



***New Mexico Farmers' Marketing Association (NMFMA)
FreshRx Partner Survey
2023 Results***

FreshRx Program Survey Results

Responses: 27 submitted surveys out of 33 possible respondents (83% response rate)

Response period: January 19 – March 22, 2024

Results by Topic

Program Training and Preparation provided by the NMFMA: During 2023, how well did the NMFMA help you prepare to implement FreshRx program activities?

Table 1: Survey participant (n=27) perspective on how well the NMFMA helped prepare them to implement FreshRx program activities

	Mean (SD) ^a	Poorly ^b n (%)	Neutral n (%)	Well ^c n (%)	N/A n (%)
Training provided before the start of the program	4.5 (0.83)	1 (3.70)	2 (7.41)	21 (77.78)	3 (11.1)
Program materials, requirements, and guidelines	4.67 (0.56)	0 (0)	1 (3.70)	26 (96.3)	0 (0)
Nutrition education information to provide to patients	4.44 (0.93)	1 (3.70)	2 (7.41)	24 (88.89)	0 (0)
End of year feedback meeting	4.5 (0.83)	1 (3.70)	2 (7.41)	21 (77.78)	3 (11.1)

^aVery poorly=1, poorly=2, neutral=3, well=4, very well=5; ^bPoorly = very poorly and poorly; ^cWell = very well and well

Additional Feedback about program training & preparation:

The collaboration Kirsten and I have is great, she is very open to questions/inquires regarding the FreshRX program.

I did not have the end of year feedback meeting.

When it came to the before and after surveys, most patients found it difficult to understand and felt that it was not necessary. Most patients were grateful for the help. There was an issue with the vouchers

not being very clear. The majority of the vouchers were given at the first appointment but did not have follow up visits to receive anymore, which were definitely needed. All in all, many patients benefitted from the program, and I would hope to see it brought back to our clinic with a bit more education.

Kirsten was wonderful in coordinating communication with the farmers and other entities who did cooking demos for my program.

It would be nice to have a framework for new clinics who are implementing the program. We appreciate the flexibility, but structure would have been helpful.

Our program did not receive program materials or training, but when we were onsite for activities, this question may apply.

Program Activities: How well did the following activities meet patient needs?

Table 2: Survey participant (n=27) perspective on how well FreshRx activities met patient needs

	Mean (SD) ^a	Poorly ^b n (%)	Neutral n (%)	Well ^c n (%)	N/A n (%)
Welcome packet program outreach and guidelines	4.44 (0.92)	2 (7.41)	1 (3.70)	22 (81.5)	2 (7.41)
Welcome packet recipes	4.15 (0.97)	1 (3.70)	4 (14.8)	21 (77.8)	1 (3.70)
1-on-1 nutrition education	3.88 (1.09)	2 (7.41)	7 (25.9)	16 (59.3)	2 (7.41)
Cooking classes	4.04 (1.02)	2 (7.41)	6 (22.2)	15 (55.6)	4 (14.8)
Cooking demonstrations	3.96 (1.12)	2 (7.41)	6 (22.2)	16 (59.2)	3 (11.1)
GoodFoodNM texting program enrollment	3.84 (1.34)	2 (7.41)	6 (22.2)	11 (40.7)	8 (29.6)

^aVery poorly=1, poorly=2, neutral=3, well=4, very well=5; ^bPoorly = very poorly and poorly; ^cWell = very well and well

Additional Feedback about program activities:

What is the GoodFood NM texting program?

We were not aware of GoodFoodNM texting program

The program has helped out community in many ways

I would love to continue with the FreshRx program and even extending it to more families.

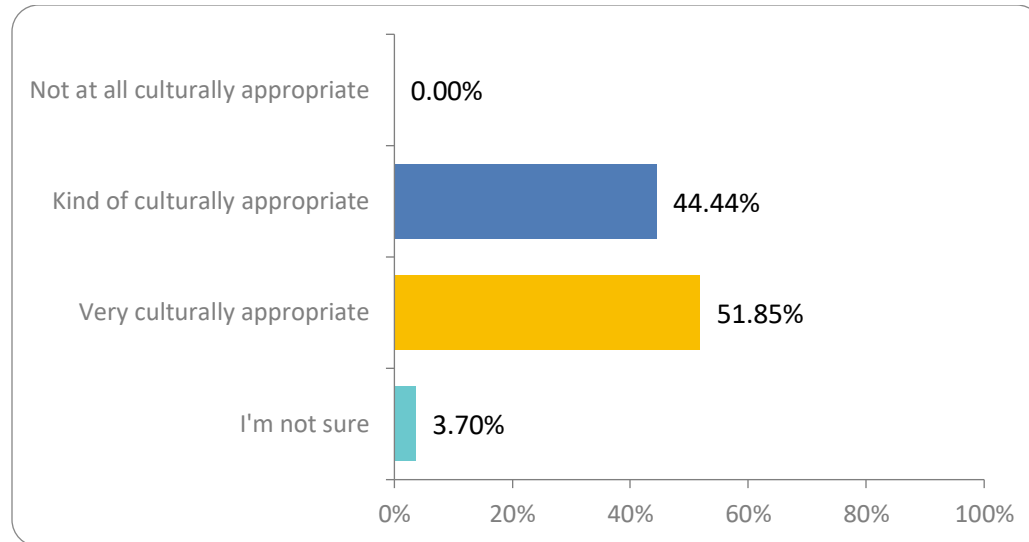
Need to make sure sites have enough tokens so people traveling a long distance are not turn away.

I think that it would be beneficial to have cooking demos at the market to give participants new ideas on how to cook the vegetables they are buying them.

There was some collaboration, but no measure, I feel a survey provided to our participants would also show how well (if any) the information/education was received.

Cultural appropriateness: How culturally appropriate do you feel the FreshRx program activities are to the patients participating in the program?

Figure 1: Survey participant (n=27) perspective on cultural appropriateness of FreshRx program activities



Explanation of responses about cultural appropriateness:

Gathering, sharing meal with extended family, family togetherness

Community now want only fresh produce. They can tell the difference between grocery stores and fresh!

Most items were culturally appropriate, while others were well liked

Many new foods - elders sometimes didn't know how to use but were open.

All food veggie received were good

The demographic of the population we serve are not very knowledgeable in the different types of vegetables/herbs that are not widely common to Hispanic culture.

Items promote eating farmed foods - traditional foods!

Some of our clients didn't know what an item was but it was helpful with the print outs attached in the bags.

Ensuring markets are accessible to patients across the city - both the Railyards and DTGM are very popular with patients, but having markets in other parts of town could help redemption.

Not having tokens is big problem for native families that travelled great distances and felt like the lack of tokens only an issue for them.

Participants are given the information they need to know along with the dates when the market is open. A CHW is at the market to guide participants through and answer questions they may have about the program.

Recipes were culturally appropriate.

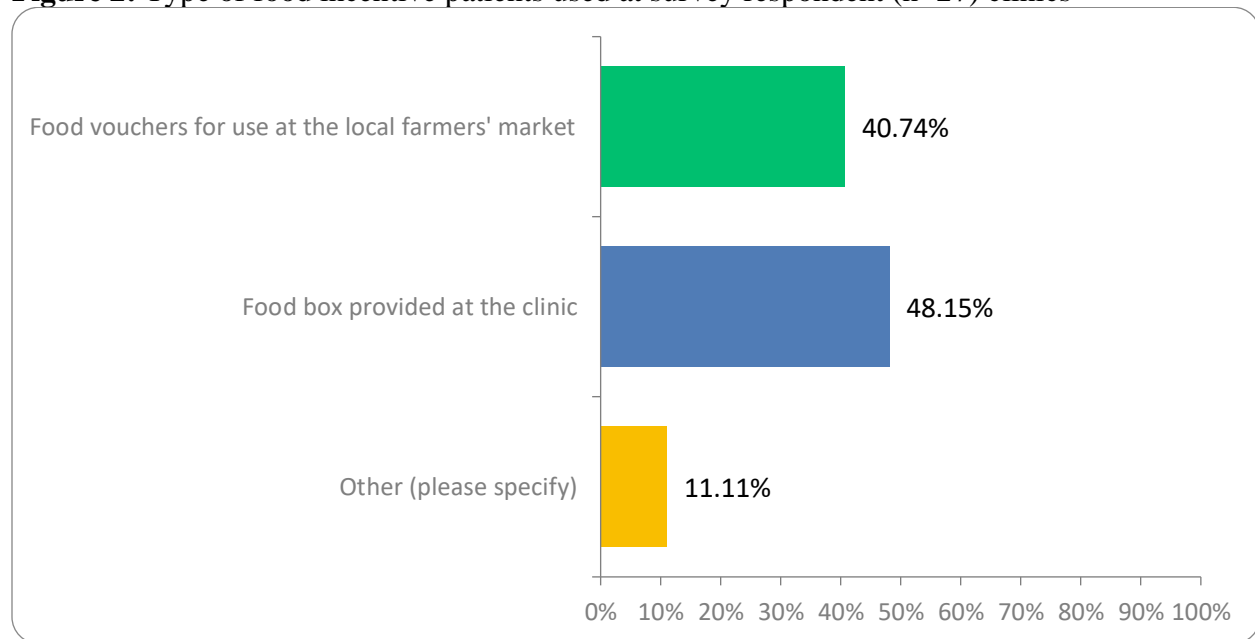
Being sensitive to people's cultural identity or heritage.

We were not involved in any program activities. Further feedback we got alot from participants was including more farmers markets in the Rio Rancho and westside area.

It would have been great for others outside the reservation/pueblos do research on tribal communities BEFORE setting up events or meetings to help move events/activities in a positive direction. It helps tribes see or show you care.

Food Incentive: Which type of food incentive did the patients at your clinic receive?

Figure 2: Type of food incentive patients used at survey respondent (n=27) clinics



Other: 1 respondent stated that food bags were delivered to patient homes; 1 respondent stated they had both vouchers and food boxes; and 1 respondent stated “Outdoor cooking/food demo.”

Food Vouchers: If patients received food vouchers to use at the farmers’ market, please rate the level of patient satisfaction based on any feedback they provided to you.

Table 3: Survey respondent (n=12) perception of patient satisfaction with food vouchers used at the farmers’ market

	Mean (SD) ^a	Dissatisfied ^b n (%)	Neutral n (%)	Satisfied ^c n (%)	N/A n (%)
Food freshness and quality	4.67 (0.65)	0 (0)	1 (8)	11 (92)	0 (0)
Food health and nutrition	4.64 (0.67)	0 (0)	1 (9)	10 (91)	0 (0)
Food variety	4.55 (0.69)	0 (0)	1 (9)	10 (91)	1 (0)
Foods that are culturally relevant	4.42 (0.67)	0 (0)	1 (8)	11 (92)	0 (0)
Foods that are familiar	4.5 (0.67)	0 (0)	1 (8)	11 (92)	0 (0)

^aVery dissatisfied=1, dissatisfied=2, neutral=3, satisfied=4, very satisfied=5; ^bDissatisfied = very dissatisfied and dissatisfied; ^cSatisfied = very satisfied and satisfied

Additional Feedback about vouchers:

Hard to answer as Socorro people thought great Alamo not so great.

Participants were very happy with the quality of the produce they were able to purchase.

Food Boxes: If patients received food boxes from your clinic, please rate the level of patient satisfaction based on any feedback they provided to you.

Table 4: Survey respondent (n=16) perception of patient satisfaction with food boxes

	Mean (SD) ^a	Dissatisfied ^b n (%)	Neutral n (%)	Satisfied ^c n (%)	N/A n (%)
Food freshness and quality	4.81 (0.40)	0 (0)	0 (0)	16 (100)	0 (0)
Food health and nutrition	4.69 (0.60)	0 (0)	1 (6)	15 (94)	0 (0)
Food variety	4.44 (0.73)	0 (0)	2 (12.5)	14 (87.5)	1 (0)
Foods that are culturally relevant	4.19 (0.91)	0 (0)	5 (31.3)	11 (68.7)	0 (0)
Foods that are familiar	4.4 (0.73)	0 (0)	2 (12.5)	14 (87.5)	0 (0)

^aVery dissatisfied=1, dissatisfied=2, neutral=3, satisfied=4, very satisfied=5; ^bDissatisfied = very dissatisfied and dissatisfied; ^cSatisfied = very satisfied and satisfied

Additional Feedback about boxes:

Different/ new foods to try.

Come on site to provide education and meet participants.

Excellent variety - presented a great opportunity to provide all the nutritional value of each bag

Some families mentioned they didn't want to receive the same food twice in a row. There were many vegetables that were not familiar to the families, but my program was able to provide ideas/recipes to use with those foods.

Qualitative Questions:

- What do you think are the greatest benefits of the FreshRx program?

Providing individuals a healthy food source
Introduce cooking, sustainability and good health into households
The benefit of the FreshRx program is having fresh and healthy food for our communities
Fresh produce access
Access to fresh produce
Provides families with fresh produce and variety
Serve community who are unable to go into the city to purchase
Provide families with fresh vegetables and fruits and introducing families to new and familiar foods

No price on the nutritional value
Nutritional food value
Introducing a variety of foods to families and expand their knowledge and also be creative when cooking and trying new foods.
Promotion of healthy, fresh food. Providing access to new fresh items.
The program helped many clients that don't have transportation or access to food due to location of their residence.
Fresh fruits and vegetables, getting out to the farmers markets is a great way for our community to interact, have fun and enjoy delicious fresh food.
Providing people with the opportunity and encouragement to shop at places they might not normally consider and to try things they might not normally try due to cost or inconvenience. Creates an environment and a culture of encouragement, opportunity and access, breaking down barriers of class -
Pairing the vouchers with nutrition education worked well to give patients a base knowledge off which to build. They also had more autonomy and enjoyed going to the markets to pick out their own produce.
Most of our patient said great things about the program and were happy for the help they received.
Getting fresh fruits and vegetables in the hands of people that need it
We are helping people that are unable to buy healthy food and have a chronic illness to improve their overall health by offering the food vouchers.
Opportunity for patients to purchase veggies and fruit that they like and will eat.
offering fresh, expensive produce to folks who need to eat healthier. It takes away a major barrier
Patients who are referred by their providers who have diet-related illnesses, such as obesity, heart disease, or hypertension, can add more vegetables and fruits to their meals through Fresh Rx, and such programs have been found to lower obesity, blood pressure, and average blood sugars.
Networking to local resources. Providing communities with insight to local farmers and local produce. For the event provided, it connected a few individuals to local produce, recipes, cooking and meal prep ideas with produce grown in the area.

- **What recommendations do you have for improving the program in the future?**

It would be nice to have dry goods like rice and beans
Wax paper instead of brown paper bags. possibility of slowing ripeness
Insert with nutritional values or traditional uses of items in the bags
Food intros - what is the particular food, how can it be used
More bags of fruit and vegetables
Having a food menu QR code, along with a couple of recipes that go with the food that comes with the food boxes.
A day prior to delivery please send out what items will be available so that we can make print outs of recipes
Advertise more to both counties.
Earlier access to the program so that I could get providers I work with on board to refer the people they work with. Along these lines, knowing how many participants I would be able to enroll

Perhaps connecting more organizations participating in Fresh Rx, to learn more about what others have done to make the program successful.
The surveys were not clear for the patients to understand and felt a lot of the questions did not pertain to them and their needs.
Stated previously making sure enough tokens and no one sent away
Have cooking demos at the market with recipes in hand for participants to take home.
Advertising to pueblos, site visits to farms. Connecting with health departments or having a liaison to network with tribes.

- **Would you like to share a quote or testimonial describing the program's benefits or impacts?**

Better healthy eating healthier lifestyle
This was very beneficial to those households who weren't able to obtain fresh produce at times
Veggies helps w. meal prep
"I love we're getting vegetables today!" Headstart students
One of our vegetarian clients spoke highly of the program.
People enjoy the Farmers Markets and some people never been to one before and they recall their experience was amazing. Loved the people the plants, vegetables and more. " I wish we have markets all year round.
Thanks to the Fresh Rx program I was able to add more fruits and vegetables to my diet and this helped my A1C number to decrease.
My patients really relied on this program to help them eat well. They were able to take what we talked about in clinic and use healthy foods to be healthier.
Buying produce from farmer's markets allows patients to purchase fresh, seasonal produce directly from their local farmers.