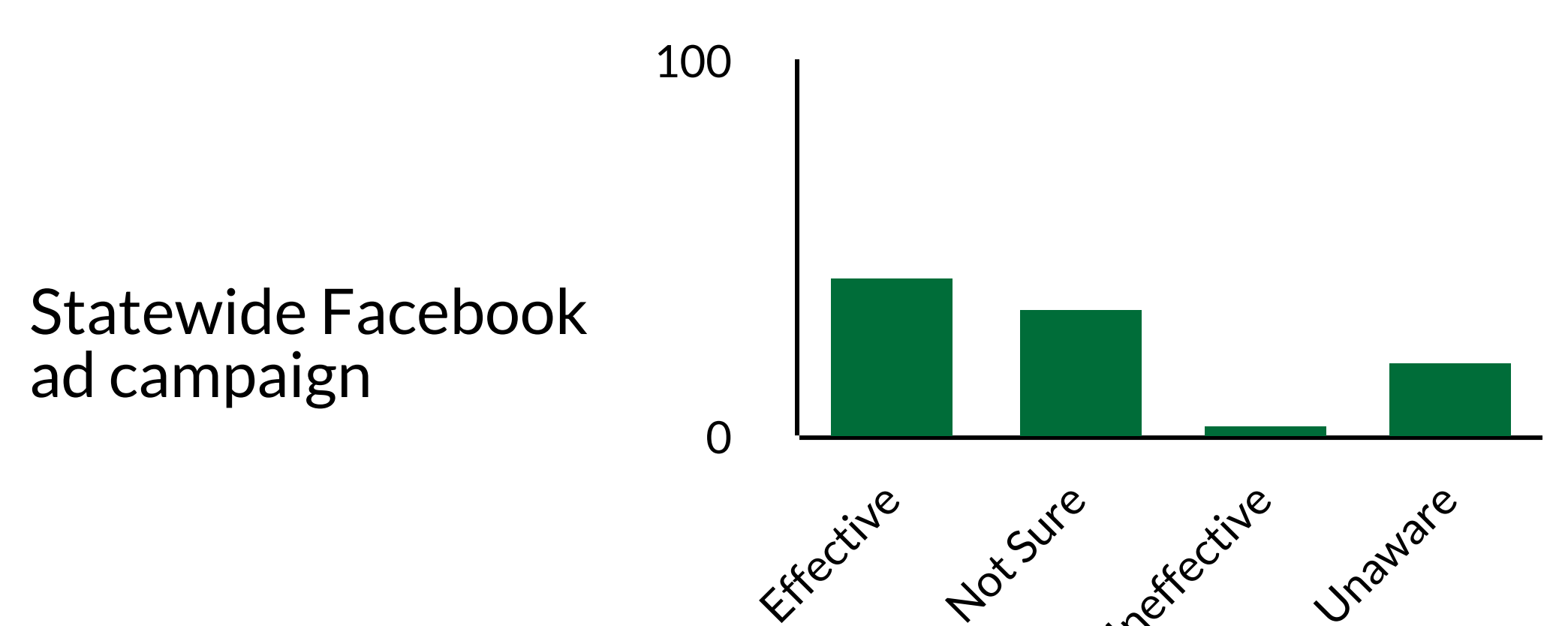
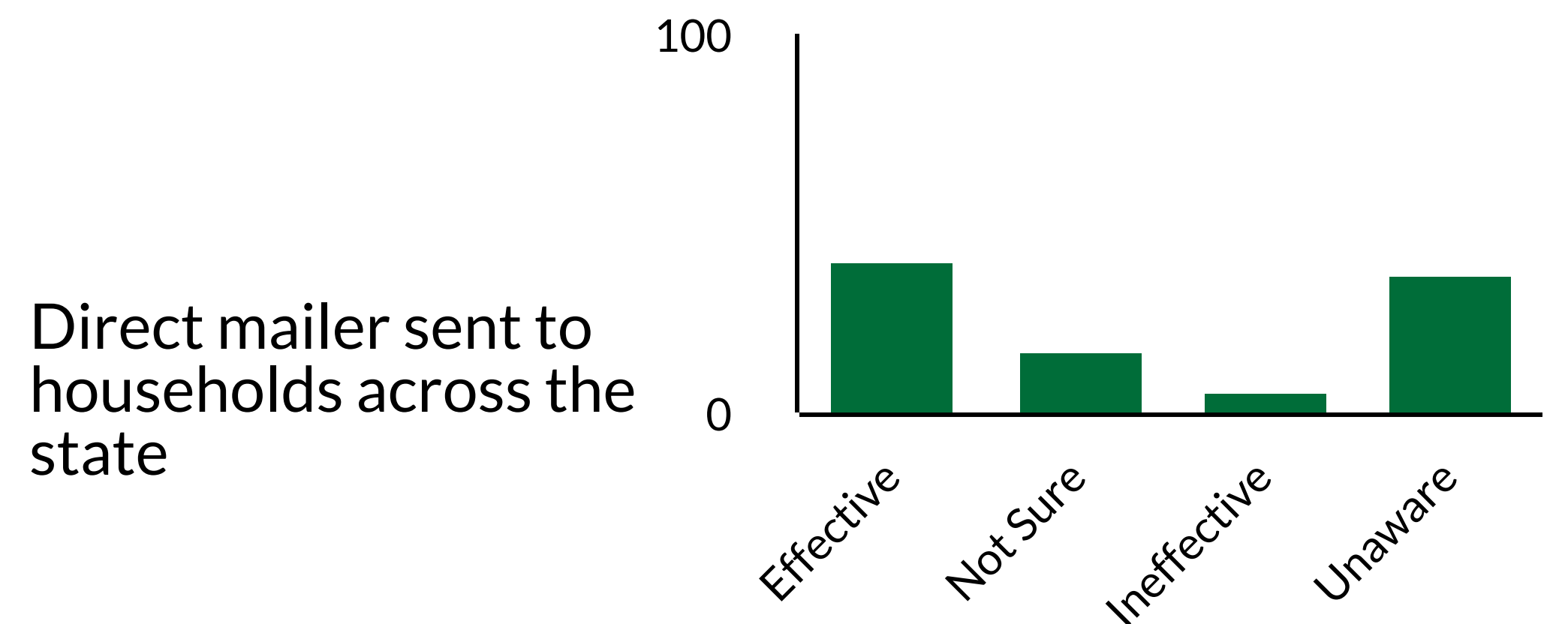
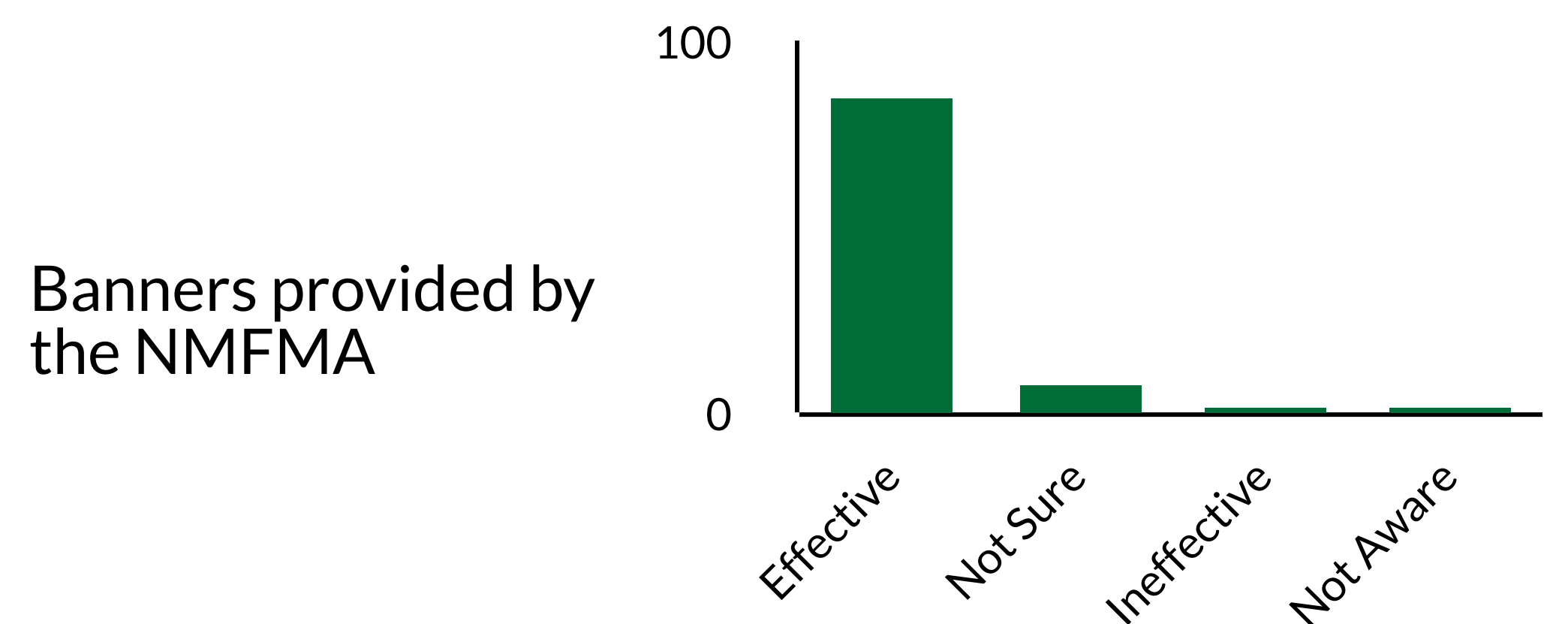
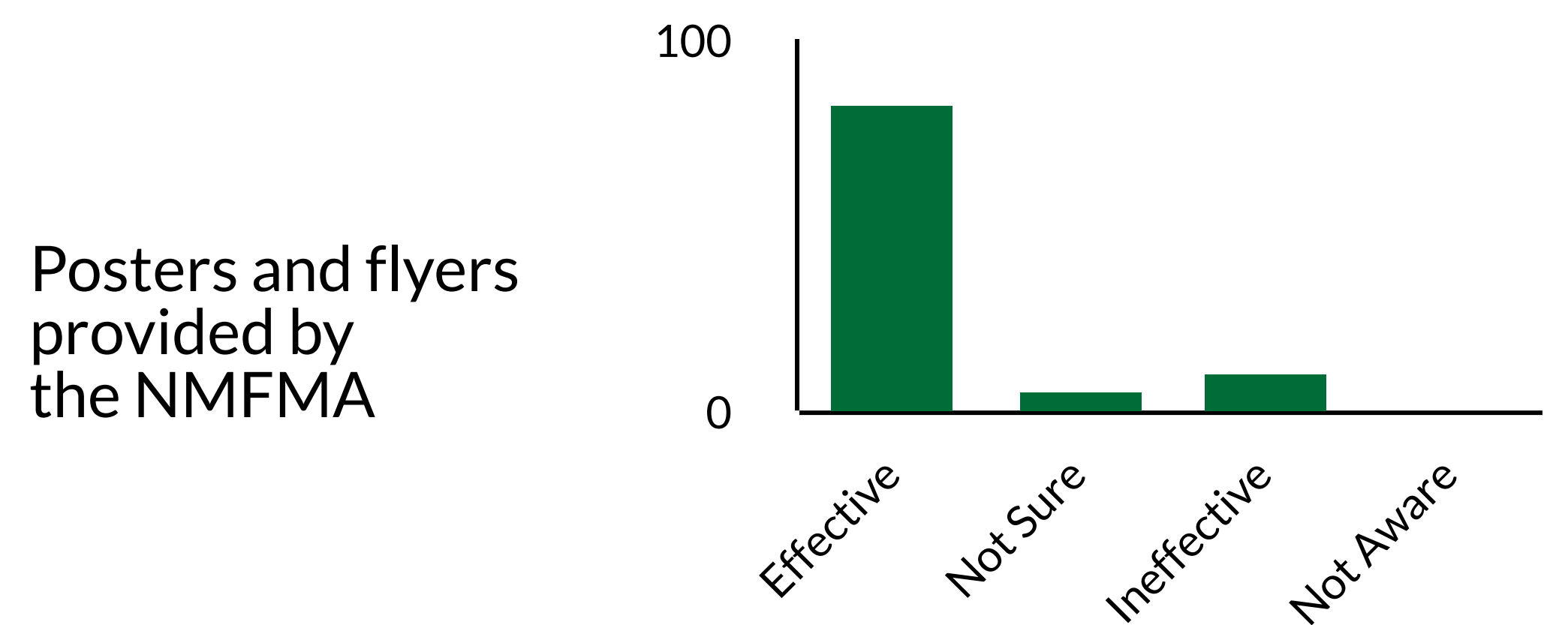


Statewide Marketing Reach

1,046,637	Bus ads, 4 weeks
329,030	Direct mailers sent to households across the state
325,000	Radio ads, 12 weeks
250,000	Regional bilingual brochures showing Double Up participating locations
96,709	Page views on DoubleUpNM.org
74,991	People reached during the statewide Facebook ad campaign
17,832	GoodFoodNM Double Up Food Bucks texts
5,000	Bilingual posters distributed

Marketing Strategy Effectiveness

We asked participating Double Up Food Bucks farmers' market and farm stand members to rate the effectiveness of marketing strategies used to promote Double Up in 2019. Here's what you thought.



Do Members Feel Double Up Food Bucks Benefits Their Market?



86%

Feel customers are buying more from their outlets



83%

Feel the diversity of shoppers has increased



52%

Feel farmers are more likely to vend at the market if it offers Double Up Food Bucks



50%

Feel customer interactions are more time consuming

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

11%

Unaware

The FAQ section of the dedicated website at DoubleUpNM.org answers many questions. If you have a question about Double Up, the website likely has the answer.

11%

Unaware

In February 2020 Double Up Food Bucks participants were provided with a large binder that contained complete instructions and helpful resources.

17%

Did not use

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.

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?

- "Yes, there's a lot of paperwork involved with this program, but the benefits are well worth it. The Double Up Food Bucks program does so much to boost our market and the community at large!"
- "It is a good program for low income customers. Buy-one and get-one free. We had to explain it a lot but we saw a lot of return customers. Just know that a lot of paperwork is involved."
- "Double Up Food Bucks is very useful and brings in new sales and promotes good eating habits."
- "The extra work is worth it. Double Up Food Bucks is beneficial to customers and vendors alike!"
- "Be ready to track details; designate one person to oversee it. But you get more customers who are excited to buy local food."
- "It's more work for all involved but the vendors are selling more because the customer can buy more. The more the customers can buy the more the vendors can profit at the end of the day. Yes, the financial part of it for my market has proven to be greater for the vendor but it does require more from the manager to manage. It is a positive for your market, and there are not any stigmas attached. People need food and not just by the mere use of SNAP. This little extra boosts the vendor and customer bottom line."