



***New Mexico Farmers' Marketing Association (NMFMA)
FreshRx Partner Survey
2025 Results***

FreshRx Program Survey Results

Responses: 13 surveys out of 22 possible respondents (59% response rate)
 Response period: February 4 – February 16, 2026

Results by Topic

Program Support: During 2025, how well did the NMFMA support your FreshRx programming in the following areas? (1 = Very poorly; 5 = Extremely well)

Table 1: Survey participant (n=13) 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 ^d n (%)
Preparing for the start of the program year	4.54	1 (7.7)	0 (0)	12 (92.3)	0 (0)
Providing ongoing training and/or technical assistance during the program year	4.46	1 (7.7)	1 (7.7)	11 (84.6)	0 (0)
Being responsive to your needs	4.69	1 (7.7)	0 (0)	12 (92.3)	0 (0)
Providing program materials, requirements, and guidelines	4.45	0 (0)	2 (15.4)	9 (69.2)	2 (15.4)

^aVery poorly=1, poorly=2, neutral=3, well=4, very well=5; ^bPoorly = very poorly and poorly; ^cWell = very well and well; ^d= N/A = Not Applicable

Additional feedback provided about program training & preparation:

Appreciate the program and what it offers.

Grateful for all the help.

Thank you for the program, helps the community with added necessities for preparing meals.

I'm not sure what training or technical assistance would look like for this.

Last year's bags were great! more than what was in previous years and the participants loved it!

Program Activities: How well did the following activities meet patient needs? (1 = Very poorly; 5 = Extremely well)

Table 2: Survey participant (n=13) perspective on how well FreshRx activities met patient needs

	Mean ^a	Poorly ^b n (%)	Neutral n (%)	Well ^c n (%)	N/A ^d n (%)
Welcome packet program outreach and guidelines	4.36	0 (0)	2 (15.4)	9 (69.2)	2 (15.4)
Welcome packet recipes	4.0	0 (0)	3 (23.1)	6 (46.2)	4 (30.8)
Cooking demonstrations	4.0	1 (7.7)	1 (7.7)	4 (30.8)	7 (53.9)

^aVery poorly=1, poorly=2, neutral=3, well=4, very well=5; ^bPoorly = very poorly and poorly; ^cWell = very well and well; ^d= N/A = Not Applicable

Additional feedback provided about program activities:

If possible know what will be in the bags so can come up with recipes.

Thank you!

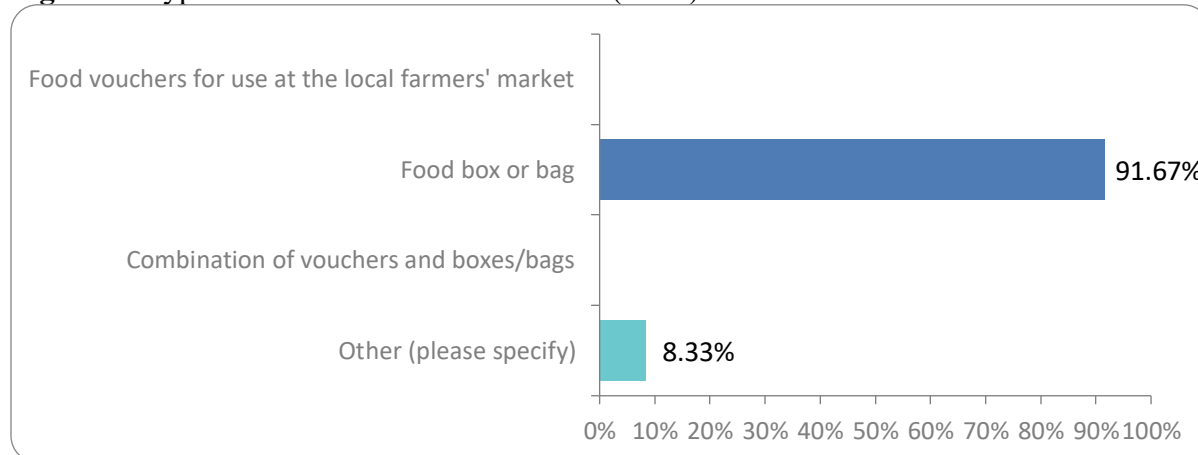
Thank you for all the hard work you do for the communities.

We didn't offer cooking programs but would be interested in the future.

I would like to thank all those who help make this possible... A great program/services to our community. Great job to all

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

Figure 1: Type of food incentive models used (n=12)



Out of 12 partners that responded to this question, there were 11 who reported using the CSA-style food box or bag as the food incentive. The other respondent stated other and provided a comment that, “for 2025, our program did not receive any materials.”

Food Vouchers: Since no partners reported using food vouchers, there were no responses on the perception of participant satisfaction with food vouchers used at the farmers’ market.

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. (1 = Very dissatisfied; 5 = Extremely satisfied)

Table 3: Survey respondent (n=12) 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	4.73	0 (0)	0 (0)	11 (91.7)	1 (8.3)
Food freshness and quality	4.73	0 (0)	0 (0)	11 (91.7)	1 (8.3)
Food quantity	4.55	0 (0)	0 (0)	11 (91.7)	1 (8.3)
Food variety	4.27	1 (8.3)	0 (0)	10 (83.4)	1 (8.3)
How easy it was to use the food items	4.45	0 (0)	1 (8.3)	10 (83.4)	1 (8.3)
Familiarity of the food items	4.09	0 (0)	2 (16.7)	9 (75.0)	1 (8.3)

^aVery dissatisfied=1, dissatisfied=2, neutral=3, satisfied=4, very satisfied=5; ^bDissatisfied = very dissatisfied and dissatisfied; ^cSatisfied = very satisfied and satisfied; ^d= N/A = Not Applicable

Additional feedback provided about boxes:

It had very little variety from week to week.

Our community loved receiving the food bags. Thank you for providing this wonderful opportunity for us.

Parents were very thankful for the bags provided to them

It was a great way to interact with our clients!

Many of those who received felt it was a perfect amount for them, and really love the food.

Greatest benefits: What were the greatest benefits of the FreshRx program in 2025? (n=10)

Fresh food provided and helped patients with healthy diet.

Local grown, food sometimes people would not buy or try unless offered.

Getting fresh produce onto the tables of families that have children in the home. The potential of instilling healthy eating habits at a young age.

Helpful for food insecure patrons.

Fresh produce our community members and the children can use. Learning to use new vegetables they were not used to seeing and incorporating into their diets.

Variety of items in the bags.

Providing fresh produce and grains to patients in need.

Our participants ate healthier and tried new foods. It encouraged them to cook and eat more vegetables. It provided high quality food security!

Interaction with clients weekly. Listening to how clients prepared the items. receiving fresh vegetables. new if we have never tried.

Recommendations: What recommendations do you have for improving the program in the future? (n=6)

Delivery of food bags could improve. Delivery was left to us and took away time from patient care.

Volunteer opportunities for participants of the program.

I feel the program is doing very well right now and I have nothing but positive things to say about it.

No biscochitos in the bags.

If possible, in advance letting us know the items so we can prepare recipes.

All was great.

Testimonials: Please share a testimonial or story about the impact of the program. (n=8)

Response from parents, liked the variety and ability to use all the foods.

During a visit to one farm, our program took some community members to connect with the farmers and land through helping garden, plant, and pick fresh produce. All of the community members that attended shared how the experience enhanced their appreciation and use of the produce received.

For a few of our clients (Virden area) they were able to share that they looked forward to the weekly bag of goodies and glad to receive it especially with the cost of food these days. :)

If our bags were not picked up by our programs participants, we would give the bags to the community's seniors. They would be so happy because it would save them a trip to the grocery store at times. Just grateful for a bag of fresh vegetables that would last them a couple days.

Parents, Grandparents thankful for the additional FreshRx items received to be used for their meals to feed their families.

One mom reported that her son was trying new food every day. Another woman had never cooked squash and now buys it regularly because she knows how easy it is to cook and it is a good replacement for breast products.

Client stated her grandchildren always looked forward to the food each week. She cleans the items and places them on the table. When kids arrive home from school, they run to the table looking to see what was dropped off. They loved the carrots the most.

Many of our community member liked the amount given, and were very happy.