



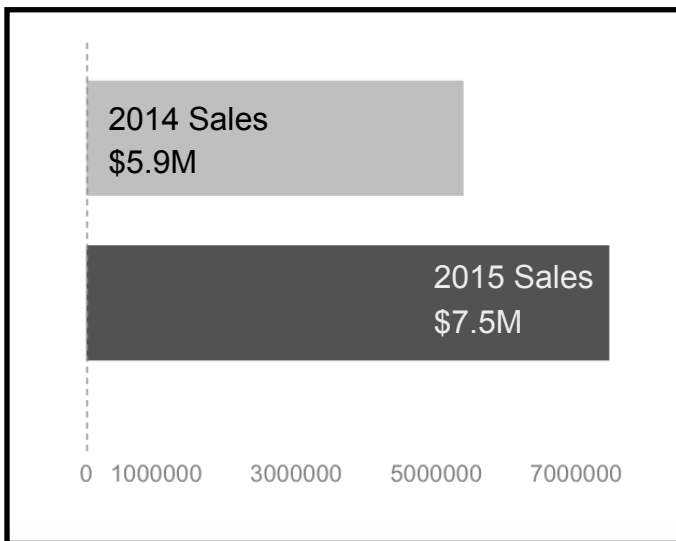
Farmers' Markets in the New Mexico Economy

Vendors, Customers, and Food Access Programs

2015 Sales Summary (Revised)

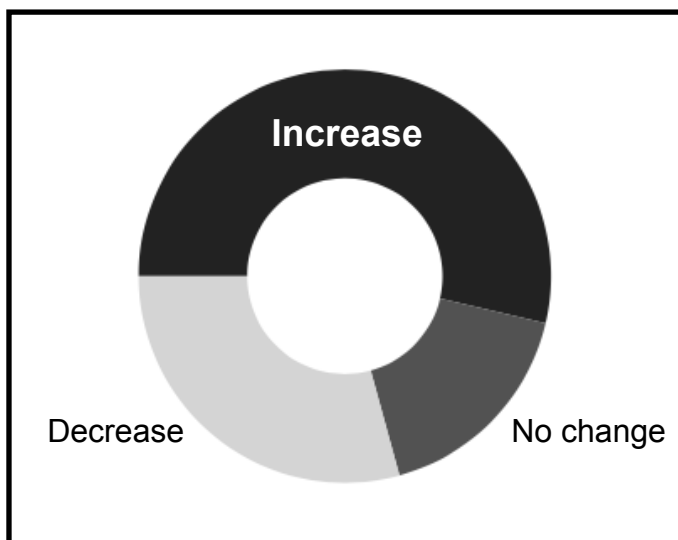
The following report provides an overview of farmers' market activities in 2015. Insights include gross sales and sales by program type; dollars spent on produce versus processed foods and craft items; vendor and customer information; and WIC, Senior Farmers' Market Nutrition Program (FMNP), and Double Up Food Bucks (DUFB) program information.

Total Market Sales: 2014 to 2015



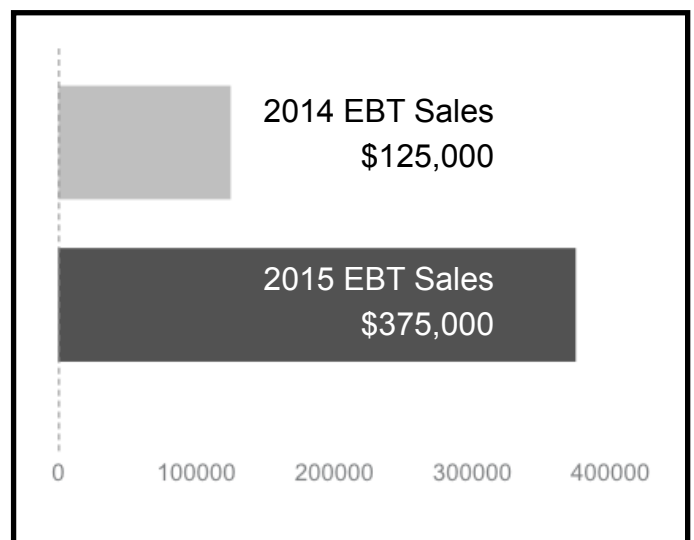
- Sales at New Mexico's farmers' markets and farm stands increased by 27%, from \$5.9 million in 2014 to \$7.5 million in 2015.
- 75% of the total market sales went to farmers, while 25% went to food processors and craftspeople. The percentage of sales going to farmers decreased from 83% of total market sales in 2014.
- The average number of vendors (about 19 per market day) remained the same compared to 2014.
- 56% of market managers received some pay, up from 49% in 2014.

Increased Customer Traffic



70% of reporting markets saw customer traffic increase or remain the same in 2015, compared to 2014.

195% Increase in EBT Sales



More underserved New Mexicans are using their EBT dollars to buy approved foods and fresh produce at the state's markets. This is money that benefits not only New Mexico's vulnerable, but also the state's farmers.

Estimated Sales

This table includes sales at farmers' markets and farm stands (farm stand numbers do not contribute to gross sales). Sales from WIC and Senior Farmers' Market Nutrition Program (FMNP), and Double Up Food Bucks (DUFBS) are for fresh produce only.

Note: Information for gross sales and vendor and customer counts is provided by each market. Analysis is a good-faith estimate based upon the data provided.

\$5.31

**Median Sale
per Customer**

(Range of \$1.25 to \$63.00)

992

**Average Customers
per Market Day**

(Range of 12 to 5,000)

19

**Average Vendors
per Market Day**

(Range of 3 to >100)

\$5000

**Average Pay
for Market Managers
that are paid**

(56% receive some pay)

\$2800

**Average Pay
for all Market Managers**

(Range of \$0 to >\$20,000)

Market	Gross Sales	SNAP Sales*	DUFBS Sales*	FMNP Sales
ABQ Downtown +	\$1.1M	\$18,883	\$20,632	\$24,820
ABQ Mile-Hi	\$7,000	--	--	\$70
ABQ Northeast	NR	--	--	\$4,040
ABQ Presbyterian +	\$34,220	\$2,051	\$2,390	\$3,260
ABQ Uptown +	\$51,277	\$1,453	\$1,665	\$10,115
Alamog. Alameda Park +	\$34,972	\$500	\$568	\$5,500
Alamog. Otero County	\$28,000	--	--	--
Anthony	\$4,800	--	--	\$10,455
Ardovinos Desert C.	\$32,138	--	--	\$22,230
Armijo Village +	\$12,156	\$593	\$430	\$2,440
Aztec +	\$49,095	\$1,982	\$1,900	\$5,050
Belen +	\$15,000	\$1,412	\$1,406	\$4,365
Bosque Farms +	\$17,443	\$572	\$490	\$495
Candy Kitchen	\$5,492	--	--	--
Carlsbad +	NR	\$40	\$60	\$1,655
Clovis +	\$85,000	\$868	\$846	\$15,705
Corrales	\$343,675	--	--	\$9,015
Cuba +	\$8,300	\$141	\$136	\$1,770
Dixon +	\$30,654	\$66	\$360	\$100
Eldorado	\$114,760	--	--	\$0
Espanola +	\$156,100	\$8,204	\$8,228	\$11,370
Farmington +	\$150,000	\$3,346	\$2,820	\$16,510
Gallup	NR	--	--	\$1,985
Grants	\$7,500	--	--	--
Hasbidito Mobile	\$1,700	--	--	\$450
Hidalgo +	\$4,762	\$60	\$66	\$0
Hobbs	\$24,652	--	--	\$2,670
Idalia Road	\$30,000	--	--	--
Jemez Springs	\$5,734	--	--	\$0
Las Cruces +	NR	\$13,601	\$11,212	\$95,240
Los Alamos	\$318,134	--	--	\$45
Los Lunas +	\$40,613	\$1,919	\$1,992	\$2,495
Los Ranchos	\$701,587	--	--	\$5,215
Mescalero +	\$1,551	\$0	\$0	\$865
Mora Valley +	\$3,000	\$166	\$166	\$1,230
Moreno Valley	\$35,000	--	--	--
Mountainair	\$5,174	--	--	\$230
Nob Hill	\$40,550	--	--	\$5,320
Pojoaque +	\$100,000	\$2,187	\$2554	\$305
Portales +	\$50,000	\$454	\$454	\$13,105
Rail Yards ABQ +	\$406,004	\$7,173	\$5,041	\$2,000
Ramah +	\$11,361	\$138	\$96	\$45
Raton - First St. Market	\$14,503	--	--	\$85
Red Willow	\$7,347	--	--	\$40
Roswell	\$45,684	--	--	\$23,635
Santa Fe +	\$1.95M	\$67,215	\$61,797	\$34,665
Santa Rosa	\$4,645	--	--	\$2,590
Sierra County +	\$49,596	\$2,295	\$2,144	\$3,655
Silver City +	\$89,490	\$3,863	\$3,696	\$6,595
Socorro +	\$41,897	\$477	\$332	\$7,350
South Valley +	\$6,805	\$515	\$250	\$1,965
Taos +	\$368,198	\$16,372	\$14,414	\$9,885
Tri-County - Las Vegas +	\$63,110	\$6,025	\$5,774	\$19,300
Tucumcari +	\$16,890	\$234	\$207	\$4,080
Tularosa	\$2,500	--	--	\$920
Farm Stands		\$18,973	\$18,972	\$10,025
TOTALS	\$6,728,069**	\$181,778	\$171,098	\$404,955

** \$7.5M grand total including SNAP, DUFBS, and FMNP

* Redeemed dollars, + DUFBS Markets, NR=Not Reported