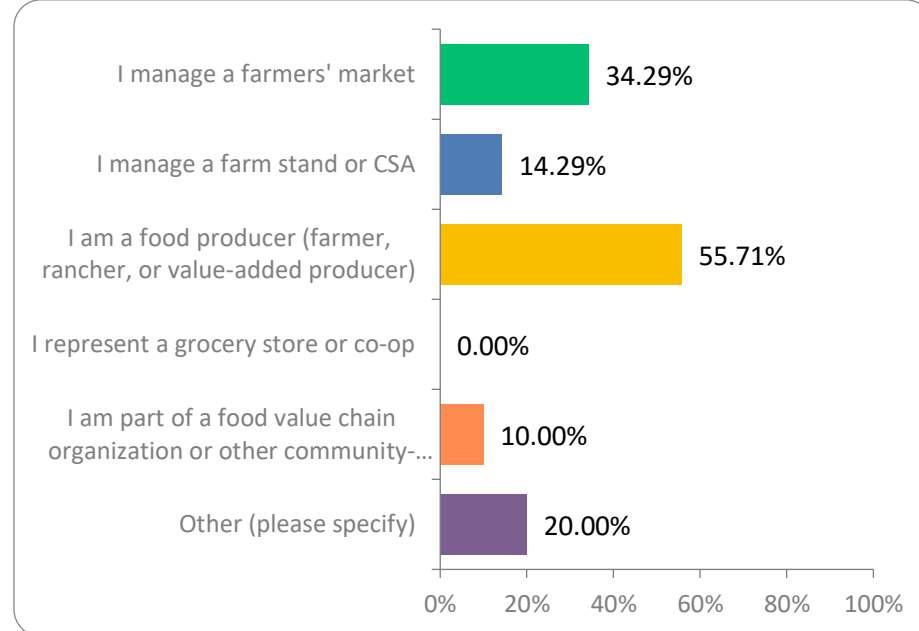


***New Mexico Farmers' Marketing Association (NMFMA) Member Survey  
2024 Results  
Responses: 70 surveys submitted from members during January 2025***

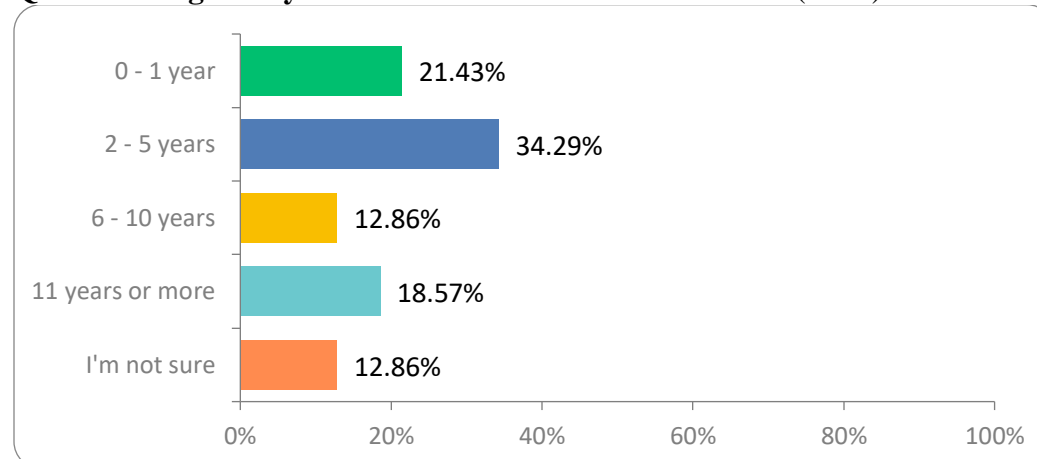
***Section 1: Respondent Information***

**Q1: How would you best classify yourself (check all that apply)? (n=70)**



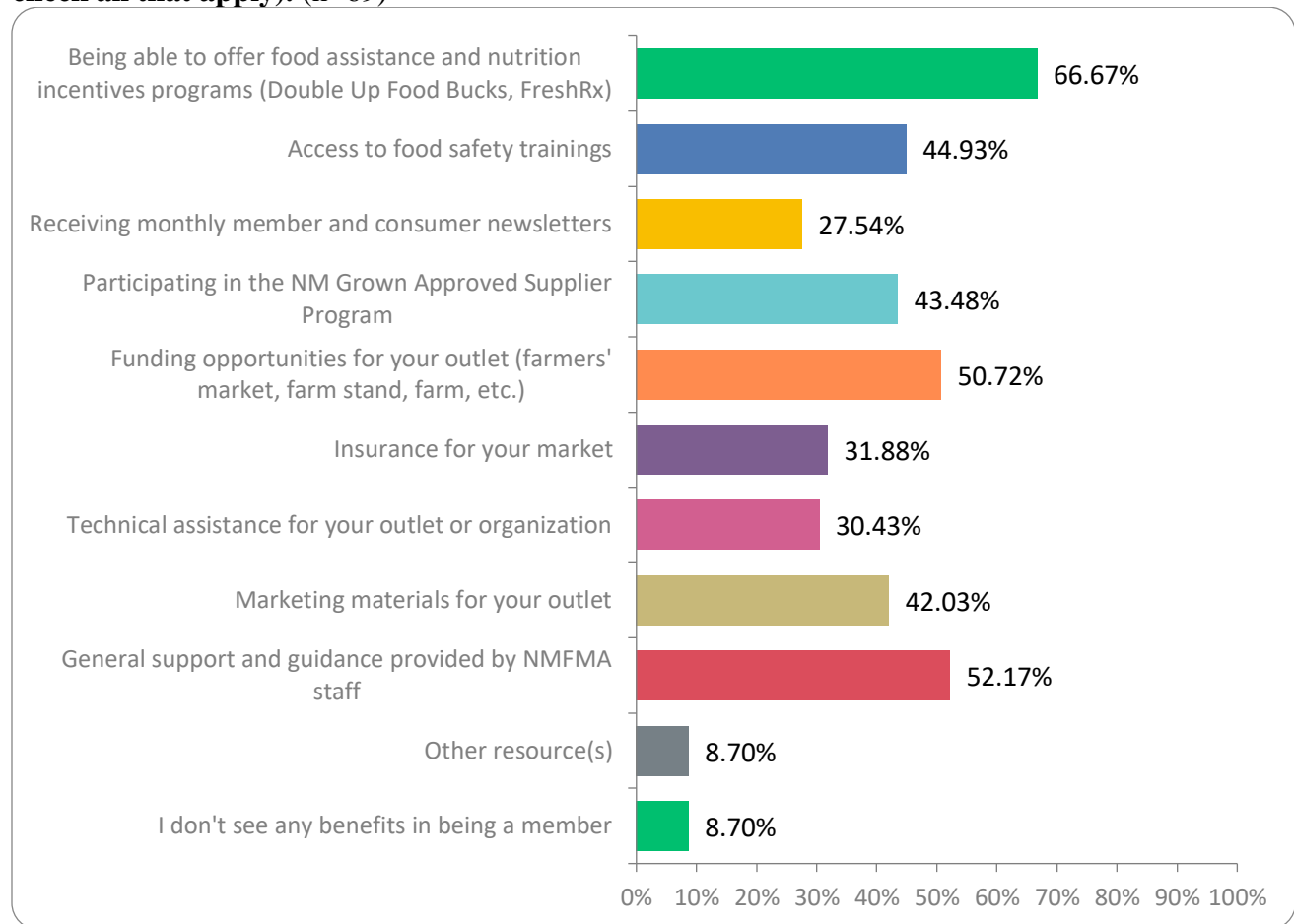
**\*Other:** there was a variety of “other” responses, such as: customer/consumer/shopper, hobby farmer, volunteer, local essential oils vendor, etc.

**Q2: How long have you been a member of the NMFMA? (n=70)**



## 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). (n=69)**



### *Sampling of additional feedback shared on Q3:*

Could NMFMA help local farmers locate funding and grants for projects and programming? Or perhaps help them access online funding networks that cost money like Ambrook? I could see how this pooled resource could help lots of small local farmers and producers!

Thank you for all you do!

The ability to accept SNAP and therefore make food more accessible to people is extremely important to us! It is one of the most important part of how our farm operates.

The food safety trainings are better than nothing but are overall subpar. The trainers seemed to lack experience with field work and could not offer practical enough advice. I'd appreciate more lecture on food safety facts before discussing strategies for implementation.

Ideas to put into action at our Farmer's Market

All the other resources I'm unaware of!?

Under Other Resources, I would say--the Annual Conference and talking with other managers around the state and support by NMFMA for food and lodging, BOTH websites as well as the DUFBI site are really helpful and packed with useful information

I really appreciate the packaging supplies such as the produce bags, the twist ties and the reusable customer shopping bags

I am very pleased that your organization is working for us in New Mexico. NMFMA is a strong advocate and valuable resource that leads the food reform movement in the region. Thank you.

I'm brand new, it all sounds wonderful

To broaden our base of markets for our local flour & blue corn baking mixes within New Mexico's school districts and the Indian health services.

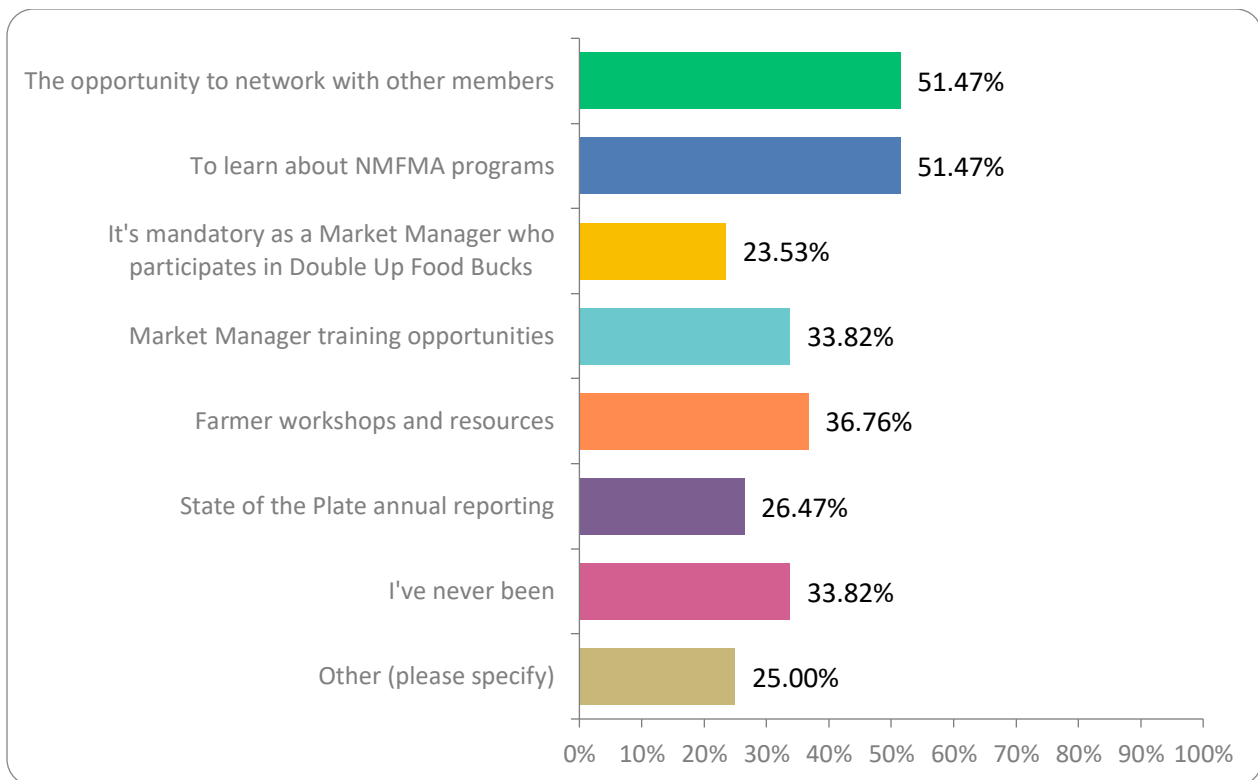
I am very concerned about the short notice of the annual Conference and mandatory Double up Food Bucks training session. Most of us have other things to do in earning a living. More notice of conference then alternate meeting times for the training would be NICE!

I appreciate the help getting fresh vegetables and fruit on my table...every bit helps me to stay healthier.

I appreciate all of it!

A wonderful community that doesn't backstab. Just being around that is really important to me.

**Q4: What interests you the most in attending the NMFMA Annual Conference that is held each Spring? Please check all that apply, and you may add your own reasons as well.**  
(n=68)



#### *Sampling of "Other" responses to Q4:*

Learning more about marketing opportunities

Honestly I don't have time outside my two full time jobs to get to conferences and gatherings! I don't know many farmers who have the capacity either. Online, remote resources are really the only way I can attend these things.

Slightly disappointed that WIC will not attend this coming year 2025

I have become a regular customer of Reunity and hope to replicate their success in my community with Municipal Solid Waste folks. I am emboldened by NMFMA to ask for best practices in my community.

LOVE State of the Plate!

Due to employment obligations, I seldom can attend in person.

Its a vacation, kinda sorta, in Santa Fe for us.

Was hoping to attend this year BUT due to late notice I have scheduled other obligations.

Due to my employment, I'm not able to attend most years. I appreciate the opportunity to receive training/information remotely.

I have not attended, but this spring will be the first time I attend.

I will be attending for the first time this year and am really looking forward to it.

I've had a real dichotomy of experiences. I've had a lot of help and great discussions about how to set up the market and I've had an incredibly poor experience with the nutrition program.

### Section 3: Services Provided by the NMFMA

**Q5: Please rate the NMFMA's work in the services provided to you/ your market/ your organization in 2024. How well did we: (n=63)**

	Mean <sup>a</sup>	Poorly <sup>b</sup> n (%)	Neutral n (%)	Well <sup>c</sup> n (%)	N/A <sup>d</sup> n (%)
Respond to your questions or connect you to resources	4.16	2 (3.2)	10 (15.9)	37 (58.7)	14 (22.2)
Create opportunities for you to network with other NMFMA members	3.88	4 (6.4)	16 (25.4)	28 (44.4)	15 (23.8)
Help you build or maintain community partnerships	3.74	6 (9.68)	16 (25.8)	25 (40.3)	15 (24.2)
Provide you with information about our programs and/or statewide policy issues	4.04	5 (7.9)	11 (17.5)	38 (60.3)	9 (14.3)
Connect farmers to food safety training	4.24	2 (3.2)	9 (14.3)	39 (61.9)	13 (20.6)
Provide helpful information to customers on how to shop for and cook with seasonal, locally grown food	3.77	8 (12.7)	9 (14.3)	31 (49.2)	15 (23.8)
Provide financial assistance to help you develop your sales outlet (farmers' markets, farm stand, etc.)	3.52	9 (14.3)	14 (22.2)	23 (36.5)	17 (27.0)

<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; <sup>d</sup> N/A=I'm not sure/ does not apply

#### Sampling of additional comments on Q5:

I wish there was NMFMA regional hubs that could better serve farmers and communities locally

While local progress is fraught and crazy slow, NMFMA leads the way.

I would like to get my community more involved

Find ways for older adult to be able to find a good farmer market in their area without having to find someone to drive them to farmers market that's not near them

There is not a lot of vendors here and the secondary farmers market is privately run and not under nmfma so it's hard, we wish that they weren't, it would help so many family's with the double up bucks

I am new and only took on the farmers market manager in the fall of 2024. There may have been more resources used that I am not aware of.

The answers that I marked "neutral" or "not very well" are simply because I am relatively new in this role and was not all that aware. I had heard mention of these things, but did not understand how they worked on a deeper level. A lot of the past market season was focusing on funding and sustaining the market, so I did not have the capacity to take on more investigation into these programs.

Appreciate all the work NMFMA does!!!

I'm neutral because I haven't seen how my venture into getting a farmers market started happens

As a new member I haven't had the opportunity to experience most of those things.

**Q6: What do you think the NMFMA did especially well for you this past year?**

Providing access to free Food safety training that is excellent! The folks who run this food safety training are excellent!
Support for the NM Approved Supplier Program!
Provided us the funding to get more CSA bags to people who need them
Not so good one must have transportation to get to the farmers markets
As a new market manager under quick turnover circumstances, I felt like the ladies who I corresponded with at NMFMA were extremely helpful in getting me going on the monthly reporting and how to do the end of year paperwork.
provided insurance
I was really grateful for the funding for advertising.
Increase sales
Great conference and free marketing materials; access to DUFBA program for our customers; "easy" access to training for vendors for DUFBA program (although some needed constant prodding to get it done); always grateful for any sort of funding for our market through DUFBA stipend, advertising funds, chef event, free posters, banners, incentives
2024 was my first time attending the conference and I very much enjoyed the networking aspect of it and the speakers
NMFMA has helped me focus on the Market and grow specifically for market customers. I will grow and market at least 500 pounds of onions for the customers this season.
They are always available for any questions we have with the market.
Helped with Marketing and direct to consumer purchasing.
Great communication
Help with Shop and taste
I appreciated all the help I received from Sarah Thompson, Andrea Warner, and Kirsten Hansen as I navigated this first season. They were extremely responsive and helpful whenever I had questions. I felt very supported as I took on the learning curve that is the farmers market.
Putting together a flyer that simplified the Home Food Act
Provided information to be shared with market members

The NMFMA supported our growers' market to provide community members with healthy food through the SNAP and DUFBA programs.
We participated in the Shop and Taste event with the help of Andrea Warner. Things went really well for that event! Andrea was really helpful with making this happen for us. The NMFMA responds very quickly to emails and calls and is always available to answer the questions we have. thank you for all you do!
Double Down Coupon Program
You guys did a good job of promoting consumer awareness of local food.
Keeping my family and myself healthier..
2024 was my first year as a Market Manager, and was still learning the ropes for my local market. I, unfortunately, didn't reach out to NMFMA as much as I'd like, but this year I plan to.
Telling me about how to run a farmers market
Food safety training.
When calling to ask questions there was a real person. Always courteous and helpful
Just existing provides hope for the future.
Provided good local choices for residents plus provided treats and coffee etc. for visitors

**Q7 What do you think the NMFMA needs to improve to serve you better next season?**

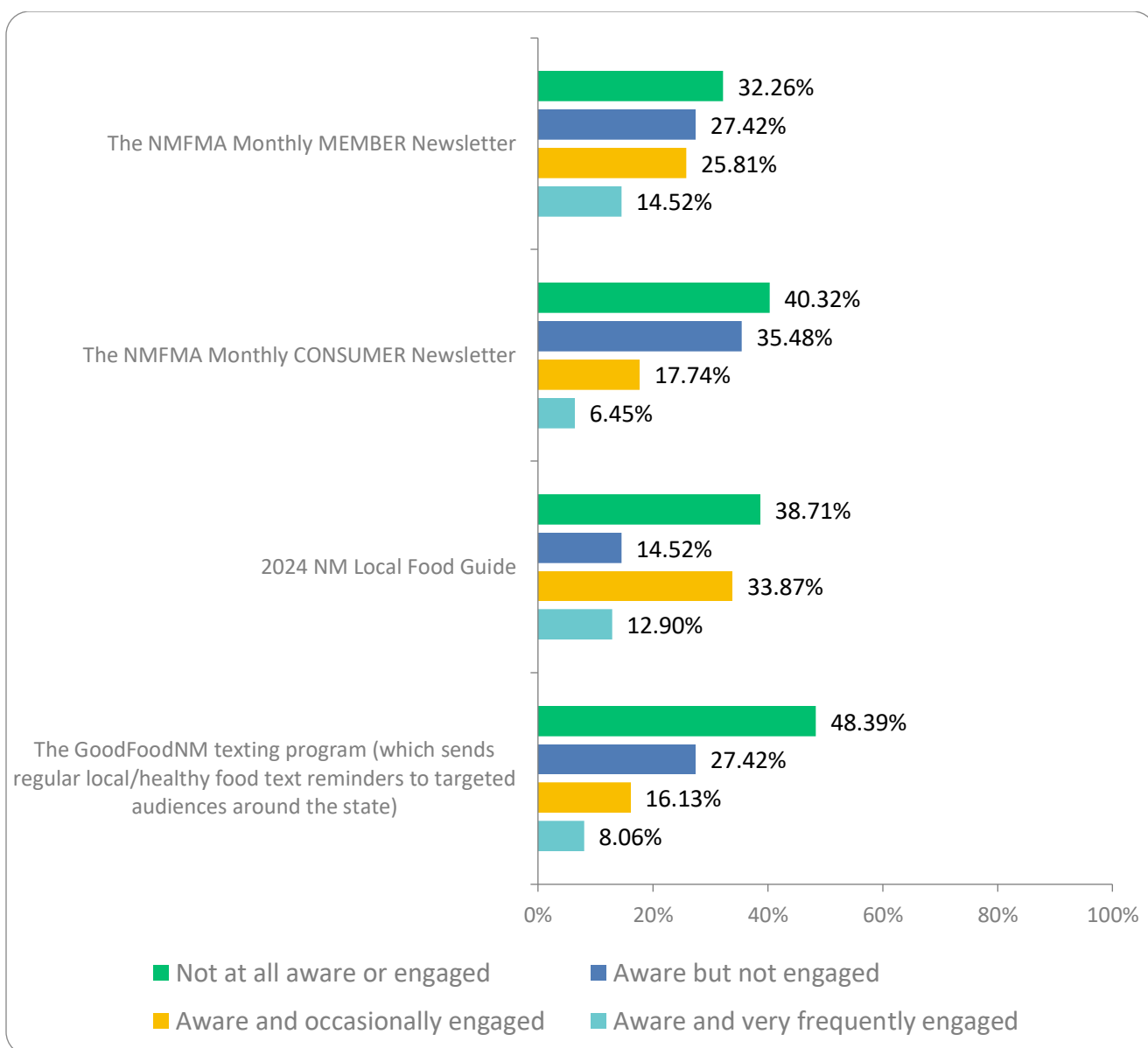
Local farmers need support in so many ways. Funding for expanding and improving their operations, access to micro loans with reasonable rates, Networks for viable farm help and labor, Advocacy and policy making to support farmstead value added products, including Micro dairy and creamery which reflect small farm and on the farm production versus huge industrial operations. We need an expanded and appropriate cottage food rules, and regulations that reflect small producers needs, which can align with food safety, and community health. Look to states like Virginia and others which have these.
nothing :)
Getting more funding to take the place of FreshRX funding
Be able to contact someone on how a person can apply and get information about how to sign up to receive information pertaining to NMFMA
I am not sure! I have only been at this for a few months, but so far, what our market needs is to find more people who are willing to help run the market, volunteer and be on our board. We are going through changes and finding reliable people to help out has been our biggest recent struggle.
Provide materials to managers who are unable to attend the conference
I need email reminders for submitting paperwork.
Get more vendors and maybe relocate
frankly, not much...the service is pretty awesome! Maybe some printable recipes we can download from your website to have at market and a section in the compiled market data sheet on how many customers are signed up for the GoodFood NM texts (because we hang the banners and push the cards but don't really know how many people actually sign up).
I wish there was an opportunity to connect with more funding opportunities for in our county. It is challenging here to cultivate a good market with the food benefits programs, and New Mexico Grown because of the lack of producers. We are working on creating an urban farmer training program here

in our county and working to find funding so that we can train up a new generation of small-scale farmers.
Keep doing what you are doing
Marketing to consumers
As a hearing impaired person I would like the conference to provide additional tools to hear presenters.
I've had a few of our farmers ask where they can find a commercial kitchen, and didn't know where to direct them (the one in Santa Fe is just not affordable for many of our rural farmers, and the one closest to us is no longer available for use). I checked the NMFMA website's list of commercial kitchens, and was disappointed at the lack of options for the entire state of New Mexico. There were also several on the list that are no longer an option. If this is a requirement for vendors to bring certain food items to market, then there should be a readily available and updated list of resources for them. I would love to see this in the future, so we can support our farmers as best as we can.
Bring Fresh Rx & coupon vouchers program back please
More advertising and promotion funding
New tote design please! This is all I can come up with thank you NMFMA!
I think everything is on the right track. You all are incredible. thank you!
Hopefully they are provided with more capital to allow for more capacity in the areas they are already excelling in.
That honey and nuts should be approved for use with the DUFb tokens as they are agricultural
Please do not work at creating more government oversight of small farms. Allow the consumer to distinguish between the quality of the foods they purchase.
I think the program helps the elderly to eat better and have fresh vegetables and fruit. The cost of living has gone up and so is the cost of produce..
I think the promotional emails were fantastic and informative!
It's critically important to educate the farmers in the nutrition programs what can and cannot be done. I feel like you really let the community down with a lack of training
Not sure if the FM reaches out to visitors but that would be nice
Better, more organized training sessions that provide the core information needed on the topic

#### ***Section 4: Marketing and Communication Tools and Resources***

**Q8: Which of the NMFMA's following marketing and communication tools and resources were you aware of and engaged in during 2024? (n=63)**





*Sampling of additional comments on Q8:*

I hope to engage in these tools this year and to spread the word to our vendors!

The content for the texting program hasn't been the greatest but I'm aware of personnel changes

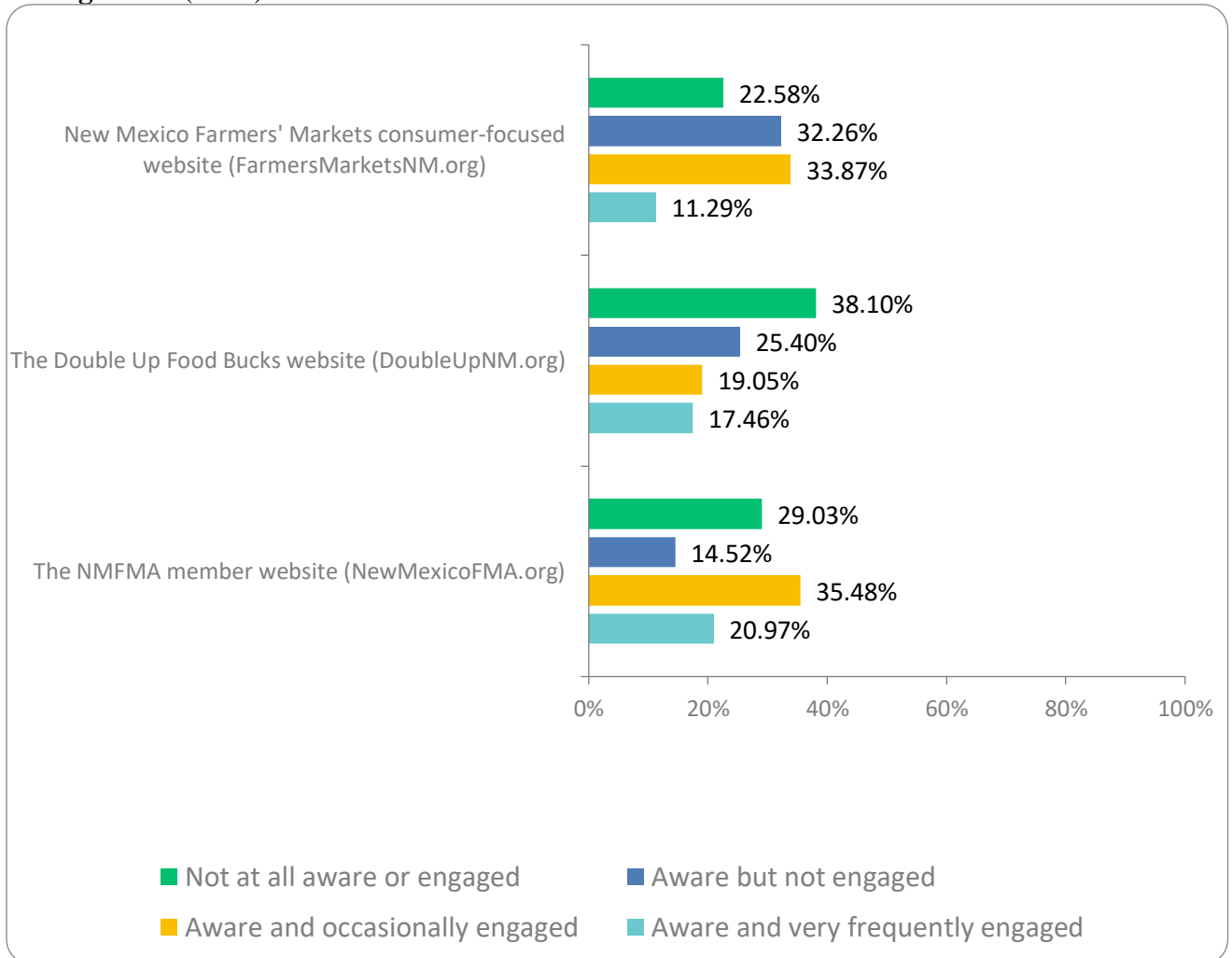
I would like to have a better understanding of the text program. It was just too much to take on this past season, but I'm hoping to learn more about it at the upcoming NMFMA Conference.

Our market receives too much of the printed promotional materials. Too many Local Food Guides, too many posters, too many promo items (like the bag ties and garden labels). We try to distribute as many as we can but our community is small and we always have extras (we have piles of these items

from the last 2-3 seasons). It is quite a waste of materials and resources. Perhaps NMFMA could ask markets how many of these promo items we need rather than sending so many? Thank you!

I never got weekly texts about my market all season. And only recently started getting a sporadic amount of nmfma info texts.

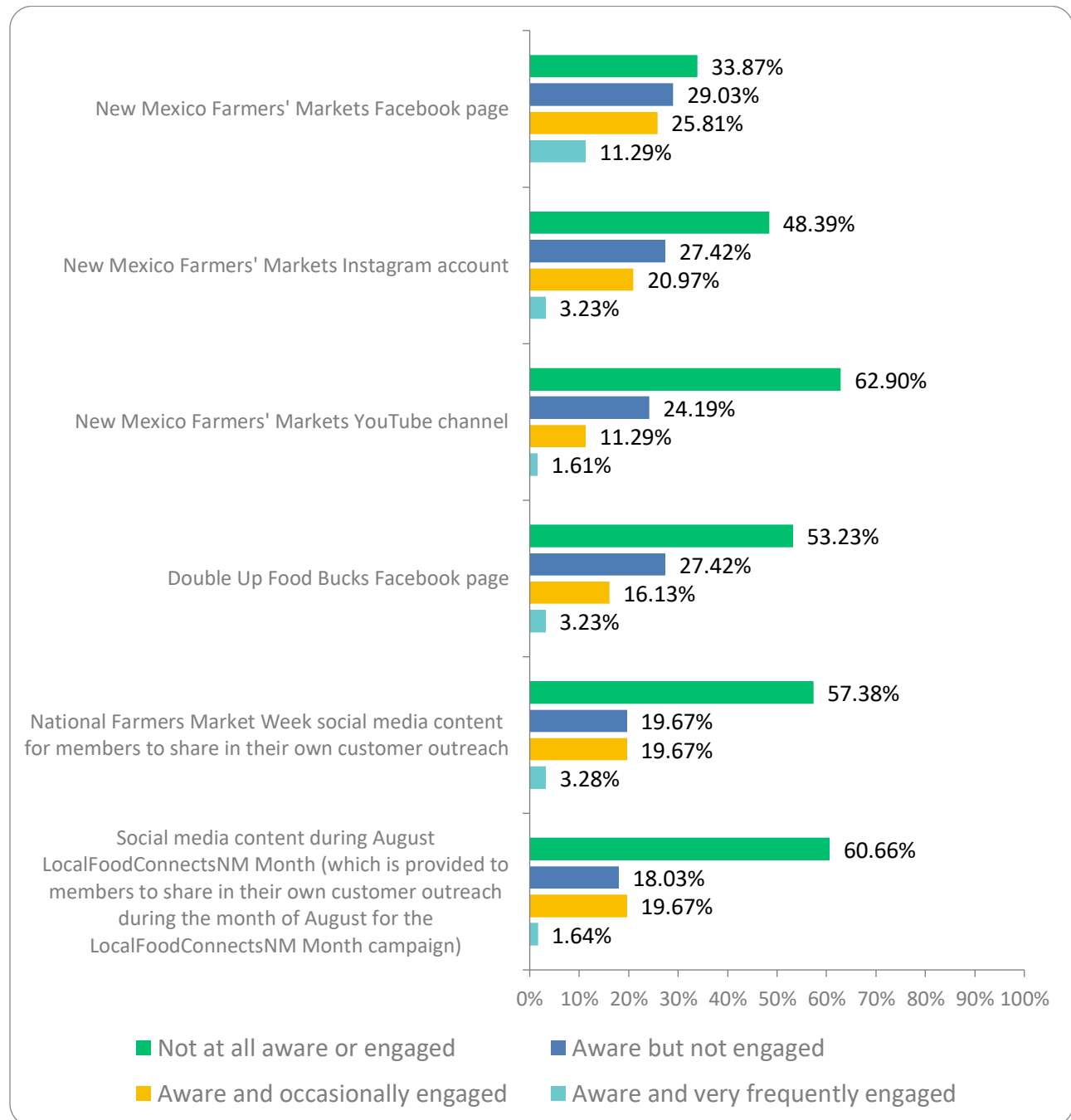
**Q9: Which of the following NMFMA-managed websites were you aware of and engaged in during 2024? (n=63)**



*Sampling of additional comments on Q9:*

You can find ALL the information you need to know about ANYTHING related to farmers markets and the programs offered by NMFMA if you're willing to look and read. It's all there...you don't even have to talk to anyone if you don't want to. But if you did want to talk to someone, your staff is very friendly and responsive.

**Q10: Which of the NMFMA's following social media tools and resources were you aware of and engaged in during 2024? (n=62)**



*Sampling of additional comments on Q10:*

The DUFb facebook page isn't the greatest but the DUFb website is the greatest so I usually refer customers to the website rather than the facebook page in social media posts

I would also love more of an explanation of some of these social media outlets at the NMFMA Conference.

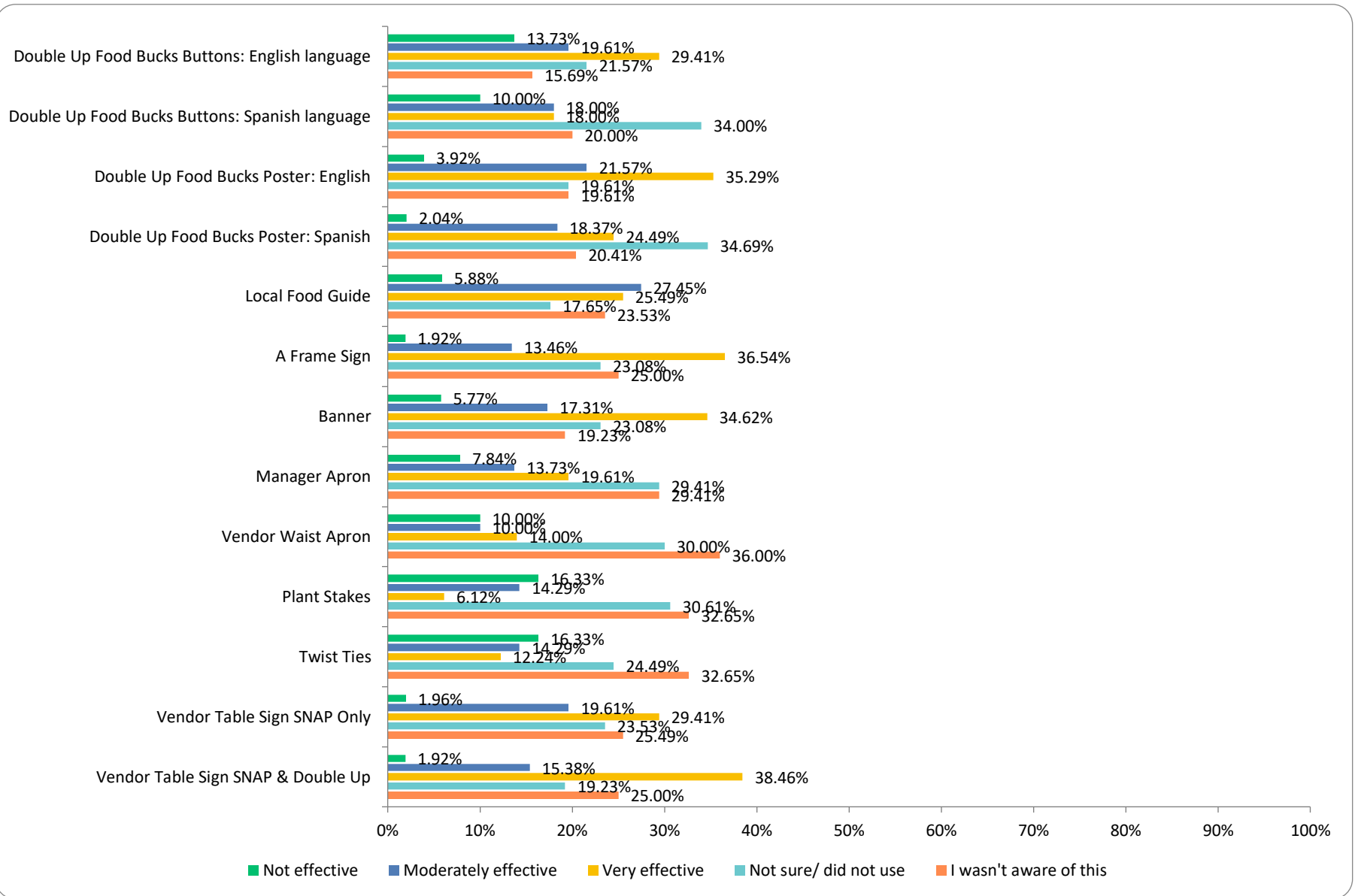
I am incredibly unaware of virtual media sources, it is a problem of mine that I need to remedy.

It's possible that because I am a farmer none of these resources were discussed which I think is a mistake. You know who all the farmers are at the different markets and inviting them to participate in each one of these would have been ideal. At least that's how I would've run it.

Please start a presence on MeWe and other platforms that offer privacy and don't sell our information.

### *Section 5: Double Up Food Bucks*

**Q11: If your outlet participated in Double Up Food Bucks in 2024, please rate how effective each of these marketing strategies or tools were in helping to bring awareness about SNAP and Double Up Food Bucks at your outlet. (If you did not participate in Double Up, please skip this question). (n=52)**



**Q12: Please describe what financial costs, if any, were associated with implementing Double Up Food Bucks at your outlet this year. (If you did not participate in Double Up, please skip this question). (n=18)**

No cost
Not being reimbursed for Snap wooden tokens which were mixed up with all the rest of the tokens and not sorted by farmers market locations... My local market would not take those and so I lost that money. I wish there was a better way to allocate snap tokens
We did radio advertising that was very effective.
Paying someone to manage the tokens and paperwork
None
No financial costs were associated
no cost
It's hard to say definitively, but I will say that a vast majority of our time on market day is spent handling EBT/DUFB transactions, distributing tokens, redeeming tokens from vendors, promoting DUFB, etc. I would say at least half of our customer base uses this program, so it is how we spend most of market day. It would be nice if there was a larger end-of-season stipend for this work, just depending on how heavily used the program is at each market. I know of other markets with the DUFB program that run a SNAP transaction a few times a market day, and others only once every few weeks. For our market, it is very consuming work, albeit a very essential program for the community (and therefore, for the market in general to exist).
\$40k+ on staffing
Wages paid during market hours and after hours for reporting requirements
We use for Totil Pay GO .....\$100 total spent for the season.
none
Facebook ads
\$ Zero

**Q13: Do you have any general comments about the Double Up Food Bucks program? (If you did not participate in Double Up, please skip this question). (n=20)**

It was a pain when we were participating
It's a great program. I hope it continues.
Not effective where I live I would have to travel outside of the city where live to get to a participating Double Up food store or vendor. My city has the same old grocery stores that have fruit vegetables that doesn't taste like real fruit and vegetables and only last a day after you have purchased the fruit and vegetables had to travel to another city/town get to a Double UP Food Buck participate
our customers seem to really appreciate the program and use it every time they purchase SNAP coins. We never have anyone turn down DUFB. I am a new manager, but from what I have seen, the DUBF and SNAP programs are really helping the people in my area to have the means to get local produce.
I need a reminder when my paperwork is due.
Somewhat disappointed with how much DUFB is sold vs. redeemed--What can we do to get the redemption rate higher? Is FNS approval for each individual farmers' market vendor coming down the pipeline?

I really liked the apron, and the twist ties, the only note I have about the twist ties is that I ended up cutting them in half because they were so long and the flag in the middle made it cumbersome to secure bags and bunches closed.
Expand this benefit please.
It is great, hope we can continue to have it
Great program
Overall, this is truly an amazing program that provides accessibility to fresh, local produce to those who otherwise would likely not be able to afford it. It also further supports the local food economy, and takes \$ away from giant food corporations to support the local farmer. I love that it is mutually beneficial, for both the farmer and the customer.
We noticed that we distributed far more of the DUFB tokens than were redeemed by vendors. It would be interesting to compare other markets' experience with this.
Once people are aware of it and they have SNAP at the farmers markets, they become return customers immediately. I think more information about how DUFB works at grocery stores, and the stores that accept it would be very helpful information to pass on. I heard the FoodKing in Española accepts DUFB but how does that work?? does the computer know what's New Mexico grown? I shop there, and i have SNAP but when i asked about it, no one could answer. Also, from time to time when disasters strike, SNAP allows you to buy hot food.... when this happens, the places i go and try to buy hot food, im never allowed. The tellers and managers of these stores dont get the USDA memo. This is more of a suggestion to the USDA but, they could do a better job communicating this to retailers....
Incredible program.
I appreciated the Double Up Bucks because they allowed new customers to try our products who would not have otherwise spent money on our niche.
It is a must to get local meats added to the list of available items to purchase with the Double Up Food Bucks Program. If you are going to help provide food for these folks they need to be able to have proteins to balance out the fruits and vegetables.
Many of my customers use the program in Albuquerque, Very few of my customers in Santa Fe use the program. Maybe everybody is so wealthy in Santa Fe that it's a non-issue, I suspect it's a lack of helpful and willing administrators.
Like the Program
Way too much reporting, requirements are onerous and time consuming, often repetitive, makes dufb program unattractive and inefficient

## ***Section 6: Final Feedback***

### **Q14: Do you have any final feedback you would like to share with us? (n=21)**

Looking forward to learning how to take advantage of all this
I would like to get reconnected and more involved
Thank you for all your work. We can only do it when we all work together.
Yes Double Up should be made available to people regardless of where they live
Looking forward to connecting with everyone at the upcoming conference! Thanks to all at NMFMA!
I have been at the Market as a producer from its inception. I am pleased and impressed with the growth and progress of NMFMA. Congratulations.

thank you for your services
Wonderful people in the Farmers Market everybody does a beautiful job and very knowledgeable
NMFMA is a much needed outlet for fresh food for the community.
I appreciate what you do on the legislative level!!!
Not at the moment! But just thank you all for all you do. This is such important work, especially in these times, and I appreciate all of your efforts in maintaining these programs to support farmers markets.
Thank you for all you do!!
I'm looking forward to learning more about the NMFMA marketing resources available to local vendors in 2025.
We look forward to the conference and the start of the 2025 season.
Those token purses you gave out a few years ago were pretty amazing. people loved them and held on to them and brought them every week...
just thank you!!!
Get locally grown animal proteins add to the Double Up Food Bucks Program.
Thank you for providing the elderly about this program. Bless you all for helping us get fresh vegetables and fruit on our tables.
I am trying to keep an open mind. I would like to make a lot of suggestions on how the organization could be run better based on my own experience. In my experience, people don't like change and whatever has been happening before is good enough for the future. Unfortunately, the future has changed and from my perspective you're not keeping up.