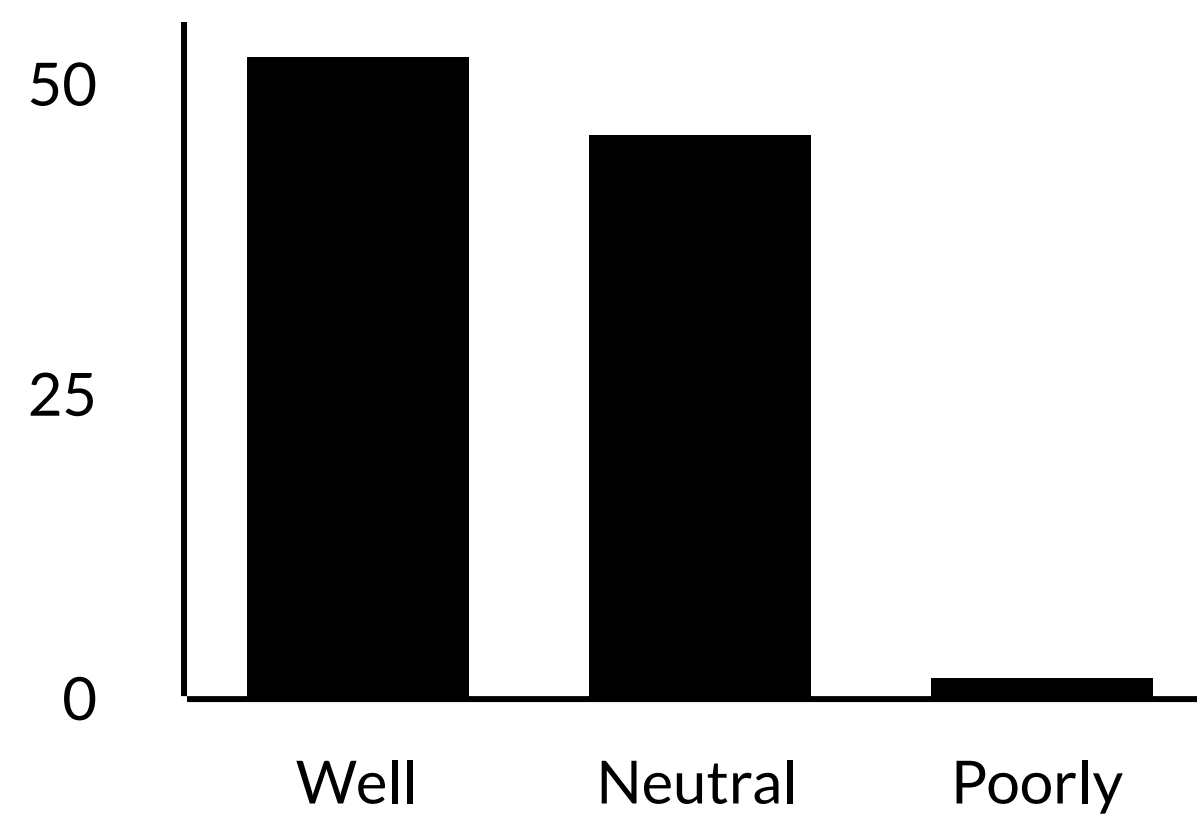




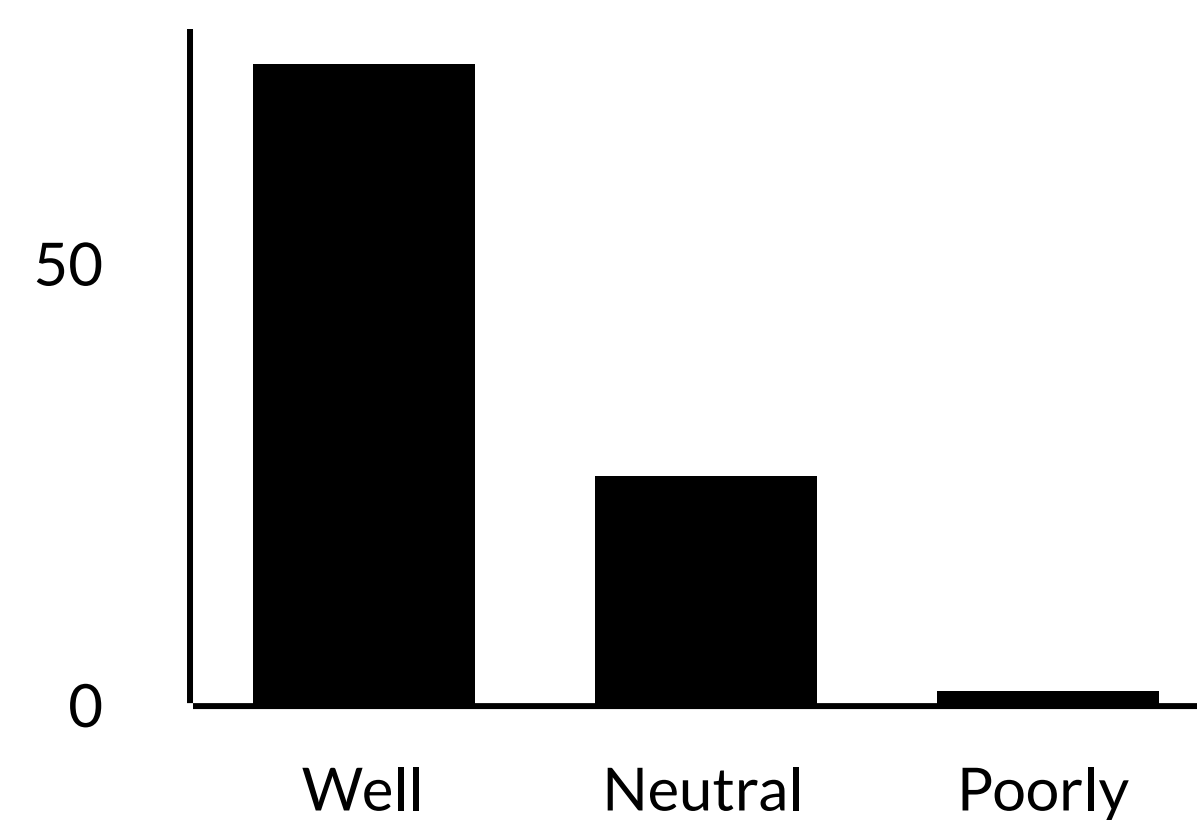
2019 NMFMA Member Feedback* & Helpful Tips

How Well Did We Do?

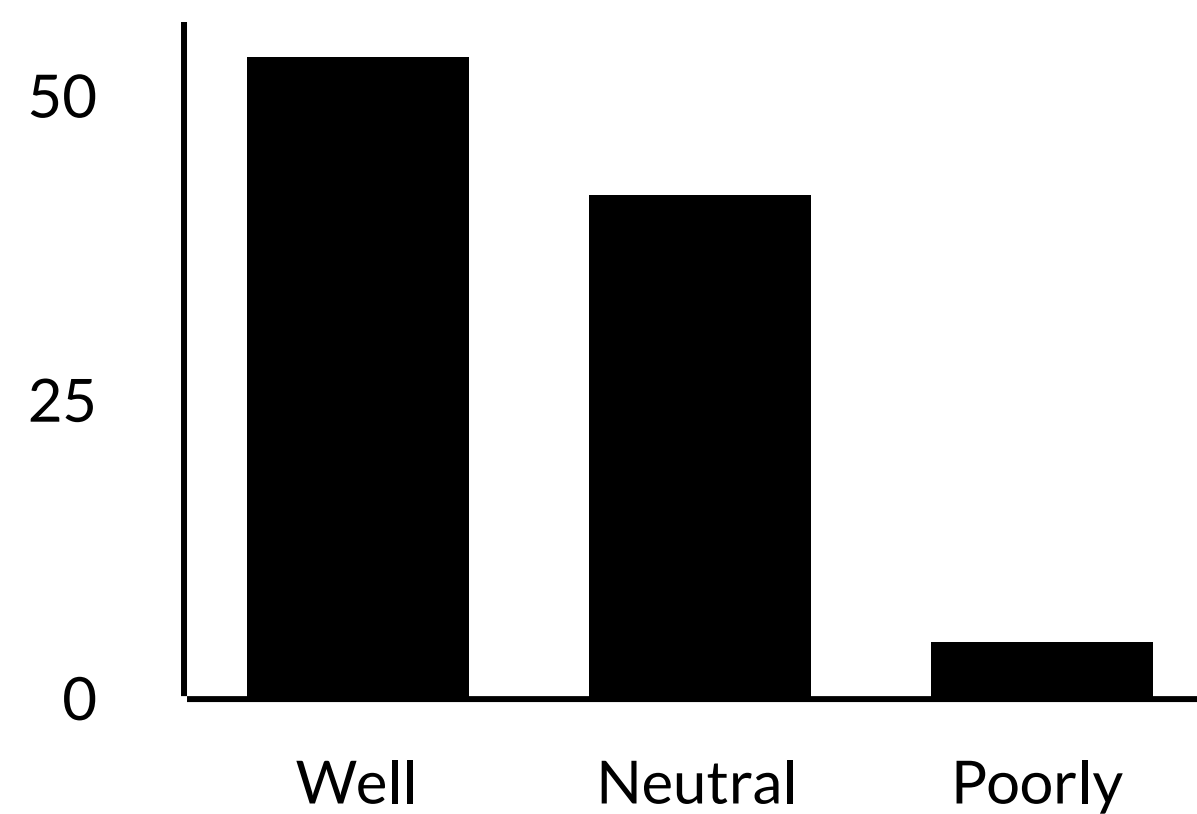
How well did we run statewide & regional media outreach (radio, print, social media, etc.)



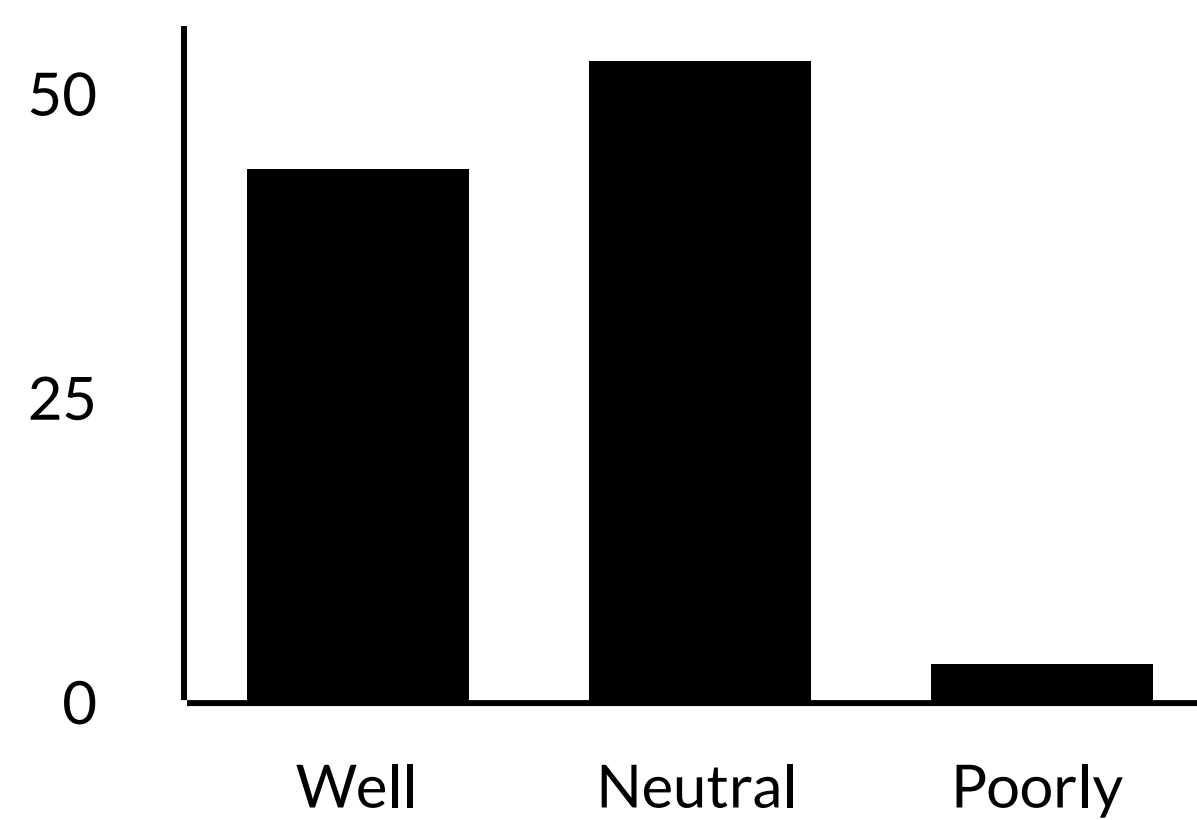
How well did we answer your questions or connect you to resources this season?



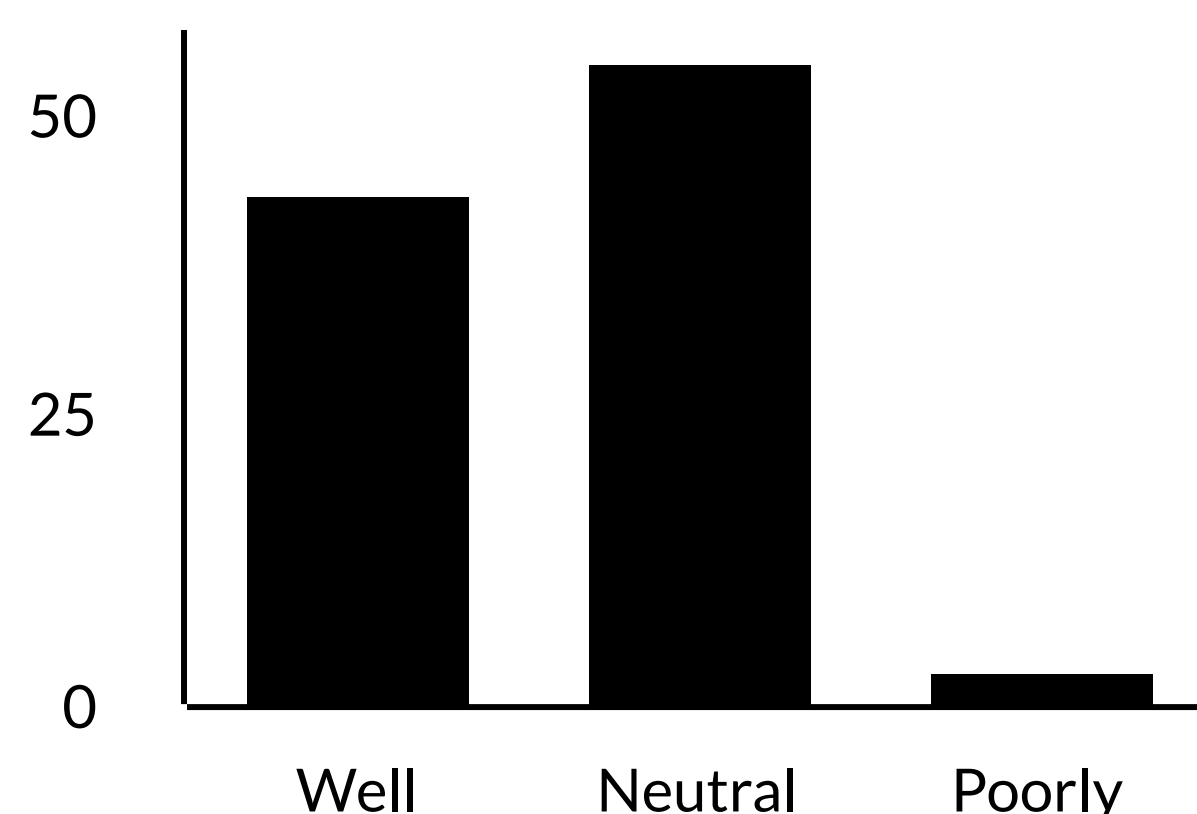
How well did we provide financial assistance to help you develop your farm or outlet (farmers' market, farm stand, etc.)?



How well did our programs or marketing work to increase the number of low-income customers at your outlet, or the outlet(s) at which you sell?



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



Member Tip

Contact Engagement Director Christina Keibler at Christina@FarmersMarketsNM.org

- To ask for Facebook or Instagram assistance
- To get assistance with all aspects of effective outreach and customer engagement (blog posts, recipe development, and more)

Every year NMFMA members rate the responsiveness of staff the highest of all of our services. If at any time you feel your needs are not being met, or if you have a question, do not hesitate to contact one of us. (See the "NMFMA Contacts" sheet for staff information.)

For information about currently available financial assistance, visit NewMexicoFMA.org and find funding opportunities under the "Resources" menu tab:

- LIFE grants for farmers
- Promotional Funds for farmers' markets
- Second Year Market Grants for farmers' markets
- Microloan programs for farmers

We increase the number of low-income customers by providing and supporting:

- Double Up Food Bucks program
- WIC Farmers' Market Nutrition Program
- Senior Farmers' Market Nutrition Program
- SNAP access
- ¡Cocina! Nutrition Education Program
- Fresh Fruit and Vegetable Rx Program

There are many resources on the member website at NewMexicoFMA.org. If you have questions about how programs work or where to find more information, visit NewMexicoFMA.org and look under Resources.

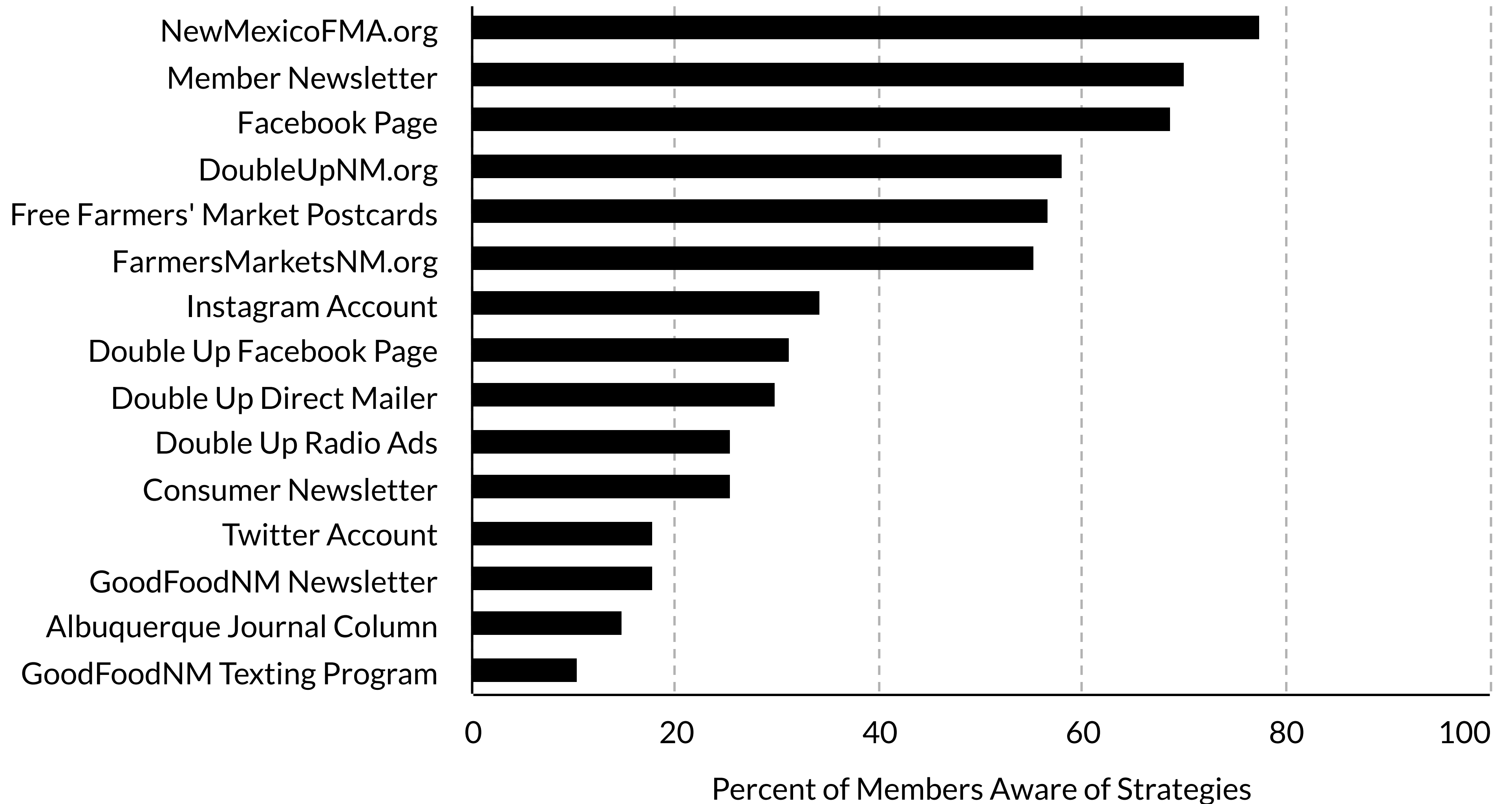
* Feedback is from the 2019 Year-end Member Survey



2019 NMFMA Outreach Awareness and Results

The NMFMA works year-round to increase public awareness about the benefits of buying New Mexico-grown and produced food. We also work to increase awareness about local farmers' markets, farm stands, CSAs, and more. How familiar are you with these strategies?

How familiar are you with the NMFMA marketing strategies?



In Your Own Words

"I'd like to see a step-by-step guide on how a local small-scale farmer can get their goods into grocery stores, It would be extremely helpful. Maybe something that a market manager can give to farmers/gardeners."

"NMFMA did a great job with material making people aware of the nutritional assistance programs. Though, it maybe a new process for other farmers/farm stands to enroll in WIC because it is a different process from SNAP. SNAP is easy because the majority of the outlets will take them and farmers will get reimbursed with checks from the market. Our experience was 40% of sales at the Nob Hill Growers Market was from WIC checks, while at DTGM/Rail Yards was less than 15% or less."

"I need to be educated in how these food access programs work. We turned away customers at our FM this past summer because we did not know how these programs worked."

"Somehow let market managers know that farmers have so many options on markets to sell at; let them know how important it is to be friendly to us."