



***New Mexico Farmers' Marketing Association (NMFMA)
FreshRx Partner Survey
2024 Results***

FreshRx Program Survey Results

Responses: 8 submitted surveys out of 11 possible respondents (88% response rate)

Response period: January 23 – January 31, 2025

Results by Topic

Program Preparation and Support provided by the NMFMA: During 2024, how well did the NMFMA support your FreshRx programming in the following?

Table 1: Survey participant (n=8) perspective on how well the NMFMA helped prepare them to implement FreshRx program activities

	Mean ^a	Poorly ^b n (%)	Neutral n (%)	Well ^c n (%)	N/A n (%)
Preparing for the start of the program year	4.63	0 (0)	1 (12.5)	7 (87.5)	0 (0)
Providing ongoing training and/or technical assistance during the program year	4.00	0 (0)	3 (37.5)	5 (62.5)	0 (0)
Being responsive to your needs	4.63	0 (0)	1 (12.5)	7 (87.5)	0 (0)
Providing program materials, requirements, and guidelines	4.29	0 (0)	2 (25)	5 (62.5)	1 (12.5)

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

Additional feedback provided about program training & preparation:

Always available

You are a joy to work with! Thanks for always being flexible, helpful, kind, and synergistic.

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

Table 2: Survey participant (n=8) perspective on how well FreshRx activities met patient needs

	Mean ^a	Poorly ^b n (%)	Neutral n (%)	Well ^c n (%)	N/A n (%)
Welcome packet program outreach and guidelines	4.0	0 (0)	1 (12.50)	5 (62.5)	2 (25.0)
Welcome packet recipes	4.25	0 (0)	0 (0)	4 (50)	4 (50)
1-on-1 nutrition education	3.5	0 (0)	1 (12.5)	1 (12.5)	6 (75.0)
Cooking demonstrations	4.0	0 (0)	1 (12.5)	2 (25.0)	5 (62.5)

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

Additional feedback provided about program activities:

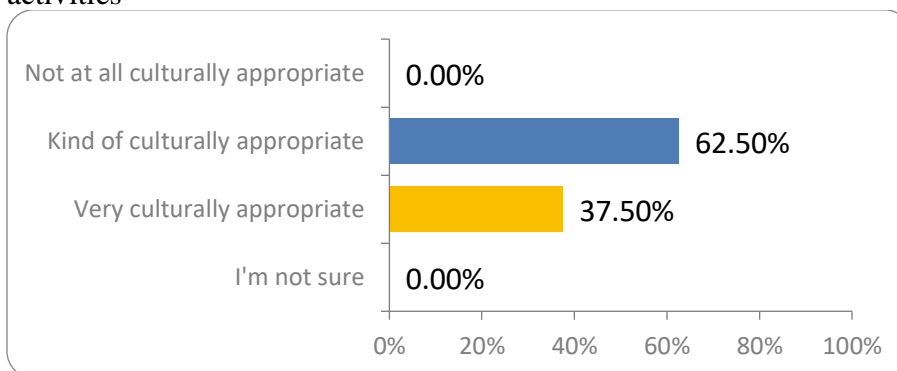
It would be great to know beforehand what will be distributed so in case of questions I can have answers and recipes.

Patient feedback is hard to determine at this time.

Not all can read the recipes or utilized the packets.

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

Figure 1: Survey participant (n=8) perspective on cultural appropriateness of FreshRx program activities



Explanation of responses about cultural appropriateness:

The recipe is planned based on the vegetables participants are already familiar with, the teaching is done in their language, recognizing their needs and treating them with respect.

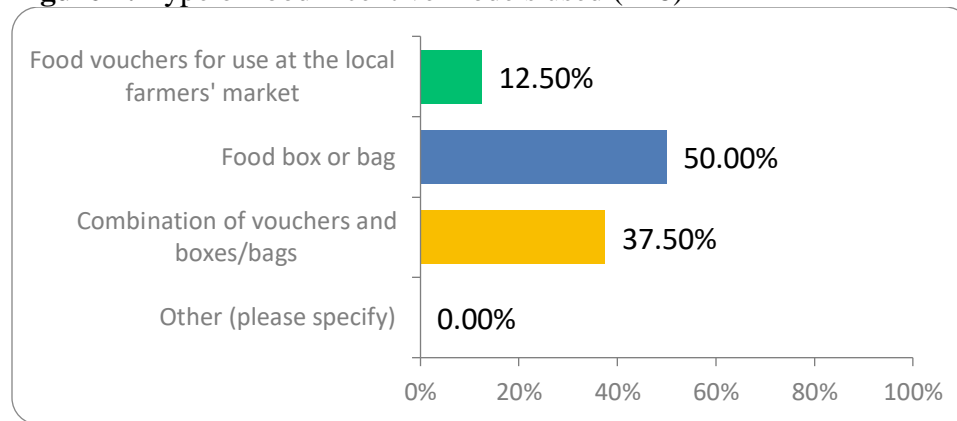
Some vegetables community members have never seen but are willing to try.

This didn't necessarily apply this year, but I don't know if instructors have always been representative of the community we aim to serve, or recipes guided by community needs.

In regard to Culturally, I have gotten responses from participants that more Northern NM foods would be nice to receive.

Food Incentive: Which type of food incentive did your FreshRx program participants receive?

Figure 2: Type of food incentive models used (n=8)



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

Table 3: Survey respondent (n=7) perception of participant satisfaction with food vouchers used at the farmers' market

	Mean ^a	Dissatisfied ^b n (%)	Neutral n (%)	Satisfied ^c n (%)	N/A n (%)
Overall participant experience at the farmers' market	4.75	0 (0)	0(0)	4 (57.1)	3 (42.9)
Ease of accessing and redeeming tokens at the farmers' market	4.0	0 (0)	0 (0)	4 (57.1)	3 (42.9)
Food freshness and quality	4.8	0 (0)	0 (0)	5 (71.8)	2 (28.6)
Food health and nutrition	4.6	0 (0)	1 (14.3)	4 (57.1)	2 (28.6)
Food variety	4.6	0 (0)	0 (0)	5 (71.8)	2 (28.6)
Foods that are culturally relevant	4.4	0 (0)	0 (0)	5 (71.8)	2 (28.6)
Foods that are familiar	4.6	0 (0)	0 (0)	5 (71.8)	2 (28.6)
Adequate produce for purchase with vouchers	4.5	0 (0)	0 (0)	4 (57.1)	3 (42.9)

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

Additional feedback provided about vouchers:

Some vendors were not aware of the change to the paper vouchers and that caused a little confusion with the participants.

They were given w/o further touch points.

Not many different items for exchange.

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

Table 4: Survey respondent (n=8) perception of participant satisfaction with food boxes

	Mean ^a	Dissatisfied ^b n (%)	Neutral n (%)	Satisfied ^c n (%)	N/A n (%)
Ease of getting the box/bag	4.57	0 (0)	0 (0)	7 (87.5)	1 (12.5)
Food freshness and quality	4.71	0 (0)	0 (0)	7 (87.5)	1 (12.5)
Food health and nutrition	4.71	0 (0)	0 (0)	7 (87.5)	1 (12.5)
Food variety	3.86	1 (12.5)	1 (12.5)	5 (62.5)	1 (12.5)
Foods that are culturally relevant	3.71	0 (0)	3 (37.5)	4 (50)	1 (12.5)
Foods that are familiar	3.57	0 (0)	3 (37.5)	4 (50)	1 (12.5)

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

Additional feedback provided about boxes:

Participants shared that the boxes were not so varied as the weeks passed, they were getting mostly the same produce.

Some complaints on foods being wilted, same items being given.

Hybrid voucher and box/bag model: If your program used a hybrid voucher and box/bag model, how did it go? (n=2)

Overall, it went well. Feedback was it needed to be more culturally appropriate and not so much repetition with the produce.

It went well, individually preferred the vouchers, so they could choose what foods they get.

Greatest benefits: What were the greatest benefits of the FreshRx program in 2024? (n=8)

Access to fresh local produce

We were able to help 30 patients with chronic illness that had limited access to buy fresh food to improve their health. Outcome was lower A1C and lower cholesterol levels.
Parents of youth had a variety and maybe had not tried before so now they can purchase on their own.
The people were able to go to a number of different farmers' markets.
Providing fresh produce to people that usually do not buy it.
Providing access to nutritious local foods and improving health and wellbeing.
Providing healthy foods and education to individuals.
Gave access to folks who didn't have access to healthy, fresh foods.

Recommendations: What recommendations do you have for improving the program in the future? (n=8)

None
As per participants feedback, more variety on the food boxes and making it more culturally appropriate.
Delivery earlier in the day if possible
This program is great and hope it continues to provide the support to the community.
Some food went bad in a few days of receiving it.
I think the bags are a great model but sometimes cost prohibitive - is there a way to address this together with the CSA provider?
Opening window for vouchers to cover more than fruits and veggies.
Some pts had difficulty with the new foods and how to prepare them. Also, issues with bad teeth and their ability to chew the fresh foods - not much you can do about that.

Testimonials: Please share a testimonial or story about the impact of the program. (n=4)

Participants were very grateful for the food bag since it not only helped them in having fresh food on their table but also had an impact in their A1C's and cholesterol levels.
Enjoyed trying new foods they would have never bought and knowing how to cook them because they wouldn't have know how to.
One individual came to us with diabetes and high blood pressure, the recipes helped them make healthier meals and the access to fresh fruits and vegetables was also a plus for them, they are now at a place where they are managing their health.
I have a mother and daughter who really benefited from the bags of produce. Mom has diabetes and was able to lose 30# and stop her insulin! Yay!!