New Mexico Farmers Marketing Association

Estimating Your Promotional Dollars

Use this form to estimate your NMFMA advertising allocation to plan for the upcoming season. Please send this form to us by May 1st. If you are a new market this year, do your best to come up with a reasonable estimate. All markets are eligible for a base of $300 plus an additional $5 per farmer. **Be sure to keep a copy for your records!**

Market Name_____

NMDA Funding - guaranteed base allocation $300

Average number farmers_____ X $5 + _____
(this number should match the figure you use for membership dues and insurance)

=_____

Complete and send to us by May 1st
By email: heidil@farmersmarketsnm.org
By mail: NMFMA, 731 Montez Pl., Santa Fe, NM 87501
By fax: (505) 995-1043

To complete this form electronically: Download form to your computer and click SAVE AS to rename. Type directly into form, then press SAVE again.