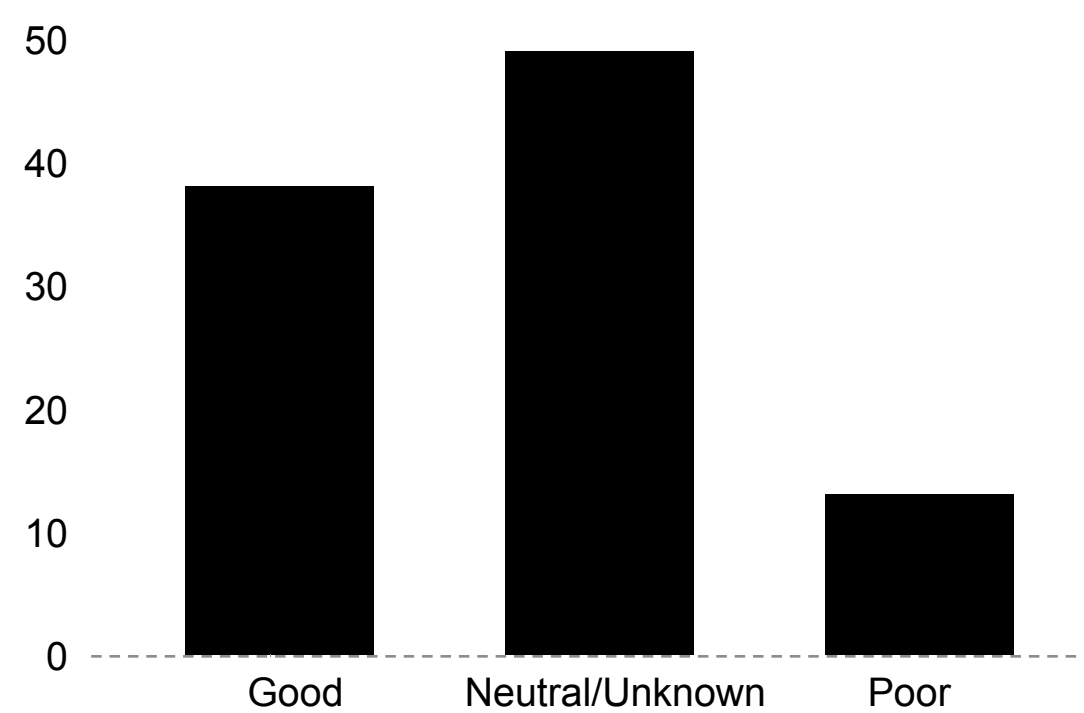




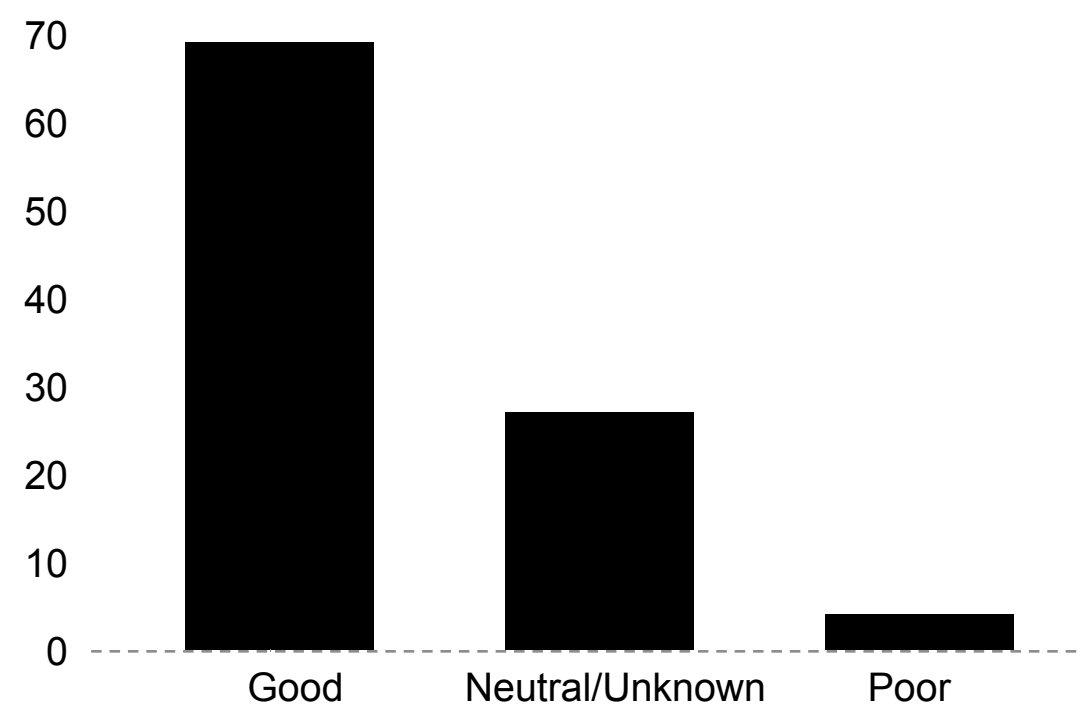
# 2018 NMFMA Member Feedback & Helpful Tips

## How Well Did We Do?

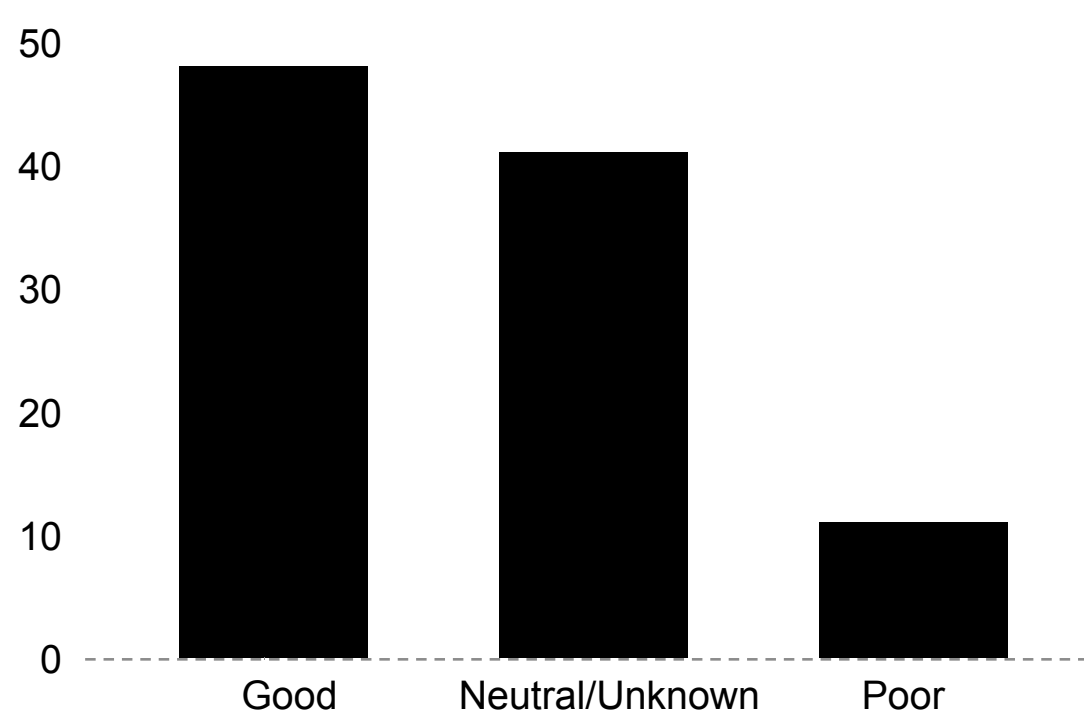
How well did we run statewide and regional media outreach (radio, print, bus, tv, social media)



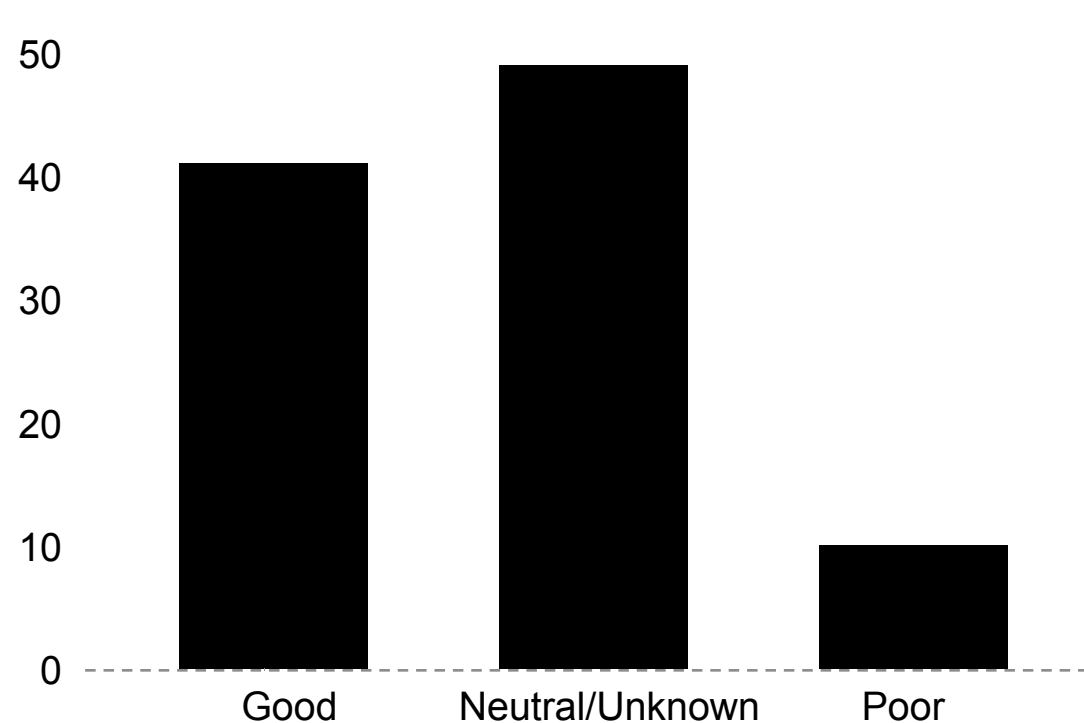
How well did we answer your questions or connect you to resources this season?



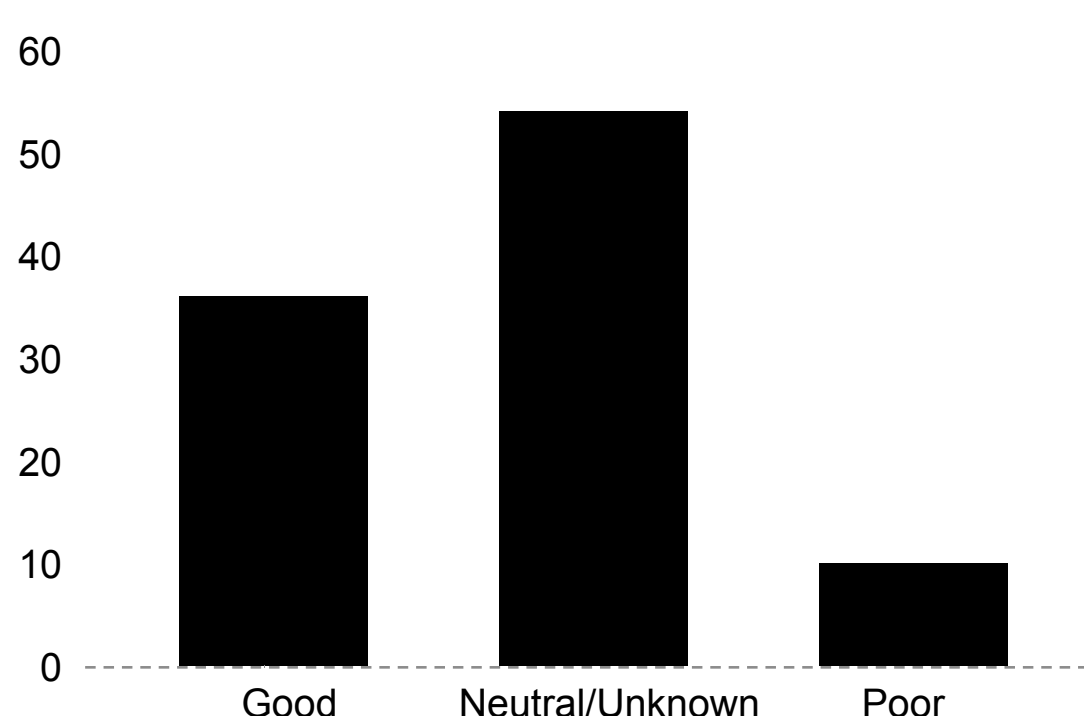
How well did we provide financial assistance to help you develop your farm or outlet (farmers' market, farm stand, etc)?



How well did our programs or marketing work to increase the number of low-income customers at your outlet, or the outlet(s) at which you sell?



How well did the NMFMA help your outlet build or maintain community partnerships?



## Member Tip

Contact Engagement Director Christina Keibler at [Christina@FarmersMarketsNM.org](mailto:Christina@FarmersMarketsNM.org):

- To ask for a Facebook post to be shared
- To get assistance with all aspects of effective outreach and customer engagement (blog posts, recipe development, and more)

Every year NMFMA members rate the responsiveness of staff the highest of all of our services. If at any time you feel your needs are not being met, or if you have a question, do not hesitate to contact one of us. (See the "NMFMA Contacts" sheet for staff information.)

For information about currently available financial assistance, visit [NewMexicoFMA.org](http://NewMexicoFMA.org) and find funding opportunities under the "Resources" menu tab:

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

We increase the number of low-income customers by providing and supporting:

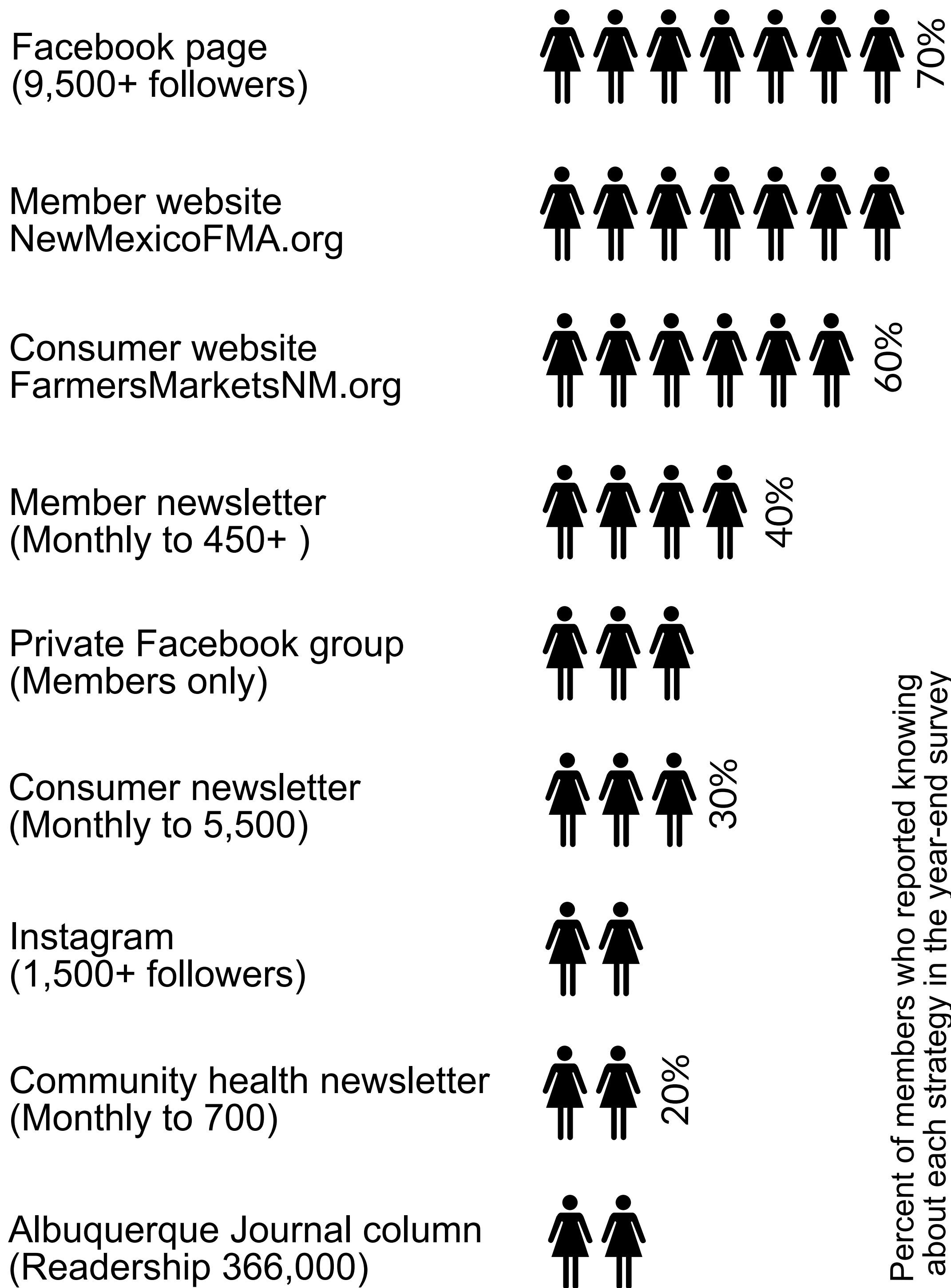
- Double Up Food Bucks program
- WIC Farmers' Market Nutrition Program
- Senior Farmers' Market Nutrition Program
- SNAP access
- ¡Cocina! Nutrition Education Program
- Fresh Fruit and Vegetable Rx Program

Learn about ways to build community partnerships in your area by contacting Nutrition/Community Outreach Coordinator Amara Nash at [Amara@FarmersMarketsNM.org](mailto:Amara@FarmersMarketsNM.org)

The NMFMA works year-round to increase consumer 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?

## Marketing Strategy Awareness



## Member Tip

If you want us to share your Facebook post, please send Christina a message through our Facebook page and let her know (and please include the link to either your Facebook page or the post ). Christina won't be able to share your content unless you let her know the content exists.

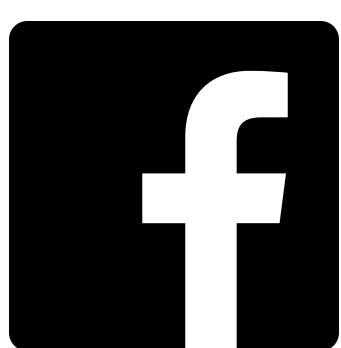
The consumer website at FarmersMarketsNM.org includes blog posts, shopping tips, and seasonal recipes that you can share with your customers in your social media outreach and newsletters.

Find the members-only Facebook group as one avenue for announcements and reminders. This is also a great place to ask questions.

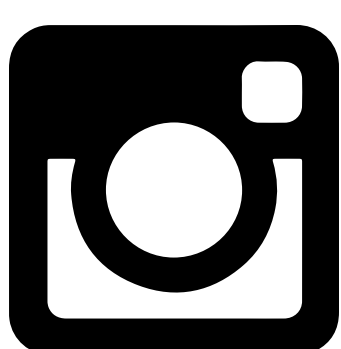
We send the monthly consumer newsletter to 5,500 people in New Mexico, including you! The newsletter includes seasonal updates, recipes, announcements, and a new blog post each month. If you're not receiving the consumer newsletter, check your spam folder, and put us on your safe list.

Executive Director Denise Miller writes a monthly column in the Albuquerque Journal's Food Section (1C) during the market season that works to increase customer awareness. We post the articles on the consumer website at FarmersMarketsNM.org. Be sure to share the column in your social media and newsletters.

## Let's Increase Customer Awareness!



- Freely share or "steal" posts from our Facebook Page (search for "New Mexico Farmers' Markets")



- Follow our Instagram account, and feel free to use as your own Instagram posts (search for "New Mexico Farmers' Markets")
- Utilize the downloadable, customer-focused handouts we provide by logging in to the member website at NewMexicoFMA, selecting the green "Tools" folder, then "Files"
- Help educate customers by sharing the shopping tips, videos, blog posts, and recipes from the consumer website at FarmersMarketsNM.org