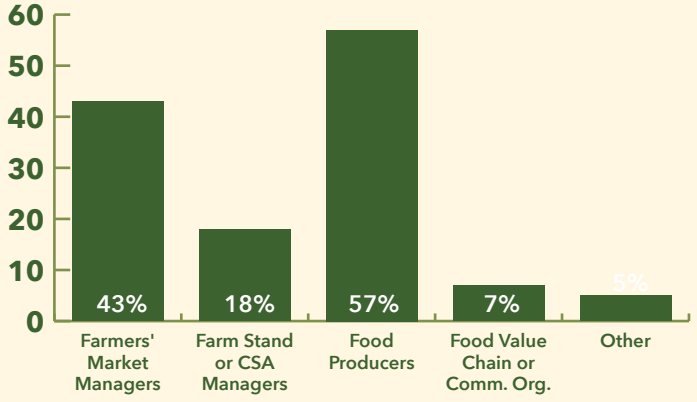
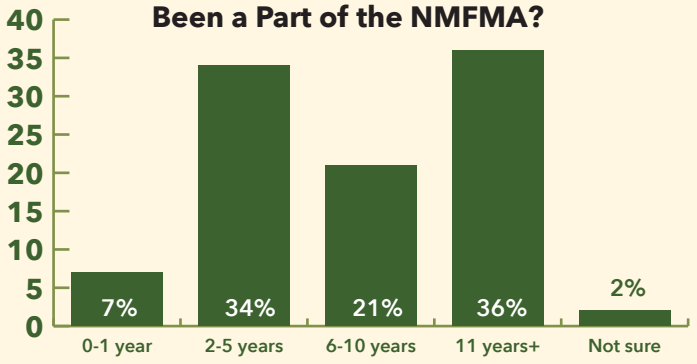
NMFMA Annual Member Survey

This summary of feedback comes from the 2025 NMFMA Member Survey, which 44 members completed in January 2026. Members provided information on the type of member they are and how long they have been a part of the NMFMA, as well as feedback on the services provided by the NMFMA last year. Each year we try use this feedback to improve our Member services.

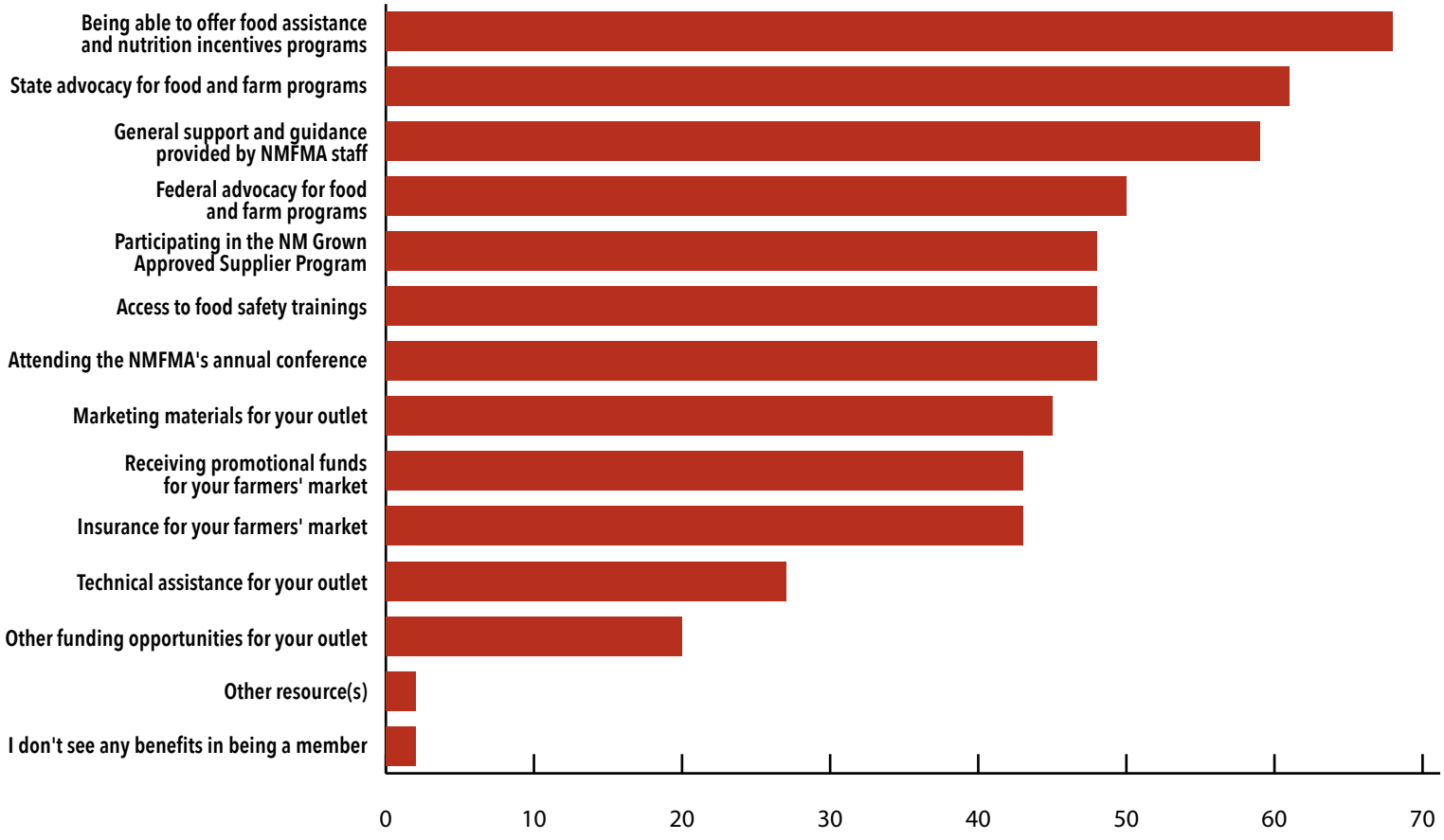
Who Are The Survey Respondents?



How Long Have Survey Respondents Been a Part of the NMFMA?



Greatest Benefits of Your NMFMA Membership



*Feedback is from the 2025 Year-End Member Survey

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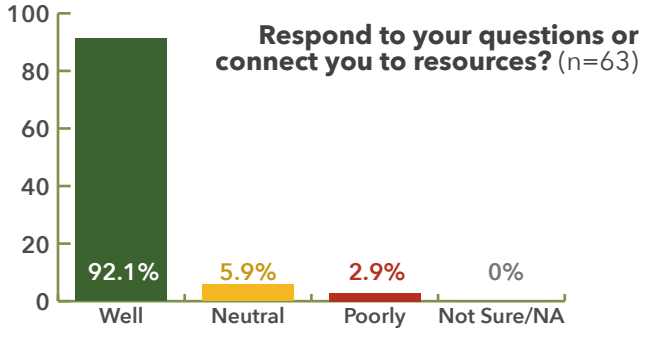
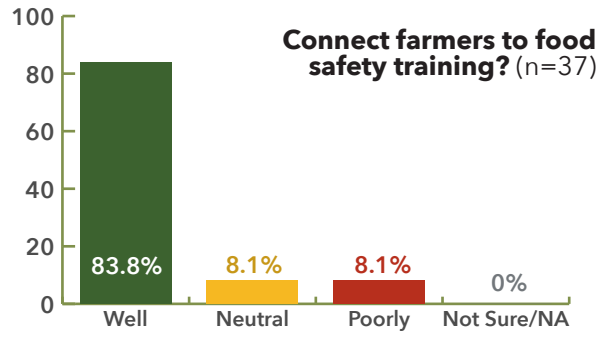
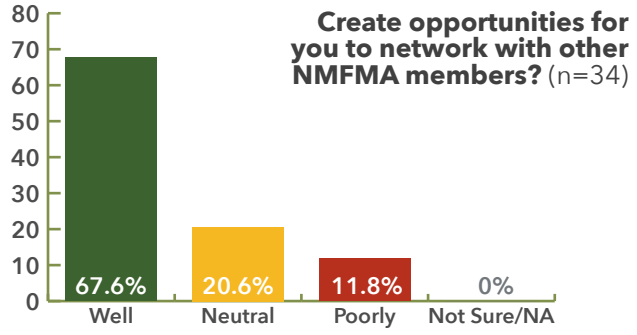
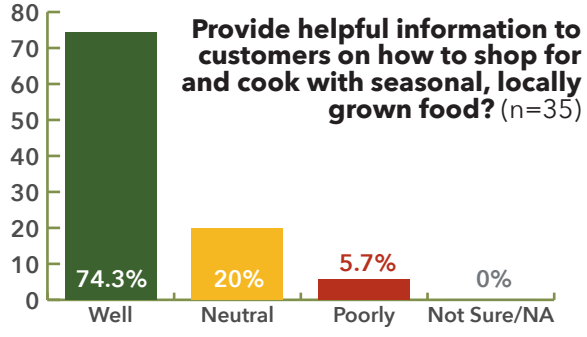
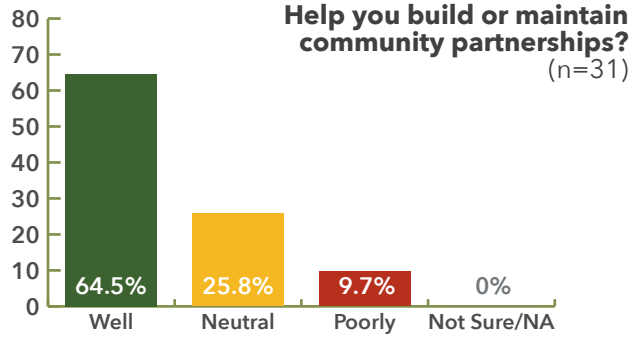
How Well Did We Do Last Year?

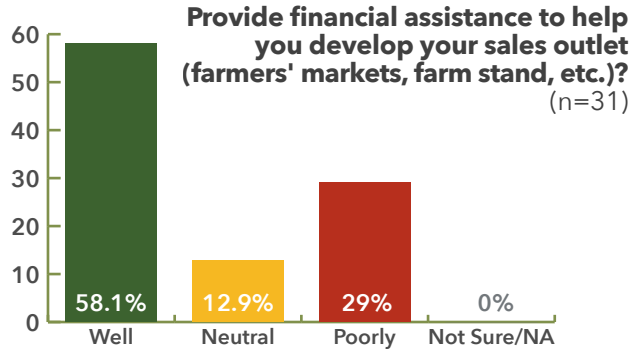


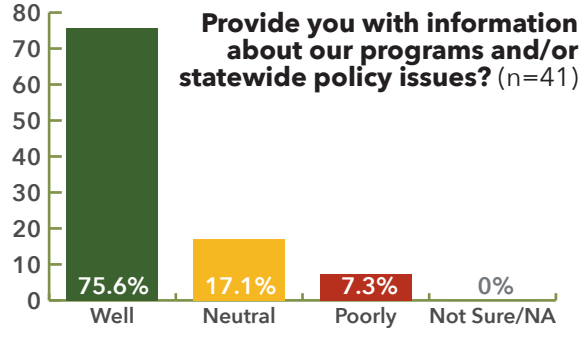


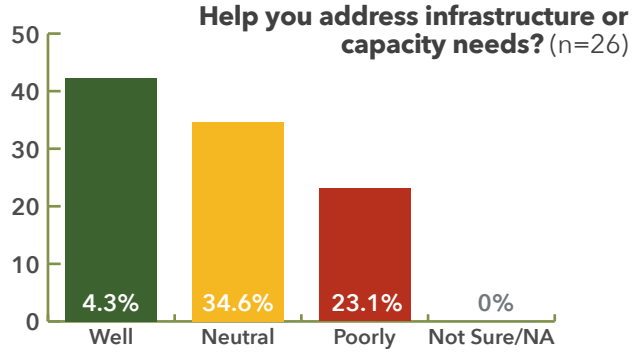












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In Your Own Words...

WHAT WE **DID WELL:**

"2025 was my first year in the Double Up Food Bucks program. NMFMA did an excellent job of helping me through the process."

"Ensuring we can continue to provide access for clients to financial assistance so they can participate in the food programs."

"As a producer NMFMA is the biggest reason I can provide products to our community."

"Outreach programs such as GoodFoodNM."

"Helped to keep SNAP/Double Up Food Bucks use up at our markets."

"Provided Food Safety Training for us."

"Responded quickly to emails inquiring about the FreshRX program and helping to make an introduction to program facilitator. Making a connection for local childcare center looking for local Approved Supplier."

"Allowing us the use of Shop & Taste Cooking Demo funds."

"Thank you for looking out for the shared values and experiences of us who value high-quality local food."

"The New Mexico Grown program is changing lives and I am honored to be a part of it. Kudos and good job NMFMA!"

"Thank you for walking us through unfamiliar territory as we build our farm stand."

"The NMFMA staff I worked directly with were especially supportive to our market this past year."

"Helped us become NM Grown Producers and network with a local school."

WHERE WE **CAN DO BETTER:**

"More relevant promotional items and giveaways to shoppers such as potholders, jar grippers, stickers, buttons, pens, reusable bags, etc."

"Support farm to table activities at local markets to help teach people how to cook with seasonally available fresh fruits and vegetables."

"One thing that seems to continually confuse me are the two websites."

"Do more trainings on how to sell products."

"Grant leads/resources would be super helpful."

"Email response time could improve."

"Organizational information i.e. who are your employees and what are they in charge of and how to contact."

"Promote NM born, raised and processed meats. Support getting these meats added to SNAP, Double Up Food Bucks, and all other food assistance programs."

"Listen more."

"Better access to local farmers who are looking to participate in regional farmers markets that they might not be attending but would like to if they knew about them."

"Less restrictions and easy methods to join the Approved Supplier Program."

"Make it so we can have vendors do the online training without waiting for a login. Give managers a login so they can add new vendors and have them do the training at the market on the provided tablet."

"Market manager training online."

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