



August:
A Second Look
At the Value of
Double Up Food Bucks

BOARD STUDY INSTRUCTIONS

REMINDER:

In order to make the most of our Board Study discussion, we ask you to please read these research materials before coming to the Board of Directors meeting on August 16.

SYNOPSIS:

La Montanita launched the Double Up Food Bucks program in May 2016. Since the program's inception, the cooperative has held numerous community events to promote local food procurement and preparation, bolstered its Veteran Farmers Project, diversified its marketing channels and venues in collaboration with the New Mexico Farmers Market Association, and increased overall sales of local produce. Furthermore, the cooperative's Value Chain Coordination (VCC) team has – through its participation in the Food LINC Project – is continuing to identify opportunities for regional food system development by linking small and medium size rural producers with low-income urban families.

- *In this Board Study, the Board of Directors and meeting attendees will cooperatively explore La Montanita's opportunities to further develop, market, and implement the Double Up Food Bucks program. Board members will also use this as an opportunity to coordinate future efforts with the New Mexico Farmers Market Association in order to leverage future state and federal funding.*

SCHEDULE:

- A. Double Up Food Bucks Event Announcement (5 minutes)
 - a. August 27
 - b. Special Foods Recipes
 - c. Live remote
- B. Marketing Update on Double Up Food Bucks (10 minutes)
 - a. Following up with Lucy McDermott's emphasis on marketing

- b. Spread the Word - Email shared by Sarah Lucero of NMFMA
 - c. Multi-channel approach – most effective one?
- C. Veteran Farmer Project Update (10 minutes)
 - a. Bringing more produce into both the Westside location and Nob Hill location to help meet demand
- D. State Reimbursement Update from Kristy (10 minutes)
 - a. Update on Sales of local produce since the inception of Double Up Food Bucks
 - b. Coordination with NMFMA in order to leverage sales
- E. Applying Value Chain Coordination to Double Up Food Bucks (25 minutes)

RESEARCH MATERIALS:

- Help Spread the Word About Double Up Food Bucks!
 - This email template shared by Sarah Lucero includes a wide variety of channels for spreading the word about Double Up Food Bucks. This email also provides specific language (in English and Spanish) that can be used in spreading the word.
- Entravision video promoting Double Up Food Bucks:
 - This video is one of the first videos that came out about the launch of La Montanita’s Double Up Food Bucks program. While there were a variety of other videos that were produced and disseminated among the local community, La Montanita’s staff worked closely with the New Mexico Farmers Market Association in order to identify opportunities for promoting the program in Spanish and through a channel that would be more widely viewed by lower income demographics.
 - *Link:*
<http://noticias.entravision.com/nuevo-mexico/2016/05/04/podran-comprar-comida-a-mitad-de-precio-los-usuarios-de-ebt/>
- Government Resources Guide for Farmer Veterans – Created by the Farmer Veteran Coalition
 - This guide is a collaborative publication of the Farmer Veteran Coalition and Drake University Law School Agricultural Law Center. The guide is designed to help veterans understand how to leverage the resources offered by the Department of Veterans Affairs (VA), the Small Business Administration (SBA), the Department of Labor (DOL), and the Department of Agriculture (USDA). These agencies often have programs that indirectly support farmers by providing funding to organizations that help farmers. While this guide may be of some benefit to educational farming endeavors, the target is a veteran whose goal is to start or improve a commercial agricultural business.
 - *Link:*
file:///C:/Users/E37178/Downloads/Government_Resources_Guide_for_Farmer_Veterans_102015.pdf

- Double Up Food Bucks Program Overview – Interim Committee Report – Denise Miller
 - This report outlines all aspects of the program’s development, including consumption statistics in 2015. This report also clearly outlines the budgeting for this program, including the \$400K of state funds and \$100K of federal funds that were allocated to the program in FY2015-2016. This report further breaks down EBT sales by county and the sales’ impact on the local economy.
 - *Link:*
<https://www.nmlegis.gov/handouts/ERDT%2011215%20Item%204%20Miller-%20Double%20Up%20Food%20Bucks.pdf>