



2018 Farmers' Market Data Form

We greatly appreciate the time you take to complete this year's Market Data Form! This information is very important, and allows us to show the legislature how farmers' markets positively impact New Mexico.

PLEASE NOTE THESE TWO IMPORTANT ITEMS:

- **THE QUESTIONS IN SMALL CAPS ARE REQUIRED AND WE WILL CALL YOU FOR MISSING INFORMATION, but we appreciate you answering all of the questions in this survey.**
 - **The completed form is due by November 15.**
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1) WHAT IS THE NAME OF THE FARMERS' MARKET? (If you manage multiple farmers' markets, please submit one data form per market.)

2) WHAT IS THE MARKET MANAGER'S FIRST AND LAST NAME?

3) What is **your** first and last name, if different from above?

4) What is **your** email address, if different from the market manager?

5) DO YOU HAVE A WINTER MARKET / IS YOUR MARKET OPEN YEAR-ROUND?

No Yes

6) HOW MANY TOTAL DAYS WAS YOUR FARMERS' MARKET OPEN BETWEEN MAY 1 AND OCTOBER 31?

7) WHAT IS THE TOTAL NUMBER OF VENDOR DAYS FOR YOUR MARKET FROM MAY 1 THROUGH OCTOBER 31? (Calculate vendor days by multiplying the **TOTAL DAYS** your market was open (your answer for Q6) by the average number of daily vendors present at your market.)

8) WHAT IS THE APPROXIMATE PERCENT OF YOUR VENDORS THAT ARE MOSTLY FARMERS AND RANCHERS? (Not vendors that sell mostly baked goods, processed food, crafts, etc.)



9) WHAT WAS THE GRAND TOTAL VISITOR COUNT -- FROM MAY 1 THROUGH OCTOBER 31 -- FOR EACH DAY OF THE WEEK THAT YOUR FARMERS' MARKET MEETS? *(Please do not include daily averages. Please calculate a grand total for the entire regular market season.)*

MARKET DAY <i>(Please provide the grand total for each day your market meets)</i>	VISITOR GRAND TOTAL <i>(May 1 through October 31)</i>
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

10) WHAT WERE THE TOTAL AGRICULTURAL SALES FOR YOUR MARKET BETWEEN MAY 1 AND OCTOBER 31? *(Agricultural sales include fruits, vegetables, meat, eggs, cheese, nuts, and honey.)*

11) WHAT WERE THE TOTAL NON-AGRICULTURAL SALES FOR YOUR MARKET BETWEEN MAY 1 AND OCTOBER 31? *(Non-agricultural sales include processed foods, baked goods, and crafts.)*

ADDITIONAL QUESTIONS: To help us understand other aspects of market management, please answer the following questions. Thank you!

12) How much pay did your market manager receive during the season (May - October)? *(Note: Only one person will see this number for you; it will be anonymized as part of a statewide total.)*

- | | | |
|---|---|---|
| <input type="checkbox"/> None | <input type="checkbox"/> \$2,000 to \$4,999 | <input type="checkbox"/> \$20,000 or more |
| <input type="checkbox"/> \$1 - \$999 | <input type="checkbox"/> \$5,000 to \$9,999 | |
| <input type="checkbox"/> \$1,000 to \$1,999 | <input type="checkbox"/> \$10,000 to \$19,999 | |



13) Have you raised any money for your farmers' market during the season? (Please use the back of this sheet if needed)

No Yes, and here's approximately how much was raised, including the sources of the funding: \$ _____

14) Have you received any in-kind support over the last year, such as discounted ads, free services, etc.? (Please use the back of this sheet if needed)

No Yes, and here are the kinds of support I have received:

15) How many volunteers did your market have this season (May - October)?

16) If your market has SEASONAL FEES what are they? (Seasonal fees are when the vendor pays upfront for the entire season.)

17) If your market has DAILY FEES what are they? (Daily fees are when the vendor pays for a space each market day.)

18) In what year did your market last change its fees?

19) Does your market have bylaws?

Yes, but we prefer not to share them. No.
 Yes, and we're happy to share them. I don't know.

20) Does your market have documented rules and regulations?

Yes, but we prefer not to share them. No.
 Yes, and we're happy to share them. I don't know.

Thank you for your time!

**Please mail this completed form to Christina Keibler,
NMFMA, 1219 Luisa St. #1, Santa Fe, NM 87505**