



# SHOP & TASTE

## FARMERS' MARKET COOKING DEMOS



**Engage market shoppers with a taste of something new!** Host a *Shop & Taste* event at your market, and we'll help you pay for it – up to \$500 each. The NMFMA can also help you with planning and advertising so that you reach more shoppers and deliver extra sales to your vendors. **Here's what's on the menu:**

### FOR MARKET SHOPPERS

- **Stimulate their taste buds:** Tempt market shoppers with a cooking demo or food tasting experience that features local ingredients from your market.
- **Partner with a local expert:** Find a local chef, ICAN Coordinator (Cooperative Extension), Healthy Kids Healthy Communities Coordinator (NM Department of Health), or other food specialist in your area.
- **Choose a good time:** Make a splash during August's Local Food Connects Month, or choose another time that's good for your market.
- **Shop like a pro:** Plan for your chef to take a group of shoppers on a market tour and show them how to plan a menu based on what's in season and how to get to know the farmers.
- **Handout recipes and more:** Use the opportunity to give shoppers a copy of the day's special recipe along with other goodies like promotional shopping bags, harvest calendars, a Local Food Guide, etc.

### FOR MARKET MANAGERS

- **Reserve your spot:** Over three years, the NMFMA will pay for up to 60 markets to host the Taste & Shop events. Funding will be distributed on a first-come, first-served basis.\*
- **Be a good partner:** If you're partnering with a local restaurant chef, be sure to help promote their business in your ads, newsletters, and other signage.
- **Get marketing support:** The NMFMA will provide you with marketing tools to help you promote the event including the event logo, social media templates, and other support that you might need.
- **Get planning assistance:** Andrea Warner, the NMFMA's Farmers' Market Liaison, will assist you with your questions, financial reimbursement, etc.
- **Tell us you're interested:** We'll send you a short "Shop & Taste" form so we know your intentions and budget needs (\$300-\$500). Invoicing is easy, requiring only a short paragraph report & photos.



**Celebrate the joy of local ingredients  
with *Shop & Taste* at your market!**

\*If at the end of two market seasons we have funds remaining, markets will be allowed to host a second event during the 2026 season.