



# GoodFoodNM

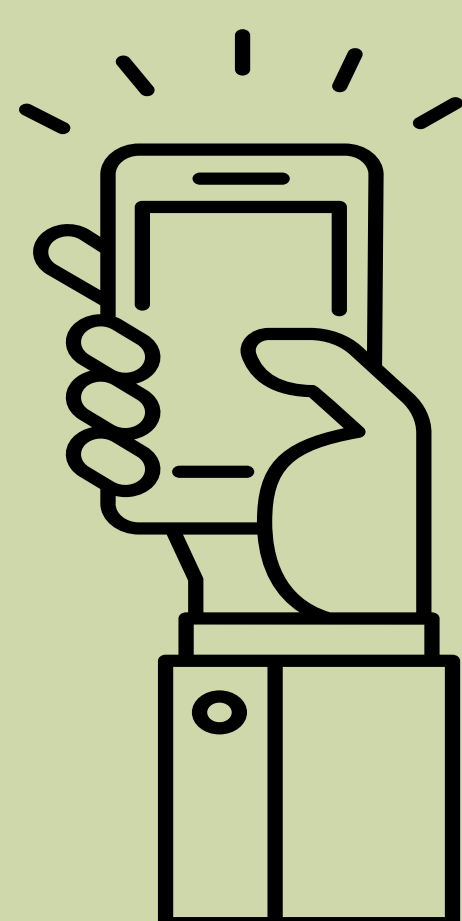
## Free Customer Text Messaging Program for Farmers' Markets, CSA, and Farm Stands

GoodFoodNM is the NMFMA's text messaging program that gives your farmers' market, CSA, or farm stand customers weekly reminders about where to shop or pick up their food boxes!

**86% of GoodFoodNM subscribers said they visited a market because they received a reminder text.**

Weekly text messages promote good food and healthy eating across New Mexico. GoodFoodNM also partners with nonprofits and community organizations around the state to promote local food, recipes, farming, healthy eating ideas, Double Up Food Bucks, and more!

**32 markets  
automatically  
reach their  
customers  
every week.  
Are you reaching  
yours?**



- Customers opt-in by texting PEACH to 21333, then they'll be asked the name of the outlet that they would like to receive reminders about.
- Subscribers receive two texts per week.
- In addition to the weekly reminder, texts include seasonal recipes, nutrition facts, & healthy eating ideas.
- Subscriber chooses English or Spanish texts.
- Opt-out and support options make it easy for subscribers to retain control.
- GoodFoodNM is a FREE service to member farmers' markets, farm stands, and CSAs. *(Data rates apply for subscribers.)*



### Get your customers to opt-in to GoodFoodNM this year!

Contact GoodFoodNM Coordinator Michael Green  
with questions.  
[michael@farmersmarketsnm.org](mailto:michael@farmersmarketsnm.org)  
505-250-8880

- You may still have GoodFoodNM promotional postcards leftover from the 2020 NMFMA Annual Conference. Use them up or contact Michael for more!
- The postcards are great to put on market information tables or include in every CSA box.
- Try giving vendors a stack of the postcards so they can promote the program to customers.
- Share the digital squares shown on the right in your social media outlets. Contact Michael for the files!
- Hang the banners that were provided in 2021!
- Make sure the market information in your member profile at [NewMexicoFMA.org](http://NewMexicoFMA.org) is correct so we can text the correct information to your customers. Contact Michael if you would like to promote special events outside of the regular market season.

