



2022 NMFMA STAFF CONTACTS



CONTACT INFORMATION

DENISE MILLER

DMiller@FarmersMarketsNM.org
505-699-2064

CHARISE GONZALES

CHGonzales@FarmersMarketsNM.org
505-983-4010

MICHAEL VENTICINQUE

VCC@FarmersMarketsNM.org
505-448-2891

SARAH THOMPSON

SThompson@FarmersMarketsNM.org
410-402-0363

KIRSTEN HANSEN

Kirsten@FarmersMarketsNM.org
505-690-1529

CHRISTINA KEIBLER

Christina@FarmersMarketsNM.org
505-402-1863

MICHAEL GREEN

Michael@FarmersMarketsNM.org
505-250-8880

CATHERINE BACA

CatBaca@FarmersMarketsNM.org
505-983-4010

SOPHIA ROSE

Sophia@FarmersMarketsNM.org
304-646-8291

ALISON PENN

Alison@FarmersMarketsNM.org
575-910-2125

JOANN JARVIS-OLIVAS

Accounting@FarmersMarketsNM.org
505-983-4010

WHO IS THE BEST PERSON TO CONTACT?

Need help determining who to contact with a question? This reference can help you decide. The information at left provides contact information, though you can leave a message for all staff at 505-983-4010.

DENISE MILLER

Executive Director

- General operations
- Programs oversight & strategy
- Public/private partnerships
- Value chain work
- Development, grants
- Advocacy

CHARISE GONZALES

Director of Finance

- Market general liability insurance
- Organization financial oversight
- Financial issues

SARAH THOMPSON

Double Up Food Bucks Program Manager

- All things Double Up Food Bucks
- EBT machine questions

KIRSTEN HANSEN

FreshRx Program Coordinator

- FreshRx program management

SOPHIA ROSE

Farmer Programs Coordinator

- NM Grown Approved Supplier Program
- Farmer food safety & business trainings

JOANN JARVIS-OLIVAS

Data Entry & Administrative Assistant

- Promotional funds
- Second-year market grants

CHRISTINA KEIBLER

Engagement Director

- All things research, program evaluation, and market data
- Consumer insights, outreach, and advertising
- Nutrition, culture of food and eating
- Recipe development, blog posts

MICHAEL VENTICINQUE

Value Chain Coordinator

- Linking farmers with buyers
- Farmer technical assistance: production planning, marketing, post-harvest-handling
- Farmer and food hub food safety training
- Retail engagement strategies

CATHERINE BACA

Membership Coordinator

- Membership website access & use
- Membership & payment questions
- Annual conference registration
- Market general liability insurance

MICHAEL GREEN

GoodFoodNM Coordinator

- GoodFoodNM texting program management
- Farmers' market liaison

ALISON PENN

Communications Administrator

- Manage monthly newsletters
- General outreach, website management, blog posts, editing