

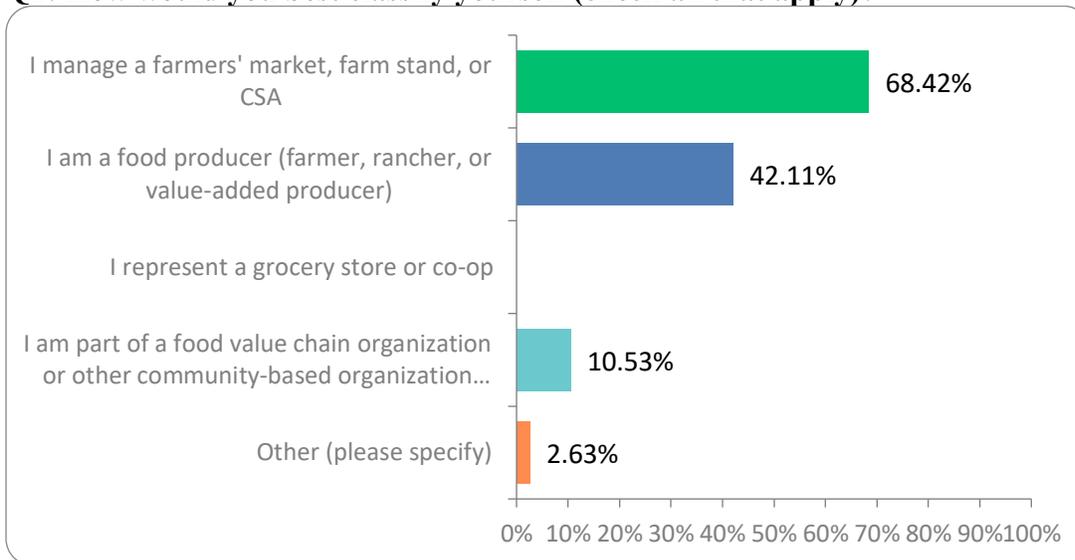
**NMFMA Member Survey**

**2023 Results**

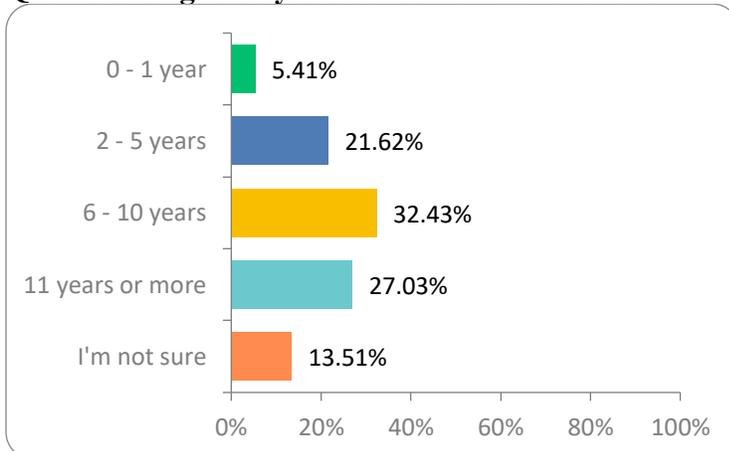
**Responses: 38 surveys were submitted from November 2023 through January 2024<sup>1</sup>**

**Section 1: Respondent Information**

**Q1: How would you best classify yourself (check all that apply)?**



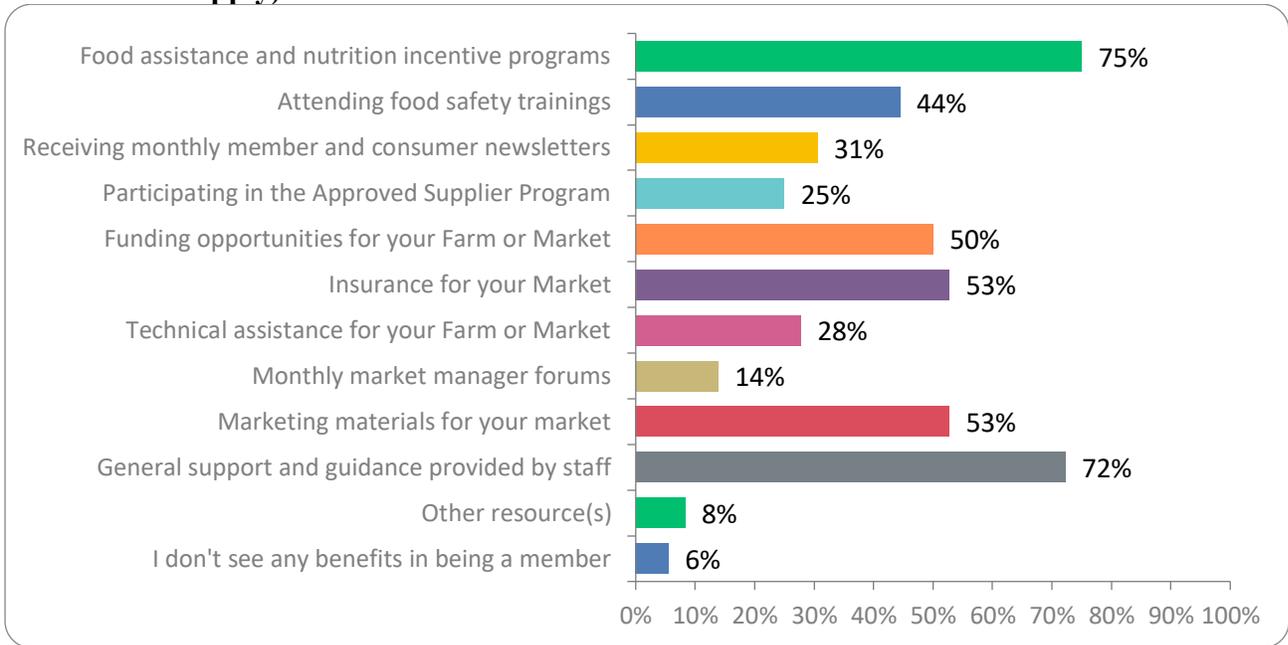
**Q2: How long have you been a member of the NMFMA?**



<sup>1</sup> This is out of a total of 422 members when including all Approved Supplier members and 330 members when not including Approved Suppliers, which corresponds to a 9% and 12% response rate, accordingly.

**Section 2: Member Benefits and Conference Interest**

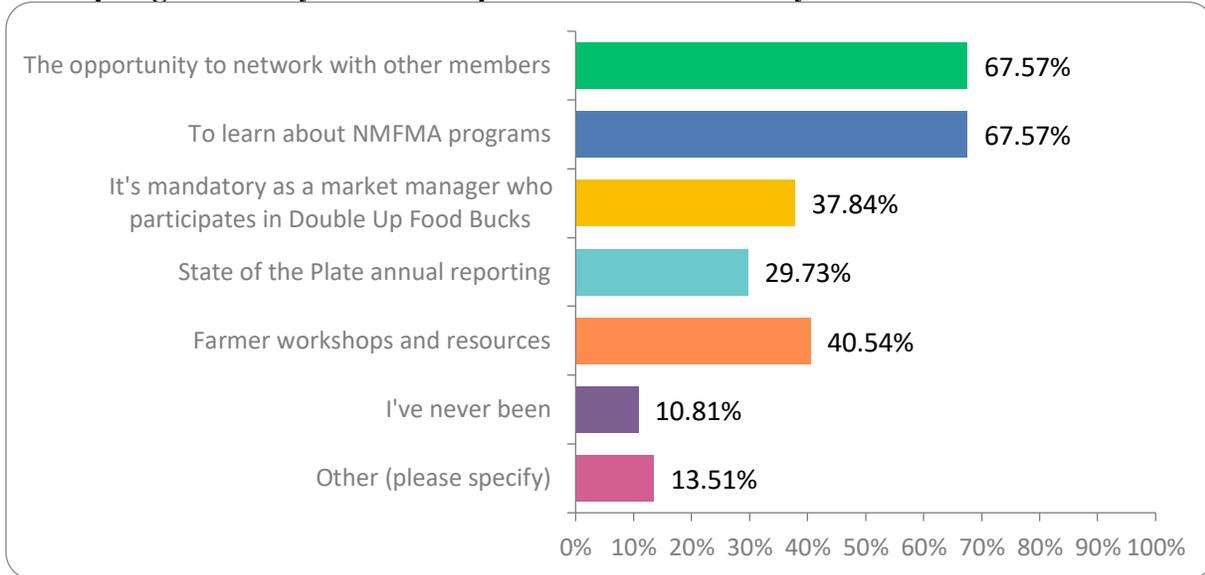
**Q3: In your opinion, what are the greatest benefits to you of being a member? (Please check all that apply).**



**Sample of additional feedback on Q3:**

- Great group of people and resources.
- You are awesome!!
- The online systems are sometimes difficult to work with and can be dysfunctional, causing delays and time consumed when farmers and market managers have so much other work to do.
- We have received (from NMFMA) veggie banners and decorative laminated veggie signage meant to hang, and because of the wind at our market site, we generally don't use these things. Our market is always trying to find a way to deal with stuff blowing away. I think NMFMA could invest in less of this kind of material. I doubt that they are very useful to markets across NM.

**Q4: What interests you the most in attending the NMFMA Annual Conference that is held each Spring? You may select multiple reasons and/or add your own.**

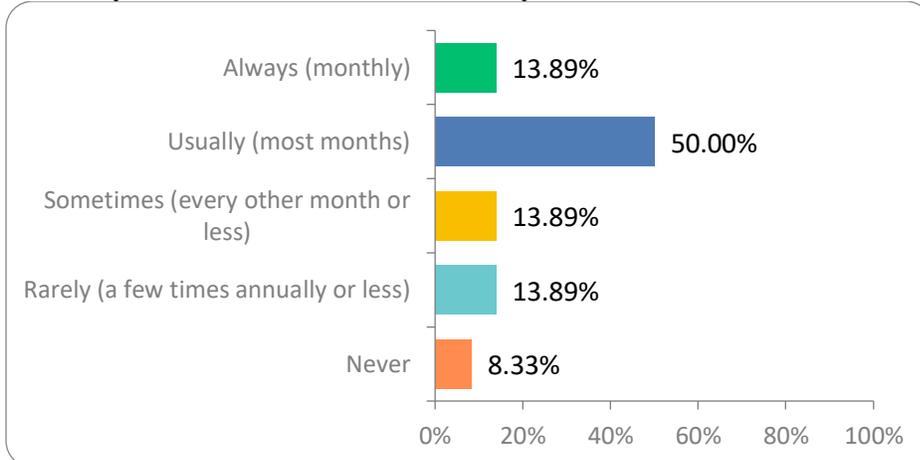


*Sample of "Other" responses to Q4:*

- It would be nice if you had an MC to guide the speaker and a sound system that works so the audience can hear the speaker and not all of the background talking that takes place.
- I do zoom when necessary.
- Amazing experience.
- I have been developing cannabis strains for several years and my son moved here to help me 5 years ago. We would like NMFMA to have marketing options for our seeds, salves, flowers and rosins.

**Section 3: Member and Consumer Newsletters**

**Q5: Do you read the NMFMA monthly MEMBER newsletter?**



*Sample of additional feedback on Q5 explaining the response:*

- I don't remember ever getting the newsletter.
- Time.
- I am not sure where to find the newsletter.
- I don't remember ever getting a copy.
- I read the newsletters to stay up to date on happenings and for ideas to improve the market I manage.
- To know what is happening.
- If I need to know something, I just call Sarah :)
- I have work to do, if I have a question or need, I email or call, I feel like I already spend way too much time addressing the administrative needs of the association.

**Q6: Please rate your interest in having the following topics in our monthly MEMBER newsletter (1 = “not interested” and 5 = “very interested”)**

	Mean <sup>a</sup>	Not interested <sup>b</sup> n (%)	Neutral <sup>c</sup> n (%)	Interested <sup>d</sup> n (%)
Current New Mexico agriculture/food policy	4.23	2 (6.5)	6 (19.3)	23 (74.2)
Marketing tips, DIY resources, and best practices at the farmers' market	3.77	3 (8.6)	11 (31.4)	21 (60)
Grants and outside resources and trainings	4.31	1 (3.1)	5 (15.6)	26 (81.3)
NM Grown Approved Supplier Program	3.76	4 (13.8)	7 (24.1)	18 (62.1)
Food Safety Training opportunities	3.79	4 (14.3)	8 (28.6)	16 (57.1)
News about value chain work in New Mexico	3.41	7 (24.1)	9 (31.0)	13 (44.9)
Profiles on other NMFMA members	3.06	10 (32.3)	9 (29.0)	12 (38.7)

<sup>a</sup> Not interested=1, very interested=5; <sup>b</sup>Not interested = 1 and 2; <sup>c</sup>Neutral = 3; <sup>d</sup>Interested = 4 and 5

*Sample of additional feedback on Q6 – other topic suggestions to include in member newsletter:*

- I want the market I manage to grow each year, so tips on how to reach more customers through advertising and a beginners course teaching how to utilize social media would help me.
- Need staff accessible when issues arise, the rest is at our leisure, and I don't have that leisure time at all.
- What are you doing to stop the discrimination of long time white farmers?

**Q7: What topics would you like the NMFMA to educate your customers about in the monthly CONSUMER newsletter? (1 = “not interested” and 5 = “very interested”)**

	Mean <sup>a</sup>	Not interested <sup>b</sup> n (%)	Neutral <sup>c</sup> n (%)	Interested <sup>d</sup> n (%)
Tips for buying food from local food producers	4.10	4 (12.9)	2 (6.5)	25 (80.6)
Nutritional information and how to shop for in-season produce	4.09	2 (6.1)	5 (15.1)	26 (78.8)
Nutritional information and how to shop for locally raised meat and dairy products	3.91	3 (9.4)	6 (18.7)	23 (71.9)

Food preservation techniques	4.03	5 (15.1)	3 (9.1)	25 (75.8)
Substituting recipe ingredients with in-season produce	4.23	2 (6.7)	4 (13.3)	24 (80.0)
Ways to use unfamiliar produce in recipes	4.19	2 (6.5)	4 (12.9)	25 (80.7)
Current New Mexico agriculture/food policy	3.97	1 (3.2)	10 (32.3)	20 (64.5)
The history of agriculture in New Mexico	3.90	4 (13.3)	5 (16.7)	21 (70.0)
The history of food and cooking in New Mexico	3.97	3 (10.3)	4 (13.8)	22 (75.9)
News about value chain work in New Mexico	3.81	4 (14.8)	6 (22.2)	17 (63.0)
Profiles on NMFMA members	3.21	7 (25.0)	9 (32.1)	12 (42.9)

<sup>a</sup> Not interested=1, very interested=5; <sup>b</sup>Not interested = 1 and 2; <sup>c</sup> Neutral = 3; <sup>d</sup> Interested = 4 and 5

*Additional Feedback on Q7 – other topic suggestions to include in consumer newsletter:*

- The value of the double up food program.
- The difference between produce bought at the grocery store and of that bought at a local farmers market (pesticide free=may have insects, important to wash before eating, may not stay fresh as long, etc.).
- Share the wealth of enthusiasm with the smaller farmers markets. Use the same vigor that you hold when you talk about the Santa Fe market the Rail Yards market the Albuquerque downtown markets and the Las Cruces markets.

**Section 4: NMFMA’s work with customers & consumers and services provided to members**

**Q8: Please rate the NMFMA’s work with customers and consumers this past season. How well did we...**

	Mean <sup>a</sup>	Poorly <sup>b</sup> n (%)	Neutral n (%)	Well <sup>c</sup> n (%)	N/A n (%)
Provide helpful information to customers on how to shop for and cook with seasonal, locally grown food	3.88	2 (5.9)	7 (20.6)	17 (50.0)	8 (23.5)
Work to increase consumer demand for New Mexico-grown foods	4.0	1 (3.0)	7 (21.2)	19 (57.6)	6 (18.2)
Engage your potential customers via statewide and regional media outlets (print, social media, etc.)	3.72	2 (6.1)	11 (33.3)	16 (48.5)	4 (12.1)
Create engaging content during August's Local Food Connects NM Month	3.86	3 (9.1)	7 (21.2)	18 (54.5)	5 (15.2)

<sup>a</sup>Very poorly=1, not very well=2, neutral=3, very well=4, extremely well=5; <sup>b</sup>Poorly = very poorly and not very well; <sup>c</sup>Well = very well and extremely well

*Sample of additional comments on Q8:*

- The protein vouchers were a brilliant innovation and the pilot program was wildly successful. It makes total sense and would greatly enhance easy access of healthy and local protein to our customer base.
- Engaging our customers is our local work, and it is not easy, but we do it.
- I am curious about the website traffic and correlation to the NMFMA designed billboards in San Juan County.

**Q9: Please rate the NMFMA's work in providing services to you or your market this past season. How well did we...**

	Mean <sup>a</sup>	Poorly <sup>b</sup> n (%)	Neutral n (%)	Well <sup>c</sup> n (%)	N/A n (%)
Respond to your questions or connect you to resources	4.06	2 (5.9)	6 (17.7)	23 (67.6)	3 (8.8)
Create opportunities for you to network with other NMFMA members	3.67	3 (8.57)	12 (34.3)	15 (42.9)	5 (14.3)
Help your outlet build or maintain community partnerships	3.35	7 (20.0)	12 (34.3)	12 (34.3)	4 (11.4)
Educate you about our programs or statewide policy issues	3.90	2 (5.9)	8 (23.5)	21 (61.8)	3 (8.8)
Connect farmers to food safety training	3.93	1 (2.9)	9 (25.7)	21 (60.0)	4 (11.4)
Provide financial assistance to help you develop your sales outlet (farmers markets, farm stand, etc.)	3.58	6 (16.7)	8 (22.2)	17 (47.2)	5 (13.9)

<sup>a</sup>Very poorly=1, not very well=2, neutral=3, very well=4, extremely well=5; <sup>b</sup>Poorly = very poorly and not very well; <sup>c</sup>Well = very well and extremely well

*Sample of additional comments on Q9:*

- The financial assistance thing has always been an issue with our market as you consider us to be privately owned thus prohibiting us from major financial assistance through the organization.
- We are just trying to get a foot hold on building our market, and resources from the association helped tremendously.

**Section 5: Marketing and communication tools and resources**

**Q10: Which of the NMFMA's following marketing and communication tools and resources were you aware of and engaged in this season?**

	Mean <sup>a</sup>	Not at all aware or engaged n (%)	Aware but not engaged n (%)	Aware and occasionally engaged n (%)	Aware and very frequently engaged n (%)
New Mexico's Farmers' Markets Facebook page	2.34	7 (20.0)	12 (34.3)	21 (37.1)	3 (8.6)
New Mexico's Farmers' Markets Instagram account	1.94	11 (31.4)	15 (42.3)	9 (25.7)	0 (0.0)
New Mexico's Farmers' Markets YouTube channel	1.69	17 (48.6)	13 (37.1)	4 (11.4)	1 (2.9)
Double Up Food Bucks Facebook page	1.86	13 (37.1)	15 (42.9)	6 (17.1)	1 (2.9)
The New Mexico Farmers' Markets consumer-focused website (FarmersMarketsNM.org)	2.40	7 (20.0)	12 (34.3)	11 (31.4)	5 (14.3)
The Double Up Food Bucks website (DoubleUpNM.org)	2.49	7 (20.0)	13 (37.1)	6 (17.1)	9 (25.7)

The NMFMA member website (NewMexicoFMA.org)	2.83	4 (11.4)	8 (22.9)	13 (37.1)	10 (28.6)
The monthly newsletter sent to consumers	2.35	7 (20.6)	12 (35.3)	11 (32.3)	4 (11.8)
The monthly newsletter sent to members of the NMFMA	2.80	3 (8.6)	9 (25.7)	15 (42.9)	8 (22.9)
The GoodFoodNM texting program, which sends local/healthy food texts twice a week to targeted audiences around the state.	2.17	12 (34.3)	12 (34.3)	4 (11.4)	7 (20.0)
National Farmers Market Week social media content for members to share in their own customer outreach	1.88	13 (38.2)	14 (41.2)	5 (14.7)	2 (5.9)
Weekly social media content for members to share in their own customer outreach during the month of August for the LocalFoodConnectsNM Month campaign	1.85	13 (38.2)	15 (44.1)	4 (11.8)	2 (5.9)
2023 “Local” New Mexico Food Guide	2.32	7 (20.6)	13 (38.2)	10 (29.4)	4 (11.8)

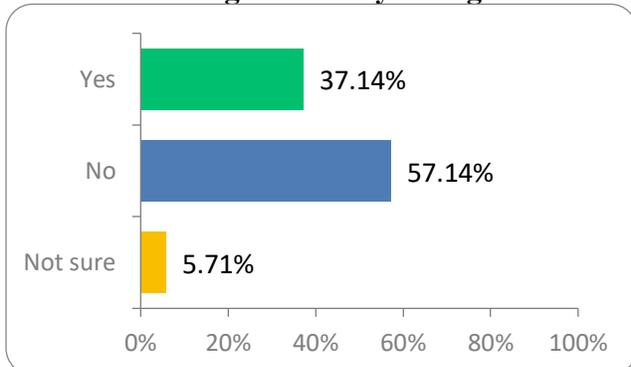
<sup>a</sup>Not at all aware or engaged=1, Aware but not engaged =2, Aware and occasionally engaged=3, Aware and very frequently engaged=4

*Sample of additional comments on Q10:*

- Customers loved the Food Guide.
- To be fair, I don't think lots of people use FB and Instagram for farmer's market marketing, even though we committed to both as a market this year, and carried out marketing via both platforms.

**Section 6: GoodFoodNM**

**Q11: Do you currently promote or have you previously promoted GoodFoodNM, the NMFMA’s bilingual healthy eating text messaging program, to customers at your outlet?**



**Q12: If you currently promote or previously promoted GoodFoodNM at your outlet, tell us about your experience, including any suggestions (e.g. customers love it, customers don't seem interested, the promotional postcard does or doesn't work that well, I don't know when or how to promote it, etc.).**

*Sample of responses:*

- It is easy to promote by showing consumers on a phone. It does not blow your phone up with messages.
- Most customers do not seem to be interested.
- Doesn't seem to work well especially among native Spanish speakers due to lack of trust and interest. There's not a perceived benefit.
- Customers don't seem interested.
- It's a new program to us so there is a learning process, but the program aligns with our objectives, we appreciate the program.
- Not much comments from customers.
- My customers at my market are indifferent to the program. I personally love it!
- Customers not very interested and the post cards not so much either.
- Customers don't seem interested but we continue hanging the banners and handing out the postcards promoting it.
- I placed out the flyer on my table at every market and encouraged customers to take them and sign up.
- Not too many interested customers.
- Our market is signed up for the text program but we don't know if any customers are signed up. Does NMFMA track data on their end? Can they tell us how many customers are signed up for and receiving messages about our market?
- Most customers are bothered by text messages from the market.

**Q13: If you do not currently promote GoodFoodNM at your outlet, tell us why not. Please be as specific as possible.**

*Sample of responses:*

- We are very busy making sales and answering customers questions (no extra time).
- I have known about this program but I don't feel like I have the time to promote it.
- Even though many people in our community speak Spanish, they also speak English and when things are offered and there is a language choice, people generally have selected the English option.
- Unaware of program.
- Unfortunately, i dont have a cell phone and am sometimes unaware or unable to engage with customers in that way. most information i can pass on is by talking with customers.
- I am not aware.
- Too much media bombardment.
- I was not aware of this.
- I was not aware that it was in existence.
- I wasn't aware of this program. It sounds potentially helpful, but I'm not too tech savvy and it is stressful to deal with social media.
- No time, don't have enough information, stretched to the limit
- I don't know anything about it.

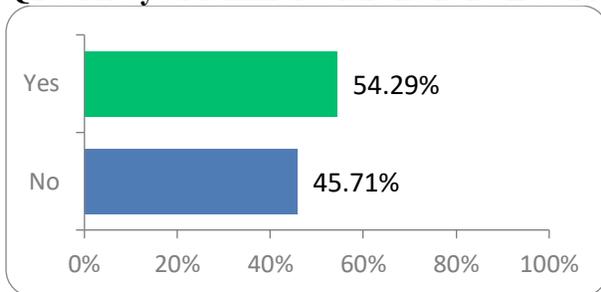
**Q14: If you have questions about the GoodFoodNM text messaging program, please let us know what they are (e.g., I am new and not sure if someone before me promoted it, I don't really understand how it works, I promoted it in the past but I don't know how many subscribers my outlet has, etc.).**

*Sample of responses:*

- I would like to know more about the program.
- I do not really understand how it works, but would be interested in learning.
- I don't really understand how it works.
- Will in future.
- The program is good we will continue to learn about and intend to use it.
- I promote it and try answer questions that customers ask.
- Awhile ago it was mentioned that there would be a QR code available for people to scan to easily sign up for the program but I never saw or heard of this QR code again and I am very interested in using it!
- Your messages are sent on your schedule and do not reflect local reminders of market day and time schedule.
- Too many junk Texts these days.
- I promote, but customers do not seem interested. Others like the reminder.

### ***Section 7: Local Food Guide***

**Q15: Are you familiar with the 2023 Local New Mexico Food Guide?**



**Q16: If you are familiar the 2023 Local Food Guide, what did you like about it?**

*Sample of responses:*

- Everything.
- Very slick - it's good for wealthy, English-speaking shoppers.
- It's a nice concept - to see all the local food across the state. I noted some data was not accurate (has farm stands that are not in operation).
- the opportunity to learn about foods from other cultures.
- I read some, i love that it exists. print media is helpful.
- I hand them out but don't know if they are looked at.
- Provided information for clients about other markets and sources for produce.
- Good size; Good content--a little bit about everything.

- I appreciated how every single market and farm stand etc. were in the food guide with exactly what days and times they were open.
- It lists all the markets in the State and promotes DUFB.
- Lots of information and bilingual.
- That all the market information in New Mexico is in one book, Plus the information was very good as well. Add more recipes.
- It is informative.

**Q17: What did you not like about it?**

*Sample of responses:*

- Very slick - it's good only for wealthy, English-speaking shoppers. Too much content, not easy to understand. Lack of Spanish language. Nearly nothing about SNAP/DUFB.
- I'm not sure how useful it is. How are you measuring that? Do people travel to various markets across the state?
- Not all areas of NM have the same growing patterns of foods displayed.
- This guide is not geared for zone areas and show what is only available for santa fe.
- The opening date for our market was incorrect.
- Some of the market information was still not up to date.

**Q18: In the future, would you prefer a statewide guide like the 2023 Local Food Guide, or regional brochures like we have done for Double Up Food Bucks in the past? Please explain.**

*Sample of responses:*

- If the person designing the guide is in tune with the growing of IN SEASON crops for that area then it would be a good thing and worth the space it takes on the table. If not then it's a waste of resources
- It seems that both a statewide guide in addition to the local guide would be beneficial, But I still don't know much about the program.
- Both.
- Regional brochures. Easier to convince someone to accept and look through it. There was side-by-side dual language. An even more regionalized version with a map would be better. People travel markets by corridors not blocks.
- I do think it might be more useful than the regional brochure, but I'm not sure how to tell. You will need some data before you make that change.
- Yes, DUFB is not widely in our area, it's a program offering we need to have available for our people.
- They are both good.
- Statewide
- I like the statewide guide because it has info relevant to farmers' market consumers (seasonality, recipes, market locations, why local, unique varieties, know your farmers, DUFB, GoodFoodNM, etc) ALL in one place. It's pretty much covers everything market staff would want to tell each customer that comes to market.
- Whichever works.
- Regional would be more relevant to our customers.
- Have to know more to consider response.

- Statewide.
- Regional because our market is more centered around our community than concerned about traveling around the state.
- I believe customers like the statewide guides. As they travel, they are able to stop at different farmers markets. We have several visitors stop by on their way to vacations.

***Section 8: Double Up Food Bucks & FreshRx***

**Q19: If you participated in Double Up Food Bucks or FreshRx in 2023, please suggest improvements to the existing Double Up Food Bucks/FreshRx training resources, or describe additional resources you would have found helpful this past season.**

*Sample of responses:*

- Copy the Soli App that WIC uses!!!!
- The programs are very helpful for customers. It is a little hard to manage on the back end... reporting. It would be helpful if the reporting for FreshRX was easier and more streamlined.
- More signage, A-frames, bigger and brighter banners.
- Bulleted checklists and requirements for vendors. Keeping vendor numbers the same year to year like WIC.
- I don't know why it is so hard to explain the double up food bucks system but it is. Customers are confused, even vendors who have used it before still get confused and also our market staff.
- It's great.
- The customers need to have more information how the program works and how to use it.
- provide a better (easier) explanation of coin usage.
- I feel this program is excellent.
- The training resources are really excellent. Sarah T's big 'ole spreadsheet (digital vendor record keeping) is really an A+++
- The booklets for the vendors was very helpful and to it seemed adequate.
- Power point training we have accessible to review over the season.
- I'm happy with what i am getting.
- Customers seemed to not like the idea of using the coins. They think it's too much trouble and hard to keep up with. However, they did like the WIC cards.

**Q20: Please describe any additional Double Up outreach support, marketing strategies, or tools you would like to have provided by your outreach coordinator (Sonora or Andrea) in the future.**

*Sample of responses:*

- I feel that customers should receive some sort of text message to help remind them of the double up program so that they are not so last minute.
- Clear, concise information and logos that can be easily used on diverse marketing materials. Materials that are culturally appropriate for a Hispanic audience created originally in Spanish, not translated from English.
- We know the outreach, marketing strategies and tools are readily available to us, we need to use them more.

- Places like commercial kitchens, laws / rules about value added products.
- Nothing at the time.
- Once used by the customer most problems are not an issue.
- Any social media that it spread by the NMFMA would be very helpful. Last year the coupons were wildly successful and was a very effective way to promote the DUFB program.
- We have the knowledge, just need the resources to get it done, ie. funds for signs, online marketing, flyers, etc.
- I think that there was plenty of information provided about Double Up, just the customers we had were more Seniors with WIC cards this season or other customers paid cash.

**Q21: Do you have any general comments about the Double Up Food Bucks and/or FreshRx programs?**

*Sample of responses:*

- I think it's great.
- Great programs that make food more accessible to those folks in our area who are in need.
- the program demands too much time and resources from the markets. Digital benefits that create a relationship between the program and producers would be better.
- Include cannabis and mushroom products
- Customers love it but unfortunately they don't seem to know about it.
- Better data coming back to the markets - anonymized tracking of numbers of unique customers, spending trends statewide and by market. Better surveys.
- If the silver tokens were worth \$1 and we gave out \$1 to \$1 it might make more sense... too late now.
- they are necessary programs.
- Fresh RX is really great! we got people that had never been to our market showing up with their RX vouchers. once they came, they came every week. more freshRX! DUFB is incredible too. i know not every state in this union provides double up. thank you for your advocacy.
- We really appreciate the programs and they really are beneficial to the people.
- confusion in the distribution by the customer not understanding the gift process and wanting to use on all market items including crafts.
- I feel this program is excellent.
- Keep it using coins, do not go digital.
- DUFB is awesome for customers and vendors! Approximately 15-25% of our vendors' earnings come from SNAP&DUFB....pretty good!
- Great programs, we just need to get more people to use them at our market.
- My motto is "your money goes farther at the Farmers Market" and everyone agrees. There has been some conversation about perhaps allowing eggs as a protein source be allowed with DuFB.
- DUFB has the potential to impact low income families in numerous ways: it's free money for healthy food. I don't feel like enough people in my community know about the program because our transactions are limited. How can we reach more people who could benefit from it? We're posted on Facebook and shared by word of mouth and hung some flyers around town.
- They are good programs, it's just too bad that customers that could benefit from the programs didn't come to our market. We also didn't have enough Farmer Vendors with lots of produce to support Double Up and WIC customers. The hot temperatures didn't help the gardens either.

## ***Section 9: Final Feedback***

### **Q22: What do you think the NMFMA did especially well for you this past year?**

#### *Sample of responses:*

- Sarah Thompson and her staff are the BEST!!! Whenever I had questions they were there to help.
- Newsletters, Goodfoodnm, promo grants.
- The banners and frequent emails were nice.
- The spring convening. Fresh Rx was more successful this year. The coupons were a massive success and piloted the idea for a proteins benefit the state could support.
- Helped us stay informed about what's going on locally.
- It was good to have the conference in person again, but I think we were all unprepared for in-person interactions...
- Insurance coverage. plenty of information that I could was for me too much at that time of my life.
- you are always available via email or phone. really incredible!
- They were really helpful.
- Demand more manager reporting of funds used and distributed.
- My husband died in the middle of the market season and the staff at NMFMA were very supportive and kind, as were the farmers and customers.
- Lots of helpful, responsive, expert, friendly, knowledgeable people, who genuinely want to help market managers and markets succeed.
- Everyone were able to answer quick whenever I have questions. Everyone was very helpful with every answers I had.
- You guys were available and responsive to our needs and questions.
- Answered key questions, and supportive email messages.
- Provided social media templates.
- Provided lots of support, funding and information to market and customers.

### **Q23: What do you think the NMFMA needs to improve to serve you better next season?**

#### *Sample of responses:*

- I would say that there is a huge gap in the accessibility to protein. The pilot program that was run early in the 2023 season was well received and if there was a program, with vouchers or tokens, it would help round out the SNAP/DUFB/FRX offering.
- I would like to submit paperwork via computer instead of having all this paperwork and also weekly would be better for me. (Paperless)
- Have the persons that are hired to do reporting do the job instead of palming it off on the markets bookkeepers.
- More targeted marketing materials. A funding collaborative for groups and individuals in the value chain to learn about and possibly coordinate on grants and other investment opportunities.
- More monetary support with promotional advertisement.
- Keep supporting and I will keep up in time.
- Keep doing what you are doing.
- I would still love to see a contact sheet for members so we can reach out to other members if we choose

- i think everything is great. really. information about value added products would help market managers better explain the rules to vendors. we get vendors who have the heart to learn but dont know where to access commercial kitchens, for example. specific information about the laws and regulations on value added products for market managers to pass onto vendors and potential vendors would be EXCELLENT! also.... information about what constitutes a certified kitchen and how one could build or retrofit an already existing kitchen, for example, would be great. does the USDA inspect them? what resources are available from the USDA that would help farmers and vendors create more value added products for sale at home.
- Everything is really appreciated.
- Implement the protein vouchers.
- The online documents, so difficult to engage and to work with, they don't always work.
- Funding resources or ideas for paying a manager.
- Tell me who do I call.

**Q24: Do you have any additional feedback you would like to share?**

*Sample of responses:*

- I feel like everyone is doing a great job for this great program.
- Thank you for all your hard work, it's challenging meeting the needs of such diverse communities in such a large state.
- You are kind and friendly and helpful people! thank you.
- We appreciate NMFMA, great staff.
- Love is the answer.
- I am no fan of NMGrown. I think that it ignores the successful low income incentives at Markets and does not increase local food at Markets for customers with cash and incentives.
- Sarah Thompson is a very effective leader. Her team is polite and professional.
- Staff works hard, really appreciate that, this process is very complicated with all the asks from the market association, I understand the funding issues that require this, but it is bulky and cumbersome.
- Thank you for working with our market!
- Thank you for your support.