



# DOUBLE UP FOOD BUCKS

## The Power of Local Food to Grow New Mexico's Economies

Presentation to: Rural and Economic Development Interim Committee

by: New Mexico Farmers' Marketing Association

October 31, 2018 — Santa Fe





# DOUBLE UP FOOD BUCKS

## 2017 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. The New Mexico Farmers' Marketing Association pioneered the program in the state in 2010.

**Double Up Food Bucks** matches dollar-for-dollar SNAP purchases for fresh, locally grown fruits and vegetables. SNAP stands for the Supplemental Nutrition Assistance Program, formerly known as food stamps.

**Federal Match:** In 2016, the USDA awarded the New Mexico Farmers' Marketing Association a \$2.1 million Food Insecurity Nutrition Incentive grant to expand Double Up Food Bucks. Local resources including appropriations from the State of New Mexico plus in-kind contributions from more than 75 organizations provide critical annual match. With this support, Double Up Food Bucks is expanding to more grocery stores, farmers' markets, farm stands, and other outlets, serving a growing number of residents in communities across the state.

## A WIN FOR NEW MEXICO

In 2017, Double Up Food Bucks ran at 78 locations across New Mexico including 40 farmers' markets, 9 grocery stores, 9 farm stands, plus mobile markets, and CSAs.

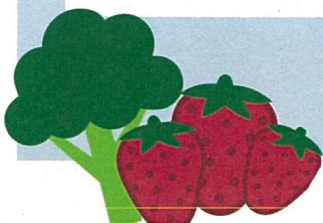
### HELPS LOW-INCOME CONSUMERS

- In 2017 low-income shoppers in New Mexico spent \$976,000 in combined SNAP and Double Up Food Bucks on fresh, nutritious fruits and vegetables. This is up from \$354,000 in 2015.
- 78% of Double Up Food Bucks shoppers said their families are purchasing and eating more fruits and vegetables.
- 57% of Double Up Food Bucks shoppers reported trying a new fruit or vegetable because of the program.

### HELPS NEW MEXICO FARMERS

- Double Up Food Bucks benefited 955 New Mexico farmers in 2017. This is up from 800 farmers in 2016.
- 75% of farmers said they are selling more fruits and vegetables because of the program.
- 73% of farmers reported making more money as a result of Double Up Food Bucks.
- 78% of outlets saw repeat customers return to the outlet more often as a result of the program.

Source: 2017 Electronic EBT sales records, plus NMFMA customer and vendor surveys.  
Published February 2018



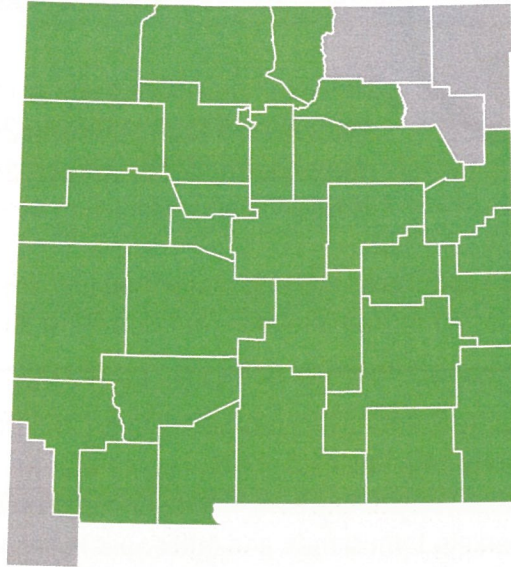
## 2017 PARTICIPATING LOCATIONS

Double Up Food Bucks is helping farmers in 29 New Mexico counties, serving more than 25,000 low-income individuals and families across the state.

### KEY

- Counties WITH Double Up Food Bucks Farmers
- Counties WITHOUT Double Up Food Bucks Farmers

*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 8 pounds and I had tomatoes all week."

– RAILYARDS MARKET CUSTOMER

### CONTACT

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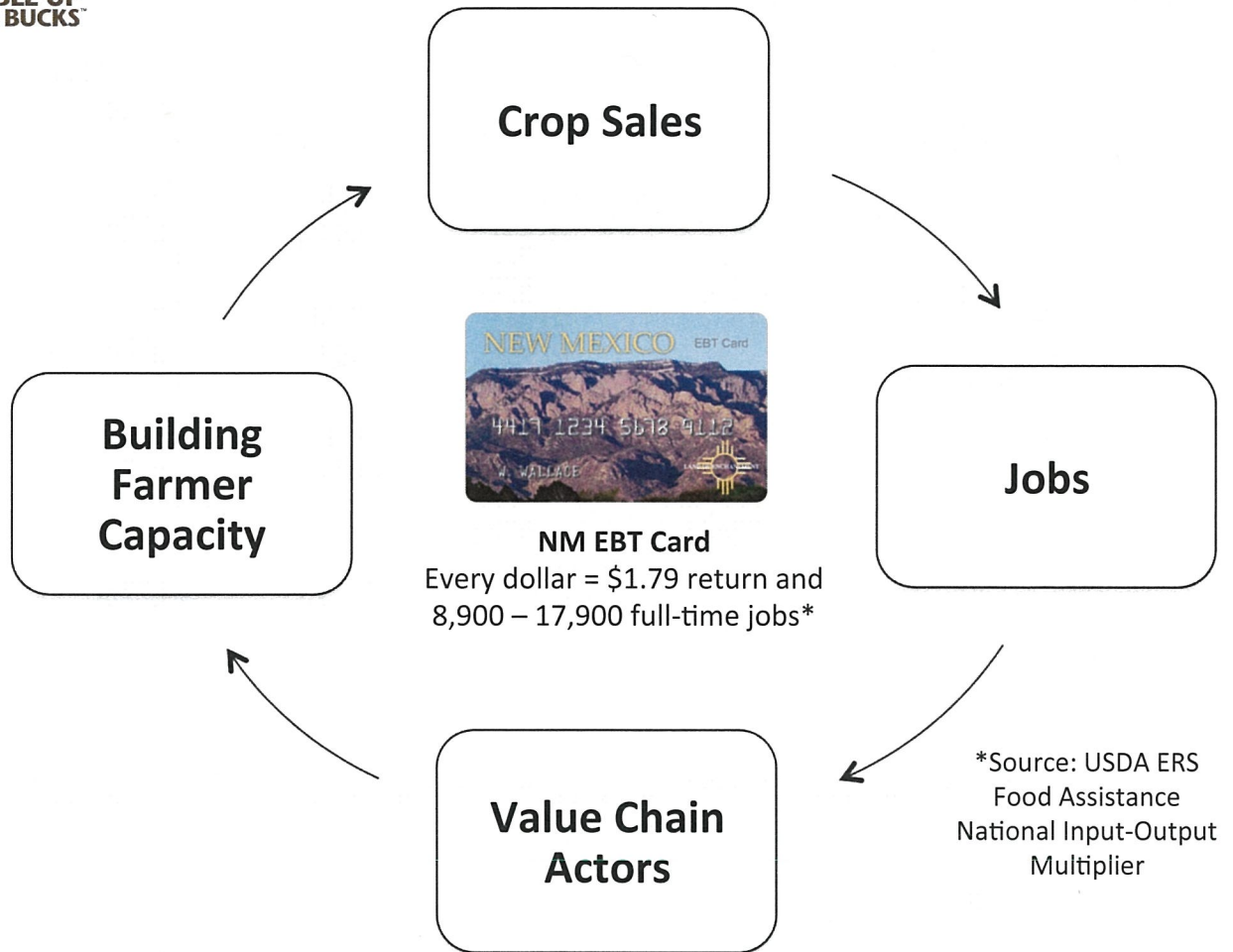
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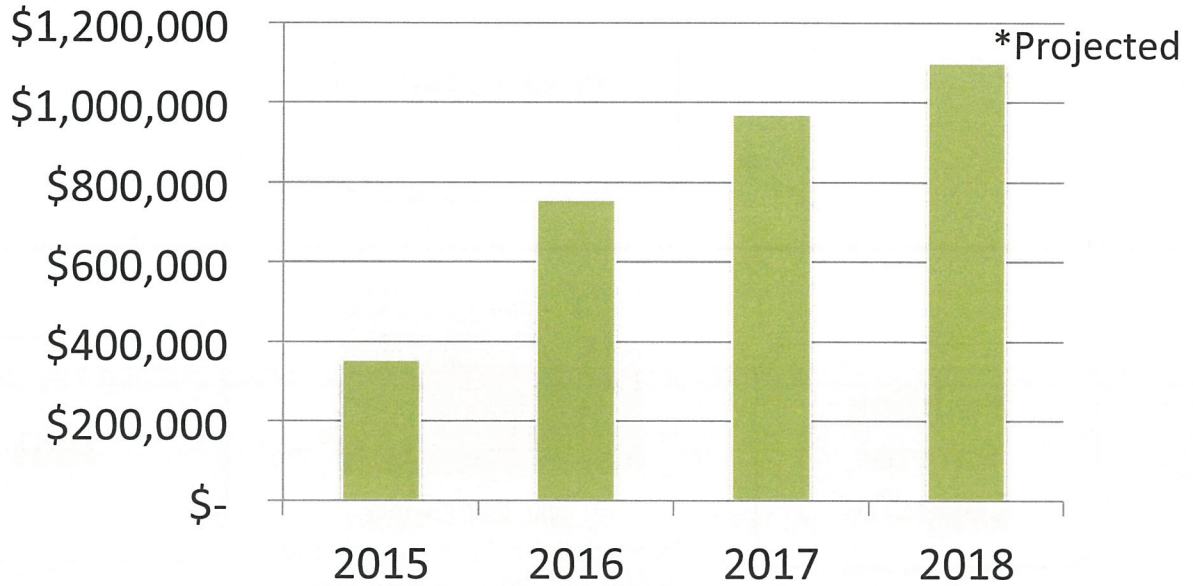
# RURAL AND URBAN ECONOMIC IMPACT



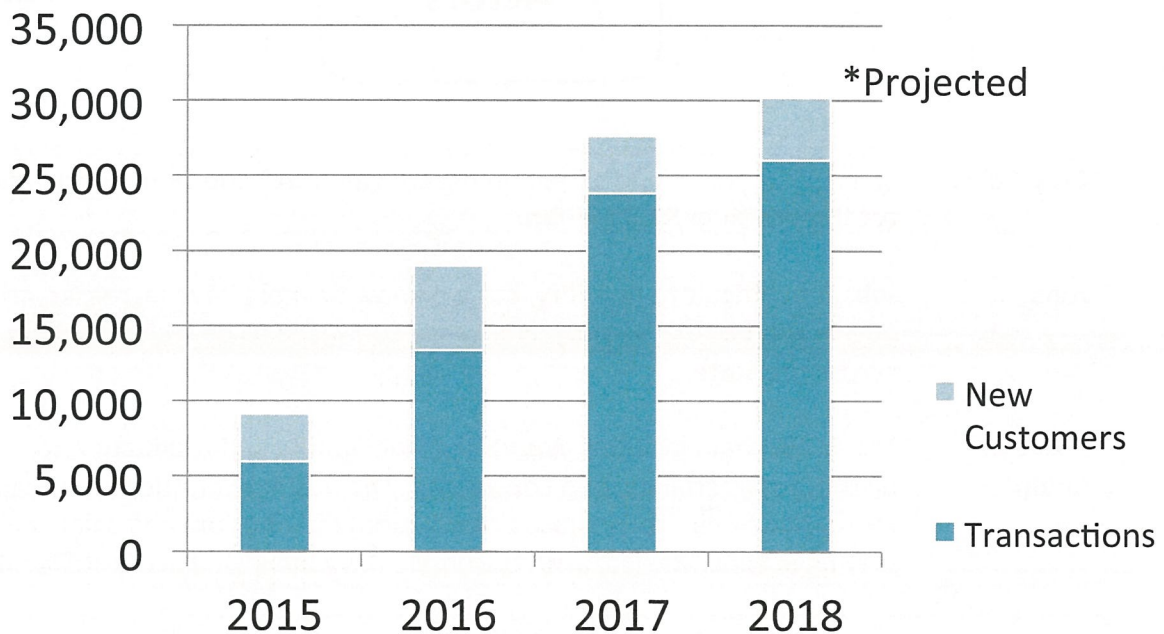
<b>Crop Sales</b>	Since 2015, local food sales purchased with SNAP and Double Up Food Bucks <b>total more than \$2.5 million.</b>
<b>Jobs</b>	Jobs are difficult to quantify, but we know farmers have increased production due to the Double Up program. Labor continues to be a challenge for farms across the state.
<b>Value Chain</b>	The value chain includes everything from inputs and production to distributors, retailers, and consumers. The business entities are earning more money due to increased production, distribution, and sales that are staying in New Mexico, and consumers have increased access to local food.
<b>Farmer Capacity</b>	Creating new wholesale opportunities for farmers means many now require technical assistance such as food safety and business trainings.



### Total SNAP & Double Up Sales, 2015-2018\*



### Total Transactions and New Customers, 2015-2018\*





**DOUBLE UP  
FOOD BUCKS™**

### 2017 Totals

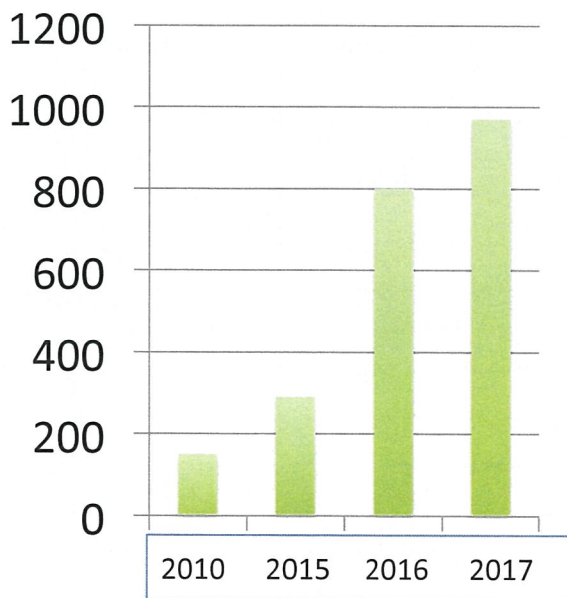
Retail outlets: **21 counties**

Farmers from: **29 counties**

Total Retail Sales: **\$970K**

Number of Farmers: **970**

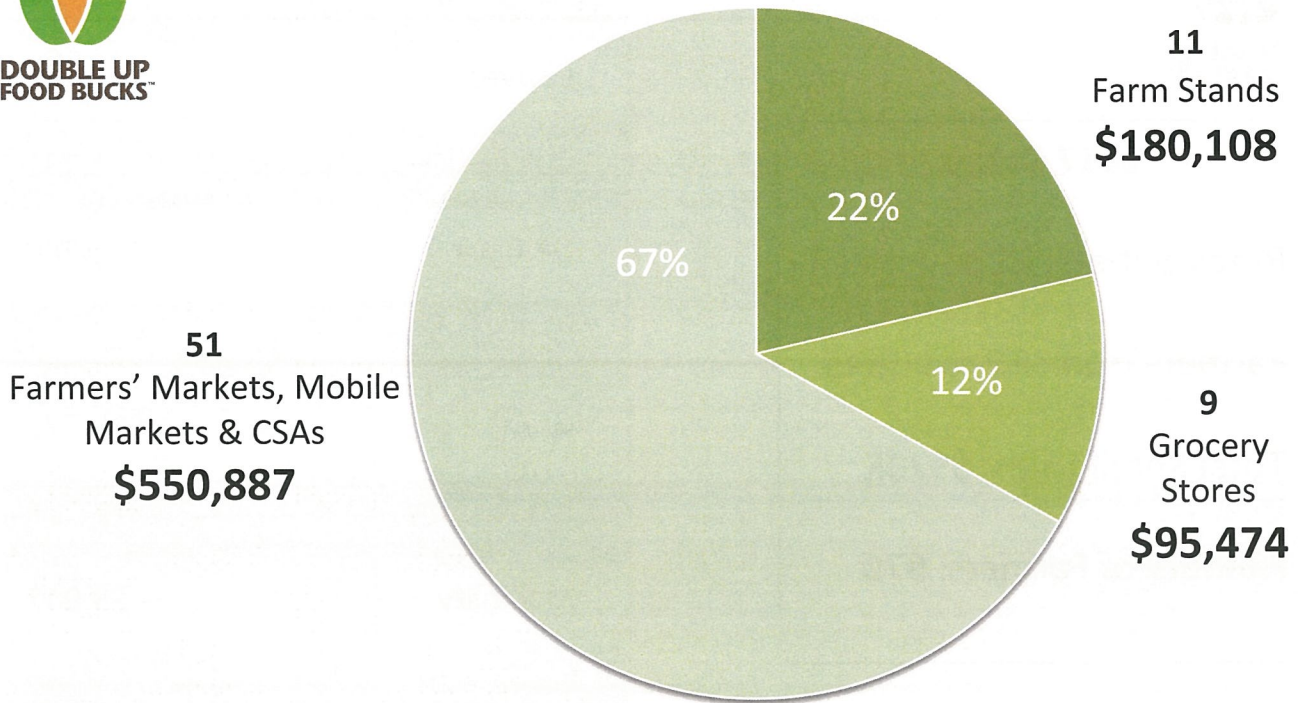
### Farmer Participation



COUNTY	2017 SALES
Bernalillo	\$247,374
Chavez	\$27,792
Curry	\$2,279
De Baca	\$560
Doña Ana	\$53,705
Grant	\$15,777
Los Alamos	\$13,715
McKinley	\$3,047
Otero	\$1,290
Quay	\$1,116
Rio Arriba	\$22,598
Roosevelt	\$1,014
San Juan	\$20,192
San Miguel	\$32,912
Sandoval	\$504
Santa Fe	\$400,949
Sierra	\$6,830
Socorro	\$19,833
Taos	\$71,778
Torrance	\$5,282
Valencia	\$21,976



## Sales Results by Outlet Type, 2017



## Number of Outlets by Region, 2017

Region	Farmers' Market	Farm Stand	Grocery Store	Total
Northwest	3	2	1	6
North/Northeast	10	1	4	15
Central	17	3	4	24
South Central	7	3	0	10
South/Southwest	8	0	0	8
Southeast	6	2	0	8



# STATE FUNDS LEVERAGED



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Source	\$ Leveraged (2015-2020)
Federal	\$3,100,000
State (Double Up Food Bucks—4 yr. total)	\$1,550,000
Private	\$450,000
<b>Total Investment</b>	<b>\$4,750,000</b>
Local Economic Return (Multiplier = 1.8)	\$8,550,000
<b>Total Economic Impact</b>	<b>\$13,300,000</b>

**Every Dollar of State Investment Generates  
\$8 Economic Return**







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## SYSTEMS-WIDE IMPACT

### Health and Nutrition



Food Access



Healthcare  
Costs



Community  
Partners



### Farmer Capacity and Sales



Network  
Support



Technical  
Assistance



Public Education





## WHAT'S NEXT?

**Continuing the Support Programs!**



**NETWORK SUPPORT**  
**Expanding Wholesale!**



**TECHNICAL ASSISTANCE**  
**Farmer Trainings!**



**PUBLIC EDUCATION**  
**Marketing!**



## WHOLESALE OPPORTUNITIES

**Value Chain Support** helps farmers sell through distributors to grocery stores, schools, restaurants, and institutions.



### GROCERY

Since January 2018, our value chain coordinator has **helped farmers sell 600,000 pounds of produce** to Lowe's, Smith's, Sprouts, Whole Foods, John Brooks, US Foods, LaBatt, Cysco, Ben E. Keith, and others. **Total sales (2018 est.) \$463,000.**

### SCHOOLS

Our value chain coordinator works closely with the New Mexico Public Education Department. In October alone, he coordinated the sale of 6,600 pounds of fruit to schools in Roswell and Carlsbad, for \$5,600 in sales to the farmer.





## FARMER TRAININGS

**Farmers need training** as they expand their production capacity to meet new wholesale opportunity requirements and to learn about the Food Safety Modernization Act.

**285** farmers have attended food safety trainings since January 2017

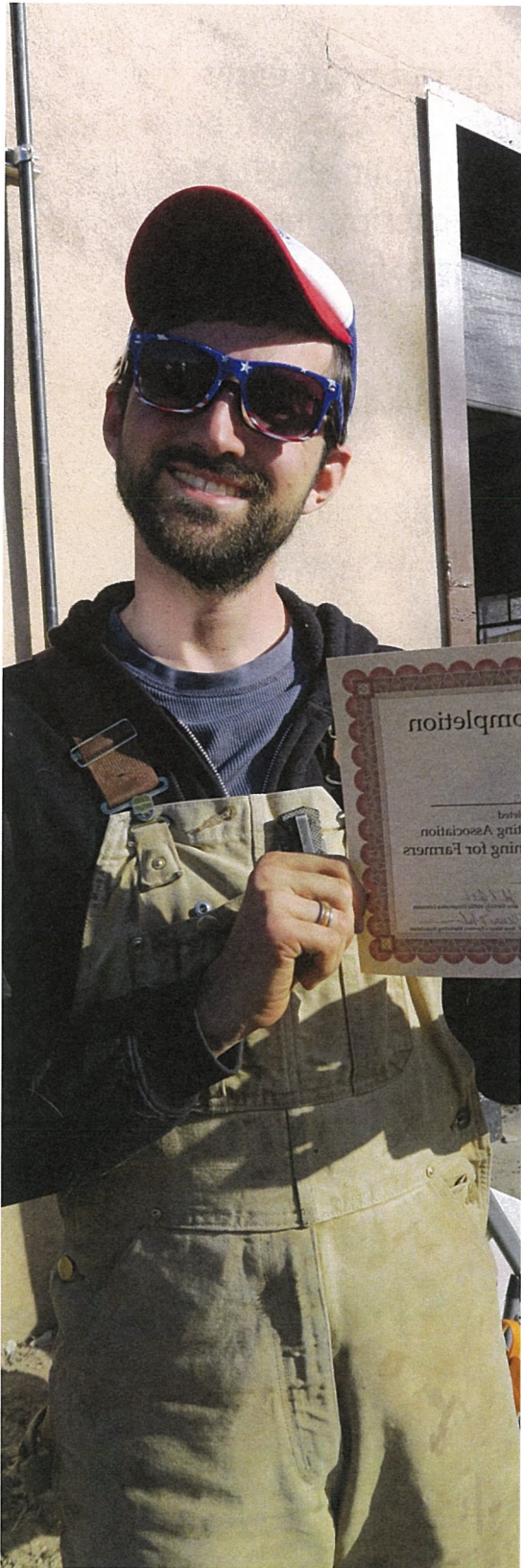
**21** regional food safety trainings

**86%** of growers who have attended a food safety training have made changes on their farm and/or with the training of their farm workers to address food safety risks.

**71%** of growers who have attended a food safety training feel better prepared to identify and address possible contamination risks on their farms. This includes issues related to animal waste, water hazards, and traceability.

**72%** of growers who have attended a food safety training do not feel that they have a strong understanding of the Food Safety Modernization Act. This includes how their farms would be categorized and what types of record keeping they need to show an exempt status.

**211** farmers have attended business-related trainings since January 2017





# MARKETING: #LocalFoodConnectsNM

The #LocalFoodConnectsNM social media ad campaign ran from early May to mid-October, including multiple weekly ads featured on Facebook and Instagram. Campaign goals included educating the public about the benefits of eating locally grown food, and increasing subscriptions to the New Mexico Farmers' Markets newsletter – a key education tool. Results of the campaign include:

**356,614** Number of people reached (inc. duplicate views)

**28,608** Number of people engaged (people sharing, liking, commenting, or signing up for the newsletter)

**930** New newsletter subscribers

**Post Details**

New Mexico Farmers' Markets  
Published by Christina Keibler · 1 October at 11:02 · 🌐

Every time you buy local food you champion the interconnected system of food, farming, and viable economies. #LocalFoodConnectsNM

**Keep your community vibrant**  
#LocalFoodConnectsNM

New Mexico Farmers' Markets  
Non-profit organisation

9,863 People reached      797 Engagements

[Sign Up](#)      [Boost Again](#)

**Performance for your post**

**9,863** People Reached

**658** Reactions, comments & shares

546 Like	515 On post	31 On shares
40 Love	36 On post	4 On shares
1 Haha	1 On post	0 On shares
1 Wow	1 On post	0 On shares
13 Comments	5 On Post	8 On Shares
57 Shares	57 On Post	0 On Shares

**139** Post Clicks

35 Photo views	2 Link clicks	102 Other Clicks
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**NEGATIVE FEEDBACK**

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

New Mexico Farmers' Markets  
Published by Christina Keibler · 29 September at 14:48 · 🌐

KEEP YOUR FOCUS LOCAL. Every time you buy local food you help sustain New Mexico's land, animals, and traditions. Be part of the solution. #LocalFoodConnectsNM

**Keep your focus local**  
#LocalFoodConnectsNM

New Mexico Farmers' Markets  
Non-profit organisation

[Sign Up](#)

New Mexico Farmers' Markets  
Published by Christina Keibler · 1 October at 18:18 · 🌐

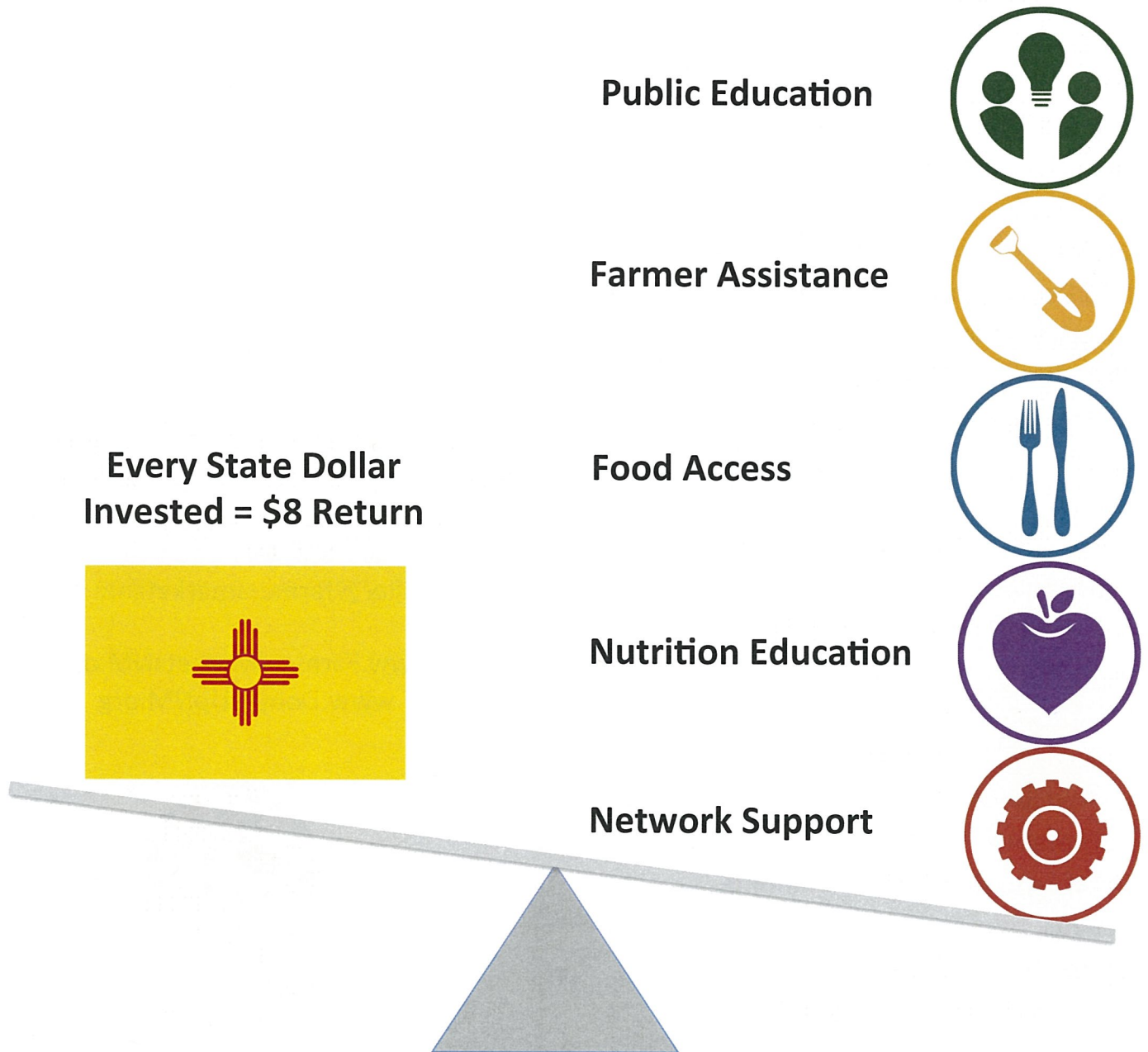
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**Keep your community vibrant**  
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Capacity Building, Technical Assistance,  
Promotions, and Network Support  
Require Investment. **Your Support is Needed!**





## **Partners** (Partial List)

**Capacity Builders**  
**Catholic Charities**  
**Center for Health Innovation**  
**City of Albuquerque**  
**City of Las Cruces**  
**COPE**  
**ECHO- INC**  
**El Centro Family Health**  
**Food Depot**  
**Help-NM**  
**Hidalgo Medical Services**  
**La Clinica de Familia**  
**La Semilla**  
**Las Vegas Chamber of Commerce**  
**Mid Region Council of Governments**  
**Mountain View Market**  
**NM Alliance of Health Councils**  
**NM Human Services Dept.– ISD**  
**NM State University ICAN Program**  
**NMDA**  
**Presbyterian Healthcare Foundation**  
**Project ECHO**  
**Rio Arriba Department of Health**  
**Road Runner Food Bank**  
**Socorro Storehouse**  
**Thornburg Foundation**  
**United South Broadway**  
**Corporation**  
**UNM School of Arch. & Planning**  
**Visions**  
**Voices for Children**  
**Volunteer Center of Grant County**

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