



DOUBLE UP FOOD BUCKS

NEW MEXICO 2023

What is Double Up Food Bucks? Double Up Food Bucks matches SNAP (food stamps) benefits on New Mexico-grown produce at participating outlets, making New Mexico-grown produce available at half off regular price for SNAP customers! The program helps our neighbors bring home more locally grown fruits and vegetables, helps New Mexico's farmers increase their incomes, and provides a critical boost to local economies. This nutrition incentive program is administered by the New Mexico Farmers' Marketing Association with primary funding from the USDA and the State of New Mexico.

Who can use Double Up Food Bucks? Anyone receiving SNAP benefits is automatically eligible. If a customer has SNAP, they can use this program at participating outlets. People interested in signing up for SNAP can find out more information by visiting <https://www.yes.state.nm.us> or calling 1-800-283-4465. Local food banks and other assistance organizations may offer application help. Roadrunner Food Bank offers assistance for applicants by calling 844-684-6268 or visiting their website <https://www.rfb.org/find-help/apply-snap/>

Where can SNAP shoppers use Double Up Food Bucks? Double Up Food Bucks outlets include farmers' markets, farm stands, CSAs, and select grocery stores across the state, giving SNAP shoppers more than 70 locations to choose from.

LOCAL FOOD ACCESS FOR EVERYONE

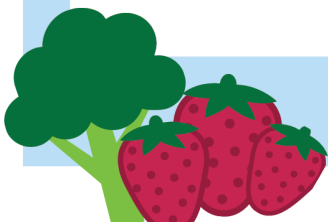
Double Up Food Bucks is available at 70 locations across New Mexico, providing critical nutrition to our neighbors, increasing farmer income, and improving our local economies. During 2022, 122,000 SNAP individuals and families benefited, spending nearly \$2.4 million on local food.

SNAP ELIGIBILITY

- Any item you can usually buy with SNAP
- No foods that are not meant for human consumption, alcohol, tobacco, pet food, etc.
- No foods that are hot and ready to eat at point of sale
- Bread
- Dairy (cheese, milk)
- Fruits and Vegetables
- Herbs and Spices
- Meat
- Other food items like jam, honey, snacks

DOUBLE UP FOOD BUCKS ELIGIBILITY

- New Mexico-grown
- Fruits and vegetables
- Can be lightly processed (roasted, canned, dried, frozen, spiralized, etc)
- Cannot contain added salt, sugar, fat, or oils
- Fresh herbs are allowed, but not dried or processed herbs. No chile powder.
- Plants that produce food
- More detailed eligibility is available, if needed



EDUCATING CLIENTS ABOUT DOUBLE UP FOOD BUCKS

How can I educate my clients about Double Up Food Bucks?

Let your clients know that Double Up Food Bucks can save them 50% off New Mexico-grown fruits and vegetables at participating outlets. We have included a listing of outlets local to your area, and a current list is available at DoubleUpNM.org. At farm stands and grocery stores, clients should look for signage that shows is New Mexico-grown, and then let the cashier know they'd like to use Double Up. They will receive 50% off at the register. Farmers' markets use wood and metal tokens to provide SNAP and Double Up benefits. See the illustration that explains how tokens work at farmers' markets.

Set expectations about the availability of local food

Local food availability is determined by the season. In the summer, clients can expect to find lots of fruits and vegetables! In the winter, clients can expect to find little to no fruit, but will be able to purchase winter vegetables such as hard squash, pinto beans, dried chile and more. We have provided a handout that explains seasonality with examples of what is available in New Mexico.

Does this program really help low-income customers?

A common perception about farmers' markets and local produce is that these foods are cost prohibitive for low-income customers. While this may be true in some cases, Double Up Food Bucks is designed to increase the spending power of SNAP customers. Also, customers who use Double Up Food Bucks are more satisfied with their purchases because the food tastes better and stays fresh longer. Once New Mexicans try Double Up Food Bucks, they usually become long-term repeat customers, and a recent study by the Gretchen Swanson Center shows that Double Up Food Bucks participants eat more fruits and vegetables than the average American (www.nutritionincentivehub.org).

How do recent reductions in SNAP benefits impact the Double Up Food Bucks program?

Double Up Food Bucks is tied to SNAP benefits, but program funding is through other grants. Clients who want to stretch their decreased federal SNAP benefits can stretch their budget with Double Up Food Bucks.

My clients have additional barriers to access programs like Double Up Food Bucks. How can I help them?

Set up a meeting with one of our Outreach Coordinators to discuss particular accommodations and strategies to help clients make the most of their SNAP benefits.

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