



GoodFoodNM

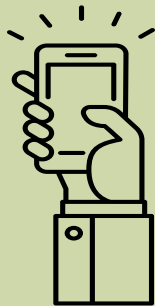
Free Customer Text Messaging Program for Farmers' Markets, CSA, and Farm Stands

GoodFoodNM is the NMFMA's text messaging program that gives your farmers' market, CSA, or farm stand customers weekly reminders about where to shop or pick up their food boxes!

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 nonprofits and 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 PEACH to 21333, then they'll be asked the name of the outlet that they would like to receive reminders about.
- Subscribers receive 2-3 texts per week.
- In addition to the weekly reminder, texts include seasonal recipes, healthy eating ideas, and shopping & cooking tips.
- Subscriber chooses 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!

Contact GoodFoodNM Coordinator Ally Jacobs with questions.
ally@farmersmarketsnm.org
719-207-5259



- You may still have GoodFoodNM promotional postcards left over from previous years. Use them up or contact Ally for more!
- The postcards are great to put on market information tables or include in every CSA box.

- Try giving vendors a stack of the postcards so they can promote the program to customers.
- Share the digital squares shown on the right on your website, in email newsletters, in your social media outlets. Contact Ally for the files!
- Hang the banners that were provided in 2021!
- Make sure the market information in your member profile at NewMexicoFMA.org is correct so we can text the correct information to your customers. Contact Ally if you would like to promote special events during or outside of the regular market season.

