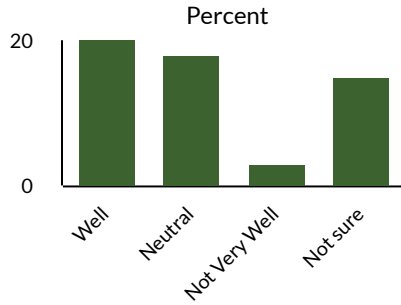




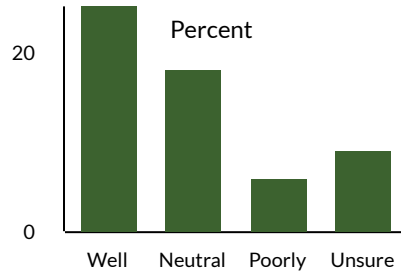
NMFMA Member Feedback* & Helpful Tips

How Well Did We Do Last Year?

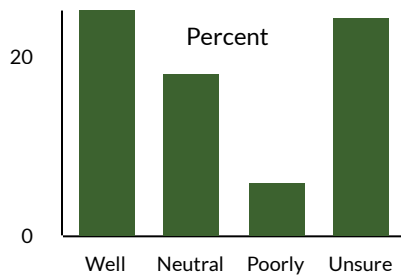
How well did we work to increase consumer demand for New Mexico-grown foods?



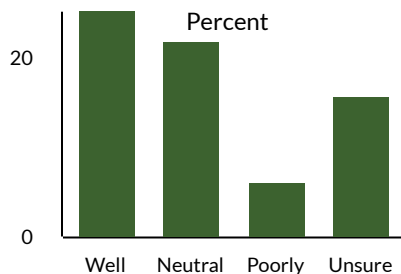
How well did we connect farmers to food safety training?



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



How well did we create engaging daily content during August's Local Food Connects NM Month?



Member Tips

The NMFMA helps you reach customers and increase demand by providing and supporting:

- Blog posts and recipes for seasonal eating on FarmersMarketsNM.org with 85,609 visitors in 2022
- Facebook, Instagram, YouTube, and Twitter with 20,173 followers
- Monthly consumer newsletter with 5,524 subscribers
- GoodFoodNM text messaging with 4,739 subscribers
- Find A Market locator on FarmersMarketsNM.org and DoubleUpNM.org
- SNAP access at outlets
- Double Up Food Bucks Program
- FreshRx (Produce Prescription Program) at select markets
- WIC Farmers' Market Nutrition Program
- Senior Farmers' Market Nutrition Program

Contact Value Chain Coordinator Michael Venticinque or NM Approved Supplier Coordinator Sheena Tallis-Tallman for more information about the New Mexico Grown Approved Supplier Program and other technical assistance for farmers and food hubs. (See the "2023 NMFMA Contacts" sheet for staff information.)

- Food safety and business training (Sheena)
- NM Grown Approved Supplier Program (Sheena)
- Post-harvest handling (Michael)
- Retail engagement strategies (Michael)

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

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

Every day during August's Local Food Connects NM Month we post social media content that raises interest in local food, farming, and seasonal eating. Once a week, we email these outreach materials to members so you can share them in your social media and e-newsletter outlets, too.

- Be sure to add ***@farmersmarketsnm.org** and ***@memberleap.com** to your email system's Contacts list (don't forget to include the *). Emails from contact lists usually bypass spam filters.

* Feedback is from the 2022 Year-End Member Survey (13% of members responding)

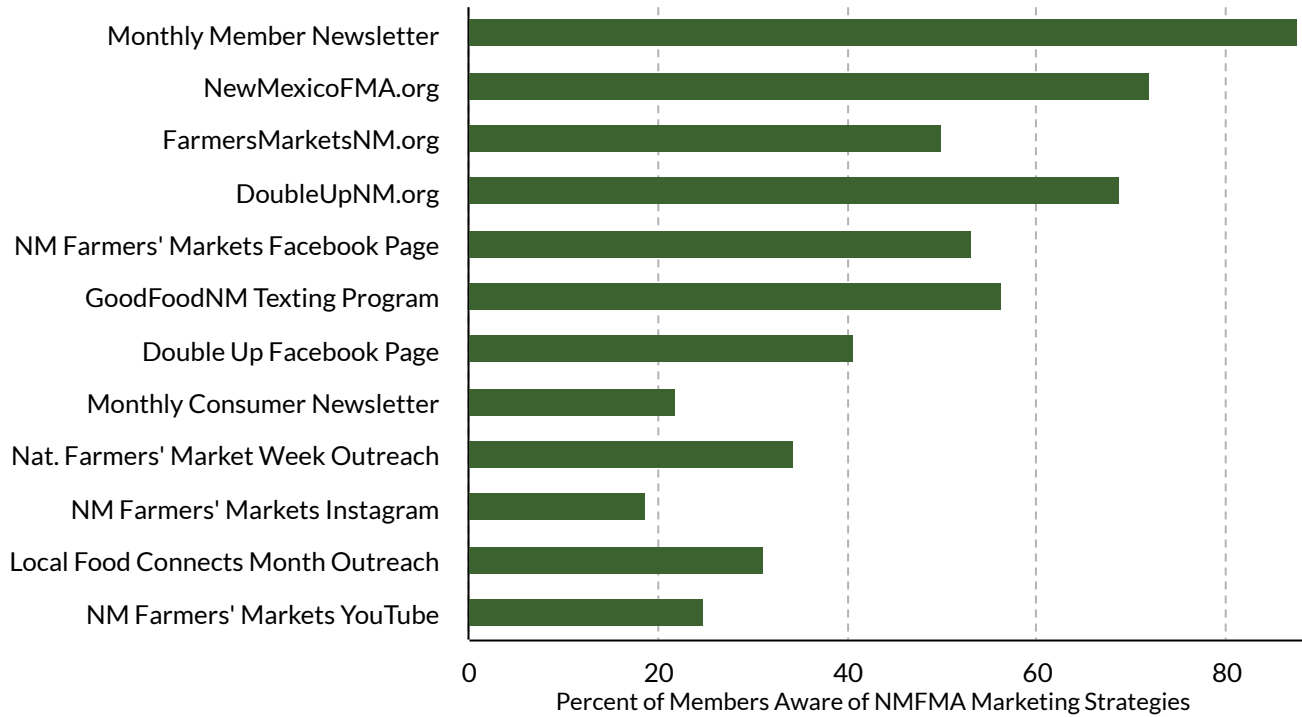


NMFMA Outreach Awareness and Results

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?

Learn more about these marketing strategies by contacting Communications Administrator Alison Penn at Alison@FarmersMarketsNM.org

How familiar are you with the NMFMA marketing strategies?



In your own words

"Always excellent support. I believe everybody at the NMFMA really LISTENS, which is not always easy, and does their best to support markets and growers."

"The outreach to potential customers by showing how fun and healthy it is to come to a farmers' market appears to be increasing the attendance."

"All the NMFMA staff is very warm and responsive to questions; staff office hours and lunch-time Zoom meetings to answer specific questions and discuss topics with other managers; increased funding for Double Up Food Bucks programs that helped vendors (coupon project, Double Down Events) as well as the markets (increase stipend for Double Up Food Bucks management)."

"Massive funding for SNAP, DUFEB, WIC, Senior Nutrition. Always available and willing to help with issues that come up. Thank you!"

"As a natural/grass-fed meat producer and potentially a value-added meat producer (sausage, bacon, lard, jerky, pemmican, etc.) I am faced with a shortage of USDA Inspected plants, using a commercial kitchen, and a host of regulations and production methodology. I need information, training, and customer outreach."

"I was educated on the process that allow the programs that help our farmers, schools, senior centers, etc. come to fruition."

"Convening local groups to discuss food safety (and other issues)."