



**New Mexico Farmers' Marketing Association (NMFMA)
Double Up Food Bucks Customer & Vendor Surveys
2024 Survey Results**

Responses: 459 customer surveys (66 in Spanish) and 268 vendor surveys (25 in Spanish)

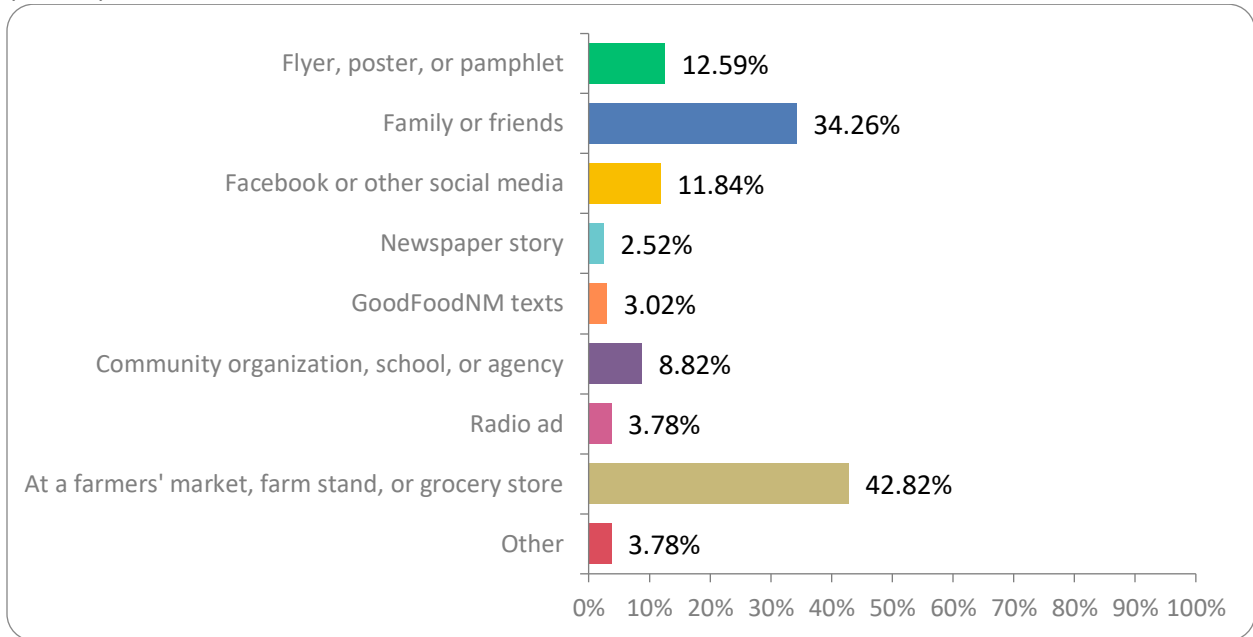
High-Level Summary of Survey Results

Customer & Vendor Survey Highlights			
Customers		Vendors	
96%	said Double Up makes shopping more affordable	\$1.75M	in total sales reported by participating vendors*
78%	reported purchasing more fresh fruits and vegetables because of Double Up	79%	reported making more money because of Double Up
74%	reported eating more fresh fruits and vegetables because of Double Up	79%	reported selling more produce because of Double Up
43%	learned about Double Up at a market, farm stand, or grocery store	70%	reported having a new customer base because of Double Up
34%	heard about Double Up from family or friends	70%	have had customers say they benefit from Double Up
53%	used Double Up four or more times during the year	91%	reported being well-trained to implement Double Up
68%	were returning Double Up customers from 2023	41%	have participated in Double Up for 7 or more years
67%	shop at the market to support farmers	56%	have already or plan to expand their farms
66%	shop at the market to buy the most nutritious food they can	63%	have already or plan to use season-extension techniques
83%	prepare meals at home most of the time	36%	have already or plan to hire more staff
41%	have limited time for shopping	>50%	participate in WIC and/or Senior Farmers' Markets programs

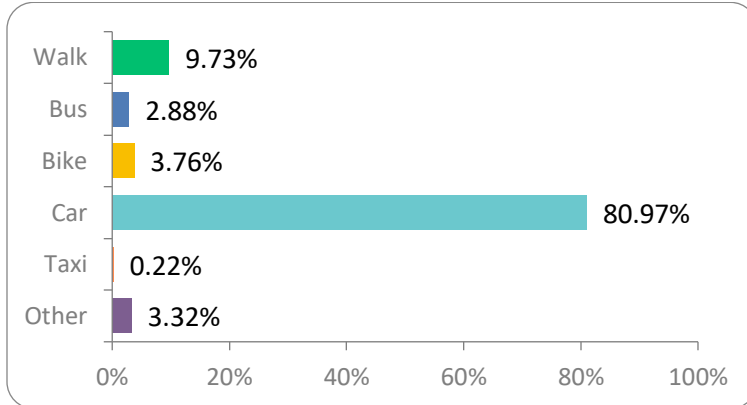
*The total sales information comes from reporting from the outlets rather than the vendor survey.

Customer Survey Quantitative Results

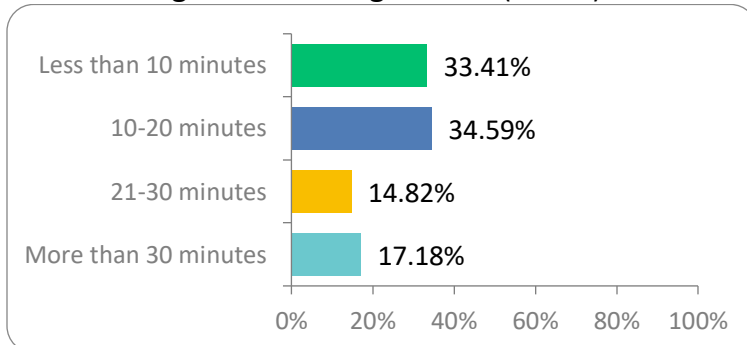
Q1: How did you hear about the Double Up Food Bucks program? (Please check all that apply)
(n=397)



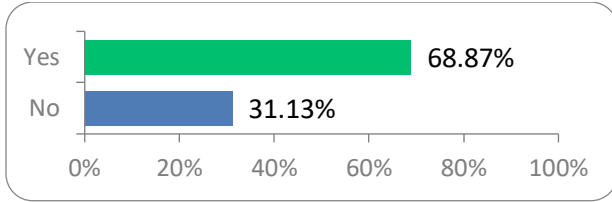
Q2: How did you get here today? (Check all that apply) (n=452)



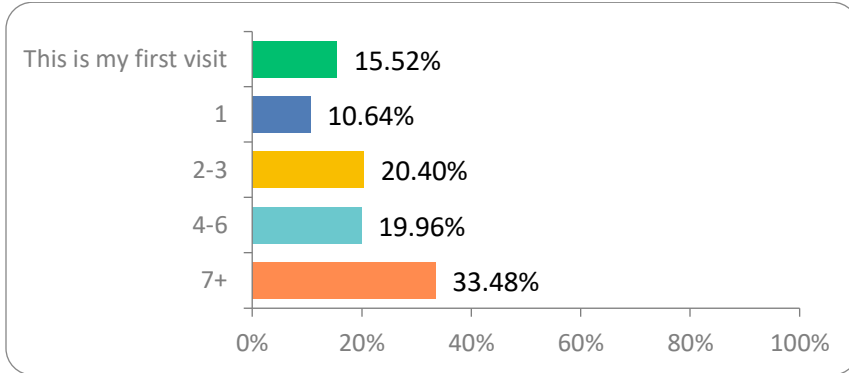
Q3: How long did it take to get here? (n=425)



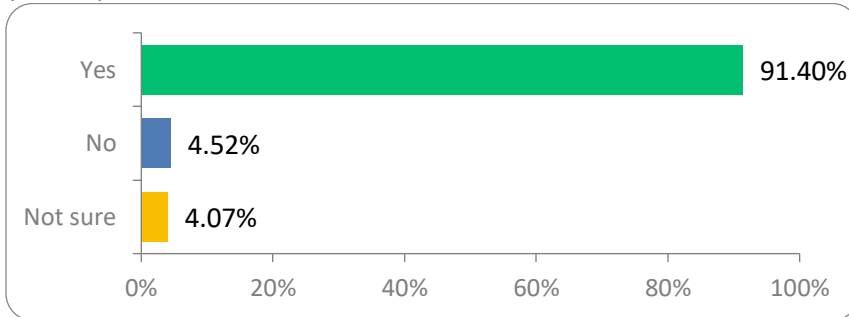
Q4: Did you use Double Up Food Bucks last year? (n=453)



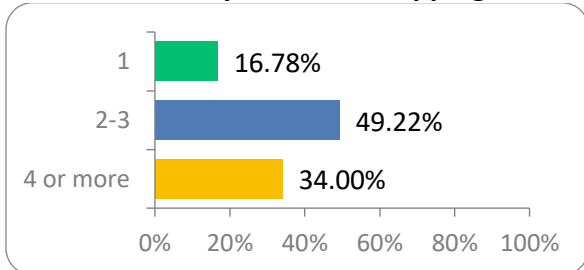
Q5: How many times have you used Double Up Food Bucks this year? (n=451)



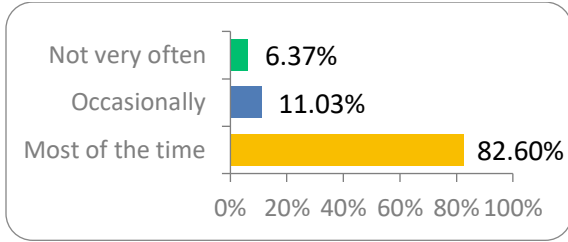
Q6: Does Double Up Food Bucks make shopping at this market more affordable? (n=442)



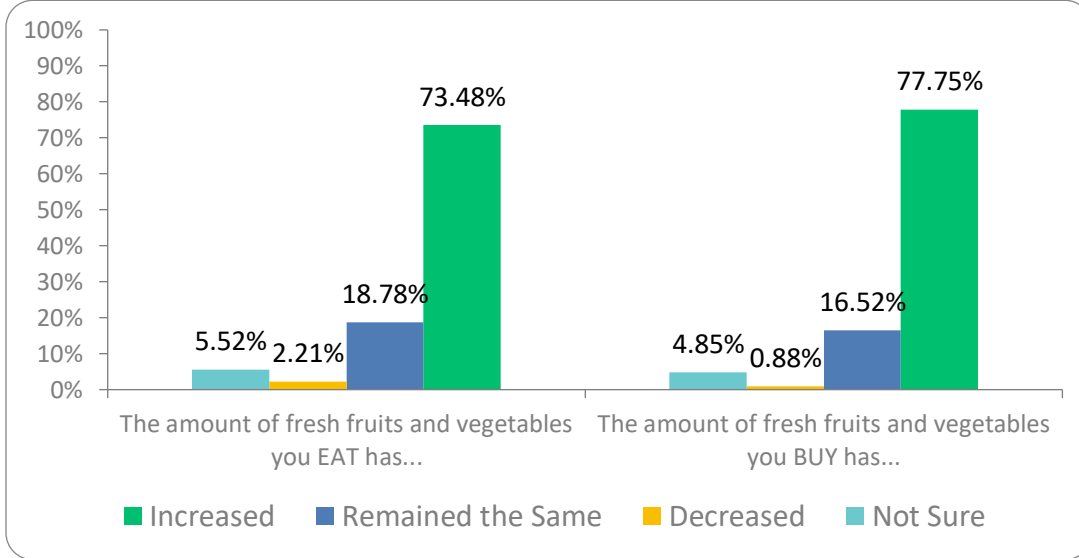
Q7: At how many different shopping outlets do you purchase fruits and vegetables? (n=447)



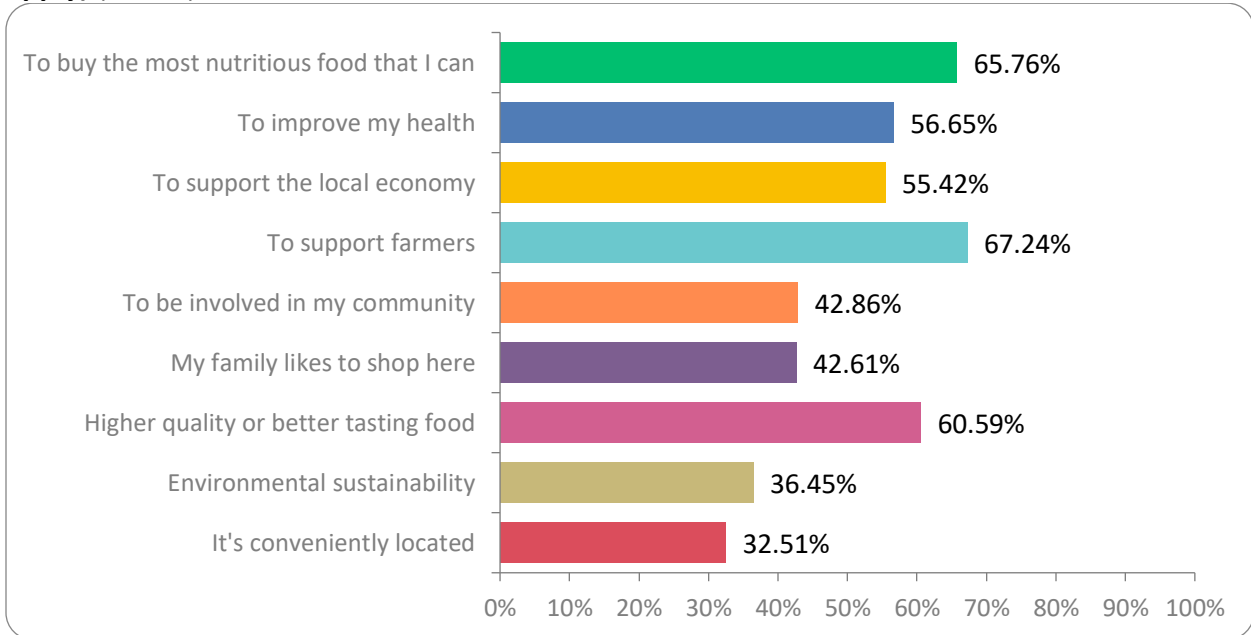
Q8: How often does your family prepare meals at home? (n=408)



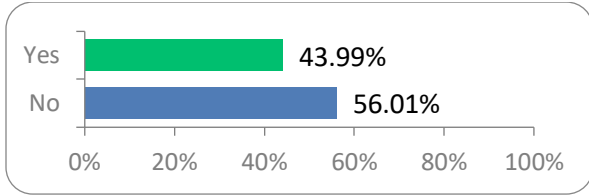
Q9: Would you say that because of Double Up Food Bucks: (n=456)



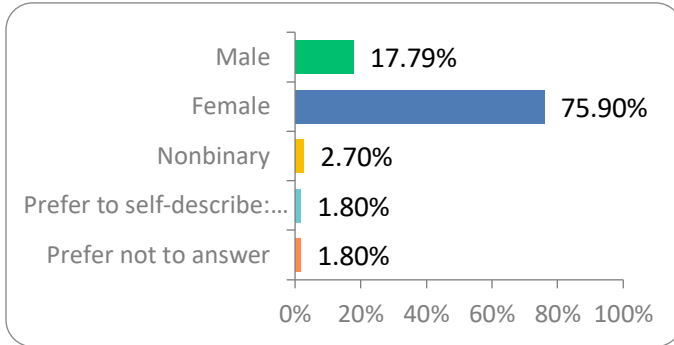
Q10: Which of the following BEST describes the reason why you shop here? (Check all that apply) (n=406)



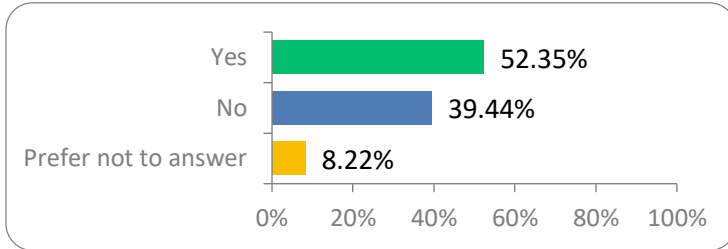
Q11: Do you have children aged 18 years or younger living with you? (n=441)



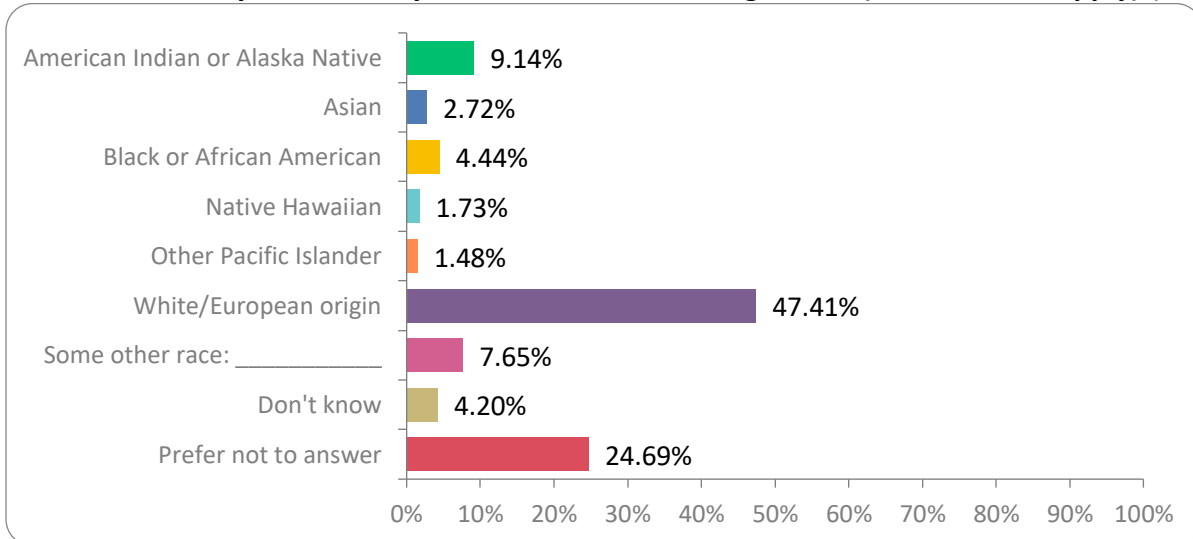
Q12: Do you describe yourself as: (n=444)



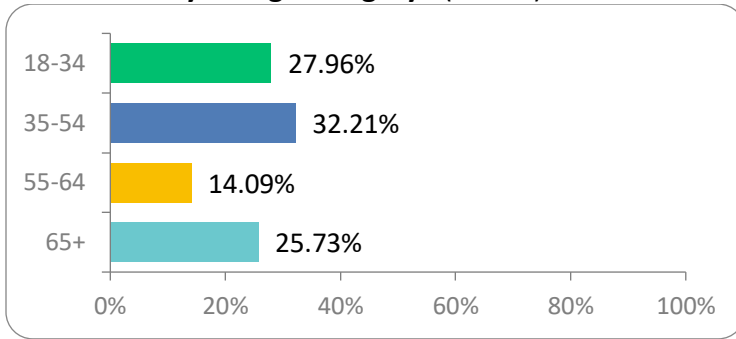
Q13: Are you of Hispanic, Latino/a, or Spanish origin? (n=426)



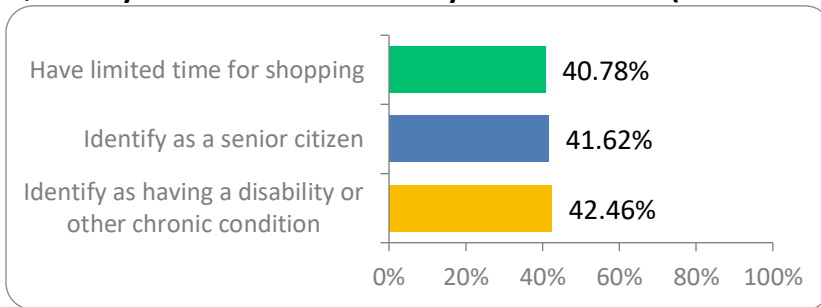
Q14: How would you describe your racial or ethnic background? (Check all that apply) (n=405)



Q15: What is your age category? (n=447)

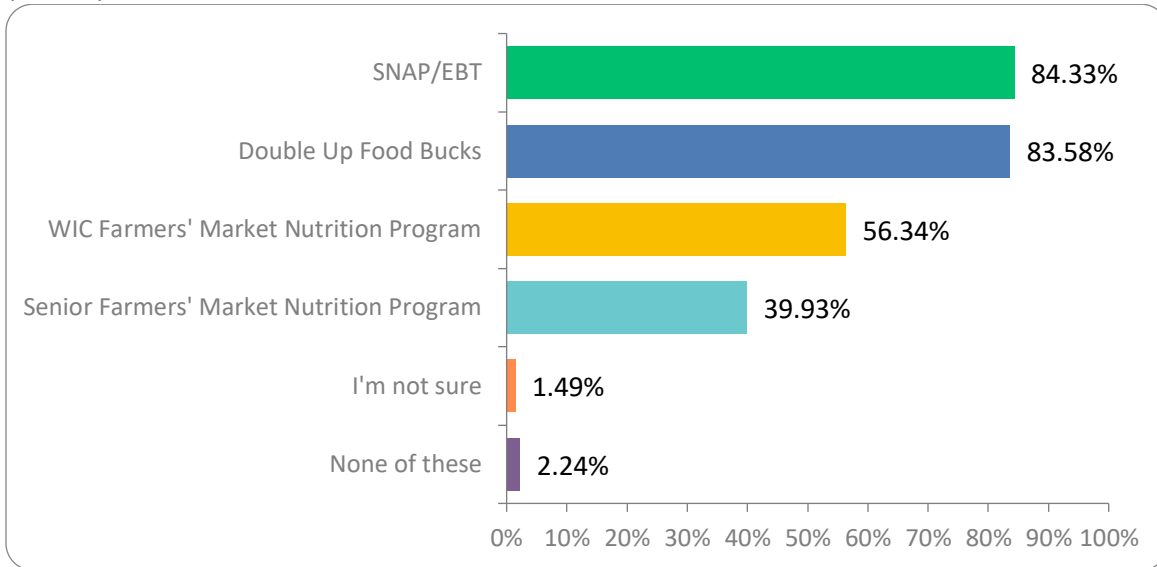


Q16: Do you or does someone in your household: (Check all that apply) (n=358)

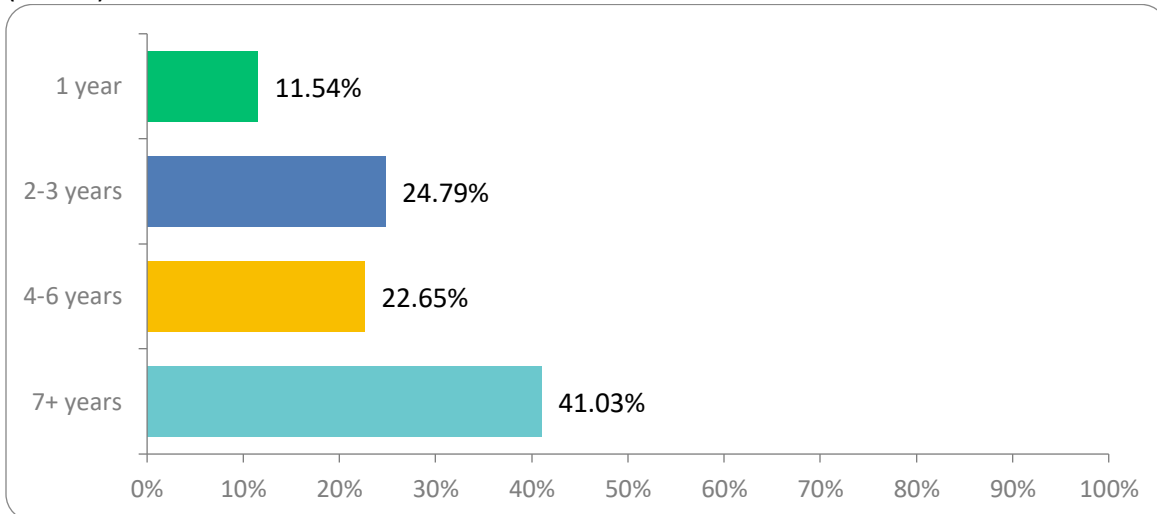


Vendor Survey Quantitative Results

Q1: Which food assistance programs do you accept from shoppers? (Check all that apply)
(n=268)

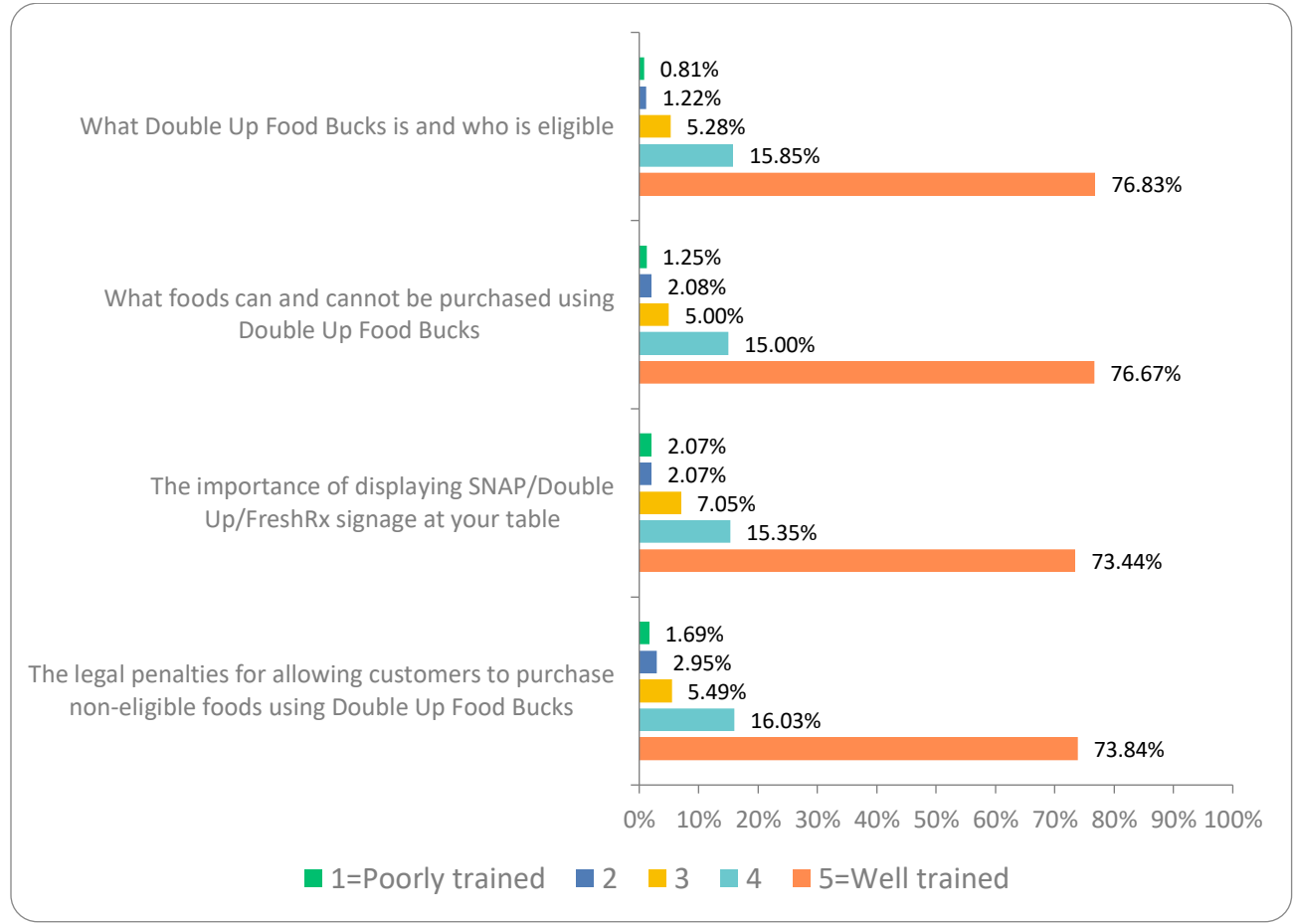


Q2: How many years have you participated in Double Up Food Bucks (including this year)?
(n=234)



Q3: How well do you feel you were trained this year to understand the following? (1 = “poorly trained” and 5 = “well trained”) (n=246)

Detailed Graph

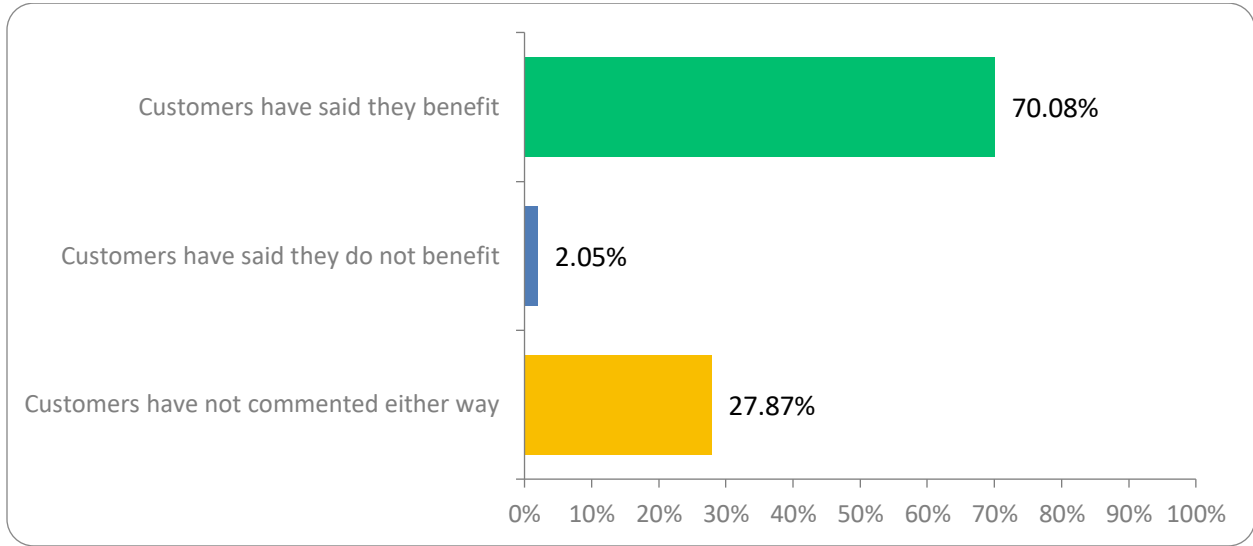


Summary Table

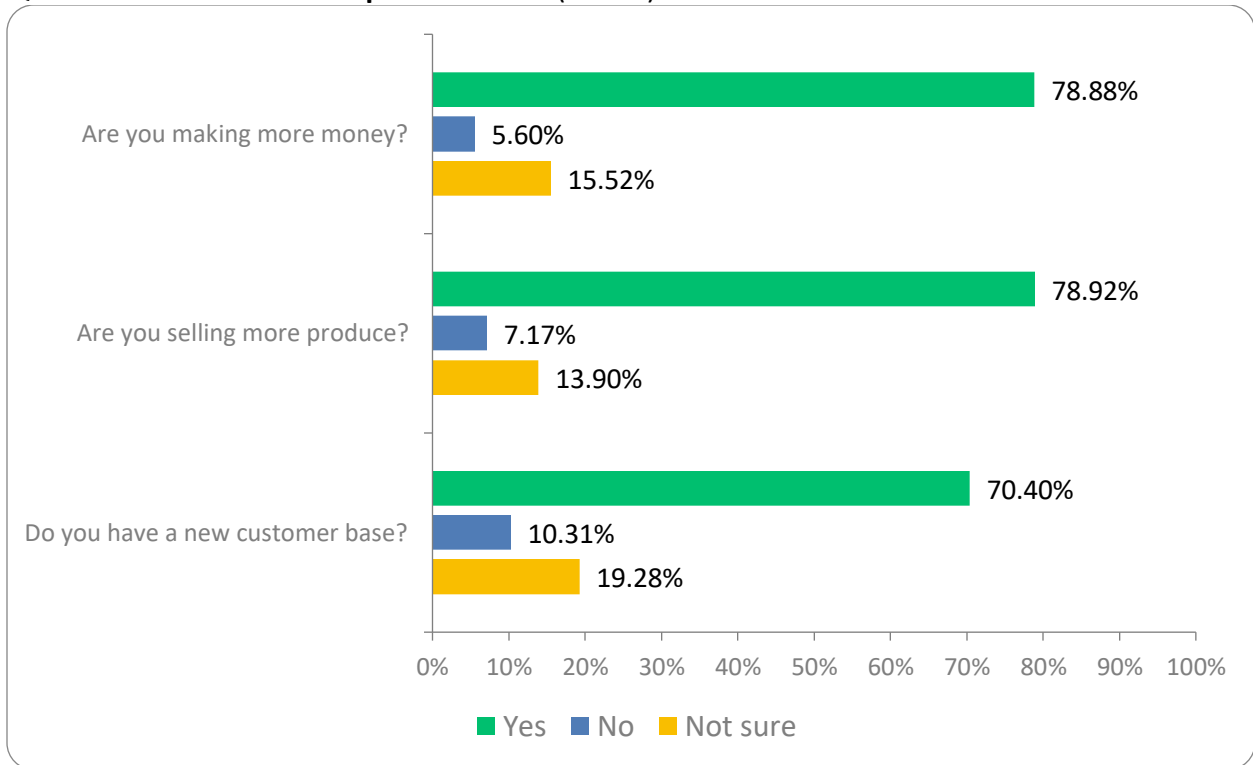
	Mean ^a	Not well trained ^b n (%)	Neutral ^c n (%)	Well-trained ^d n (%)
What Double Up Food Bucks is and who is eligible	4.67	5 (2.0)	13 (5.3)	228 (92.7)
What foods can and cannot be purchased using Double Up Food Bucks	4.64	8 (3.3)	12 (5.0)	220 (91.7)
The importance of displaying SNAP/Double Up/ Fresh Rx signage at your table	4.56	10 (4.1)	17 (7.1)	214 (88.8)
The legal penalties for allowing customers to purchase non-eligible foods using Double Up Food Bucks	4.57	11 (4.6)	13 (5.5)	213 (89.9)

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

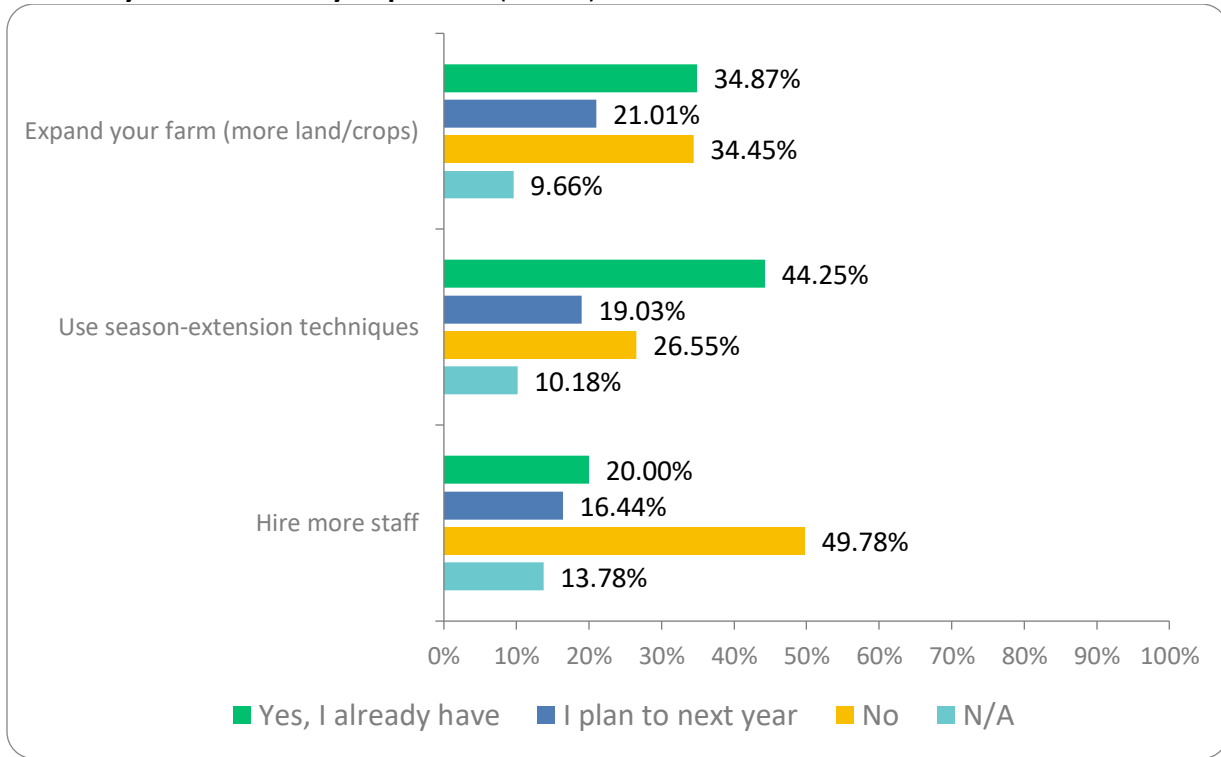
Q4: Have you had customers say they benefit from the Double Up Food Bucks program?
(n=244)



Q5: As a result of Double Up Food Bucks: (n=235)



Q6: This year or next do you plan to: (n=241)



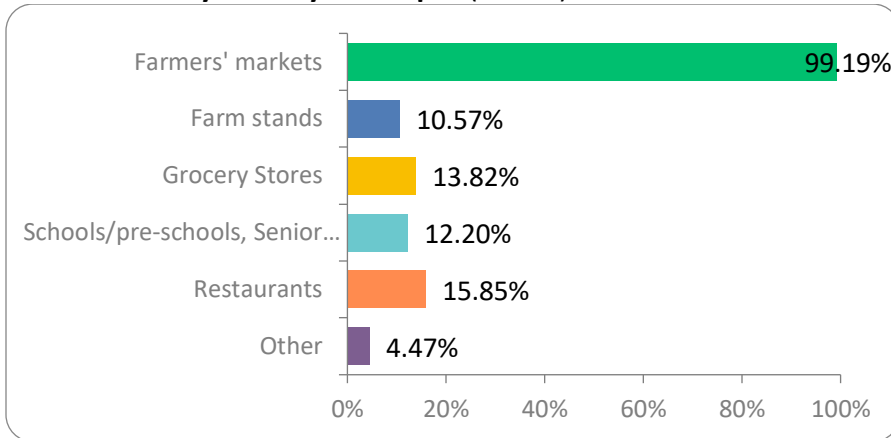
Q7: What are your estimated total annual farm sales (Optional)? (n=83)

Mean	\$26,682.53
Range	<\$500 to \$200,000
Standard Deviation	\$41,665.15

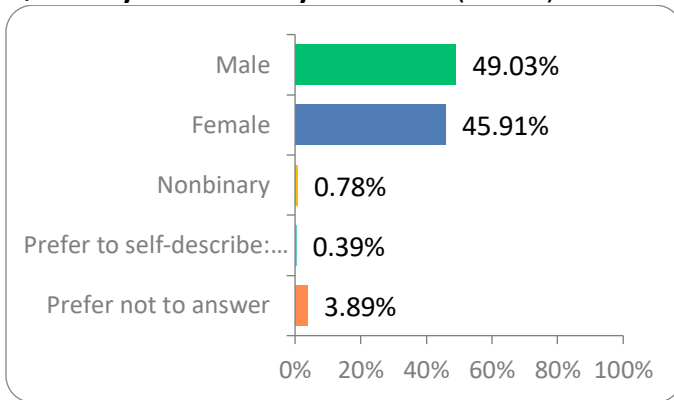
Q8: About what percent of your overall farm sales come from Double Up Food Bucks sales? (n=204)

Mean percentage	15.7%
Range	0%-79%
Standard Deviation	14.27%

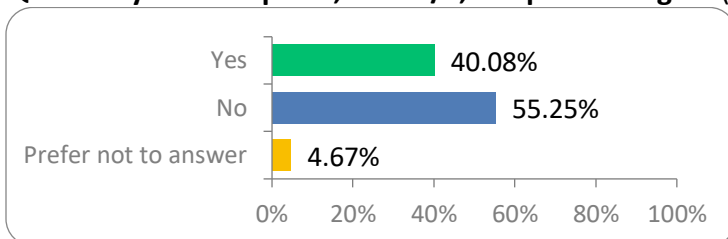
Q9: Where do you sell your crops? (n=246)



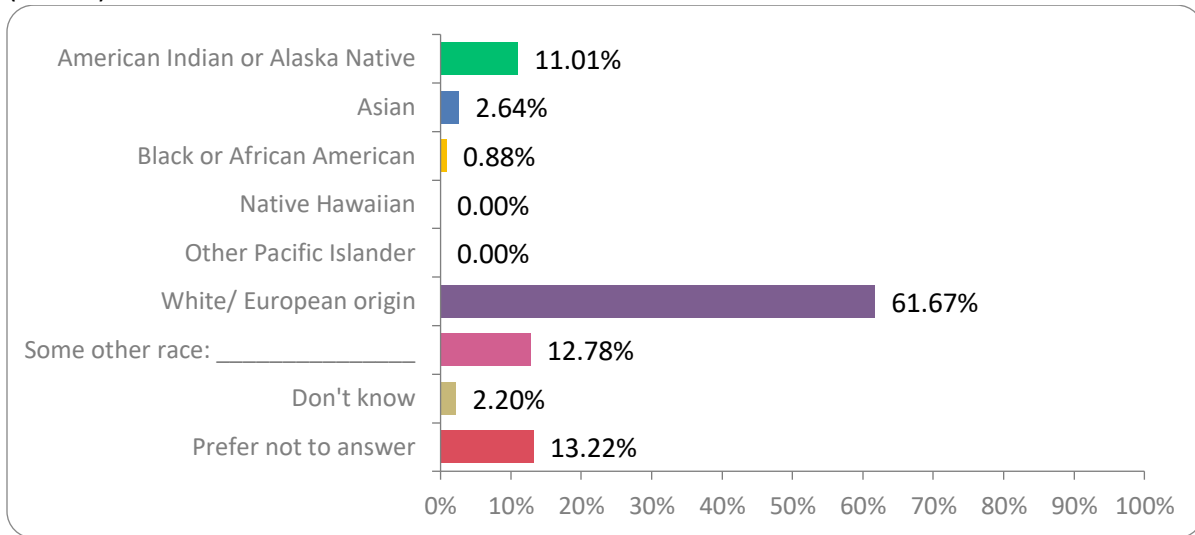
Q10: Do you describe yourself as: (n=257)



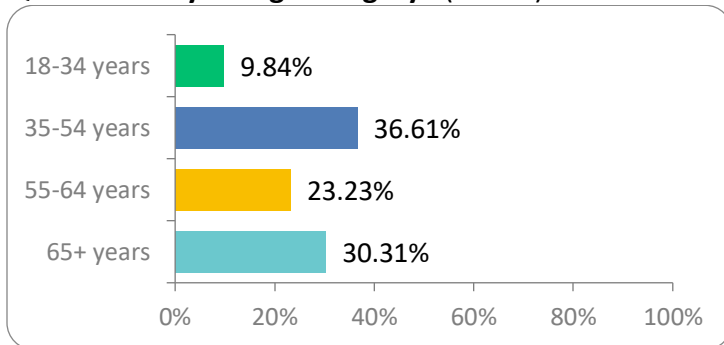
Q11: Are you of Hispanic, Latino/a, or Spanish origin? (n=257)



Q12: How would you describe your racial or ethnic background? (Check all that apply)
(n=227)



Q13: What is your age category? (n=254)



Customer Survey Qualitative Feedback

How has Double Up Food Bucks changed your life? Write a comment and let us know! Optional.	Market of survey
I enjoy being able to eat more fresh food!	Bosque Farms
great and healthy food	Bosque Farms
I love home grown food supplies	Bosque Farms
I have been able to buy more food than I normally would be able to as well as healthier food than I normally buy.	Los Lunas FM
Experimenting with food preservation	Los Lunas FM
don't like surveys	Los Lunas FM
In comes in handy the extra veg & fruit	Los Lunas FM
very helpful	Los Lunas FM
I do loved can I get more fresh produce for less	Los Lunas FM
soltera	Los Lunas FM
gives more chances to buy fresh	South Valley GM
good food opts	South Valley GM
Some	South Valley GM
DUFB has made local organic products more accessible to my family and I, by being able to double my purchase amount of fruits and veggies	La Semilla
I was full time manager of the first food coop in SF in 1975/76. Before that I worked for Erewhon Natural Foods in Boston. In the 80's I was director of the first exotic edible 2 acre garden in SF - first farm to trable restaurant. In the early 70's I lived on 300 acres where we grew food. Organic, healthy food is a good part of my life. I am so grateful for this program, which permits me to shop at farmers market.	Santa Fe FM
...Bringing me to Santa Fe more often to shop here from my homestead in San Miguel Co.	Santa Fe FM
I could not afford to eat so nutritiously and support our local community of farmers without it I am deeply grateful!	Santa Fe FM
DUFB makes real food affordable and obtainable. Please continue to support this program.	Santa Fe FM
Gives me access to the farmers market that I wouldn't have	Santa Fe FM
Absolutely. I am so fortunate on very limited income to eat organic food!!!	Santa Fe FM
It's helping me to heal and recover from traumatic brain injury TBI, nervous sys iusses and gut/brain issues - Newly recovered addict/alcoholic with/TBI Healing w/food	Santa Fe FM
I would not be shopping at the farmers' market if it wasn't for DUFB	Santa Fe FM
Made good quality food available	Santa Fe FM
Very more affordable high quality clean food	Santa Fe FM
It's amazing	Santa Fe FM
This program has been an amazing asset to my family. We can feel the difference when eating locally grown foods!	Santa Fe FM
I enjoy seeing what's locally available and trying fresher food varieties not available at the supermarket.	Santa Fe FM
I am able to buy better quality fruits and vegetables than I'd be able to do without it.	Santa Fe FM
Much better fresh veggies and fruit! much more healthy.	Santa Fe FM

It has allowed me to get more nutritious and fresher veggies	Santa Fe FM
Opportunity to buy fresh, excellent quality fruits and vegetables at an affordable price. Thank You !	Santa Fe FM
I've never been able to afford veggies from a farmers market. A great affordable activity.	Santa Fe FM
Helps me support local organic farmers and eat the healthiest.	Santa Fe FM
Love it! :)	Santa Fe FM
Very grateful	Santa Fe FM
#10 can live to eat fresh food and eggs. Excellent chile products.	Santa Fe FM
Allows my family opportunity to eat very fresh and well. Allows me to share food.	Santa Fe FM
We are so very grateful for this program. Thank you greatly	Santa Fe FM
Inspired me to get to the farmers' market more and eat local produce.	Santa Fe FM
I plan my meals around local, fresh produce.	Santa Fe FM
I love it. Such a blessing!	Santa Fe FM
It allows me to get good, quality in food and products. I like supporting local farmers!	Santa Fe FM
Get fresh food that is way more affordable when sometimes I don't have money for groceries.	Santa Fe FM
Makes it affordable to sh op here - thank you!	Santa Fe FM
My family is able to connect with the farmers and eat local food daily which is important to me.	Santa Fe FM
heart	Taos FM
Making more connections in community kno ing I am eating good food from good people.	Taos FM
Love it We eat better	Taos FM
his is the most local food, fruits and veggies I've ever had!	Taos FM
It helps me have assess to affordable healthy food and supports farmers and local econom	Taos FM
couldn't make it through without it.	Taos FM
To double the amount of veggies and fruits taking home is so nutritious and has become vital in lower income health - heart	Taos FM
heart	Taos FM
I take car of my health in ways I wouldn't otherwise afford.	Taos FM
love the program	Taos FM
It has increased my loathing of noisy generators otherwise, for the good!	Taos FM
It has given me the opportunity to help community in a more direct way.	Taos FM
Makes buying local affordable. I wouldn't be able to shop at the farmers' market without it	Taos FM
heart being able to support this community!	Taos FM
great	Taos FM
We are so grateful - a blessing!	Taos FM
Thank you for offering this and showing up for community heart	Taos FM
It allows my family to eat healthy local food!	Taos FM
I love it!!	Taos FM
Wholesome healthy energy all around for the benefit of all creation	Taos FM
I literally wouldn't be able to survive foodwise without this!!!	Taos FM

Thank you for being here heart	Taos FM
I love Double Up heart, heart	Taos FM
This is a blessing in so many ways!	Taos FM
So amazing	Taos FM
It's a godsend - getting ???	Taos FM
It is amazing! I feel abundant and able to cook so many healthy meals :) heart	Taos FM
Variety: lion's mane mushrooms, black garlic, grn chile, microgreens, wonderful everything in between, honey, skincare, fermented veggies!! :)	Taos FM
Keep it going!	Taos FM
Our family loves it! :)	Las Cruces
makes it more affordable	Las Cruces
Used all funds for fresh farm to table	Las Cruces
It does help with fruits and veggie and are more fresh	Las Cruces
It's a blessing :)	Las Cruces
We will find out	Las Cruces
Yes, I have increase my fruits and vegetable in my meals and also is more varied.	Las Cruces
Yes, I'm able to shop and feel a part of the community	Las Cruces
Health	Las Cruces
It's very great! appreciated	Las Cruces
DUFB has changed my life by making my meals and food more affordable and healthy	Las Cruces
Best program ever! Thank You!	Las Cruces
Program is amazing. Helps us a lot. Market lady always kind and smart.	Las Cruces
Great program Helps my help go farther	Las Cruces
More bang for the buck!	Las Cruces
I get moer nutritious food for my dollar! Thank you so much!	Aztec FM
Helped expand veggie intake	Aztec FM
Better food for my family	Aztec FM
healthier and affordable	Aztec FM
It makes it yummy and affordable Thank you. I look forward to it every year.	Aztec FM
Mostly my grandson, he has learned a lot	Aztec FM
It gives you 2x the amount you asked for and thats helpful	Aztec FM
Makes affordable to buy fresh local produce from local farmers. Thank You!	Aztec FM
Stretches the budget in a great way!	Aztec FM
Love this program and to share it with my family	Aztec FM
I don't know yet first time	Aztec FM
Yes, ?? fresh produce affordable and ? nutrition	Aztec FM
It has extended my food allowance extremely!	Aztec FM
Fabulous for my dialysis patient husband.	Aztec FM
I get more fruits and veggie for my money and that maks my EBT last longer	Rosales Isleta

Me ha servido para ahorrar diner	Rosales Isleta
Yes. This helps us be able to afford food for our family. I which more grocery stores participated in this program.	Rosales Isleta
Yes it helps me to be able to have more to eat.	Rosales Isleta
Helped us in a time of need	Rosales Isleta
Yes. Since I've been using DUFb my life is wonderful.	Farmington GM
Lets us buy food local that isn't fresh produce	Farmington GM
saves me money on buying healthy food	Clovis & Portales
The farmer fresh harvest veggies taste way better, freshness last long and most of the farmers have good variety on cost.	Bloomfield
Eating healthier food	Los Alamos
It provided my family and I more homegrown meals to prepare.	Los Alamos
Be able to buy more produce. Thank you!	Shiprock FM
Yes - very affordable and local farmers fruit and vegetables are very good.	Shiprock FM
Its easier to buy fresh and local foods.	Shiprock FM
Great program. We could not afford if not program. Shiprock FM - great ?	Shiprock FM
It's a great program for my family!	Espanola
Offer such a wide variety of healthy delicious variety	Espanola
Love the program! heart	Espanola
I buy more food because I'm in a fix income	Espanola
trying it out, I'm sure to improve my shopping	Espanola
better food	Espanola
great program!	Downtown ABQ
It helps with my diabetes, and the eat healthier.	Downtown ABQ
Yes! Thank you!	Downtown ABQ
It's an amazing program	Downtown ABQ
The program has helped me eat healthier and support local! :) amazing program!	Downtown ABQ
I used to grow a garden, but now I cannot. So this is convenient and helps me a lot.	Downtown ABQ
It helps me have the most nutritious foods without worrying about pesticides or wax coatings. the environment is peaceful to bring my children, giving them the experience I wanted when I was little.	Downtown ABQ
It is nice to get out with the community and get fresh local produce.	Downtown ABQ
Yes! Gives more opportunity to get healthier food locally sourced! It's amazing!!!	Downtown ABQ
Brought me to community and local food sources and a weekly place to go to safely walk outside.	Downtown ABQ
It feels like a gift, that someone cares	Downtown ABQ
It helps me buy more	Downtown ABQ
It's everything :)	Downtown ABQ
I am less afraid of where my produce comes from	Downtown ABQ
I am thankful for the increased access to fresh, local produce that the DUFb program provides	Downtown ABQ

Access to fresh local food	Downtown ABQ
Where I can support farmers and stay healthy Downtown market is like coming to a party	Downtown ABQ
I could not afford all the great food I get here with the help of DUFB	Downtown ABQ
I love DUFB because it allows me to buy the best food for my health and for the earth during a time when my state of health has limited my capacity for earning income. It expands my food budget to last throughout the month while supporting the local farmers and local economy	Downtown ABQ
Good food for less	Sierra County FM
helps us shop more at farmers' market	Sierra County FM
Love all the fresh goodness! Heart	Sierra County FM
Love opportunity to buy fresh food	Sierra County FM
I wouldn't eat every day otherwise	Rail Yards Market
Amazing program love veggie boxes	Rail Yards Market
Helps with veggie intake kids love it more	Rail Yards Market
Love you!	Rail Yards Market
Makes eating healthy and supporting local do-able	Rail Yards Market
Love love love double up bucks	Rail Yards Market
Made life more tolerable! Keep it up please.	Rail Yards Market
Amazing!	Rail Yards Market
Really worth it for fresh veggies	Rail Yards Market
Easier to access fresh produce	Rail Yards Market
Amazing	Rail Yards Market
It helps me eat a more nutritious diet and support sustainable farming practices in my local community	Rail Yards Market
Amazing program	Rail Yards Market
I'm able to get fresh food for my family	Bernalillo
Yes, I'm able to buy fresh fruits and veggies for my kids.	Bernalillo
Helpful for my daughter and I	Bernalillo
Helpful for my family	Bernalillo
Not sure yet	Bernalillo
Helps my family	Bernalillo
I like buying fresh and supporting local farmers	Bernalillo
Healthy and affordable fruits and veggies	Bernalillo
Great veggies and fruits	Bernalillo
So many options	Bernalillo

Vendor Survey Qualitative Feedback

Please share any additional input about Double Up Food Bucks and how it works for you. Optional.	Market of survey
I don't sell produce very often so it doesn't help me as much as it could.	Bosque Farms FM
Fantastic! A great help!	Bosque Farms FM
Thank you for everything	Los Lunas FM
I had not good year, so it had nothing to do with DUFB	Los Lunas FM
I sell lamb meat	Los Lunas FM
My customers who really needed it got it cut back and they are struggling to buy food. New people who didn't seem to need this program as much are now getting this assistance.	Los Lunas FM
DUFB program is very beneficial for consumers and vendors as it helps provide ore affordable produce/goods and gives local farmers markets opportunity to continue growing/selling! *not a DUFB vendor	Grants FM
We love it!	Espanola
the papers last year really helped	Downtown ABQ
We need the state to tell people who receive benefits about DUFB programs.	Downtown ABQ
I can afford to shop at the market too because of the program.	Downtown ABQ
This year we are not seeing many tokens at all.	Downtown ABQ
At this market we only sell thing that accept snap tokens	Downtown ABQ
It's an amazing program. We're grateful to benefit and see our neighbors benefit.	Downtown ABQ
Great program for farmers and community	Downtown ABQ
Easy to use, we like it	Downtown ABQ
A lot of customers come up and ask if they are allowed to use these programs to buy flowers. I always say no, but I wonder if customers are educated on what they and buy.	Downtown ABQ
Two farmers on this survey. Male and Female 18-34 and 65+	Downtown ABQ
Market is doing well so far and thank you	Rail Yards Market
Not many people know about it	Rail Yards Market
New to DUFB	Rail Yards Market
Thank you for offering the benefits! Great job!	Eldorado FM
Great Program	Sierra County FM
Muy buenas ventas buena opcion para vender	Cedar Crest FM
I'm glad to see more marketing!!!	Cedar Crest FM
It is awesome - great for vendors and customers.	Santa Fe FM
This program is a hughe benefit to so many people. Thank you.	Santa Fe FM
Thank you. We love it.	Santa Fe FM
I feel that is is a very important program in NM	Santa Fe FM
Poco mas dinero	Santa Fe FM
I love to sell and inform people of the program!	Farmington
We sell fry bread. Not for Double Up	Farmington

Don't let the government cut back on food related assistance. These families need this assistance.	Farmington
Our garden was flooded out then replanted but hasn't yielded much at all.	Farmington
I sell honey. Cannot use DUFB	Aztec FM
Everyone seems happy with the program	Aztec FM
I like the WIC app that scans a card for payment. Counting coins takes a long time.	Taos FM
No DUFB received today. Very strange.	Taos FM
We love it! Customers love it! Beautiful blessing for the community!!	Taos FM
we would have appreciated more direction and guidance on how to sign up for WIC and how to accept it at our booth.	Taos FM
Customers need educated more. They spent and forgot.	Las Cruces
It works great. Video training this year helped a lot. A cheat sheet or chart would be helpful!	Shiprock FM
Customers ask about the program and I tell them about it. They get their card swiped and come back to purchase what I have. :)	Shiprock FM
very important for poor people to get nutrition	Silver City FM
Thank you for this program! I see so many happy people who get more produce than they otherwise would	Silver City FM