



**SNAP Double Up Food Bucks:
State Funds Working Hard to Create
Health and Wealth**

Economic and Rural Development Committee
Santa Fe, November 9, 2016



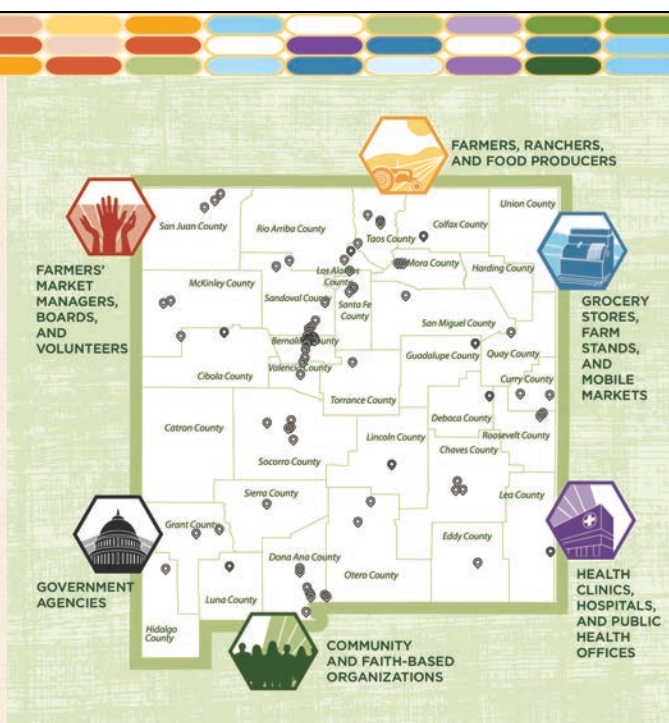
Founded in 1994

MISSION:

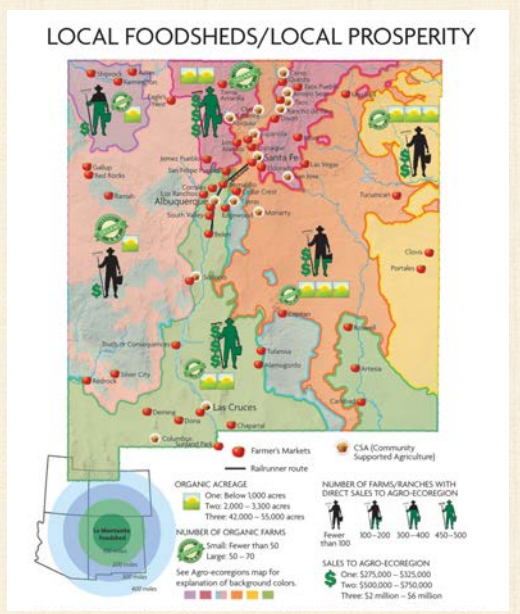
The New Mexico Farmers' Marketing Association is dedicated to strengthening the local food system by supporting direct market agriculture producers and cultivating strong networks for a healthier New Mexico.



The NMFMA works with farmers, retailers, health clinics, government agencies, and others across the state.



WHY
are **local food systems** are an economic development strategy?

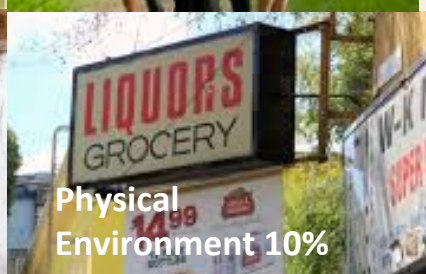


WHY is
health is an
 economic
 development
 strategy?

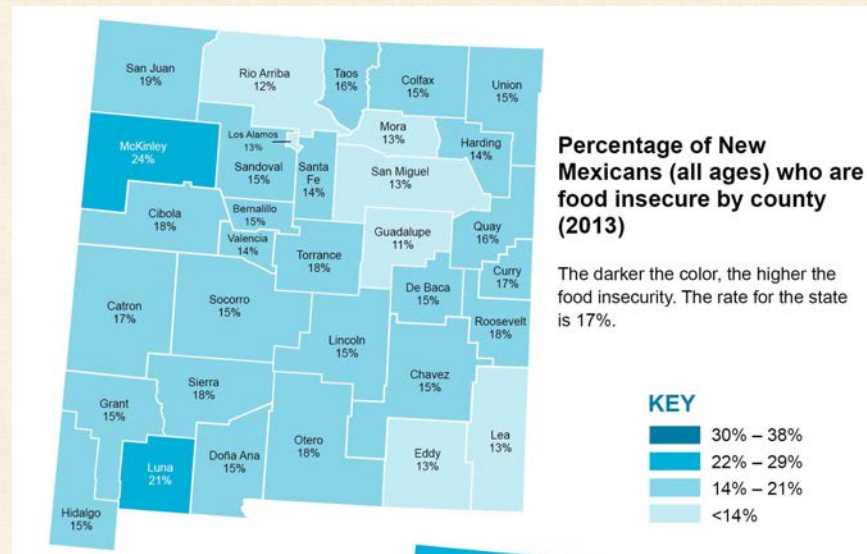


OBESITY
 Cost per New Mexico
 Taxpayer Each Year: **\$118**

The Social Determinants of Health

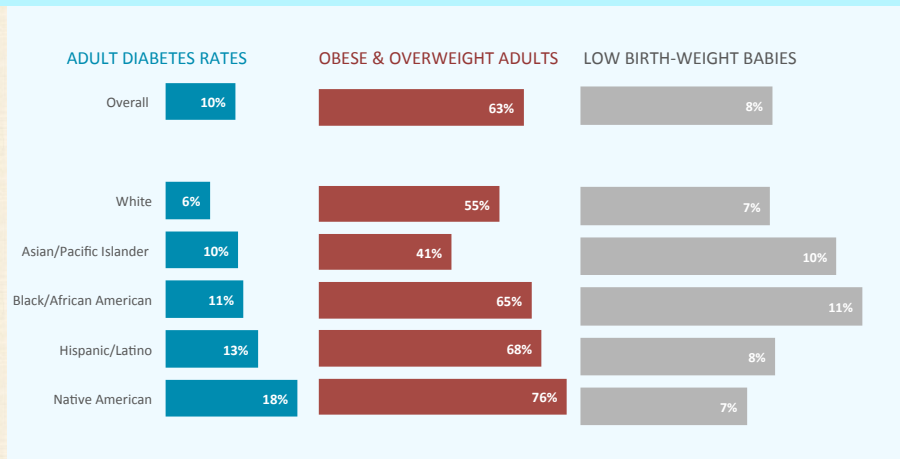


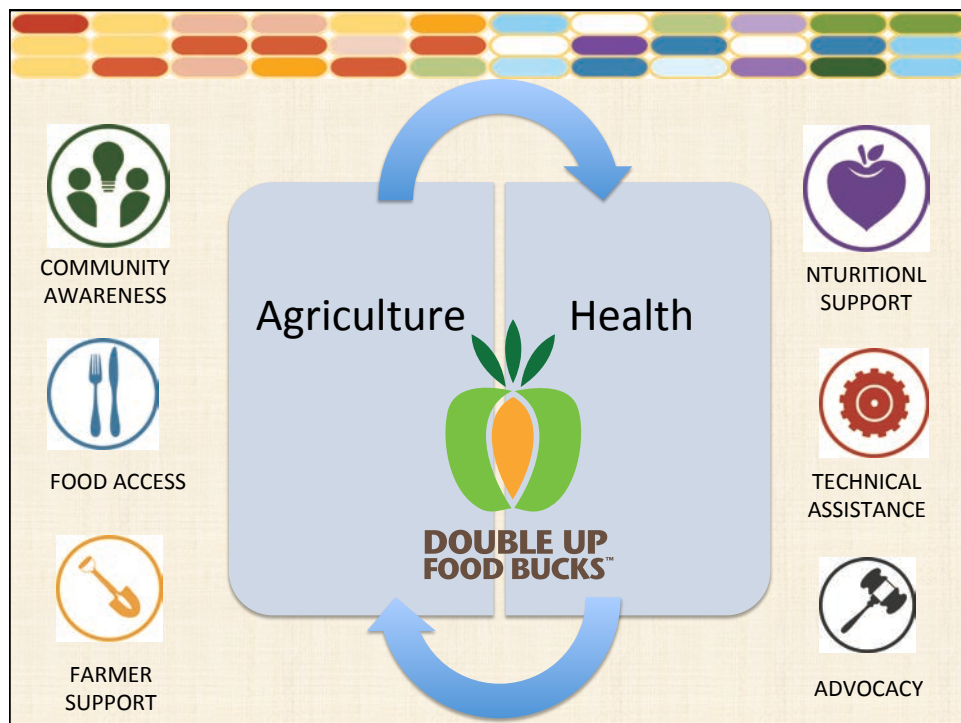
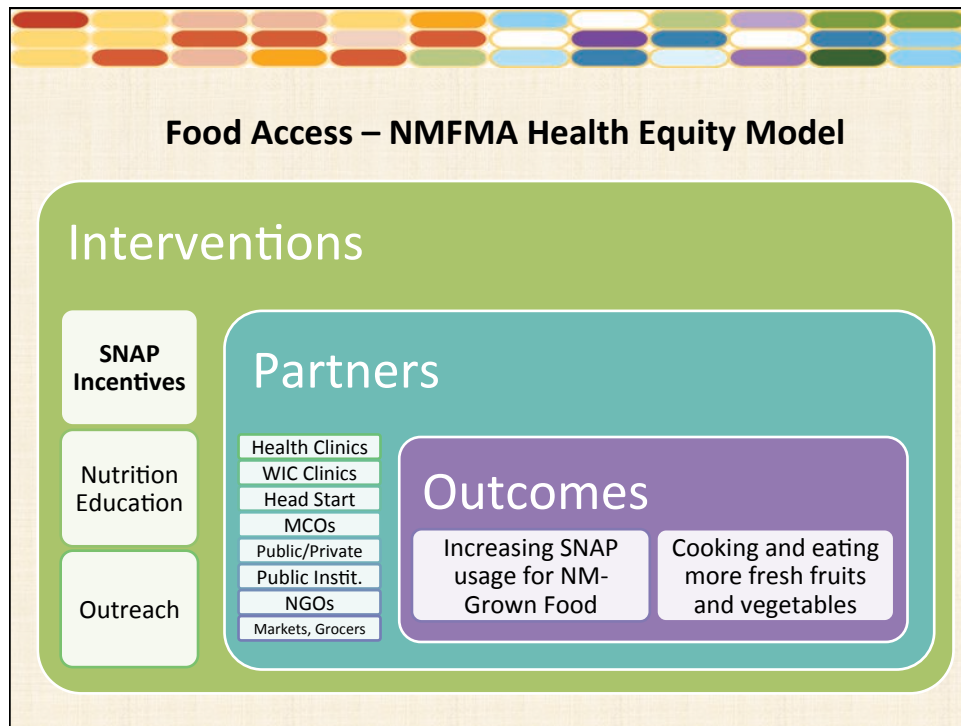
1 in 5 New Mexicans Receives SNAP



Ethnicity, Income & Health—Equity

Populations of color in NM, which are more likely to be low-income, often have worse diet-related health indicators and outcomes.





Goals

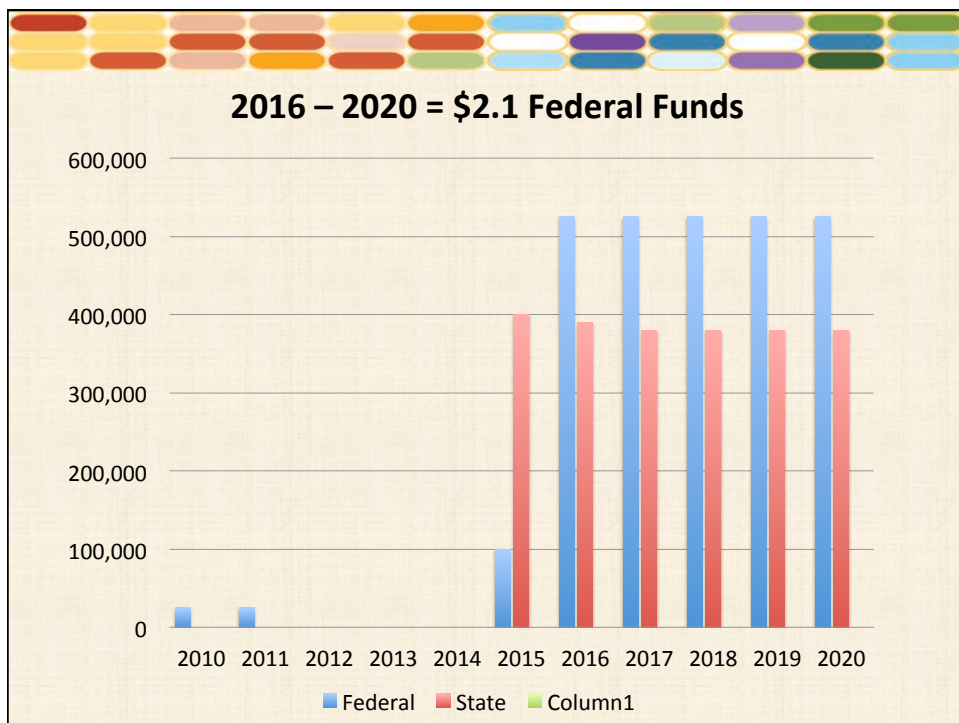
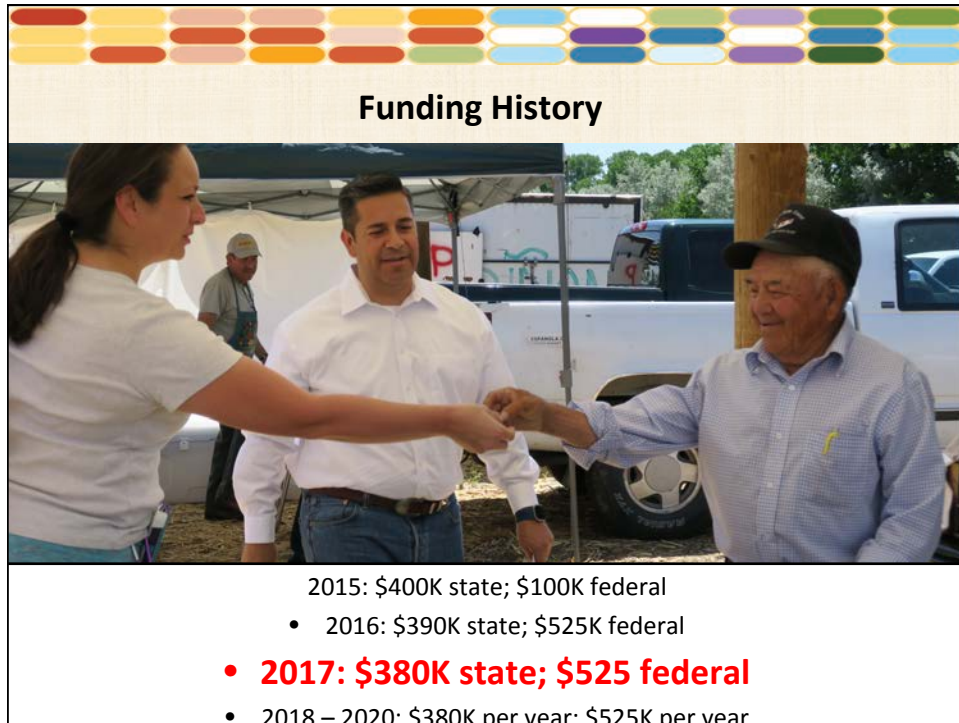
To increase the purchase and consumption of locally grown produce by low-income shoppers, and to help drive produce sales for New Mexico's direct-market farmers.



New Mexico is a National Leader —

The first state to fund Double Up Food Bucks



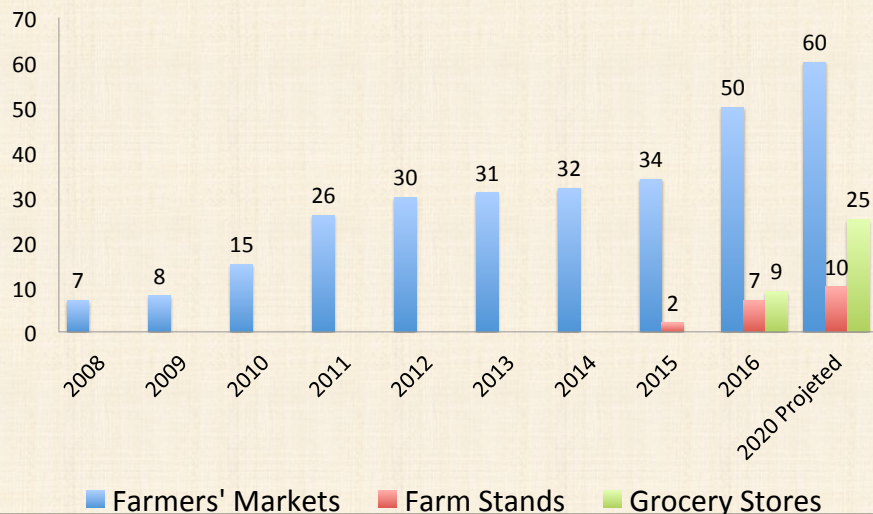


HOW IT WORKS: \$1 for \$1 Match

- Low-income shoppers get **\$1 for \$1 match** when buying NM-grown foods with their EBT card
- Fresh food access is increased for underserved
- Economic activity in food and agriculture is increased, helping both rural and urban communities build and maintain prosperity
- State funds are matched \$1 for \$1 with federal grant funds— **\$2.1 million over 4 years is secured.**



Double Up Retail Outlets in New Mexico— Nearly 90 in 2016, up from 34 in 2015



30 Counties, Approximately 750 Producers



4 Tribal Communities—Pojoaque, Mescalero, Alamo, Gallup
Coming soon: Taos Pueblo, Shiprock, 8 Northern



EBT and Double Up Food Bucks (DUFB) Sales

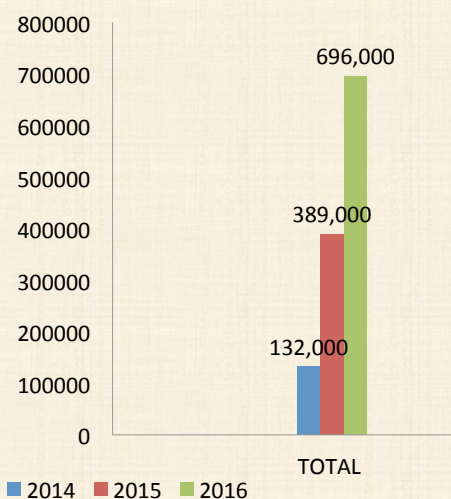
A 427% increase 2016 vs. 2014

\$ K	2008	2009	2010	2011	2012	2013	2014	2015	2016
REG. EBT Sales	\$4.2	\$17	\$45	\$50	\$71	\$75	\$87	\$196	\$355
DUFB Sales	0	0	\$32	\$15	\$10	\$20	\$45	\$193	\$341
Total EBT & DUFB Sales	\$4.2	\$17	\$75	\$65	\$81	\$95	\$132	\$389	\$696

Double Up Food Bucks Promotes Resiliency (Sales \$K)

Since 2014, total sales of NM-grown food to sold to EBT customers has increased by **427%**.

These are sales that go directly to farmers.



Creating Community Awareness Through Media and Partnerships



Customers—By the Numbers



	2015	2016	% increase or decrease
Avg. # of Transactions	9,200	17,148	+86%
# New Customers	3,184	5,082	+60%
Avg. Spent per transaction	\$39	\$39	0

88%

Customers who say the amount of fresh fruits and vegetables they buy has increased because of the Double Up Food Bucks program.


(2015 data)




2016-2020 DUFBS Sales Projections by Retailer Type

(Total EBT sales will be x 2)


Retailer Type	2016-17 Projections	2017-18 Projections	2018-19 Projections	2019-2020 Projections
Farmers' Markets	\$299,450	340,450	\$363,950	\$466,500
Farm Stands & Mobile Markets	\$78,000	\$100,000	\$24,500	\$195,00
Grocery Stores	\$15,000	\$56,000	\$130,000	\$114,000
TOTALS*	\$392,450	\$496,450	\$618,450	\$775,500




Efficient Program Administration, Broad and Deep Impact



- **90%** of state funds are used for food incentives.
- **30** New Mexico counties benefiting.
- Approximately **75%** of direct market farmers participating.
- Increasing farmer, rancher, and other food producer income: During 2016, \$696K of EBT and Double Up Food Bucks (DUFb) income was earned by New Mexico farmers.



FY2017: \$380K State Investment



- Leveraging **\$2.1 million** in federal grant funds by 2020.
- Generating more than **\$4 million** in economic impact in rural and urban communities by 2020.



A Win for Farmers, Families, and Communities



Thank you for your continued support.

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