

Susana Martinez, Governor Brent Earnest, Secretary Marilyn Martinez, Director

## **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)

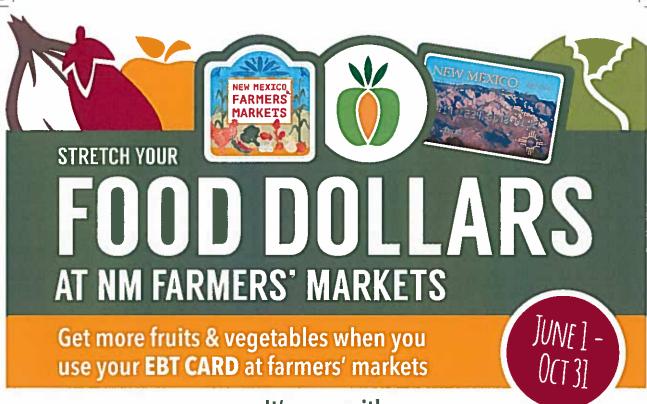
**DATE:** July 9, 2015

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 dmiller@farmersmarketsnm.org.

Thank you.



It's easy with **DOUBLE UP FOOD BUCKS!** 



How It WORKS



**BRING YOUR EBT CARD** 

to the farmers' market info booth before you shop.

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

INFO BOOTH

**WE'LL MATCH WHAT YOU SPEND** 

with free Double Up Food Bucks.

NEW MEXICO GROWN

**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













Es fácil con sus

DOUBLE UP FOOD BUCKS!



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









