



DOUBLE UP FOOD BUCKS

2016 New Mexico Report

The SNAP incentive program Double Up Food Bucks began at New Mexico farmers' markets and farm stands in 2015 as a way to help low-income families bring home more healthy food, support area farmers, and stimulate local economies. It was pioneered by the New Mexico Farmers' Marketing Association in 2010.

Double Up Food Bucks matches SNAP dollars spent on fresh, locally grown fruits and vegetables. Developed by national nonprofit Fair Food Network, the Double Up model is now active in more than 20 states across the country. (SNAP stands for the Supplemental Nutrition Assistance Program formerly known as food stamps.)

USDA Award: In 2016, USDA awarded the New Mexico Farmers' Marketing Association a \$2 million Food Insecurity Nutrition Incentive (FINI) grant to expand Double Up Food Bucks statewide. The federal funds were matched by resources from more than 35 local funders for a total program budget of \$3.5 million dollars. With this support, Double Up is expanding to serve residents at even more markets, farm stands, and grocery stores in communities across New Mexico.

A WIN FOR NEW MEXICO

In 2016, Double Up ran at 79 locations across New Mexico including 72 farmers' markets and farm stands and seven grocery stores.

HELPS LOW-INCOME CONSUMERS

- In 2016, low-income New Mexican shoppers spent \$765,400 in combined SNAP and Double Up Food Bucks on fresh, nutritious fruits & vegetables.
- 86% of Double Up participants said their families are purchasing and eating more fruits & vegetables.
- 70% of Double Up shoppers reported trying a new fruit or vegetable because of the program.

HELPS NEW MEXICO FARMERS

- Double Up benefitted 800 New Mexican farmers in 2016.
- 62% of farmers said they are selling more fruits & vegetables.
- 62% of farmers reported making more money as a result of Double Up.
- 83% of outlets saw customers return to the outlet more often.

*Totals reflect data while Double Up Food Bucks is in operation.
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doubleupnm.org | farmersmarketsnm.org



2017 PARTICIPATING LOCATIONS

In 2017, Double Up will run at 88 locations across New Mexico including 79 farmers' markets and farm stands and nine grocery stores.

KEY

- Farmers Market
- Grocery Store

The majority of farmers market programs run from June through October, with select markets and grocery stores running year-round.



"Best program for increasing sales of raw produce! Highly recommended!"

– FARMERS' MARKET MANAGER

"The Double Up program literally doubled my produce sales this season. I plan to grow more produce next year because of it."

– DOUBLE UP PARTICIPATING FARMER

"Double Up makes getting high quality, fresh, and tasty produce from local farmers affordable. My favorite purchase was three delicious tomatoes—they weighed 18 pounds and I had tomatoes all week."

– RAILYARDS MARKET CUSTOMER

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