

**NMFMA Double Up Food Bucks Customer & Vendor Surveys
2023 Survey Results
Responses: 388 customer surveys (12 in Spanish) and 242 vendor surveys (12 in Spanish)**

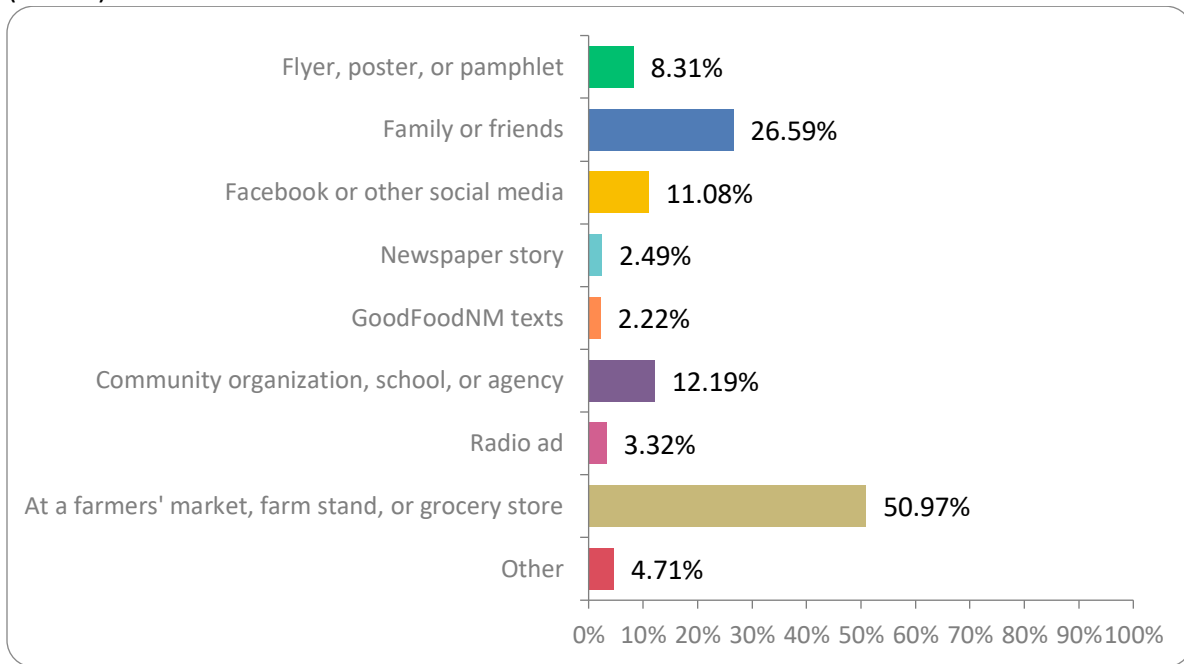
High-Level Summary of Survey Results

Customer & Vendor Survey Highlights			
Customers		Vendors	
96%	said Double Up makes shopping more affordable	\$1.7M	in total sales reported by participating vendors*
35%	were new Double Up shoppers	78%	report making more money because of Double Up
51%	learned about Double Up at a market, farm stand, or grocery store	81%	report selling more produce because of Double Up
27%	heard about Double Up from family or friends	64%	report having a new customer base because of Double Up
85%	prepare meals at home most of the time	90%	reported being well-trained to implement Double Up
60%	of respondents purchase fruits & vegetables from 2-3 outlets, and	49%	participate in WIC and/or Seniors Programs
27%	purchase fruits & vegetables from 4 or more outlets	72%	have had customers say they benefit from Double Up
11.5%	of respondents have a household member who is serving in the military or who is a military veteran	53%	female vendor respondents

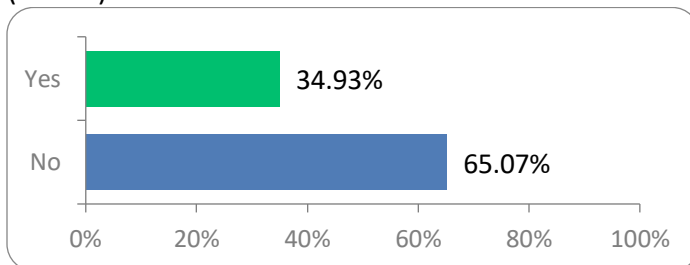
*The total sales information comes from reporting from the outlets rather than the vendor survey.

Customer Survey Results

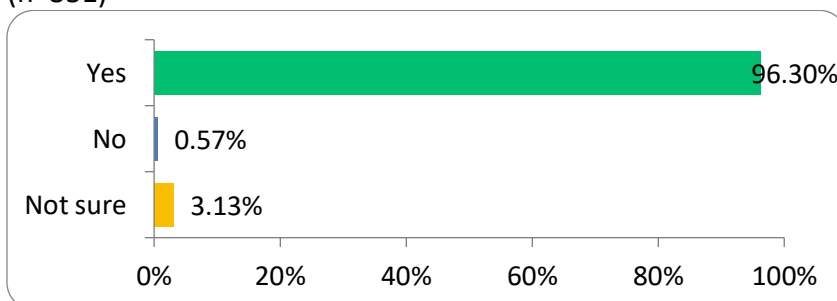
Q1: How did you hear about the Double Up Food Bucks program? (Please check all that apply)
(n=361)



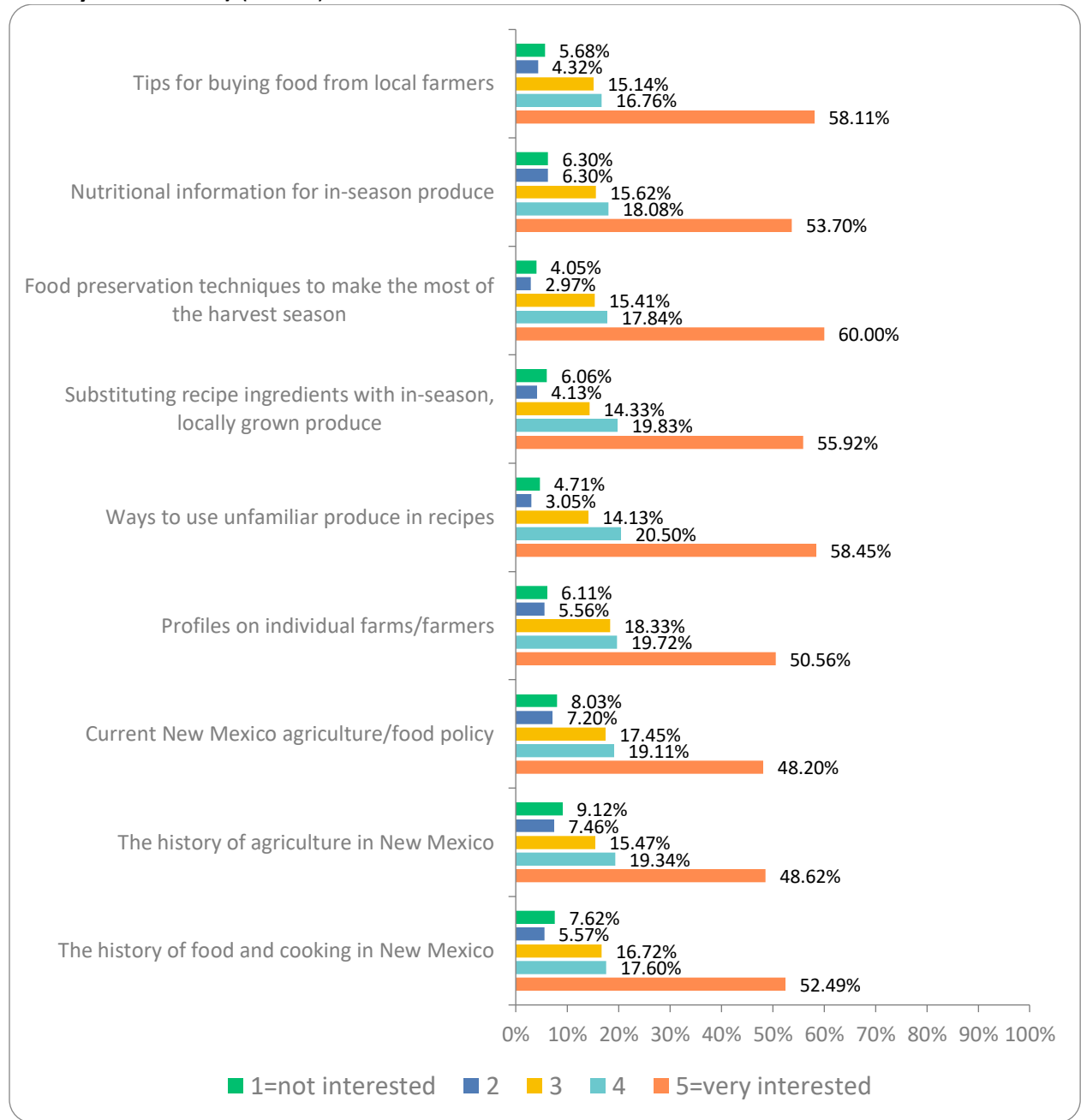
Q2: Is this your first time using Double Up Food Bucks?
(n=355)



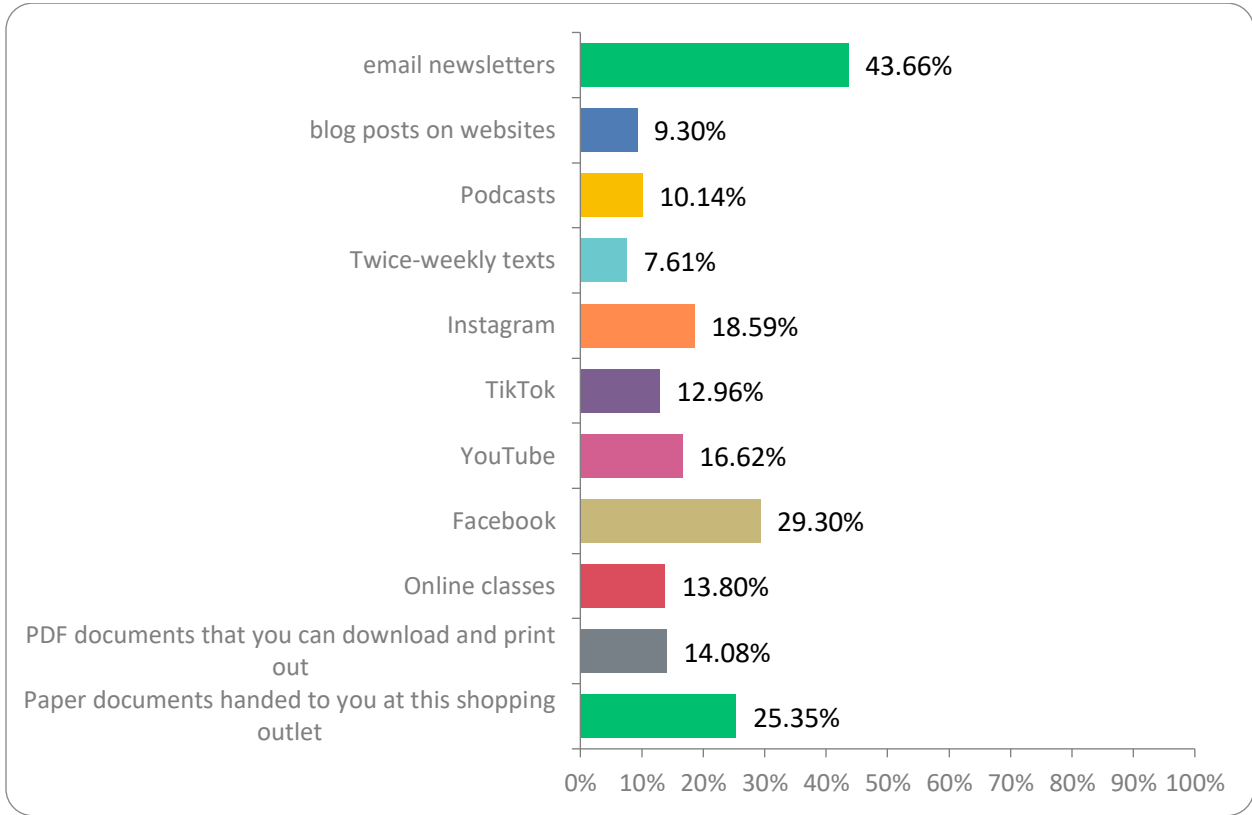
Q3: Does Double Up Food Bucks make shopping at this market more affordable?
(n=351)



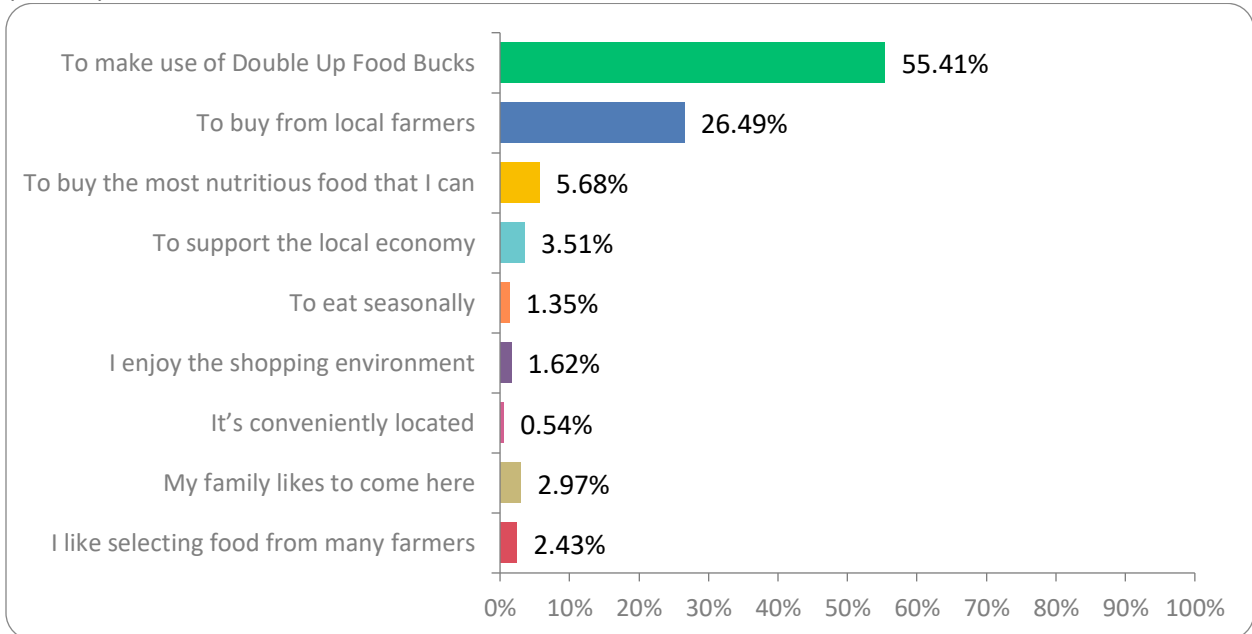
Q4: Please rate your interest in learning more about the following. (1 = “not interested” and 5 = “very interested”) (n=378)



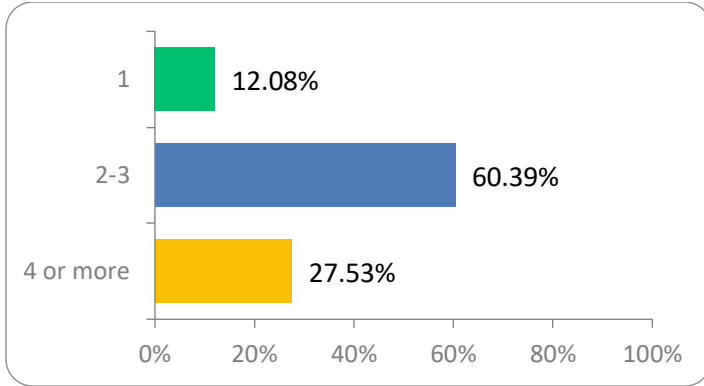
Q5: In what formats would you be willing to learn about the above? (Please check all that apply) (n=355)



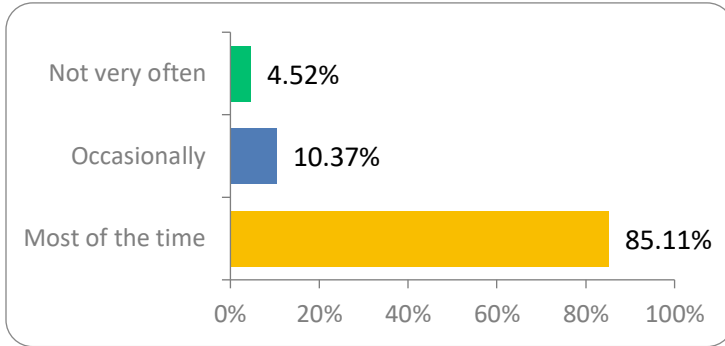
Q6: Which of the following BEST describes the reason why you shop here? (Please check one) (n=370)



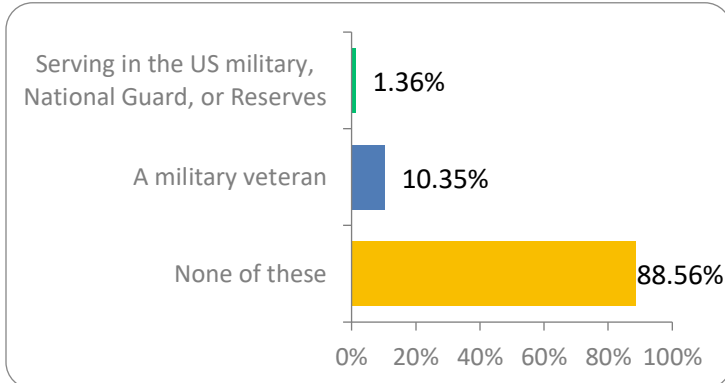
Q7: At how many different shopping outlets do you purchase fruits and vegetables? (n=356)



Q8: How often does your family prepare meals at home? (n=376)

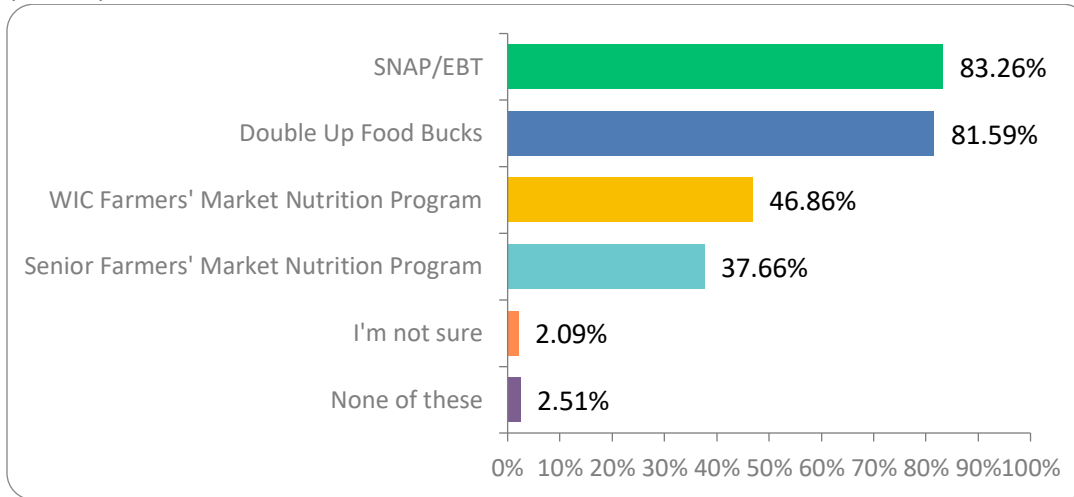


Q9: Are you or is someone in your household: (n=367)



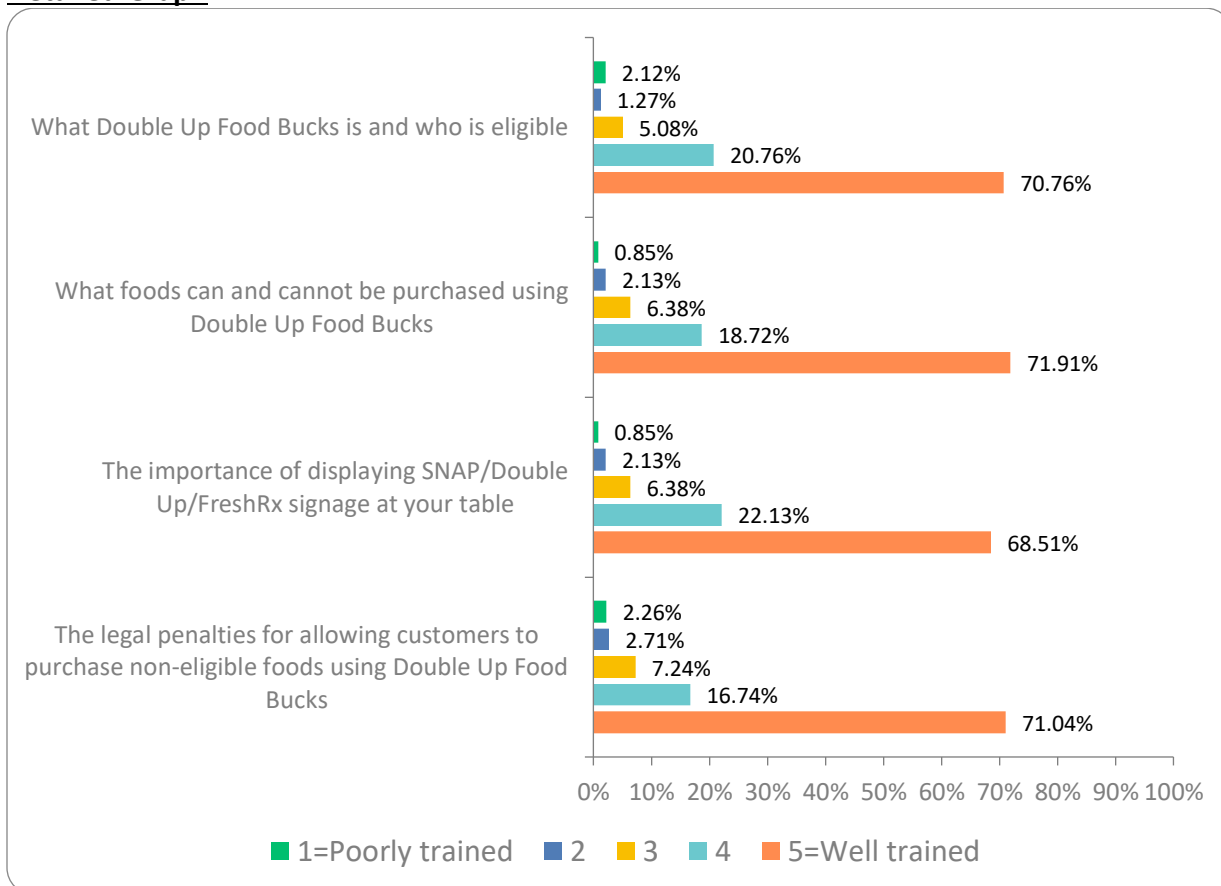
Vendor Survey Results

Q1: Which food assistance programs do you accept from shoppers? (Check all that apply)
(n=239)



Q2: How well do you feel you were trained this year to understand the following? (1 = “poorly trained” and 5 = “well trained”) (n=238)

Detailed Graph



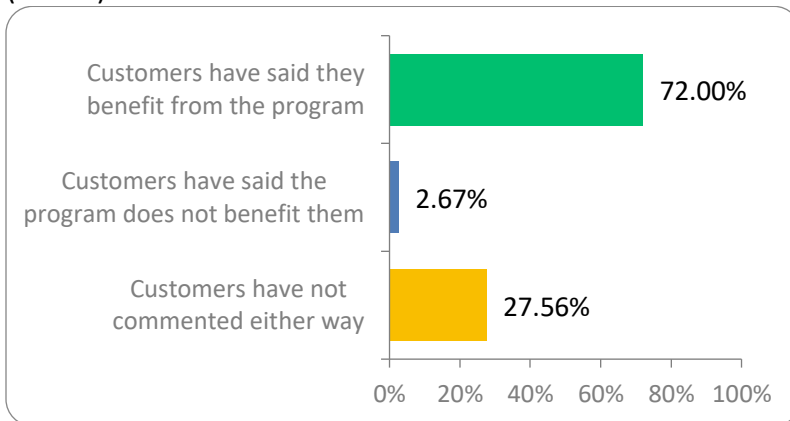
Summary Table

	Mean ^a	Not well trained ^b n (%)	Neutral ^c n (%)	Well-trained ^d n (%)
What Double Up Food Bucks is and who is eligible	4.57	8 (3.4)	12 (5.1)	216 (91.5)
What foods can and cannot be purchased using Double Up Food Bucks	4.59	7 (3.0)	15 (6.4)	213 (90.6)
The importance of displaying SNAP/Double Up/ Fresh Rx signage at your table	4.55	7 (3.0)	15 (6.4)	213 (90.6)
The legal penalties for allowing customers to purchase non-eligible foods using Double Up Food Bucks	4.52	11 (5.0)	16 (7.2)	194 (87.8)

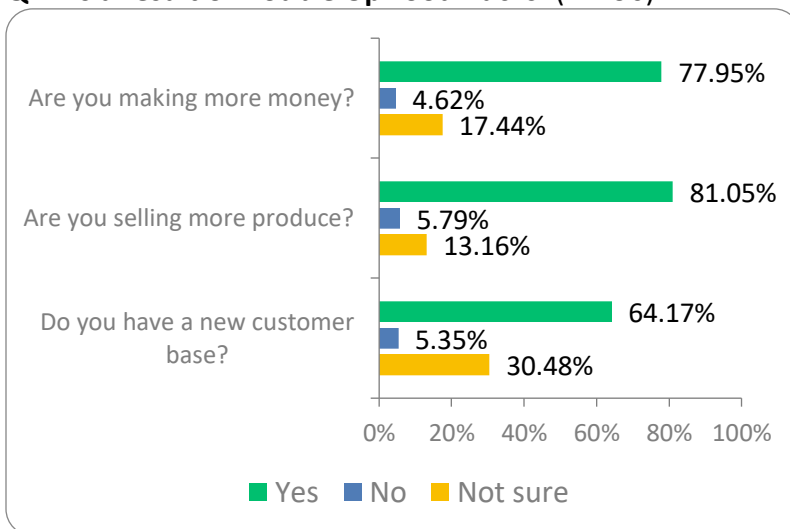
^a Poorly trained=1, Well trained=5; ^bNot well trained = 1 and 2; ^c Neutral = 3; ^d Well-trained = 4 and 5

Q3: Have you had customers say they benefit from the Double Up Food Bucks program?

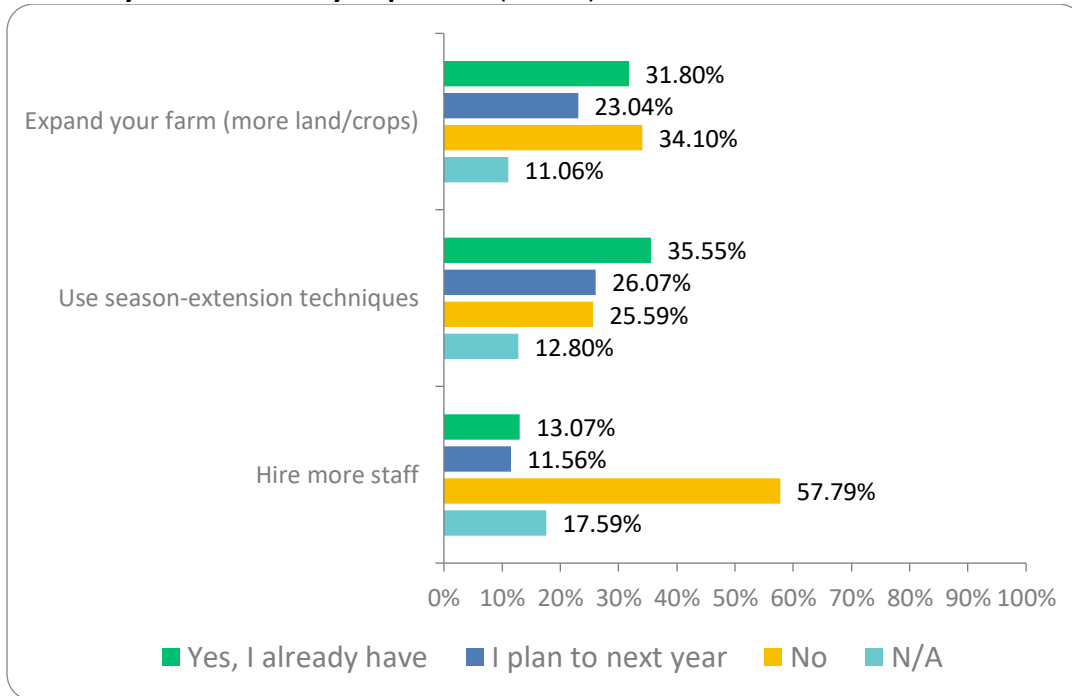
(n=225)



Q4: As a result of Double Up Food Bucks: (n=196)



Q5: This year or next do you plan to: (n=223)



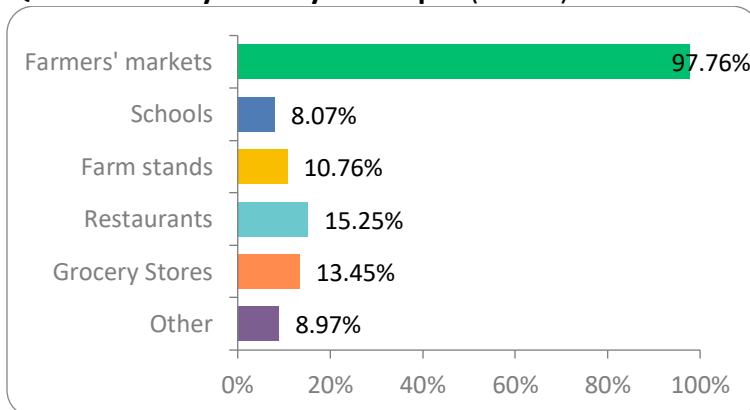
Q6: About what percent of your overall farm sales come from Double Up Food Bucks sales? (n=183)

Mean percentage	18%
Range	0% - 100%
Standard Deviation	16

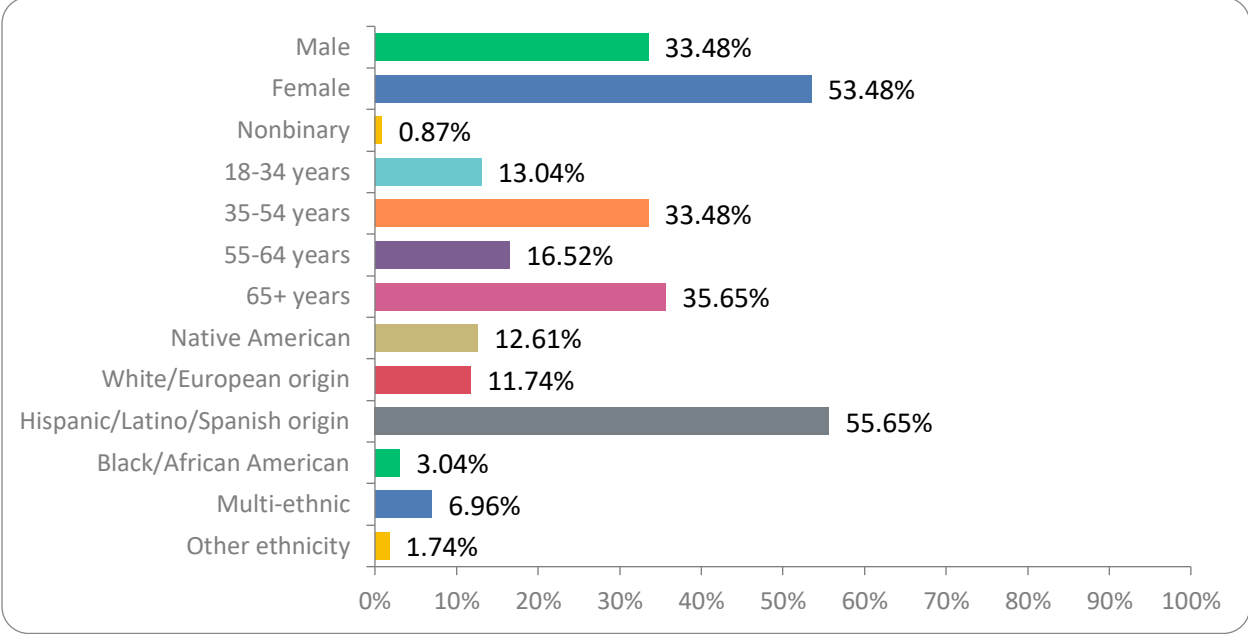
Q7: What are your estimated total annual farm sales (Optional)? (n=79)

Mean	\$18,151.90
Range	<\$1,000 to \$300,000
Standard Deviation	40,626.46

Q8: Where do you sell your crops? (n=223)



Q9: Please check all options you feel best describe you. (Optional) (n=230)



Appendix: Market Outlet SNAP & Double Up Sales Information 2022-2023

Total \$ Value Redeemed per Outlet Type

	2023				2022			
	# Outlets	SNAP redeemed	DUFB redeemed	Total	# Outlets	SNAP redeemed	DU redeemed	Total
CSAs	5	\$2,567	\$2,567	\$5,133	5	\$76,855	\$34,150	\$111,105
Farm Stands	12	\$227,957	\$227,957	\$455,913	10	\$301,420	\$264,554	\$565,974
Groceries	11	\$41,491	\$41,491	\$82,982	33	\$119,626	\$119,626	\$239,252
Farmers' Markets	40	\$600,005	\$570,120	\$1,170,124	38	\$712,615	\$658,446	\$1,371,061
Total	68	\$872,019	\$842,134	\$1,714,153	86	\$1,210,516	\$1,076,776	\$2,287,292

Individual Farmers' Markets

Market	2023			2022		
	SNAP Sales	Double Up Sales	Total SNAP + Double Up	SNAP Sales	Double Up Sales	Total SNAP + Double Up
Abiquiu	\$2,424	\$2,318	\$4,742	\$2,726	\$3,490	\$6,216
ABQ Rail Yards	\$64,993	\$67,395	\$132,387	\$87,854	\$73,304	\$161,158
Alamogordo	\$568	\$534	\$1,102	\$699	\$648	\$1,347
Albuquerque Downtown	\$123,994	\$99,621	\$223,615	\$128,858	\$124,340	\$253,198
Aztec	\$3,612	\$3,842	\$7,454	\$5,488	\$4,636	\$10,124
Belen	\$2,963	\$2,510	\$5,473	\$5,381	\$5,155	\$10,536
Bernalillo	\$317	\$457	\$774	\$795	\$748	\$1,543
Black Mesa Winery Farm	\$0	\$12	\$12	\$86	\$46	\$132
Bloomfield	\$355	\$242	\$597			\$ -
Bosque Farms	\$1,907	\$2,234	\$4,141	\$4,170	\$3,460	\$7,630
Cedar Crest	\$2,610	\$2,886	\$5,496	\$4,429	\$4,272	\$8,701
Clovis	\$4,044	\$3,716	\$7,760	\$8,324	\$7,378	\$15,702
Dixon	\$67	\$0	\$67	\$199	\$126	\$325
Eldorado	\$1,048	\$870	\$1,918	\$1,351	\$1,258	\$2,609
Espanola	\$11,267	\$10,462	\$21,729	\$18,272	\$16,684	\$34,956
Farmington	\$10,907	\$10,780	\$21,687	\$10,054	\$8,988	\$19,042
Fort Sumner	\$39	\$24	\$63	\$71	\$172	\$243
Gallup	\$279	\$266	\$545	\$791	\$652	\$1,443
Grants	\$1,070	\$1,062	\$2,132	\$1,649	\$1,202	\$2,851

Kirtland	\$265	\$232	\$497	\$287	\$340	\$627
La Familia (Albuquerque)			\$ -	\$612	\$307	\$919
Las Cruces	\$56,716	\$48,872	\$105,588	\$81,398	\$62,570	\$143,968
Las Vegas - Tierra Encantada	\$7	\$26	\$33	\$3,356	\$3,703	\$7,059
Las Vegas Tri- County	\$34,852	\$32,208	\$67,060	\$30,025	\$28,176	\$58,201
Los Alamos	\$2,655	\$2,934	\$5,589	\$4,974	\$4,362	\$9,336
Los Lunas	\$10,461	\$9,828	\$20,289	\$12,993	\$11,974	\$24,967
Mesa Verde	\$84	\$54	\$138			\$ -
Mile Hi (Albuquerque)	\$226	\$140	\$366	\$1,988	\$1,504	\$3,492
Pecos Farmers Market	\$254	\$82	\$336	\$264	\$110	\$374
Portales	\$2,524	\$2,092	\$4,616	\$3,782	\$3,340	\$7,122
Questa	\$2,794	\$2,430	\$5,224	\$3,041	\$2,481	\$5,522
Ramah			\$ -	\$270	\$206	\$476
Roswell	\$48	\$58	\$106			\$ -
Santa Fe	\$160,023	\$161,249	\$321,272	\$184,176	\$178,903	\$363,079
Santa Rosa	\$943	\$1,118	\$2,061	\$1,400	\$1,324	\$2,724
Shiprock	\$1,676	\$1,542	\$3,218			\$ -
Sierra County	\$6,218	\$4,548	\$10,766	\$7,119	\$6,162	\$13,281
Silver City	\$32,675	\$32,302	\$64,977	\$36,306	\$36,829	\$73,135
Socorro	\$2,503	\$1,886	\$4,389	\$2,143	\$1,798	\$3,941
South Valley	\$870	\$914	\$1,784	\$988	\$1,078	\$2,066
Taos	\$50,887	\$58,228	\$109,115	\$54,300	\$55,302	\$109,602
Tucumcari	\$860	\$146	\$1,006	\$1,996	\$1,418	\$3,414
Total Farmers' Markets	\$600,005	\$570,120	\$1,170,124	\$712,615	\$658,446	\$1,371,061