



**New Mexico Farmers' Marketing Association (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)**

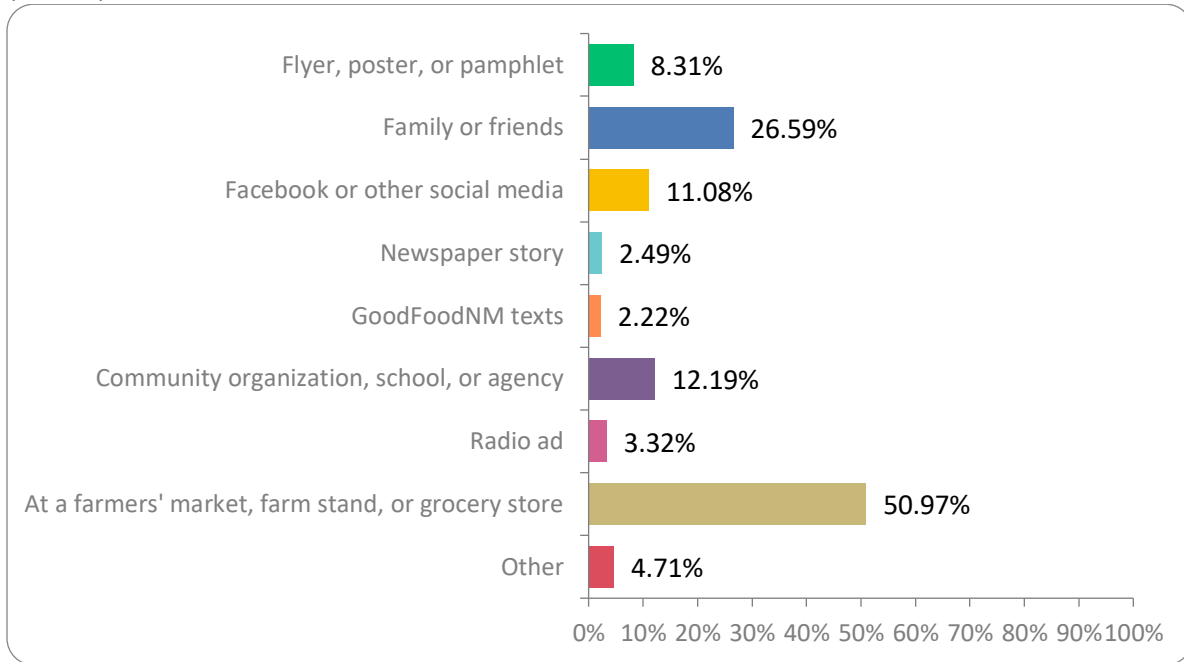
### High-Level Summary of Survey Results

| 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                              |

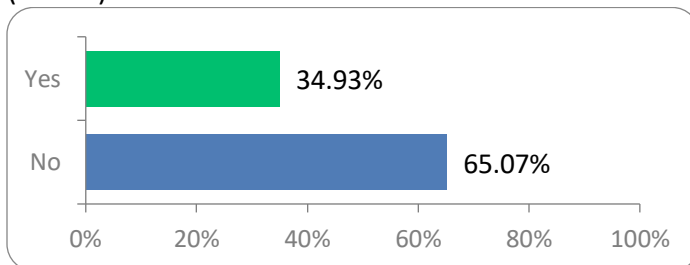
\*The total sales information comes from reporting from the outlets rather than the vendor survey.

## Customer Survey Results

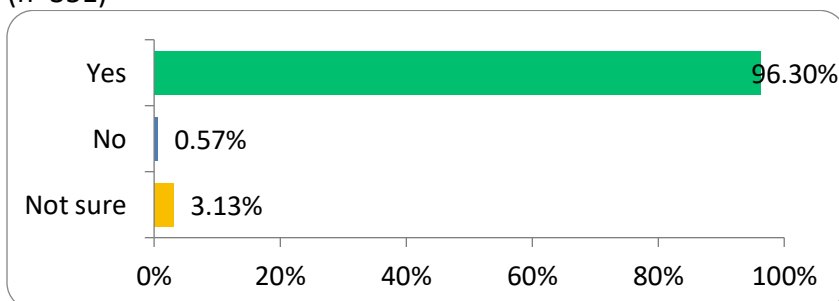
**Q1: How did you hear about the Double Up Food Bucks program? (Please check all that apply)**  
(n=361)



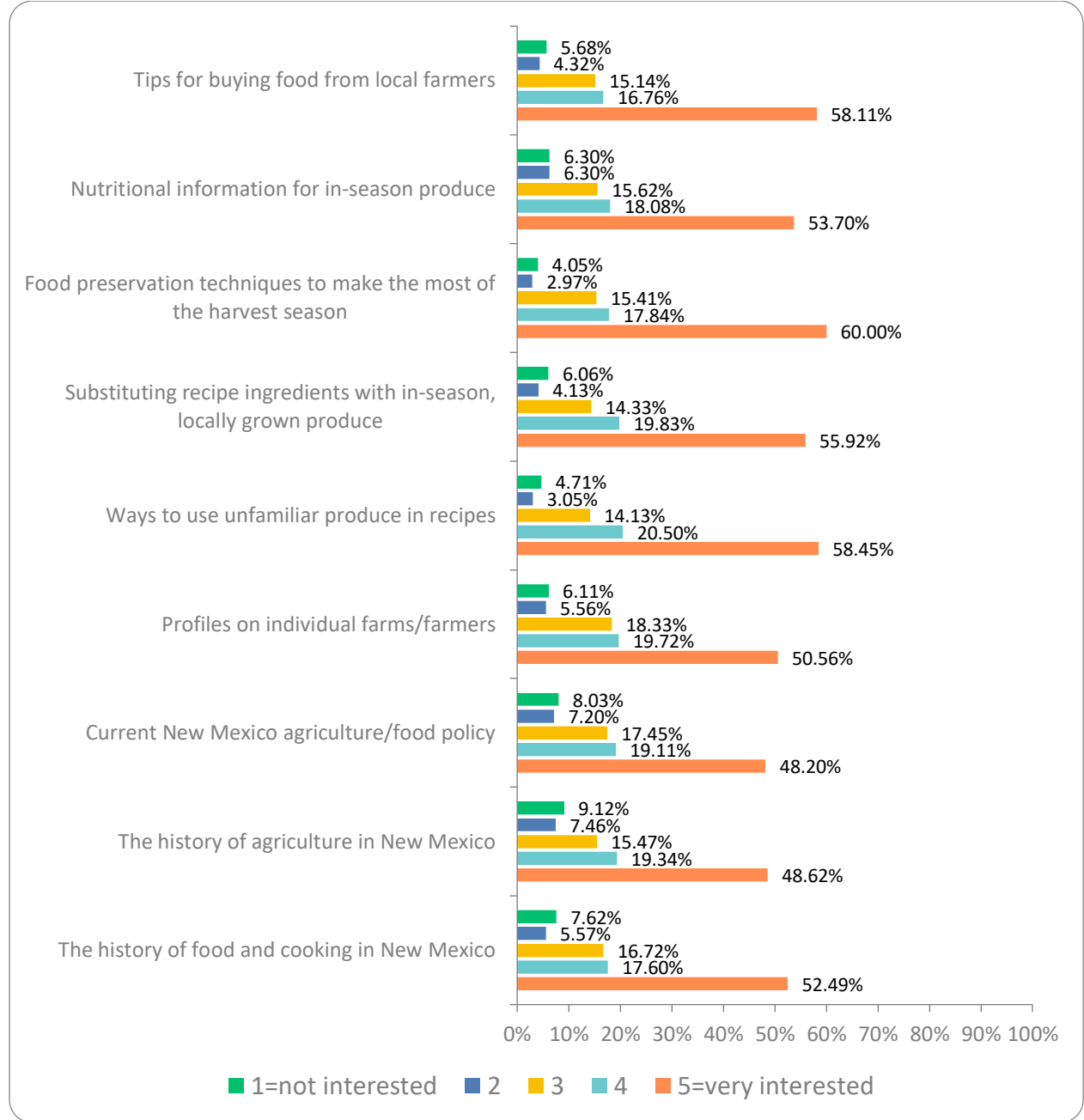
**Q2: Is this your first time using Double Up Food Bucks?**  
(n=355)



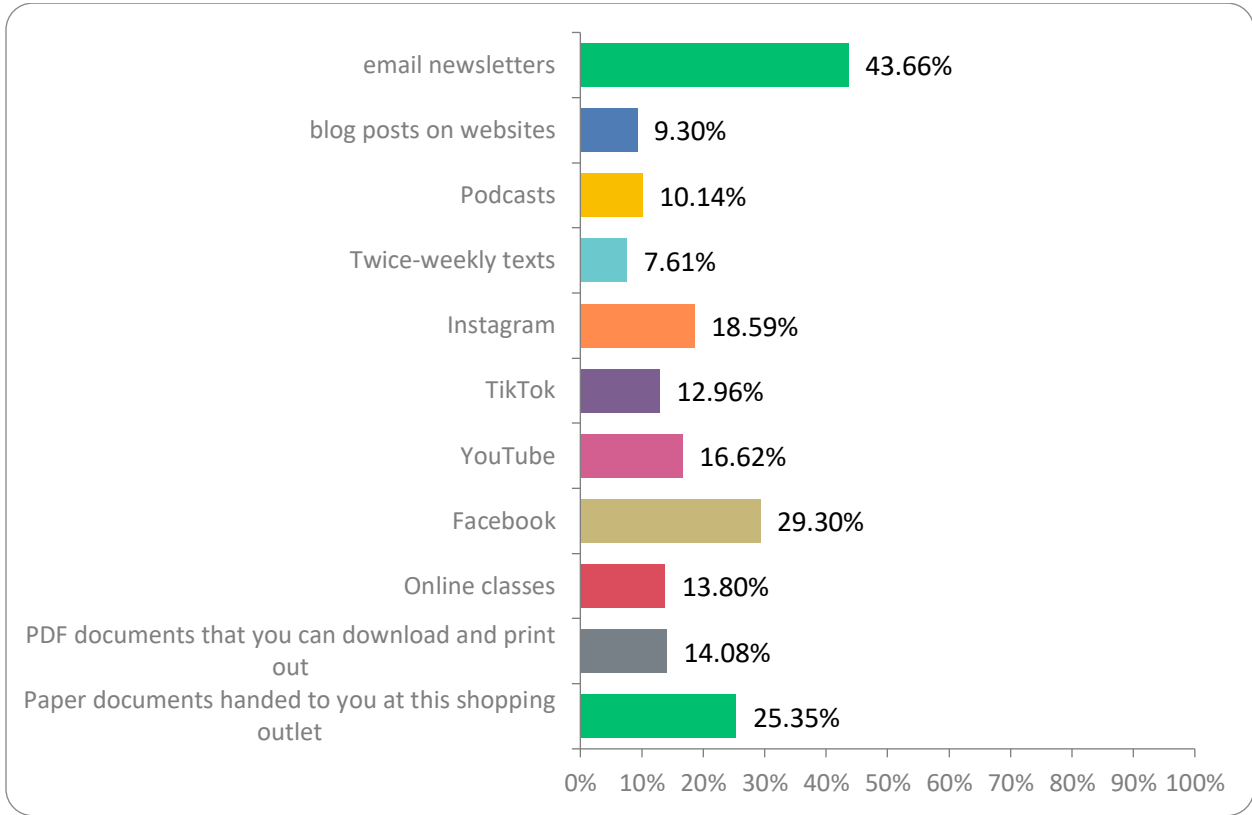
**Q3: Does Double Up Food Bucks make shopping at this market more affordable?**  
(n=351)



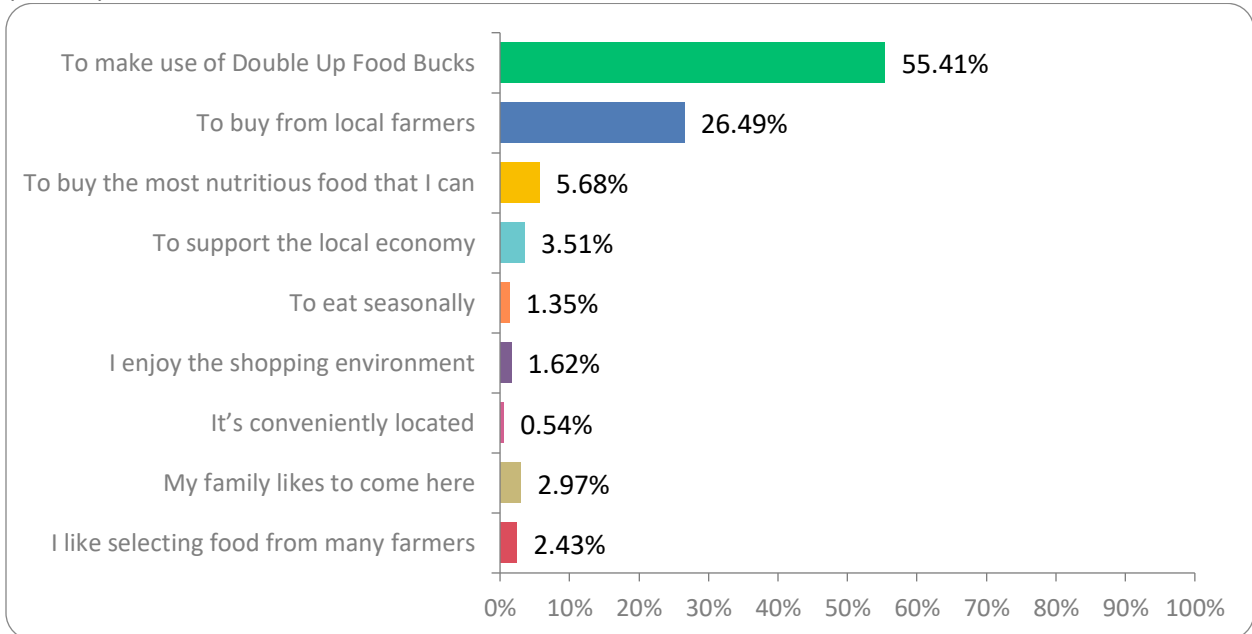
**Q4: Please rate your interest in learning more about the following. (1 = “not interested” and 5 = “very interested”) (n=378)**



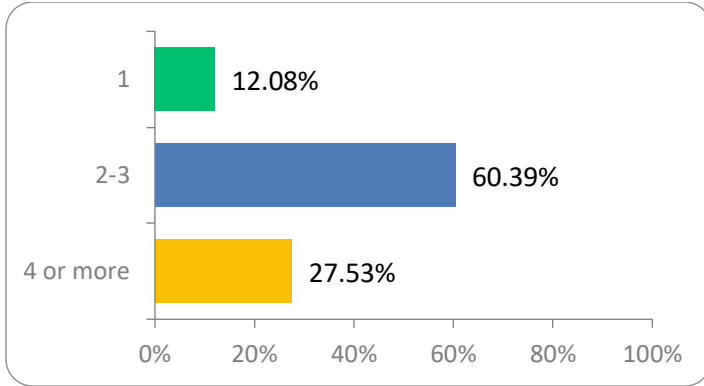
**Q5: In what formats would you be willing to learn about the above? (Please check all that apply) (n=355)**



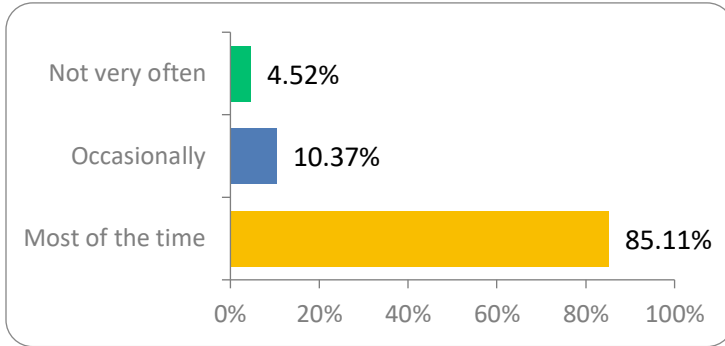
**Q6: Which of the following BEST describes the reason why you shop here? (Please check one) (n=370)**



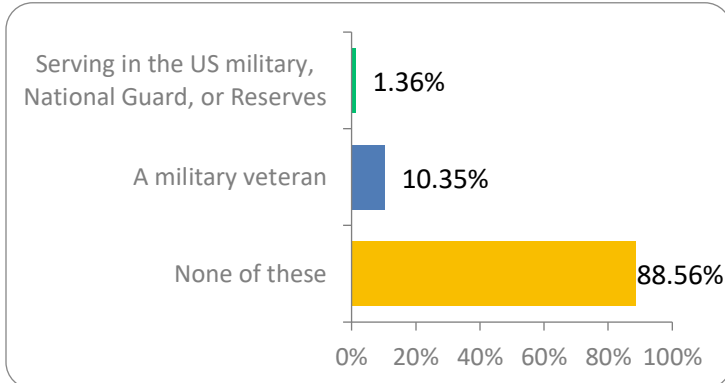
**Q7: At how many different shopping outlets do you purchase fruits and vegetables? (n=356)**



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

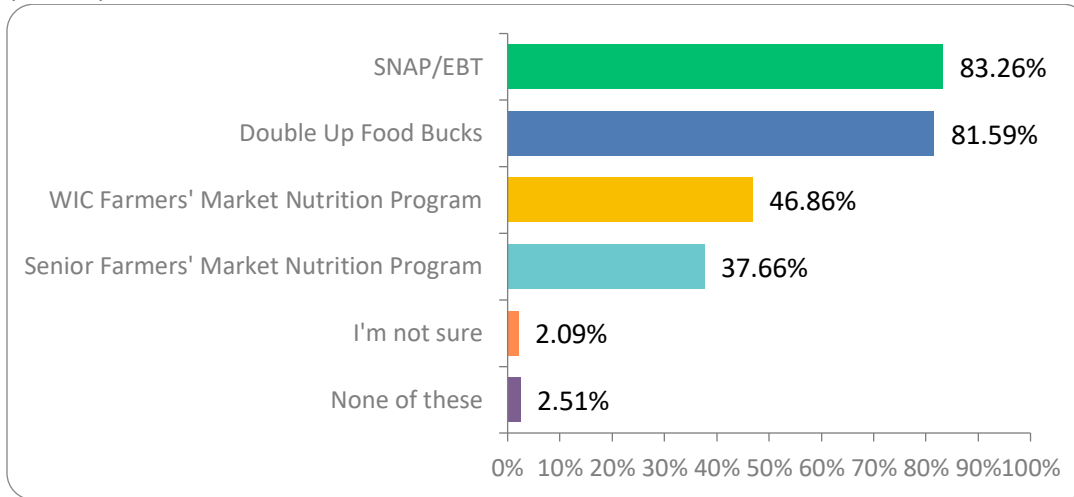


**Q9: Are you or is someone in your household: (n=367)**



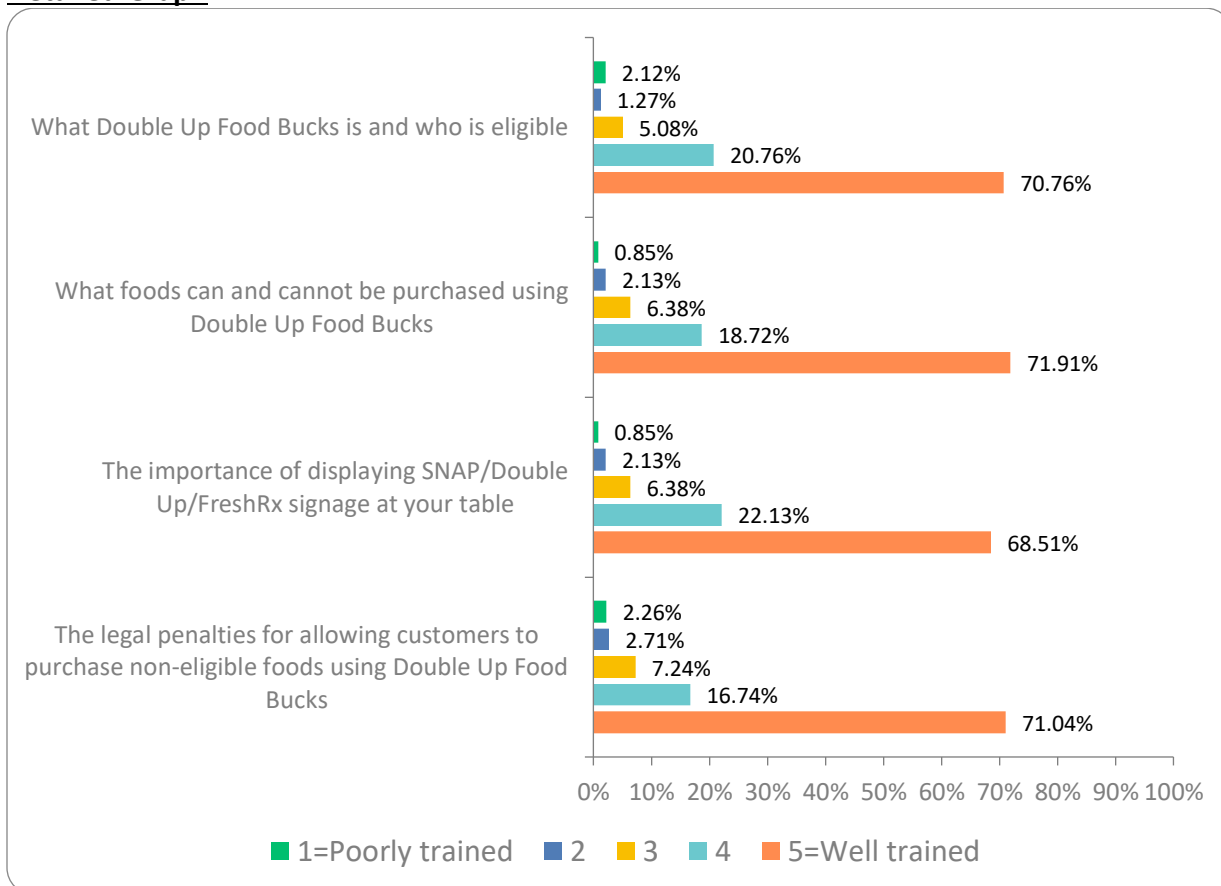
## Vendor Survey Results

**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



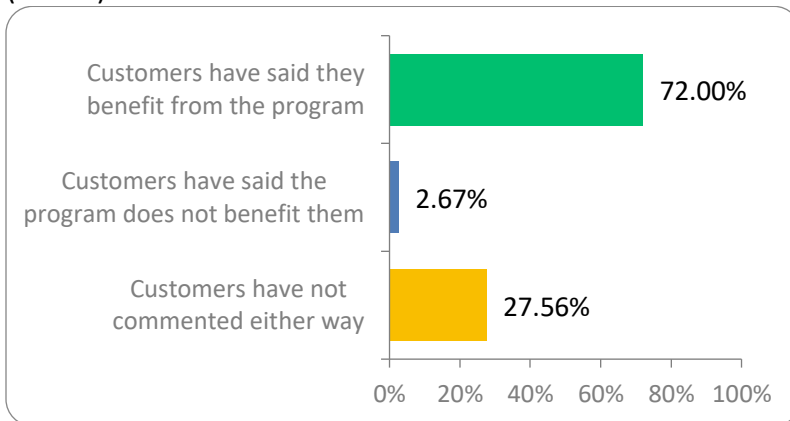
**Summary Table**

|  | Mean <sup>a</sup> | Not well trained <sup>b</sup><br>n (%) | Neutral <sup>c</sup><br>n (%) | Well-trained <sup>d</sup><br>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)                         |

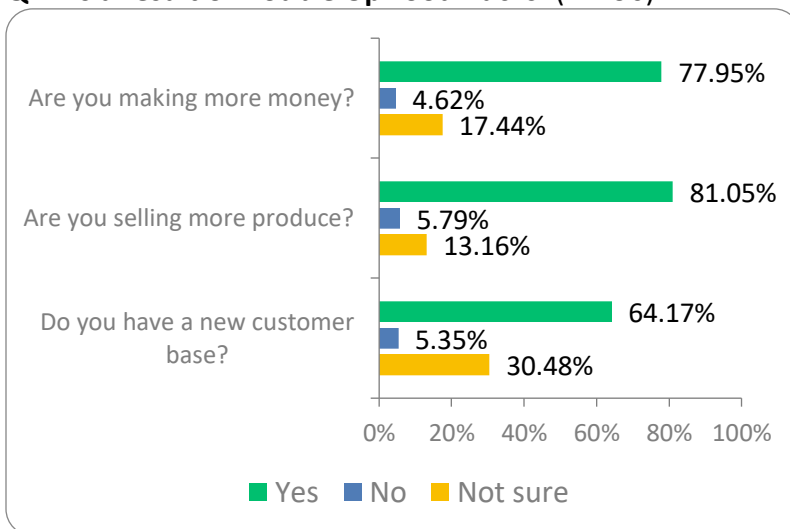
<sup>a</sup> Poorly trained=1, Well trained=5; <sup>b</sup>Not well trained = 1 and 2; <sup>c</sup> Neutral = 3; <sup>d</sup> Well-trained = 4 and 5

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

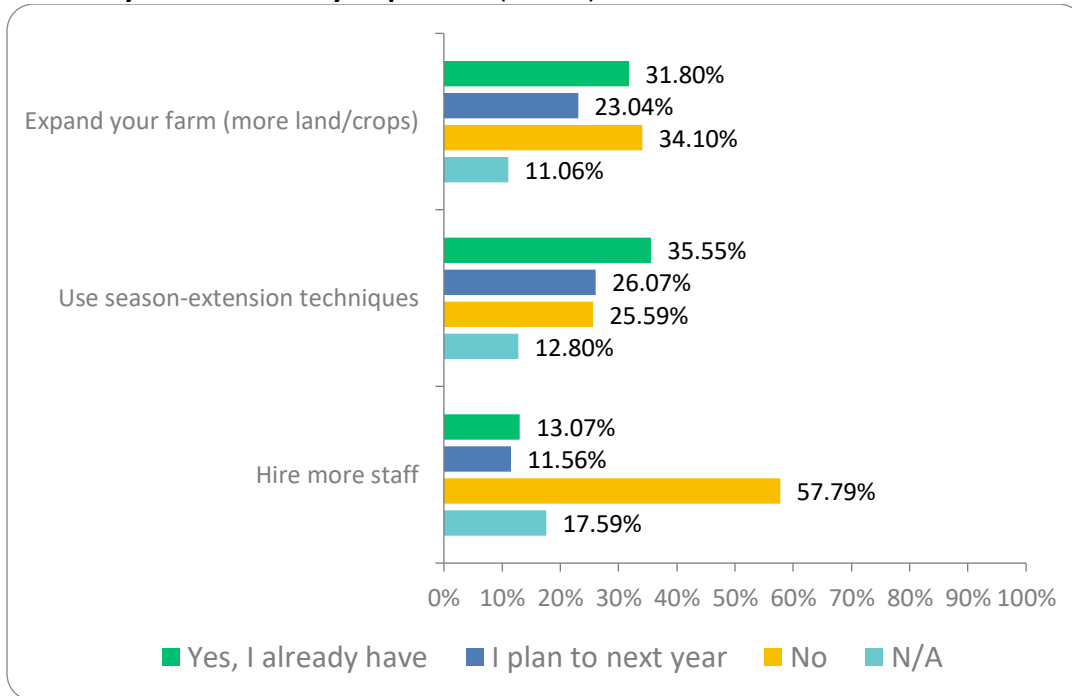
(n=225)



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



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



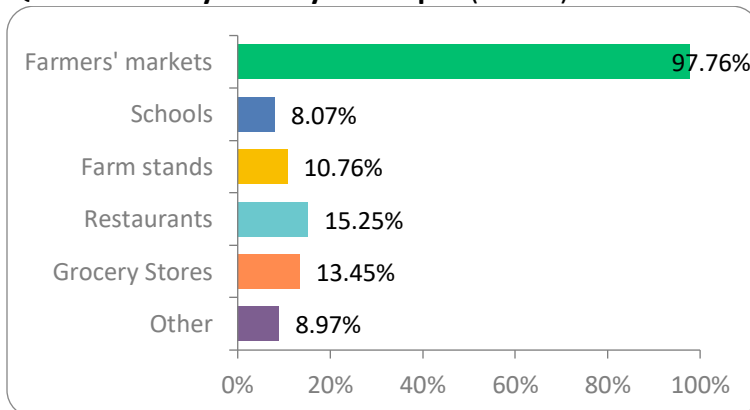
**Q6: About what percent of your overall farm sales come from Double Up Food Bucks sales? (n=183)**

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

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

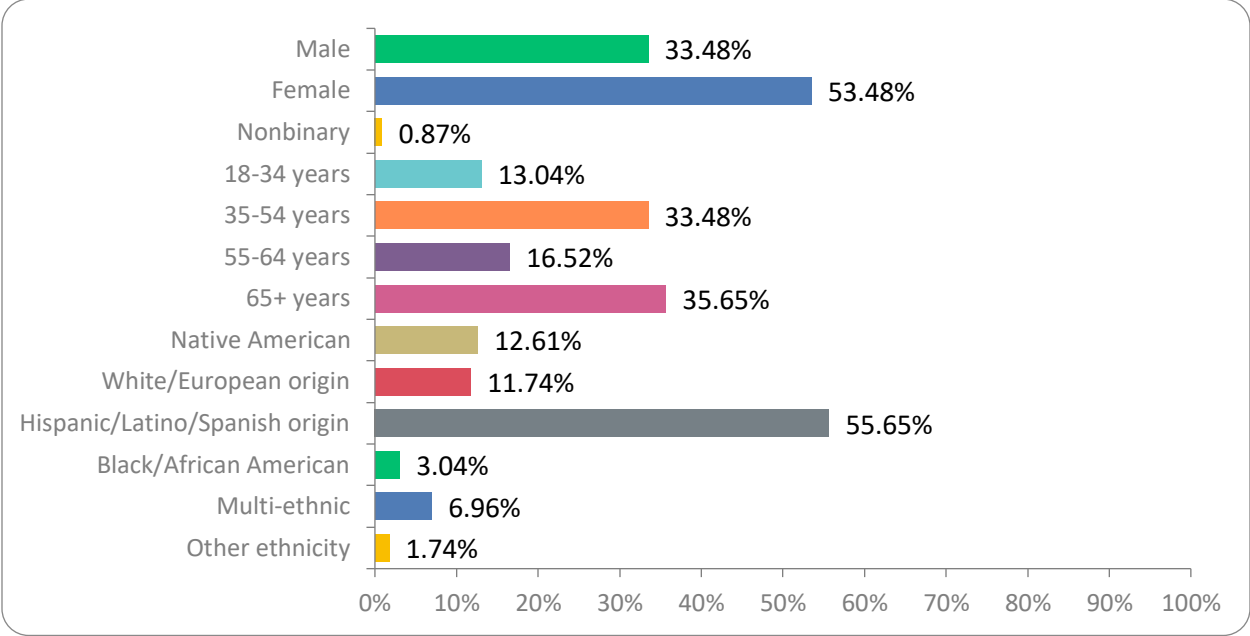
|                    |                       |
|--------------------|-----------------------|
| Mean               | \$18,151.90           |
| Range              | <\$1,000 to \$300,000 |
| Standard Deviation | 40,626.46             |

**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        |
| <b>Total</b>     | <b>68</b> | <b>\$872,019</b> | <b>\$842,134</b> | <b>\$1,714,153</b> | <b>86</b> | <b>\$1,210,516</b> | <b>\$1,076,776</b> | <b>\$2,287,292</b> |

### 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<br>(Albuquerque)       |                  |                  | \$ -               | \$612            | \$307            | \$919              |
| Las Cruces                        | \$56,716         | \$48,872         | \$105,588          | \$81,398         | \$62,570         | \$143,968          |
| Las Vegas - Tierra<br>Encantada   | \$7              | \$26             | \$33               | \$3,356          | \$3,703          | \$7,059            |
| Las Vegas Tri-<br>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<br>(Albuquerque)          | \$226            | \$140            | \$366              | \$1,988          | \$1,504          | \$3,492            |
| Pecos Farmers<br>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            |
| <b>Total Farmers'<br/>Markets</b> | <b>\$600,005</b> | <b>\$570,120</b> | <b>\$1,170,124</b> | <b>\$712,615</b> | <b>\$658,446</b> | <b>\$1,371,061</b> |