



New Market Manager Orientation



Kirsten Hansen
Denise Miller
3/4/26



Welcome & Introductions

Getting Started

- ❖ **Register** your new season's days, hours, & location with the NMFMA
- ❖ If you are renewing your membership, you will receive an email invitation to renew in March, **or contact Membership Coordinator Catherine Baca.**



Pre-season Activities

- ❖ Finalize your **vendor list**
- ❖ Vendor Rules & regulations
- ❖ **Gather** your vendors to share information & contract
- ❖ Secure needed **permits** like municipal, nurse & plant license
- ❖ Talk to NM Dept. of Health for **WIC & Senior Farmers' Market Nutrition Programs**



Double Up Food Bucks Pre-Season

- ❖ Sign up with Sarah T.
- ❖ Secure your FNS #
- ❖ Online manager training
- ❖ Online vendor training
- ❖ Order tokens - wooden & silver – **April deadline!**



NMFMA Resources



CONNECT • GROW • LEARN

<https://www.newmexicofma.org/>

- 1.** Insurance - is due **April 1 every year, call Cat**
- 2.** Market Data- REQUIRED (if you are receiving funds from the NMFMA) - **due by December 31, 2026 — Download the guide .**
- 3.** Promotional Funds - \$300 plus \$5 per vendor.
Deadline: November 15th

Marketing Your Market

- ❖ Community partnerships
- ❖ Develop advertising & promotions plan
- ❖ Events – music, more
- ❖ Social media
- ❖ Radio, print
- ❖ Promotional materials
- ❖ Signs
- ❖ Banners
- ❖ Flyers



Q&A

- ❖ What's on your mind?
- ❖ Call us anytime!

Thank you!

