



Farmers' Markets

Tools, Tips, and Tricks



If you are interested in starting or sustaining a farmers' market in New Mexico, the New Mexico Farmers' Marketing Association can help you succeed with these resources!

Member website: NewMexicoFMA.org

The NMFMA member website is your first stop as a new market manager, and it is where you'll be able to join the Association and find resources for your market and your vendors. The member website is where you'll:

- Update your market information to be included on our consumer website at FarmersMarketsNM.org (*read more about the consumer website below*)
- Learn about the New Mexico Grown Approved Supplier Program and Food Safety Training for farmers
- Access downloadable logos, tools, and resources
- Access registration for training and events
- Learn about food assistance programs for your market

Membership Coordinator Catherine Baca is your contact for membership questions, logging into your membership account, and liability insurance. Contact her at CatBaca@FarmersMarketsNM.org or 505-983-4010 ext. 3



Check out these publications under the "Start a Farmers' Market" menu:

[Growing Goodness: A Toolkit for Growing Your New Mexico Farmers' Market](#)

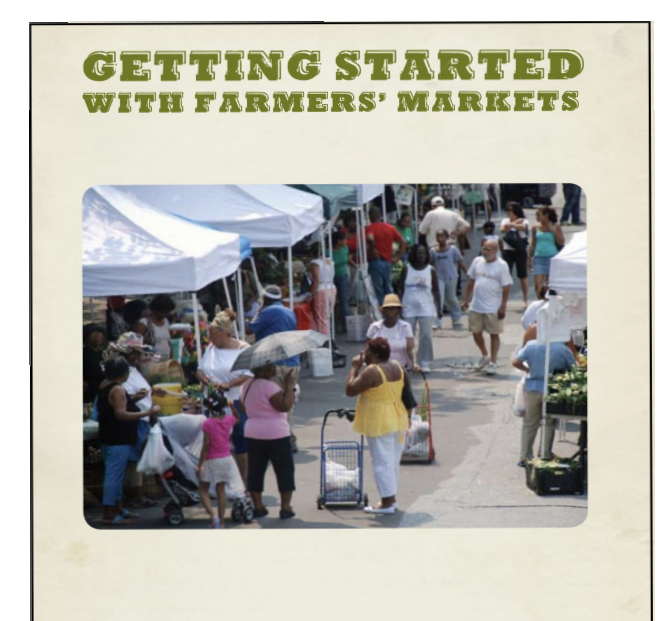
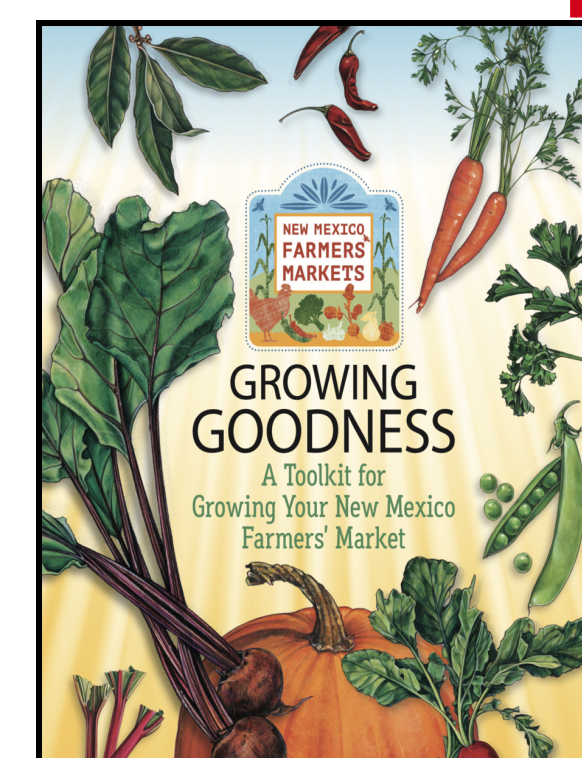
- Use this valuable resource to guide development and growth goals at your new or established market.

[New Mexico Farmers' Market Manager Resource Guide](#)

- The NMFMA's guide for farmers' markets gets specific about everything involved with running a successful market!

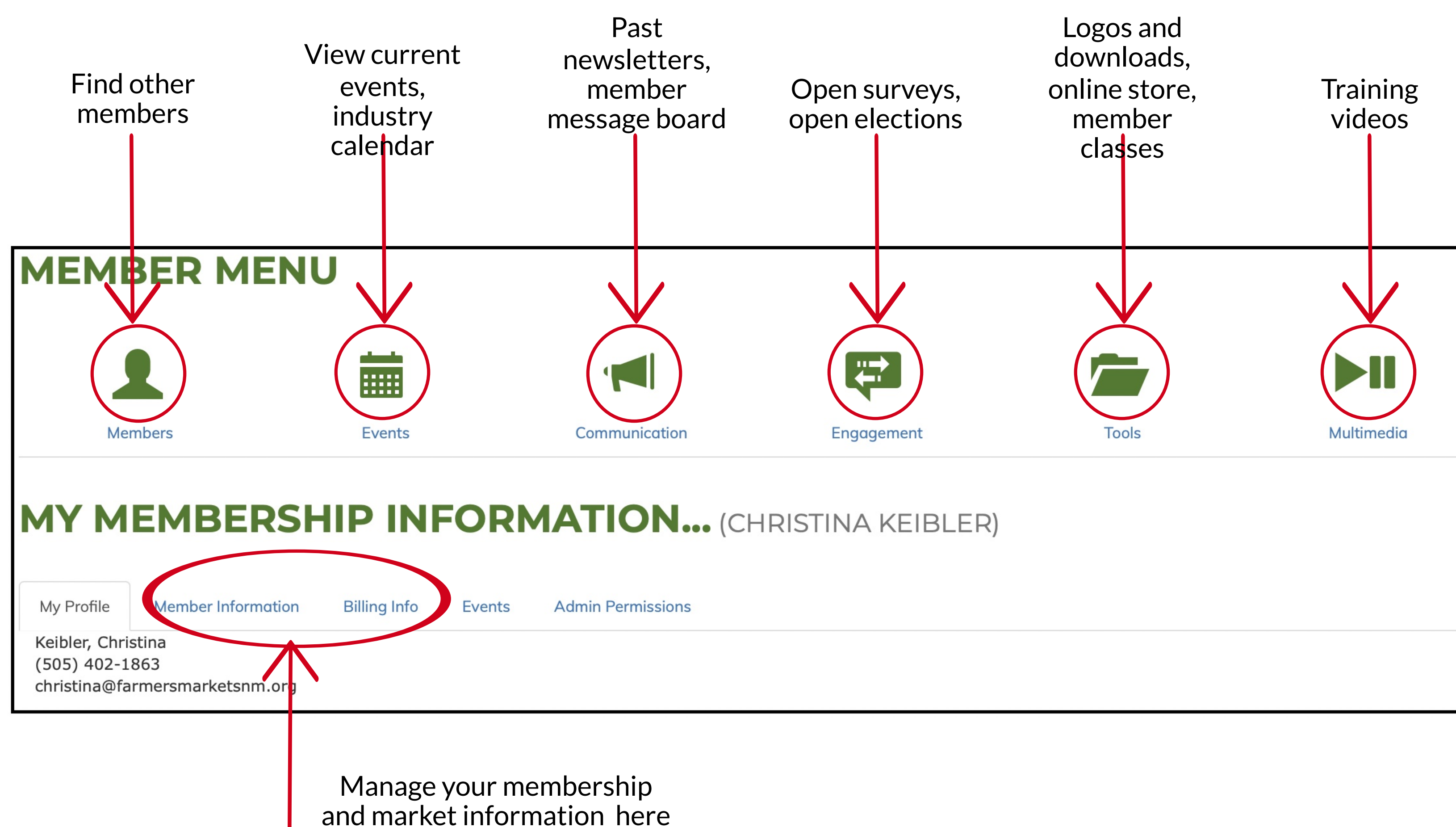
[Getting Started with Farmers' Markets](#) from the Wallace Center

- This is a general guide to help you think through the overall plan of your new farmers' market.



Adapted by the New Mexico Farmers' Marketing Association, March 2010, from materials produced by the Farmers' Market Federation of NY, 2009 www.FarmersMarketsNM.org

After you log in to your account at NewMexicoFMA.org, you'll see a variety of tools at your disposal under the Member Menu. This is where you'll go to make sure you're getting the most out of your membership!



The screenshot shows the 'MEMBER MENU' with six icons: Members, Events, Communication, Engagement, Tools, and Multimedia. Red arrows point from descriptive text above to each icon. Below the menu is the 'MY MEMBERSHIP INFORMATION...' section for Christina Keibler, with sub-tabs for My Profile, Member Information, Billing Info, Events, and Admin Permissions. A red circle highlights the 'Member Information' tab, with an arrow pointing to the text 'Manage your membership and market information here'.

Download the following logos for use in your social media, e-newsletter, and advertising outreach from the Tools folder. Contact Communications Administrator Alison Penn for any assistance with logos (Alison@FarmersMarketsNM.org).



The New Mexico Farmers' Market logo is specific to farmers' markets in New Mexico. Member markets of the NMFMA can use this logo to help advertise their market, or consider a custom option!



The New Mexico Fresh Local logo is great to use for any New Mexico grown product by growers, food hubs, CSAs, farm stands, and grocery stores throughout the state.

Consumer website: FarmersMarketsNM.org

The consumer website is where New Mexicans learn about locally grown food, seasonal eating, and programs that increase access to New Mexico-grown produce. The website includes:

- Find A Market Locator where shoppers find your market (*Keep your market hours of operation and location updated yearly so shoppers can find you and know when to shop*)
- Seasonal recipes focused on New Mexico-grown foods (and some recipe videos)
- Blog posts that increase awareness of locally grown, fresh food, and New Mexico's farmers
- Food access program (WIC, SNAP, etc.) overview where consumers learn how to access New Mexico-grown fresh fruits and vegetables

The Find A Market locator on the consumer website at FarmersMarketsNM.org is a popular feature among New Mexico's shoppers. In 2022, 85,609 people visited the website, and most of them made use of the Find A Market feature to locate their closest local food shopping options.

In order to make the Find A Market Locator work for your potential customers, you must update your farmers' market's information on the member website at NewMexicoFMA.org every spring. This includes:

- Double checking your market location
- Updating season open and close dates
- Updating the days of the week that your market meets
- Updating the hours of operation on the days the market meets
- Updating contact information
- Updating services that your farmers' market offers to customers, including debit/credit, SNAP-EBT, Double Up Food Bucks, WIC/Senior FMNP, and whether your market has winter hours or is open year-round.

If you need assistance updating your farmers' market information on the members website, contact Membership Coordinator Catherine Baca at CatBaca@FarmersMarketsNM.org.



Double Up Food Bucks website: DoubleUpNM.org



The NMFMA manages the Double Up Food Bucks Program across the state. This program gives SNAP recipients dollar-for-dollar match to purchase New Mexico-grown fruits and vegetables. This increases food access for SNAP shoppers, and the food dollars go to local farmers.

If you are interested in offering Double Up Food Bucks at your farmers' market, check out the [Get Involved](#) page at DoubleUpNM.org, paying special attention to the Double Up Food Bucks Program Eligibility section.

If you have questions, contact the Nutrition Incentives Programs Director Sarah Thompson at SThompson@FarmersMarketsNM.org.

Food Access

In addition to the Double Up Food Bucks Program, farmers' markets, farm stands, and CSAs in New Mexico can participate in other programs that will increase the access of all New Mexicans to locally grown and produced foods.

SNAP

Also referred to as "EBT" and formerly known as "food stamps," SNAP benefits can be accepted at farmers' markets in New Mexico. SNAP can be used at participating farmers' markets just like at the grocery store for items such as fruits, vegetables, meats, cheeses, breads, jams, and other foods.

To learn more about accepting SNAP at your farmers' market, visit our website at NewMexicoFMA.org > Resources > Food Assistance Programs or [click here](#).

If you have any questions about accepting SNAP at your market, contact Nutrition Incentives Programs Director Sarah Thompson at SThompson@FarmersMarketsNM.org.



WIC and Senior Farmers' Market Nutrition Programs (WIC/Senior FMNP)

The Farmers' Market Nutrition Program for WIC (Women, Infants, and Children) clients and income-eligible seniors age 60 and over provides funds for clients to purchase fresh fruits and vegetables at participating New Mexico farmers' markets and farm stands. The New Mexico Department of Health manages the WIC/Senior FMNP in the state. In 2022, the program shifted from a check-based to an electronic payment system.

Markets should be in at least their second year of operation before participating in the WIC and Senior FMNP. To learn more about the WIC and Senior FMNP visit NewMexicoFMA.org > Resources > Food Assistance Programs > or [click here](#).

If you have questions about the electronic payment system, or if you'd like your farmers' market to sign up to provide the FMNP program to WIC and eligible senior shoppers, contact New Mexico Farmers' Market Programs Manager Veronica Griego at Veronica.Griego3@State.NM.US or 505-469-0548.

FreshRx (Produce Prescription Program)



FreshRx is a produce prescription program that provides incentives for participating health clinic patients to complement their current medical care by purchasing nutritious, New Mexico-grown produce from farmers' markets or pick up CSA-style local food boxes. The program supplies food vouchers to partner health clinics to distribute weekly to their patients, who could benefit from eating more fruits and vegetables. Participants can spend these food vouchers at farmers' markets and/or with CSA-style local food boxes that are delivered to the clinics from spring to fall.

To learn more about FreshRx visit NewMexicoFMA.org > Resources > Food Assistance Programs > or [click here](#).

For questions about how FreshRx works at clinics contact FreshRx Program Manager Kirsten Hansen at Kirsten@FarmersMarketsNM.org.

Custom Farmers' Market Logo

As a member of the NMFMA, your farmers' market is entitled to a **FREE** logo!

The New Mexico Farmers' Market logo is customized with your market name. It's a logo proven to attract customers and looks great in social media and other advertising.

Contact Communications Administrator Alison Penn at Alison@FarmersMarketsNM.org if you'd like a logo created for your farmers' market.



Market Funding Opportunities

The NMFMA provides funding to help new markets become a success in their communities. To receive this funding, farmers' markets must be members in good standing with the NMFMA. This includes:

- Paying membership dues
- **Submitting your market's seasonal information such as your hours of operation and location online by April 1 to be included on our "Find a Market" page**
- Providing the previous years' market data by December 31, or the current year's market data if a first-year market (*read about market data below*)

Market Manager Liaison Andrea Warner (Andrea@FarmersMarketsNM.org) can help answer questions during the season, but Data Entry and Administrative Assistant Joann Jarvis-Olivas (Accounting@FarmersMarketsNM.org) handles the financial and administrative aspects of market funding.

Second Year Market Grants

The NMFMA offers noncompetitive grants of up to \$500 to member farmers' markets in their second year of operation.

These grants are intended to assist with the start-up costs of opening a market and may be used for any expenses relating to building the capacity of the market, such as signage, an information table, buying a fire extinguisher or hand washing station, etc.

Markets **MUST** be located in or adjacent to an area with one of the following qualifications:

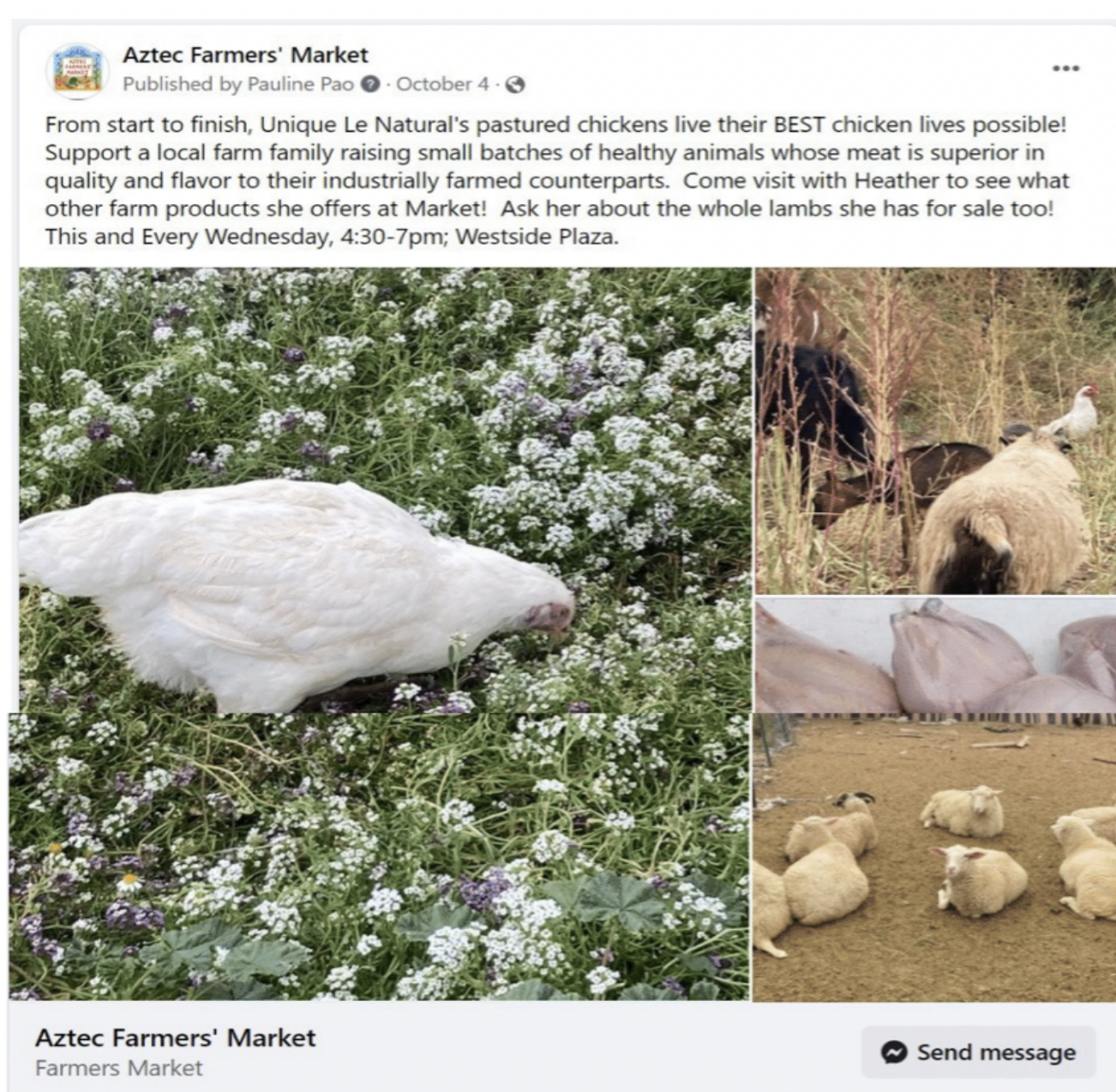
- in or adjacent to a "food desert"
- in a Far and Remote (FAR) Community
- in an area with a higher than average rate of diabetes

To find out if your farmers' market is located in or adjacent to one of these areas, to download a copy of the grant application, and to read more information about procedures and how to apply visit NewMexicoFMA.org > Resources > Market Managers > Market Funding Opportunities or [click here](#).

Promotional Funds

To help support market promotion, farmers' markets are reimbursed at a base of \$300 plus \$5 per vendor for all agricultural vendors, and for arts/crafts vendors totaling no more than 25% of the total number of vendors.

- Funding can be spent for any kind of promotion, outreach, or marketing efforts that will help educate the community about your market by specifically promoting "healthy eating" and/or Double Up Food Bucks, SNAP, WIC and/or Senior Farmers' Market Nutrition Programs. When requesting funding you must show proof that any ads, signage, radio copy, etc. meet one or both of these requirements.
- To read more about procedures, payments, and deadlines visit NewMexicoFMA.org > Resources > Market Managers > Market Funding Opportunities or [click here](#).



Aztec Farmers' Market Facebook ad, paid for with Promotional Funds.



Los Ranchos Growers' Market bulletin ad, paid for with Promotional Funds. (Above)

Corrales Growers' Market newspaper ad, paid for with Promotional Funds. (Left)

Liability Insurance

Farmers' markets that are paid members in good standing with the New Mexico Farmers' Marketing Association are eligible to buy general liability insurance through the Association.

The insurance covers the market and market property in the event of a "slip and fall," or other accident that cant be linked directly to a vendor or other negligent party. The cost of coverage is \$15 per vendor. A market with an average of 10 vendors, therefore, would owe \$150 for insurance for the year.

To read more about liability insurance, including restrictions and links to forms NewMexicoFMA.org > Resources > Market Managers > Liability Insurance or [click here](#).

Email Membership Coordinator Catherine Baca at CatBaca@FarmersMarketsNM.org with questions about liability insurance.



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Market Data

Member farmers' markets are required to submit yearly market data by December 31 each year.

Every year, the NMFMA collects and compiles information from farmers' markets about customer and vendor counts, sales, fees, and more. This information is critical for showing the growth of markets and the impact they have on their communities and local agriculture. We share this information with member outlets to help them self-evaluate and improve, as well as with legislators to garner support for markets around the state. There are many reasons collecting information about your farmers' market is a good idea. With market data, you can:

- Track your market's progress over time
- Measure your promotional efforts and make changes based on what works and what doesn't
- Use sales and customer information to attract vendors
- Show the local community, businesses, and government the impact of your market to garner their support
- Evaluate your market schedule based on customer counts to determine if your market season should be shortened or extended, or if your market days should change

We have created instruction sheets to make it easy for farmers' market managers to collect data throughout the season in preparation for filling out the market data form by December 31. The instruction sheets can be viewed and downloaded below:

- Download the instruction sheet [here](#).
- Download the anonymous vendor sales tracker sheet [here](#).

More information about market data, can be found [here](#). This is also the place you'll go to find the links to submit your year-end market data at the end of the season.

Questions about market data can be directed to Market Manager Liaison Andrea Warner at Andrea@FarmersMarketsNM.org.

Social Media & Newsletters

When you join the NMFMA, you will automatically be subscribed to the monthly member newsletter and the monthly consumer newsletter.

The member newsletter is the best place to get important announcements, hear about new trainings, and get reminders about important deadlines. Sometimes spam filters can filter out our newsletters. To prevent this, add ***@farmersmarketsnm.org** and ***@memberleap.com** to your email system's Contacts list (don't forget to include the *).

The consumer newsletter is where we increase awareness about local food, seasonal eating, and farmers. You can share content in your social media outlets. **Questions about newsletters can be directed to Communications Administrator Alison Penn at Alison@FarmersMarketsNM.org**

Follow our social media outlets and share or copy the posts! This will save you time and increase your customer engagement.

Questions about social media can be directed to Digital Market Specialist Jena Marquez at Jena@FarmersMarketsNM.org



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