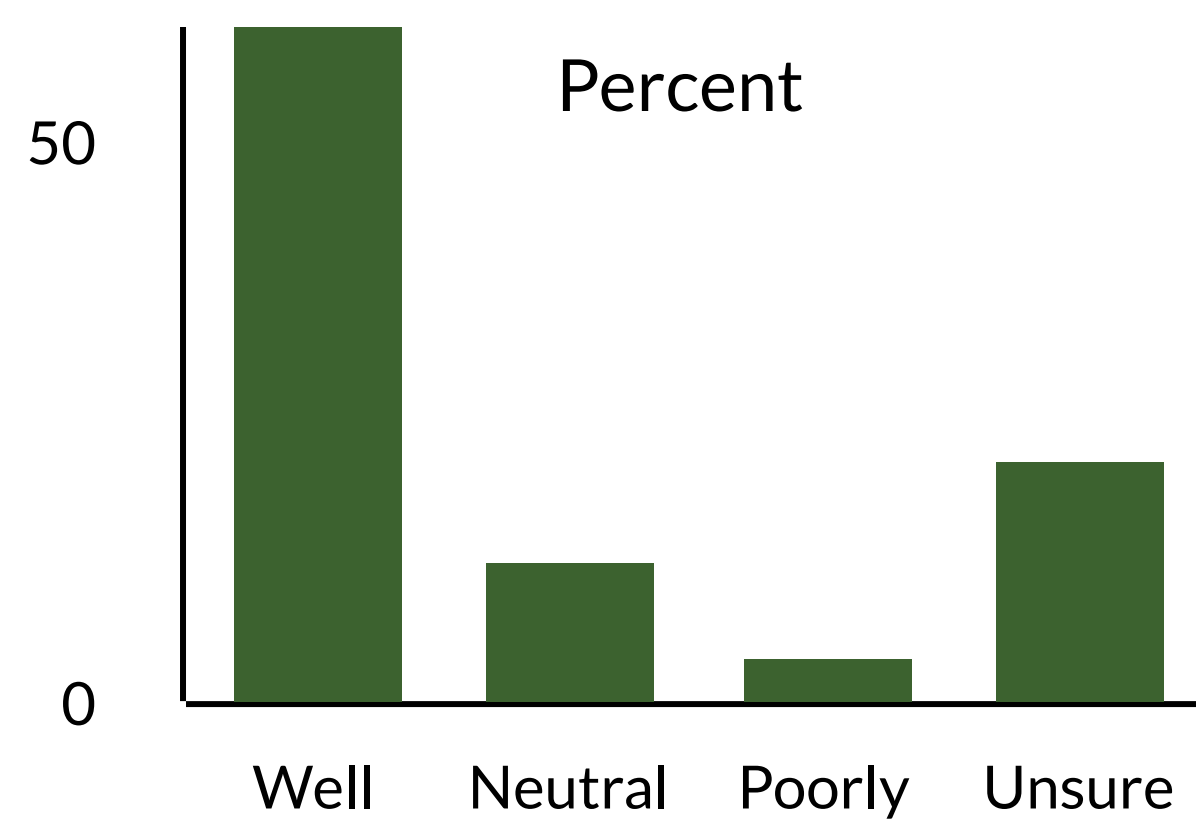




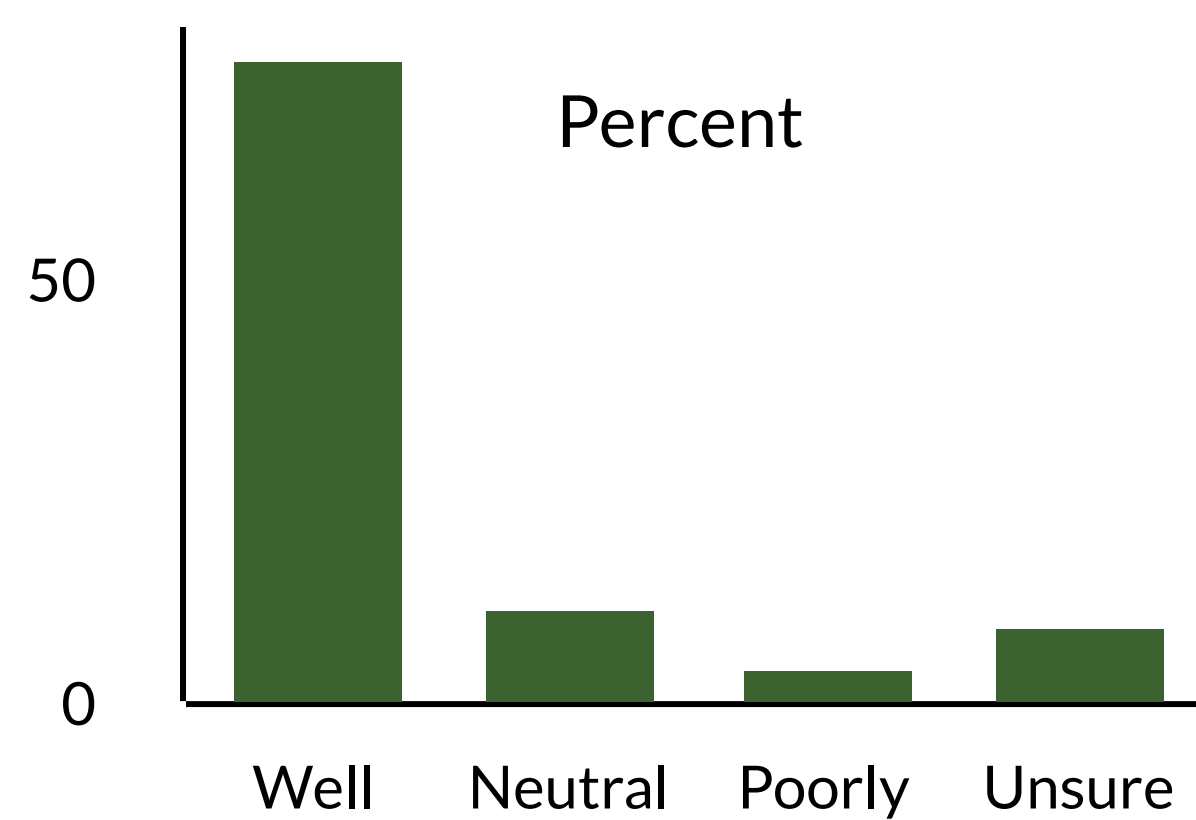
NMFMA Member Feedback* & Helpful Tips

How Well Did We Do Last Year?

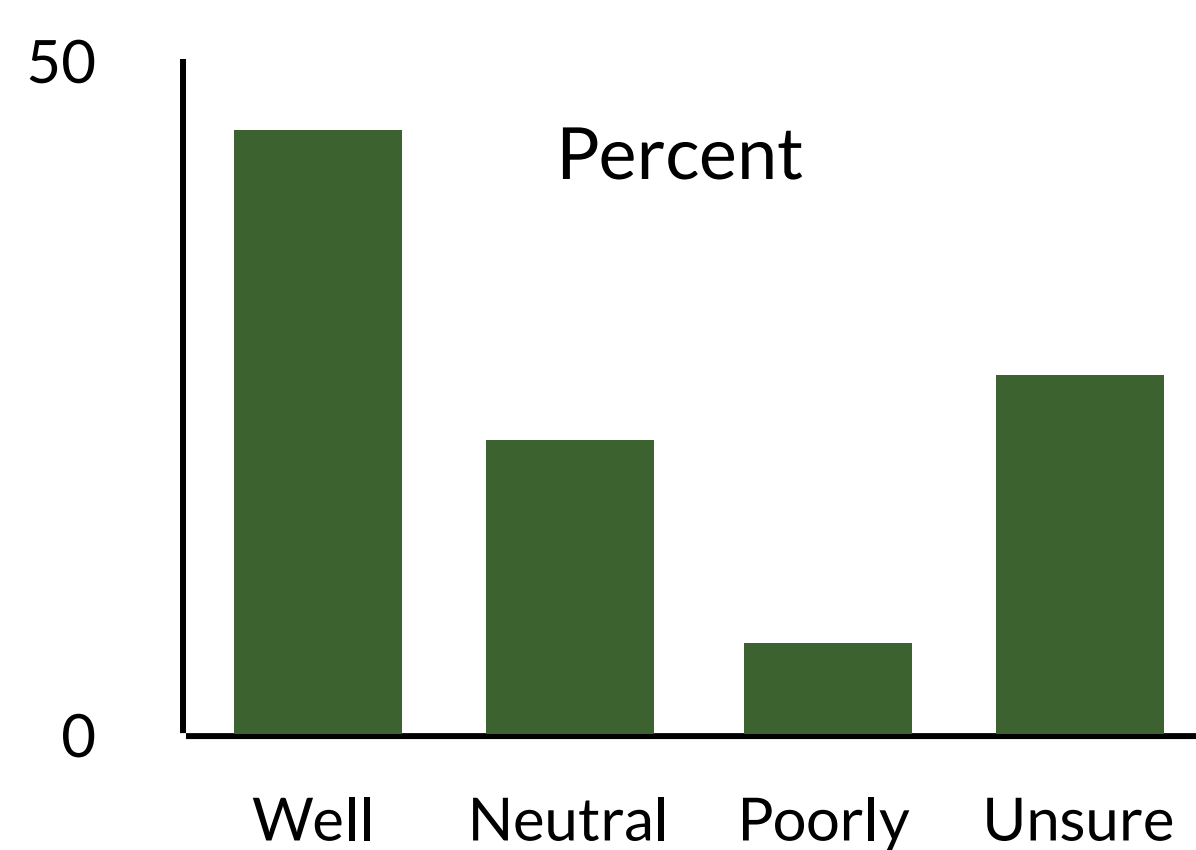
How well did we work to increase consumer demand for New Mexico-grown foods?



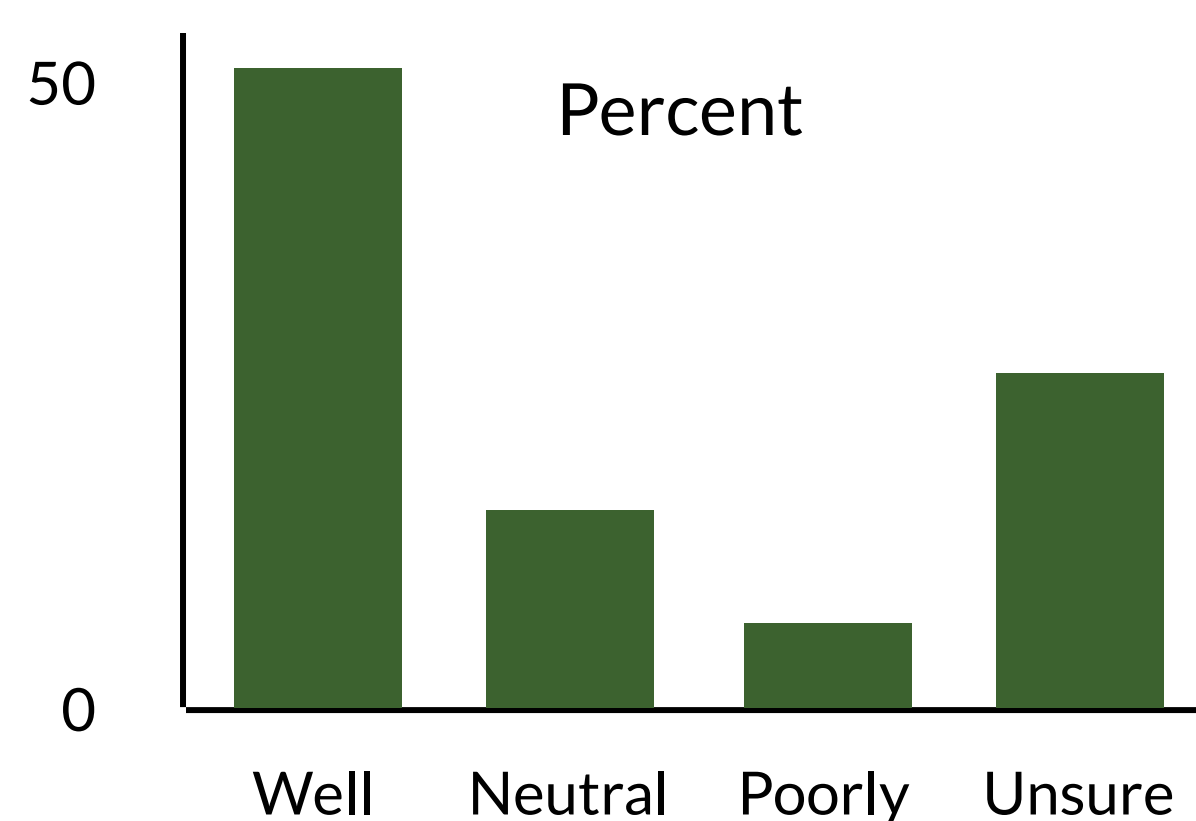
How well did we connect farmers to food safety training?



How well did we provide financial assistance to help you develop your farm or outlet (farmers' market, farm stand, etc)?



How well did we create engaging daily content during August's Local Food Connects NM Month?



Member Tips

The NMFMA helps you reach customers and increase demand by providing and supporting:

- Blog posts and recipes for seasonal eating on FarmersMarketsNM.org with 66,061 visitors in 2021
- Facebook, Instagram, YouTube, and Twitter with 20,300 followers
- Monthly consumer newsletter with 5,500 subscribers
- GoodFoodNM text messaging with 4,600 subscribers
- Market locator on FarmersMarketsNM.org and DoubleUpNM.org
- SNAP access at outlets
- Double Up Food Bucks Program
- FreshRx (Produce Prescription Program) at select markets
- WIC Farmers' Market Nutrition Program
- Senior Farmers' Market Nutrition Program

Contact Farmer Programs Coordinator Sophia Rose or Value Chain Coordinator Michael Venticinque for more information about the NM Grown Approved Supplier Program and other technical assistance for farmers and food hubs. (See the "2022 NMFMA Contacts" sheet for staff information.)

- Food safety and business training (Sophia)
- NM Grown Approved Supplier Program (Sophia)
- Post-harvest handling (Michael)
- Retail engagement strategies (Michael)

For information about currently available financial assistance, visit NewMexicoFMA.org and find funding opportunities for "Food Producers" and "Market Managers" under the "Resources" menu tab:

- Promotional Funds for farmers' markets
- Second Year Market Grants for farmers' markets
- Microloan programs for farmers

Every day during August's Local Food Connects NM month we post social media content that raises interest in local food, farming, and seasonal eating. Once a week we email these outreach materials to members so you can share them in your social media and e-newsletter outlets, too.

- Be sure to add ***@farmersmarketsnm.org** and ***@memberleap.com** to your email system's Contacts list (don't forget to include the *). Emails from contact lists usually bypass spam filters.

* Feedback is from the 2021 Year-end Member Survey (21% of members responding)

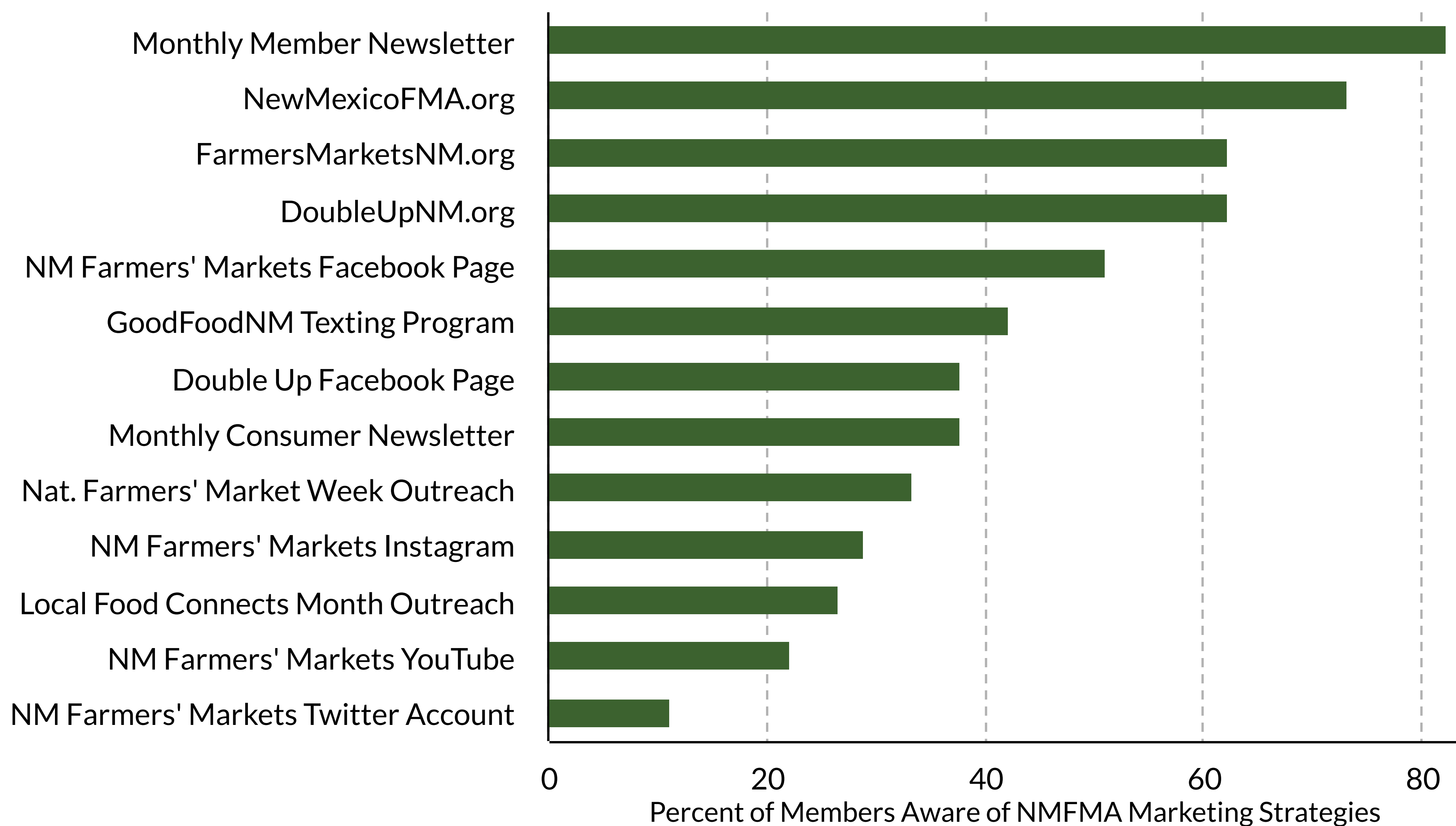


NMFMA Outreach Awareness and Results

The NMFMA works year-round to increase public awareness about the benefits of buying New Mexico-grown and produced food. We also work to increase awareness about local farmers' markets, farm stands, CSAs, and more. How familiar are you with these strategies?

Learn more about these marketing strategies by contacting Communications Administrator Alison Penn at Alison@FarmersMarketsNM.org

How familiar are you with the NMFMA marketing strategies?



In your own words

"Sending reminder texts out to customers (through GoodFoodNM) was one of the best things the NMFMA did for me this year."

"I'd like to see the NMFMA educate us on attaining grants form NRCS and USDA."

"Staff are always willing to help, answer questions, and think through problems."

"Maybe reach out to active farmers and see how more interest can be stimulated in getting more individuals interested in farming."

"It would be nice if the NMFMA provided assistance with finding affordable insurance for farmers."

"Let some of that activity focused on Albuquerque come our way."

"The work on the (value chain coordination network) has been incredible. The focus on creating equity, equality, and inclusion extend into much of the work. We're huge fans in general of all you do for our community!"