



# GoodFoodNM

## Free Customer Text Messaging Program for Farmers' Markets, CSA's, and Farm Stands



GoodFoodNM is the NMFMA's text messaging program that gives member farmers' markets, farm stands, and CSA customers weekly reminders about what's in season and where to shop!

**86% of GoodFoodNM subscribers said they visited a market  
because they received a reminder text!**

Weekly text messages promote good food and healthy eating across New Mexico. GoodFoodNM also partners with community organizations around the state to promote local food, recipes, farming, healthy eating ideas, Double Up Food Bucks, and more!

**38 markets  
automatically  
reach their  
customers every  
week. Are you  
reaching yours?**



- Customers opt-in by texting your market-specific keyword to 21333.
- Subscribers receive 1-2 texts per week.
- In addition to a weekly market reminder, texts include seasonal recipes, healthy eating ideas, and shopping & cooking tips.
- Subscribers choose English or Spanish texts.
- Opt-out and support options make it easy for subscribers to retain control.
- GoodFoodNM is a FREE service to member farmers' markets, farm stands, and CSAs. (Data rates apply for subscribers.)

**Get your customers to opt-in  
to GoodFoodNM this year!**

To get your market-specific keyword,  
or for questions reach out to:  
[Erica@FarmersMarketsNM.org](mailto:Erica@FarmersMarketsNM.org)

- You may still have GoodFoodNM promotional postcards from previous years. Use them or contact us for more!
- The postcards are great to put on market information tables.
- Share a stack of postcards with vendors to help promote the program.
- Share the digital squares (shown on right) on your website, in newsletters, and in your social media.
- Hang signage provided in 2024!
- Make sure your customers are getting the correct information about your market by updating your profile at [NewMexicoFMA.org](http://NewMexicoFMA.org)
- Contact Erica Villegas, GoodFoodNM Coordinator, if you would like to promote special events.  
[Erica@FarmersMarketsNM.org](mailto:Erica@FarmersMarketsNM.org)



Digital squares

### Postcards

