General Information Memorandum

ISD-GI-41

TO: ISD Employees

FROM: Marilyn Martinez, Director, Income Support Division

RE: Farmers Market Posters Announcing the DUFB (Double Up Food Bucks)

DATE: July 9, 2015

The NM Farmers Marketing Association was awarded state funding and a federal grant to provide our SNAP clients with market tokens at double the value of their EBT transaction so that they can purchase more fruits and vegetables this market season. The DUFB program gives limited resource households the opportunity to buy fresh, locally grown produce and eat more healthfully.

USDA SWRO is permitting the Income Support Division Offices to utilize this poster even though it only contains an abbreviated Civil Rights Statement, as a one-time exception to the rule established in ISD-GI-15-05.

Posters about the program will be dropped off at local offices in communities that have farmers markets. Please share this information with your clients. For more information, contact Mary Oleske at 505-841-2696 or Denise Miller at dmillen@farmersmarketsnm.org.

Thank you.
STRETCH YOUR FOOD DOLLARS AT NM FARMERS’ MARKETS

Get more fruits & vegetables when you use your EBT CARD at farmers’ markets

JUNE 1 - OCT 31

It’s easy with DOUBLE UP FOOD BUCKS!

How It WORKS

1. BRING YOUR EBT CARD to the farmers’ market info booth before you shop.

2. BUY EBT-ELIGIBLE FOODS at the market with your NM EBT dollars.

INFO BOOTH

NEW MEXICO GROWN

WE’LL MATCH WHAT YOU SPEND with free Double Up Food Bucks.

YOU SPEND $2 | WE MATCH $2

Use them right away to buy FRESH FRUITS & VEGETABLES grown in New Mexico.

Have questions? Call us! (888) 983-4400 or visit www.DoubleUpNM.org

USDA is an equal opportunity provider and employer. For food help contact New Mexico EBT Customer Service: (800) 283-4465.
USE SUS ESTAMPILLAS DE COMIDA EN LOS FARMERS’ MARKETS DE NUEVO MÉXICO

Compre más frutas y verduras cuando usted usa su tarjeta EBT en los Farmers’ Markets

Es fácil con sus DOUBLE UP FOOD BUCKS!

1. LLEVE SU TARJETA EBT a la caseta de información de Farmers’ Market antes de comenzar sus compras.

2. USE SUS DOUBLE UP FOOD BUCKS comprando comida permitida por EBT con su tarjeta de EBT.

3. DUPLICAMOS LO QUE GASTA con Double Up Food Bucks gratis.

USTED GASTA $2
IGUALAMOS $2

Úselos enseguida o para comprar FRUTAS & VERDURAS FRESCAS cultivadas en Nuevo México.

¿Tiene preguntas? ¡Llámenos! (888) 983-4400 o visite www.DoubleUpNM.org

USDA es un proveedor y empleador que ofrece oportunidad igual a todos. Asistencia con Alimentos de Nuevo México EBT (800) 283-4465.