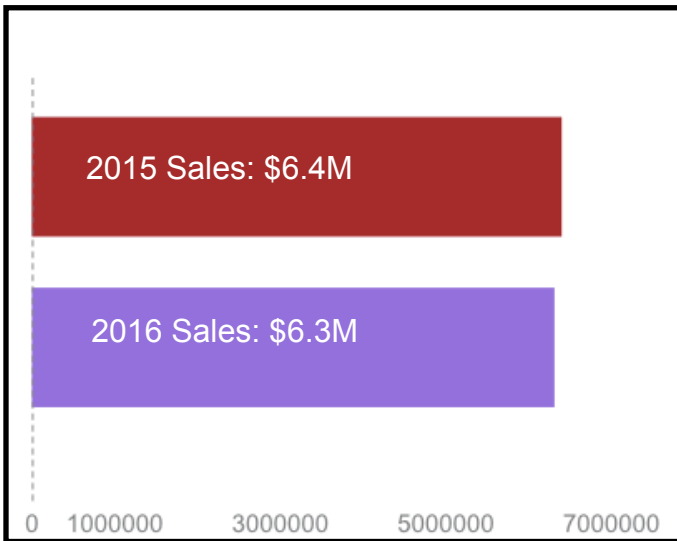




# 2016 Market Data Summary

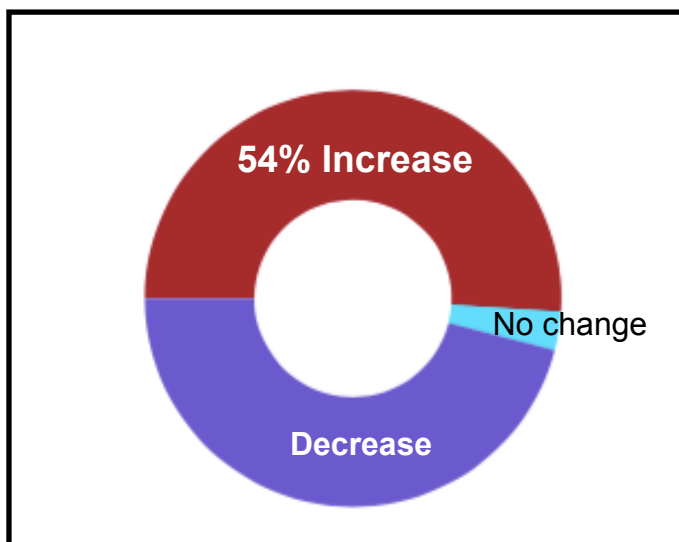
The following report provides an overview of farmers' market activities in 2016. Insights include gross sales and sales by program type; dollars spent on produce versus processed foods and craft items; vendor and customer information; and WIC, Senior Farmers' Market Nutrition Program (FMNP), and Double Up Food Bucks (DUFb) program information.

## Total Market Sales: 2015 to 2016



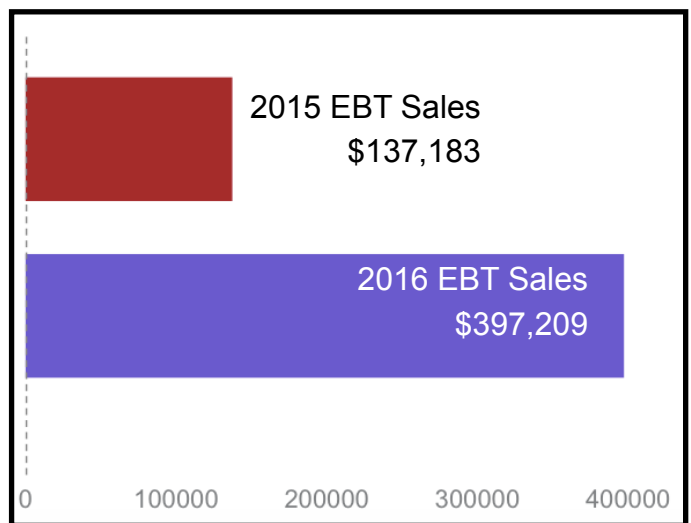
- Reported sales at New Mexico's farmers' markets and farm stands decreased by 8%. ***But in 2015, only 10% of markets didn't report their gross income. In 2016, 30% of markets didn't report; this negatively impacts totals.***
- 61% of the total market sales went to farmers, a decrease from 76% in 2015.
- The average number of vendors (about 20 per market day) increased slightly from 19 in 2014 and 2015.
- 56% of market managers received some pay, up from 49% in 2015.

## Increased Customer Traffic



54% of reporting markets saw customer traffic increase or remain the same in 2016 compared to 2015.

## 190% 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 shows approximate gross sales at farmers' markets & farm stands. **This information is made possible thanks to the managers who fill out the Market Data Survey at the end of the season.**

### Farm stand members include:

Community Pantry, Graves Farm & Garden, Luna Libre Farm, Padma Farms, Rosales Produce, Schwebach Farm, Snake Ranch Farm Stores, Sutherland Farms Market, Veggie Shack, Veggie Shack Too! and Wagner Farms

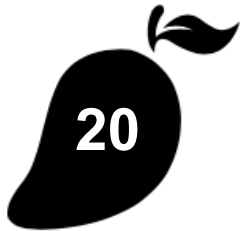
### Grocery store members include:

Cid's Food Market, La Montañita Co-op, Taos Food Co-op, and Taos Market



### Average Customers per Market Day

**760**  
*Down 6% from 2015*  
(Range of 43 to 4,975)



### Average Vendors per Market Day

**20**  
*Up 1 from 2015*  
(Range of 1 to 105)



### Average Pay for Market Managers That are Paid

**\$5,500**  
(45% receive some pay)



### Average Additional Funds Raised by Outlets

**\$9,500**  
(42% of outlets raised additional funds)

Market	Gross Sales	SNAP Sales ++	DUFB Sales ++	FMNP Sales
ABQ Downtown	\$1,000,000	\$35,277	\$39,833	\$5,455
ABQ Mile-Hi	NR	\$481	\$298	\$705
ABQ Northeast	NR	\$3,084	\$893	\$2,395
ABQ Presbyterian	\$57,425	\$706	\$1,002	—
ABQ Rail Yards	\$1,198,192	\$14,797	\$13,345	\$605
ABQ Uptown	\$86,550	\$2,435	\$2,576	\$2,045
Alamog. Downtown	\$30,457	\$848	\$784	\$1,495
Alamog. Otero County	NR	—	—	—
Armijo Village	\$8,000	\$250	\$307	\$240
Aztec	\$52,314	\$3,188	\$3,240	\$1,645
Belen	NR	\$1,830	\$2,638	\$1,355
Bernalillo	\$8,382	\$398	\$378	\$135
Bosque Farms	\$14,624	\$837	\$914	\$130
Candy Kitchen	NR	—	—	—
Carlsbad	NR	\$65	\$78	\$615
Cedar Crest	\$50,220	—	—	\$120
Chaparral	\$11,500	\$98	\$72	\$1,330
Clovis	NR	\$1,507	\$1,354	\$5,185
Corrales	NR	—	—	\$5,205
Cuba	\$5,531	—	—	\$155
Dixon	\$11,128	\$51	\$148	0
El Morro	\$1,200	—	—	—
Eldorado	\$85,715	—	—	—
Espanola	\$165,000	\$11,510	\$9,283	\$5,235
Farm Fresh Mobile	\$2,490	\$408	\$120	\$1,165
Farmington	\$200,000	\$5,678	\$5,406	\$6,365
Fort Sumner	\$5175	—	—	\$85
Gallup	NR	—	—	\$585
Gateway	NR	\$534	\$278	\$275
Grants	\$2,000	—	—	—
Healthy Here Mobile	NR	\$786	\$810	\$1,450
Hidalgo	\$3,900	\$83	\$70	\$30
Hobbs	\$35,287	—	—	\$3,305
Jemez Springs	\$15,500	—	—	—
Las Cruces	NR	\$22,704	\$18,958	\$16,185
Las Vegas, Tri-County	\$65,596	\$11,102	\$10,196	\$5,645
Los Alamos	\$330,000	\$295	\$150	\$30
Los Lunas	\$34,531	\$3,879	\$3,598	\$830
Los Ranchos	\$498,400	—	—	\$1,330
Main Street Roswell	\$42,500	\$289	\$251	\$825
Magdalena	NR	\$42	\$34	—
Mimbres	\$3,850	—	—	\$0
Mora Valley	NR	\$116	\$114	\$320
Nob Hill	\$20,300	—	—	\$735
Pojoaque	\$80,000	\$2,480	\$2,424	\$100
Portales	NR	\$79	\$34	\$3,445
Ramah	\$11,191	\$304	\$264	\$45
Santa Fe	\$1,154,668	\$111,510	\$113,760	\$24,475
Raton, First Street Market	\$1384	\$0	\$0	\$110
Santa Rosa	\$5,156	—	—	\$1,795
Sierra County	\$48,384	\$3,165	\$3,294	\$605
Silver City	\$77,653	\$6,486	\$6,226	\$1,165
Socorro	NR	\$670	\$658	\$925
South Valley	\$8,743	\$340	\$332	\$220
Taos	\$532,300	\$26,700	\$21,693	\$5,620
Tse Daa K'aan	\$8,368	—	—	—
Tucumcari	\$13,873	\$336	\$344	\$980
Tularosa	\$2,800	—	—	\$45
Farm Stands <>	—	\$94,514	\$87,227	—
Grocery Stores <>	—	\$27,347	\$17,285	—
<b>TOTALS</b>	<b>\$6,313,350 *</b>	<b>\$397,209</b>	<b>\$370,669</b>	<b>\$112,740</b>

++ Redeemed dollars, NR=Not Reported, \* Gross Sales total includes SNAP, DUFB, and FMNP ONLY from NON-REPORTING markets, <> Farm Stands and Grocery Stores not included in Gross Sales