



2017 MEMBER SATISFACTION SURVEY



OUR CUSTOMER SERVICE

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

79% Very to extremely well
13% Neutral
6% I'm not sure
2% Not very well

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

36% Very to extremely well
47% Neutral
9% I'm not sure
8% Not very well

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

47% Very to extremely well
30% Neutral
13% I'm not sure
10% Not very well

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

62% Very to extremely well
26% Neutral
9% I'm not sure
3% Not very well

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

"Providing answers to my questions was huge as this was my first year. They provided support and guidance in many areas."

"Providing excellent support and help, and working so hard to get out information to the public."

"Staff response is always wonderful and helpful, when needed. Always available for answering technical questions. Helping with computer issues."

"Very responsive to any issues or questions that came up during the season."

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

"Reporting and accounting is very time consuming."

"The visibility of farmers is somewhat lacking on the website and on the facebook page."

"NMFMA should provide more funding for local advertising."

"We need to concentrate more on freshness and the reasons for shopping local while appealing to folks with more liquid assets. Some of those folks seem to think the market is only for the disadvantaged because the ads seem to focus on that to the exclusion of all else."

"More direct communication with each individual market manager; come to the market, see how it's going, and chat directly about what we can all work on together to improve the market!"

"I think a google calendar or something like that would be great to put all the deadlines for DUFBA, grants, etc would be very helpful."

"Help us gain customers with better marketing efforts."

"More advertising dollars are needed."

"Come visit our markets more often and tell us how we can improve."



PROGRAM & OUTREACH

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

- 47% Very to extremely well
- 30% Neutral
- 13% 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
- 26% Neutral
- 8% I'm not sure
- 4% Not very well

Have the programs provided by the NMFMA increased your outlet's connection to low-income consumers?

- 65% Yes
- 17% Somewhat
- 9% I'm not sure
- 9% No

FINANCIAL ASSISTANCE

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

- 60% Very to extremely well
- 13% Neutral
- 19% I'm not sure
- 8% Not very well

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

- 53% Yes!
- 34% No
- 6% I'm not sure
- 2% I don't know what they are
- 5% Not applicable

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

- 83% Public Facebook page for consumers
- 80% Consumer-focused website (FarmersMarketsNM.org)
- 72% Double Up Food Bucks website (DoubleUpNM.org)
- 52% Monthly consumer newsletter
- 50% Double Up Food Bucks radio ads
- 43% Double Up Food Bucks bus ads
- 39% Monthly member newsletter for outlet managers
- 37% Member-only private Facebook group
- 28% The new Association website (NewMexicoFMA.org)
- 24% Our regular column in the Albuquerque Journal
- 20% New Mexico Farmers' Markets Instagram account
- 17% FarmFan or mobile messaging for member markets
- 15% New Mexico Farmers' Markets Twitter account
- 15% Monthly newsletter sent to community partners in the state
- 9% Monthly newsletter sent to NMFMA farmer members

If your outlet participated in nutrition assistance programs (WIC/Senior FMNP, SNAP/EBT, etc.) what assistance could the NMFMA provide to increase customer redemption?

"I think there needs to be someone at the ISD office (or WIC office, or where folks receive benefits) to explain how the markets work and where they are and how the DUFB works to encourage folks to make it out to markets."

"Infographics on purchasing one dollar of local produce and how it impacts community economic development."

"We are having a lot of trouble with our local SNAP office helping get the word out. They have never returned our phone calls, so SNAP use is low or non-existent."

"Funding for accounting assistance."

"I think we need local newspaper, radio, and statewide tv advertising farmers markets and the Double Up program."

"More promotion thru WIC. It is very underused. Even my talking with office they do not seem to be very proactive."

"It would have been great to have the WIC and Senior FMNP checks delivered/passed out at our market. Is it possible for the NMFMA to create an incentive that would somehow support/encourage staff to distribute these checks?"

"A brochure with market locations, times, and dates so that they have access to the surrounding area markets as well."