



# 2016 NMFMA Satisfaction Survey

## General Results

This year we asked members to complete a Member Satisfaction Survey. This anonymous survey was sent to all members, but it was mandatory for Double Up Food Bucks participants. Here is what members had to say!

### OUR CUSTOMER SERVICE

**How well did we answer your questions or connect you to resources this season?**

- 84% Very to extremely well
- 10% Neutral
- 6% Not very well

**How well did we help your outlet build or maintain community partnerships?**

- 38% Very to extremely well
- 33% Neutral
- 13% I'm not sure
- 16% Not very well

**How well did we engage your customers via statewide and regional media outlets?**

- 44% Very to extremely well
- 25% Neutral
- 21% I'm not sure
- 10% Not very well

**How well did we provide resources or communications to educate vendors about programs or policy issues?**

- 61% Very to extremely well
- 19% Neutral
- 10% I'm not sure
- 10% Not very well

### IN YOUR WORDS

**What do you think the NMFMA did especially well for you this year?**

- *"Any questions or issues that came up the NMFMA staff were able to help with very quickly."*
- *"Responded well to questions and concerns from my market, and brainstormed situations with me that were helpful in problem solving."*
- *"Communication when we had problems was high and there was available help to get us setup and running"*
- *"Advocate for farmers' market at the state level."*
- *"Very quick to reply when I asked questions via Facebook or email. Very courteous. Made me feel like an important part of the team even though out was only my first year."*
- *"Taught us about Facebook promotion - worked very well."*

**What do you think the NMFMA needs to improve to serve you better?**

- *"I think that the NMFMA should get back into making the produce vendors the number one priority in the markets not have the craft vendors out number the farmers in the market."*
- *"You need to stop opening markets in Albuquerque. There are too many as it is!"*
- *"Provide Spanish language materials. Provide direct links to documents on the NMFMA website that are referenced in emails."*
- *"Would like to see more staff come out and visit our markets."*
- *"Communication with small establishments needs improvement. The emails are helpful."*



**OUR OUTREACH EFFORTS**

**How well did we engage your potential customers via statewide and regional media outlets?**

- 44% Very to extremely well
- 25% Neutral
- 21% I'm not sure
- 10% Not very well

**How well did the NMFMA provide appropriate resources or communications to educate vendors about programs or policy issues?**

- 62% Very to extremely well
- 18% Neutral
- 10% I'm not sure
- 10% Not very well

**OUR FINANCIAL ASSISTANCE**

**How well did we provide financial assistance to help you develop your outlet?**

- 67% Very to extremely well
- 13% Neutral
- 15% I'm not sure
- 5% Not very well

**Did you take advantage of the NMFMA's promotional funds this year?**

- 52% Yes
- 21% No
- 10% I'm not sure
- 17 % I don't know what promotional funds are

**Which of the NMFMA's following marketing strategies were you aware of this season?**

- 94% NMFMA website (www.farmersmarketsnm.org)
- 63% NMFMA public Facebook Page
- 57% Market Manager Update e-newsletter
- 37% NMFMA private Facebook Group
- 28% Consumer e-newsletter
- 26% FarmFan or Mobile Messaging for member markets
- 15% Our regular column in the Albuquerque Journal
- 9% NMFMA Instagram account
- 7% NMFMA Twitter account

**IN YOUR WORDS**

**In what ways do you think the NMFMA can improve its outreach and public communication?**

- *"Smaller communities do not appear to be well-targeted."*
- *"Direct mail to targeted neighborhoods."*
- *"Having ways for similarly sized markets to share ideas during the year might be a helpful resource."*
- *"More consistent communication across all platforms as well as sharing what those efforts are with the Markets so we can help spread the information as well!"*
- *"Flyers or something for each program would be great so we can direct people to WIC or Senior checks."*
- *"Could help with an advertising banner that shows what specific assistance programs the markets participate in."*
- *"More radio/newspaper advertising in smaller towns."*

**In what ways can we improve our financial assistance?**

- *"Never received anything from your office about promotional funds, or any other material to help promote."*
- *"I'm not aware of any financial assistance from you. What do you offer for markets?"*