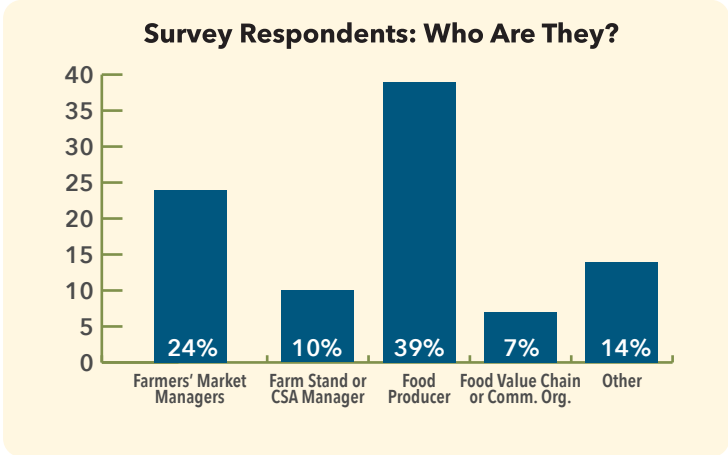
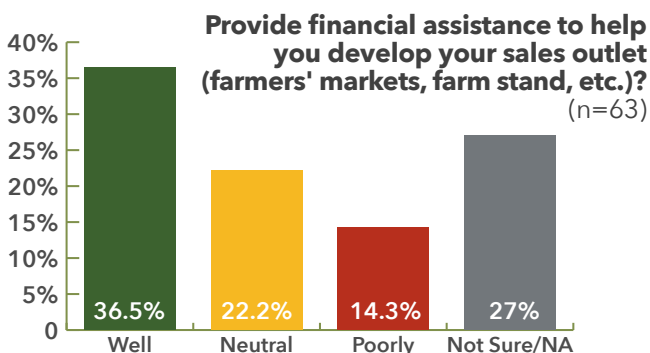
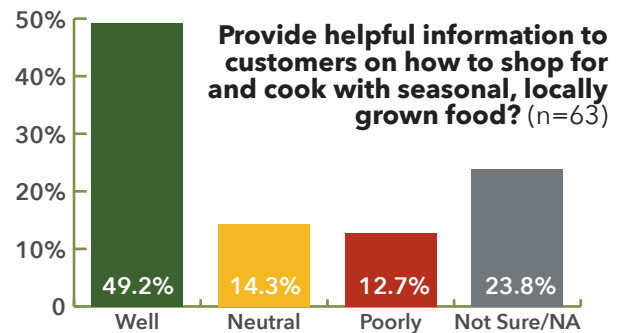
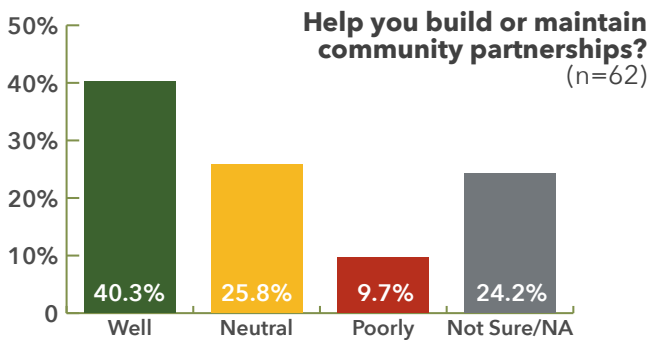
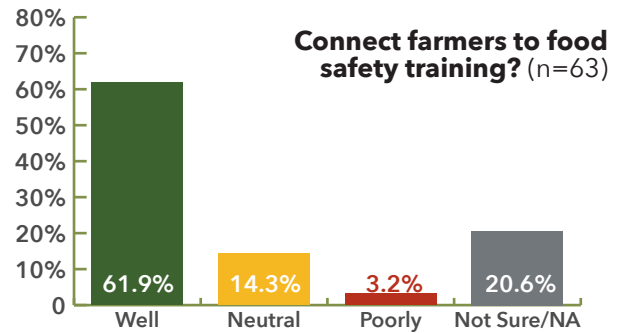
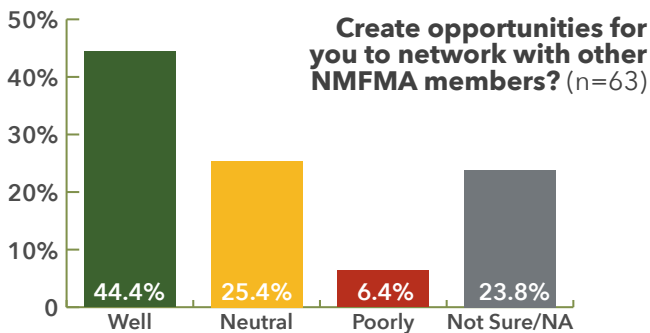
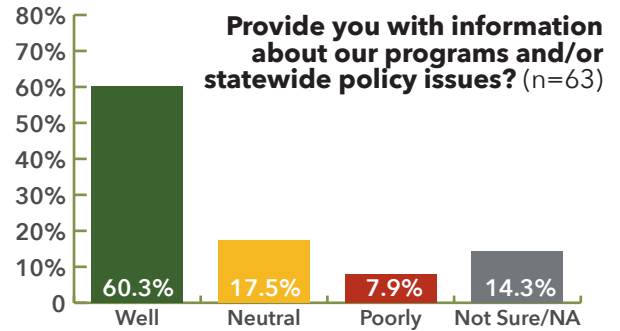
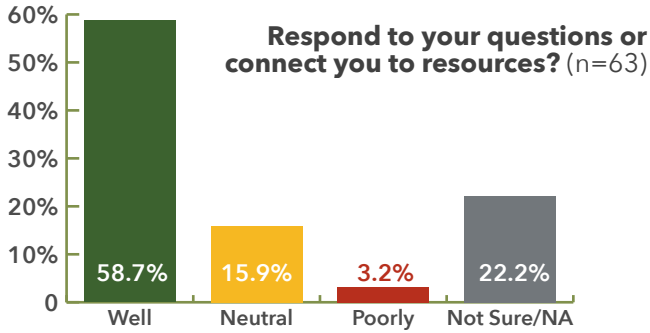


## How Well Did We Do Last Year?



\*Feedback is from the 2024 Year-End Member Survey

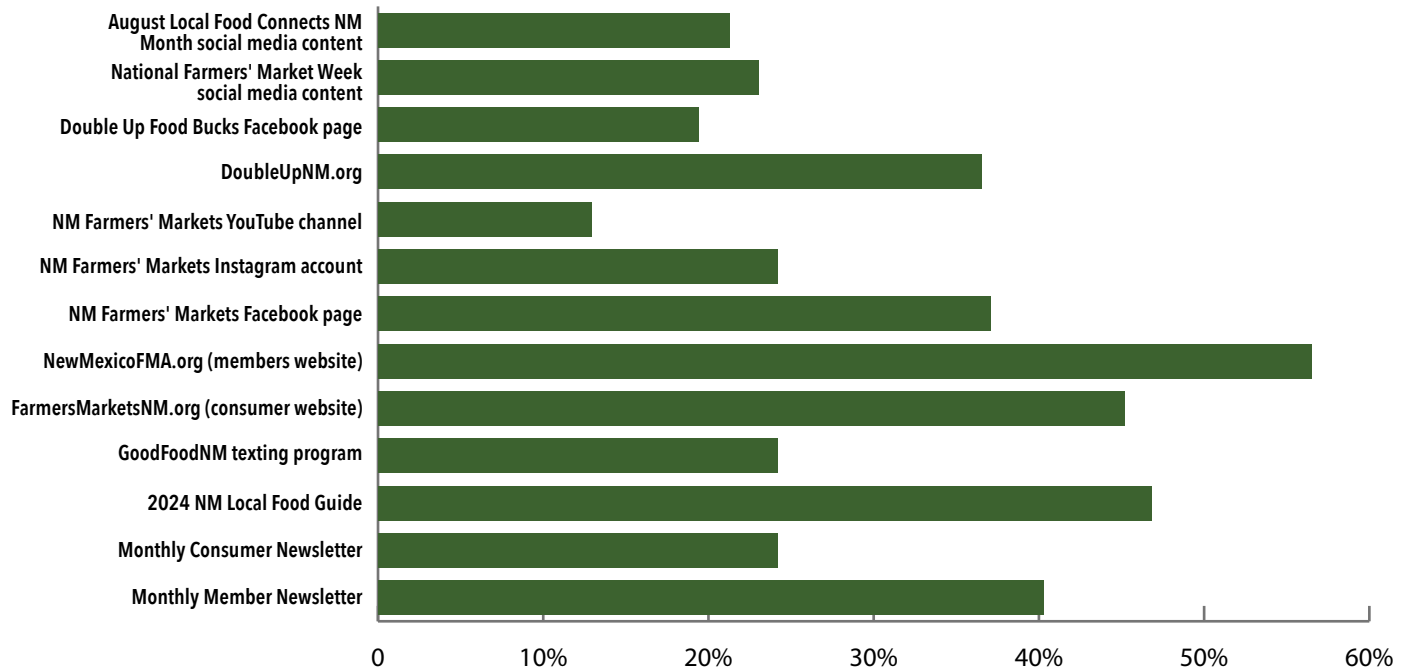


# NMFMA Member Feedback\*

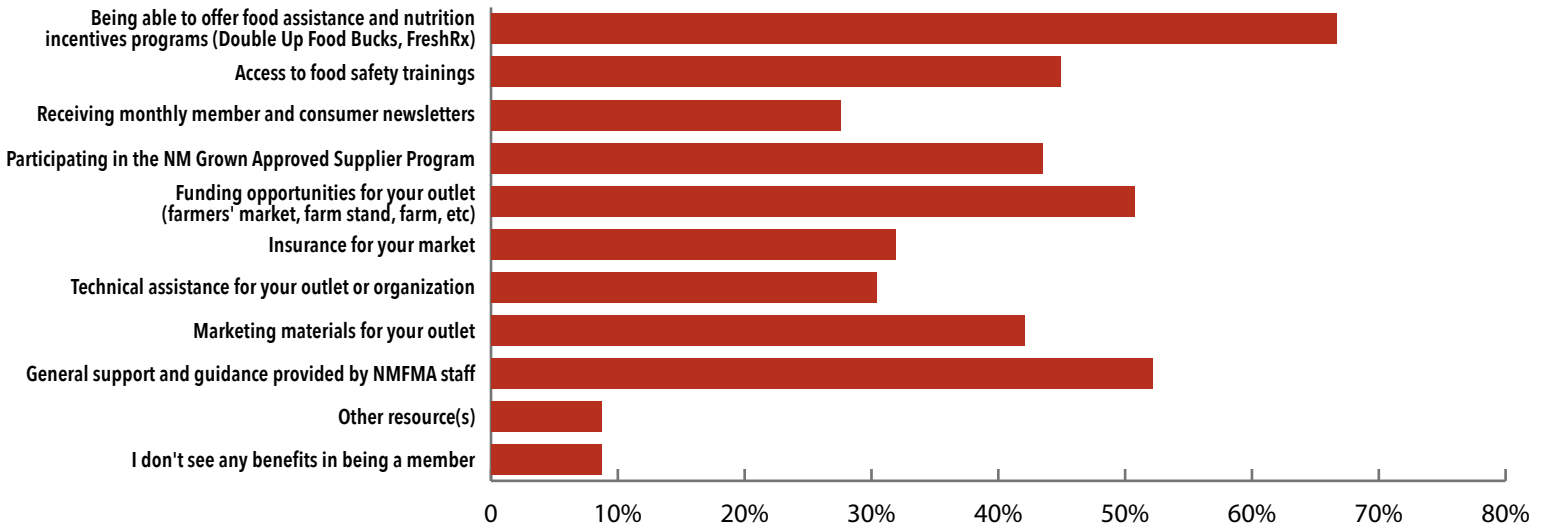


The NMFMA works year-round to increase public awareness about the benefits of buying New Mexico-grown and produced food. We also work to increase awareness about local farmers' markets, farm stands, CSAs, and more.

## How aware AND engaged are you with these NMFMA marketing tools?



## What are the greatest benefits of being an NMFMA member?



\*Feedback is from the 2024 Year-End Member Survey



# NMFMA Member Feedback\*



## In Your Own Words...



### WHAT WE DID WELL:

"I am very pleased that your organization is working for us in New Mexico. **NMFMA is a strong advocate and valuable resource** that leads the food reform movement in the region. Thank you."

"I appreciated **all the help I received from NMFMA staff** as I navigated this first season (as a market manager). They were extremely responsive and helpful whenever I had questions. **I felt very supported** as I took on the learning curve that is the farmers market."

"Overall, **Double Up is truly an amazing program** that provides accessibility to fresh, local produce to those who otherwise would likely not be able to afford it. It also further **supports the local food economy**, and takes money away from giant food corporations to support the local farmer. I love that it is **mutually beneficial, for both the farmer and the customer.**"

"I was really grateful for the **funding for advertising.**"

"Support for the **NM Approved Supplier Program!**"

"The NMFMA **supported our growers' market** to provide community members with healthy food through the **SNAP and Double Up programs.**"

"We participated in the **Shop and Taste** event. Things went **really well** for that event!"

"Providing access to **free food safety training** that is excellent!"

"**Great conference and free marketing materials**; access to Double Up program for our customers; **easy access to training for vendors** for Double Up program; always grateful for any sort of **funding for our market** through Double Up stipend, advertising funds, chef event, free posters, banners, incentives."

### WHERE WE CAN DO BETTER:

"Bring back **FreshRx and coupon vouchers** program please."

"Provide **materials** for managers who are **unable to attend** the conference."

"Maybe some **printable recipes** we can download from your website to have at market and a section in the compiled market data sheet on how many customers are signed up for **GoodFoodNM texts.**"

"**More funding** for advertising and promotion."

"New **tote design** please!"

"Our market receives **too much of the printed promotional materials.** Too many Local Food Guides, too many posters, too many promo items. We try to distribute as many as we can but our community is small and we always have extras (we have piles of these items from the last 2-3 seasons). It is quite a waste of materials and resources. Perhaps NMFMA could **ask markets how many of these promo items we need** rather than sending so many?"

"I would love more **explanation** of some of these **social media outlets** at the NMFMA Conference."

"We noticed that we distributed far **more of the Double Up tokens than were redeemed** by vendors. It would be interesting to compare other markets' experience with this."

"I think more information about **how Double Up Food Bucks works at grocery stores**, and the stores that accept it would be very helpful information to pass on."