

FEEDING NEW MEXICO'S FUTURE

LOCAL
OF NEW MEXICO

DOUBLE UP
FOOD BUCKS
ACCEPTED
HERE!



DOUBLE UP
FOOD BUCKS



HB114 - \$1 Million - NMDA

Sponsored by:
Reps. Dow & Lujan
and Sen. Wilson

**Expand the DOUBLE UP FOOD BUCKS PROGRAM
for Community Health and Agriculture Resilience**

THE PROBLEM

- **Current Double Up Food Bucks funding doesn't cover meat and other proteins**, so NM's ranchers, nut, and egg producers haven't been able to participate.
- Unprecedented federal cuts to SNAP, Medicaid, and other programs are on the horizon.
- These cuts mean that people in need will receive less support from the federal government, and states will be tasked with sustaining evidence-based programs like Double Up Food Bucks.
- 21.5% of New Mexicans receive SNAP, the highest rate for any state in the nation.^[1]
- 38% of SNAP recipients in New Mexico are children;^[2] 62% of SNAP recipients in the state are working.^[3]

[1] *What the data says about food stamps in the U.S.*, Pew Research Center, November 2025.

[2] *Monthly Statistical Report: February 2024*, New Mexico Health and Human Services Department

THE SOLUTION

- **For the first time, state funds could be used for meat, nuts, and eggs**, thereby increasing nutrition access and ranch sales.
- With an aging population of farmers and ranchers, programs like Double Up support younger producers who need steady sales.
- Since 2015, SNAP recipients have doubled their purchase of local produce at farmers' markets and other outlets.
- The program is a triple win: good for vulnerable New Mexicans, local farmers & ranchers, and local economies.
- For every \$1 of SNAP benefits spent, \$1.54 in economic activity is generated in state.^[4]
- The program operates in 27 counties at 65 outlet locations.

[3] *"Income-Support Programs Show Success in Reducing Poverty in New Mexico," New Mexico Voices for Children*, January 2024.

[4] *"SNAP Outreach Program," Roadrunner Food Bank of New Mexico*, Accessed January 2025.

WHY it's important

New Mexico can **maximize SNAP's power** to ensure every New Mexican is able to **eat better, improve their well-being,** and **support local economies.**



59,375 Customers
(est.) 2025*



148,438 People Fed
(est.) 2025**



\$1,900,000 Sales
SNAP & Double Up
(est.) 2025



700 Farmers
(est.) 2025



27 Counties
2025



\$600,000 Ranch
Income projected 2026

* Total sales/avg. Purchase \$32 ** Total customers x avg. NM HH size (2.5 people)

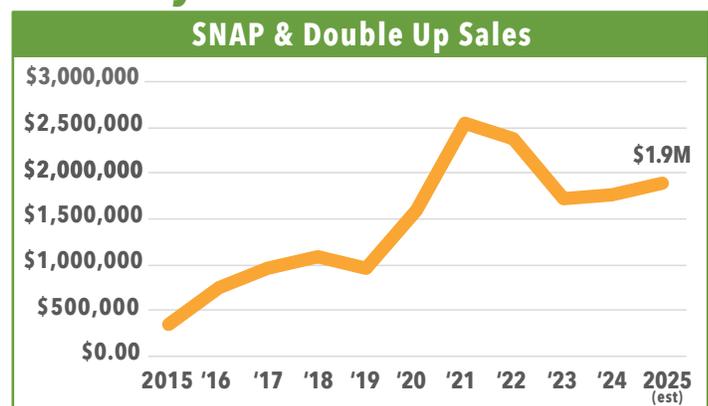


New Mexicans love locally raised meat!

- Ranchers and customers alike enjoyed an 8-week **"Farmers' Market Meat Pilot"** for SNAP customers in 2022. In eight weeks ranchers sold **\$92,000 of local meat** at five farmers' markets in four counties (Doña Ana, Bernalillo, Santa Fe, and Grant).
- NM's food banks distributed nearly **\$2,000,000** of New Mexico grown meat and \$450,000 in eggs to NM families through the federal Regional Farm to Food Bank Program.
- More than 100 schools, senior centers, and early childhood centers purchased **\$800,000** worth of New Mexico ground beef in FY2025.



Loved by communities since 2015!



More than **\$16 million in sales** of locally grown fruits and vegetables has helped create healthy communities over the last decade. Annual sales peaked during Covid in 2021 and 2022 when SNAP dollars increased.
New state funding will secure produce access and create sales for meat and other proteins.

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