



MARKET DATA COLLECTION HOW-TO

Farm Stands

By November 15th every year, market data for farmers' markets, mobile markets, farm stands, and CSAs is due to the New Mexico Farmers' Marketing Association. Market Data provides information for the May through October season (six months). **Market Data is important** and allows us to advocate for farmers and their retail sites at the state legislature, to win grants that help New Mexico's farmers, and more.

BE SURE YOU ONLY USE THE CURRENT YEARS' FORM TO COMPLETE MARKET DATA.

Providing the NMFMA with Market Data is mandatory for all NMFMA member farmers' markets, mobile markets, farm stands, and CSAs.

Here is an overview of the information we ask from each farm stand (farmers' markets have their own form) for the May to October season. Below you will find some suggestions on collecting this data.

- 1) **ABOUT YOUR FARM STAND**
- 2) **CUSTOMER COUNT**
- 3) **MARKET DAYS**
- 4) **SALES FIGURES**

DATA COLLECTION SUGGESTIONS

1) ABOUT YOUR FARM STAND

In this section we ask the basics, like your name, and the name of your farm stand.

2) TOTAL CUSTOMER COUNT

We'd like to know how many total customers visited your farm stand from May 1 through October 31.

The following method is our recommendation for calculating the Customer Count for farm stands:

Count your customers once each month, on a random day. At the end of the season, calculate the average of the customer counts, then multiple this average by the number of days your farm stand was open between May and October.

Here is an example for calculating the Customer Count for a sample farm stand that was open Monday through Saturday from May 13 through October 31 (24 weeks, or 144 days):

May Customer Count	50
June Customer County	95
July Customer County	110
August Customer County	250



September Customer County	270
October Customer County	175
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Total	950
Average Customers per Month	158 (950/6)
CUSTOMER COUNT (This is the number you will provide in the Market Data)	22,752 (158 * 144 days)

HINT! There are a variety of ways to count customers; here are two possibilities:



1) Count the actual number of customers present at your farm stand once each hour and write it down, average the counts at the end of the day, then multiply that count by the number of hours your farm stand was open that day.

2) With a counter clicker (available at most office supply stores), click the number of people that make a purchase for the entire day.

3) MARKET DAYS

How many days was your farm stand open between May 1 and October 31? Using the example above, if your farm stand is open Monday through Saturday from May 13 through October 31 your farm stand has 144 market days (6 days a week for 24 weeks, or 144 days).

4) SALES FIGURES

These numbers are very important for us to lobby for you at the state legislature. Only one person will see this number for your farm stand; it will be anonymized by including in a grand total for all farm stands in the state.

You will be asked to provide:

1. Total agricultural sales (fruits, vegetables, meat, eggs, cheese, nuts, and honey)
2. Total non-agricultural sales (processed foods, baked goods, and crafts)

HINT! Here's a recommendation to calculate these numbers, though you can choose any method you'd like:



- 1) Try to calculate this information twice each month (once on a busy day, and once on a slow day). Calculate the sales totals for agricultural products and non-agricultural products using your day-end receipts as a guide.
- 2) At the end of October, determine the average monthly sales amount, then multiple this by the number of months your farm stand was open during the regular season (5 months, 6.5 months, 7 months, etc.). This will be your total sales for the regular season.