

# 2021 Double Up Food Bucks

### Vendor & Customer Experience

# Benefits of Double Up Food Bucks \*

### Customers





82%

felt the fruits and vegetables were better

77%

made more money





#### quality



64% tried new varieties of fruits and vegetables

79% sold more produce





60% cooked more meals at home

69%

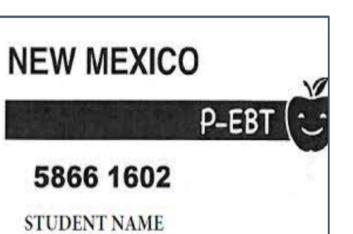
had more customers





planned on or were







were Pandemic-EBT

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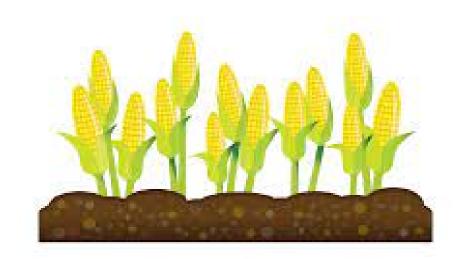
#### using season extenders



#### 35% were new Double Up shoppers

53%

expanded production (land and/or crops)



\* Results from the 2021 Double Up Food Bucks Customer and Vendor Surveys; 433 customers and 245 vendors completed the surveys in 2021.

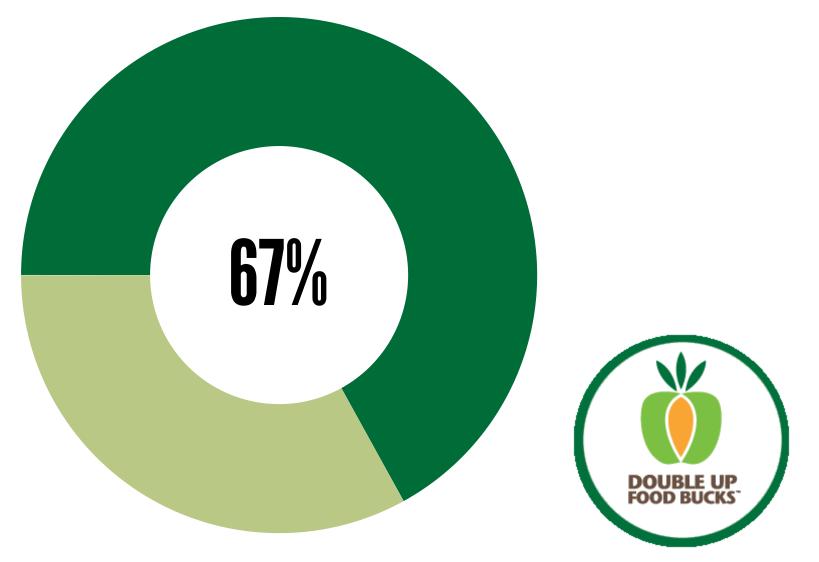
# What Do Customers Say About Double Up Food Bucks?

- "It has been great to access local, seasonal produce!"
- "It allows us to make easy and healthy meals for our kids."
- "It's been great since I purchased a dehydrator and can save more food."
- "Without the program I wouldn't be able to buy such healthy food for my family."
- "It's made healthy eating a real possibility; it reduces the anxiety over choosing whether to buy healthy whole foods due to cost."
- "Our dollars go much farther for delicious, healthy food!"
- "I'm on dialysis and I love all the fresh food."

## What Do Customers Need?

### Increased Signage

67% of customers learn about Double Up from signage posted at market, and from flyers and posters.

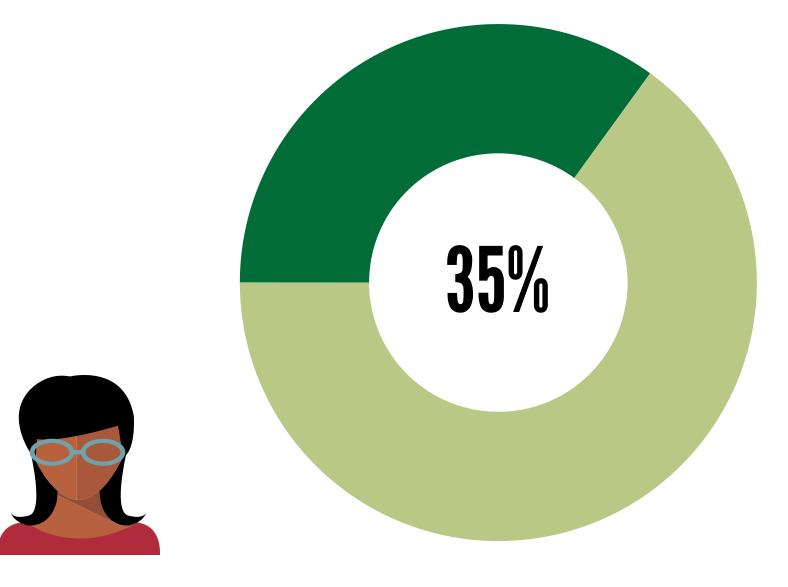


### Veteran Connection

10% of Double Up customers are either veterans or have family members who are currently deployed. Consider providing veteran resources found at va.gov/welcome-kit/

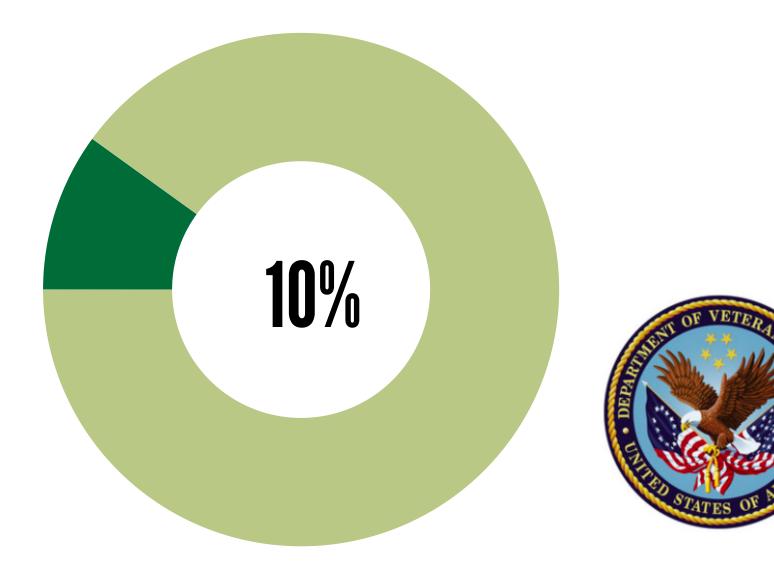
### Empathetic Guidance

35% of customers are first-time Double Up shoppers and need clear guidance about how the program works.



### Seasonal Shopping Tips

Shoppers benefit when they understand seasonal foods. Visit FarmersMarketsNM.org for English and Spanish New Mexico Harvest Calendar





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PRIMAVERA	Frutos Secos Nueces Pecanas Pistacho Verduras Bimi Bok Choy	Cebollas Ensaladas verdes Espikragos Espikragos	Frijoles (secos) Guisantes (des casc arillado, panecillo, nieve) Hierbas Le chug a	Maiz Seco (dvicos, posole) Nabos Rábanos Remolacha Rúcula	Ruibarbo Verduras de Hoja Verde (cocinar)
COMIENZO DEL VERANO JUNIO A MEDIADOS DE JULIO >>	Fruitas/ Frutos Secos Albaricoques Cerezas Ciruelas Duraznos Fresas	Higos Nectarinas <b>Verduras</b> Ajo Calabaza de Verano Cebollas Colnabo	Ensaladas verdes Espinacas Frijoles (frescos) Frijoles (secos) Guisantes Herbas Hinojo	Lechuga Maiz Seco (dricos, posole) Nabos Patatas Pepinos Rábanos	Remoladha Rúcula Ruibarbo Verduras de Hoja Verde (cocinar, ensaladas) Zanahorias
PLE NO VER NAO MEDIADOS DE JULIO A PRINCEPIOS DE SEPTIE MBRE 33	Fruitas/ Frutos Secos Albaricoques Bayas Ciruelas Duraznos Marzanos Marzanos Melones Neces Pocanas Peras	Patachos Sandias Uvas <b>Verduras</b> Ajo Alubia Carlla Apio Berenjena Calabazas Calabaza Calabaza	Calabaza de Verano Cebollas Chie Verde Colinabo Frijoles (frescos) Frijoles (secos) Hiebas Hingo Lichuga Maiz	Maiz Seco (chicos, posole) Nabos Okra Patatas Pepinos Perientos (chishito, jalapeño, morrón) Puerros Rábanos	Remolacha Repollo Tom Zes Tom Zes Tom Zellos Verduras de Hojo Verduras de Hojo Verduras de Hojo Verduras de Hojo Verduras de Hojo Verduras de Hojo
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