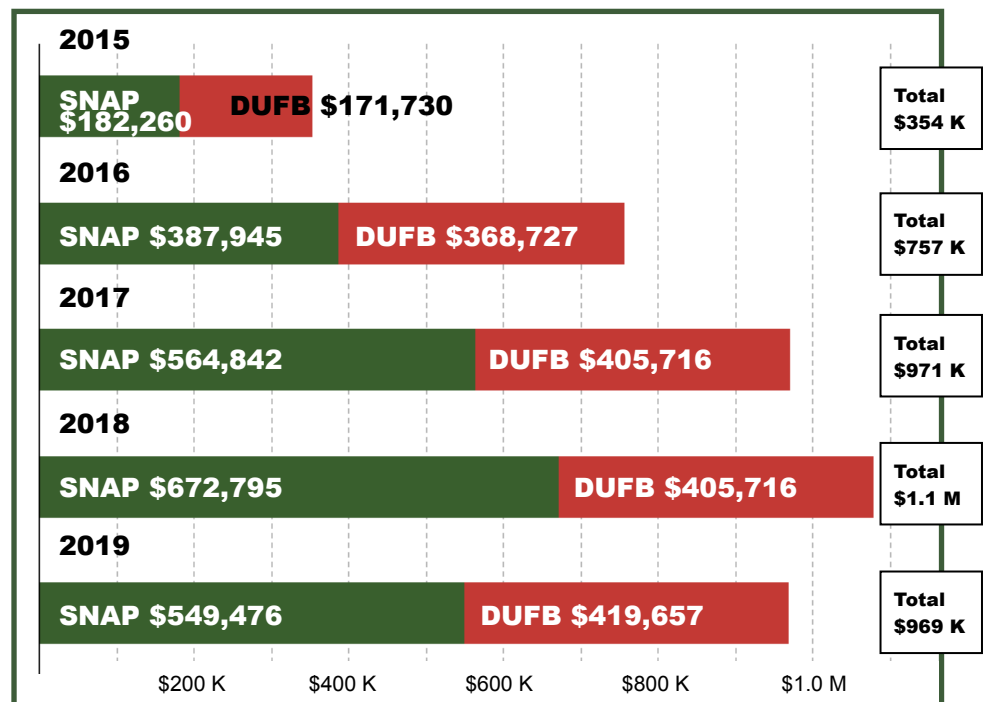
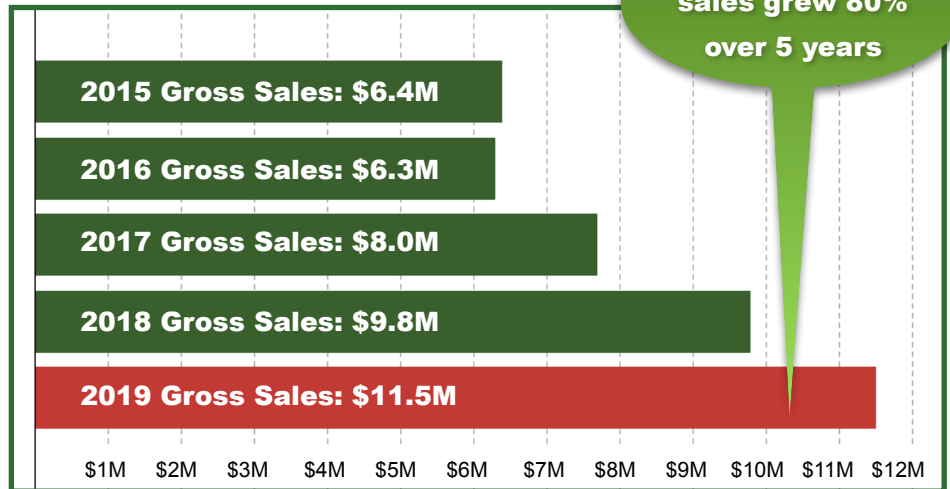


2019 MARKET DATA



HIGHLIGHTS

- **\$20.7 million in economic impact on local economies.**
To assess the full economic impact of markets, multiply gross sales (\$11.5M) by 1.8. Gross sales include agricultural and non-agricultural items.
- **664,864:** The number of customers that visited farmers' markets and farm stands in 2019. This is down from 971,000 in 2018, but fewer outlets reported customer attendance.
- **66%:** Market sales that went to farmers in 2019. This is the same as 2018.
- **75%:** The median percent of vendors that were farmers at farmers' markets in 2019 (not non-agricultural vendors)
- **44%** of market managers that reported receiving some pay for their work in 2019. This is down from 52% 2018.





Estimated Gross Sales

This table shows **total gross sales** and **gross agricultural sales** for each market.

SNAP, Double Up, and Farmers' Market Nutrition Program (FMNP) sales are **included in Gross Agricultural Sales**.

Farm Stands and CSAs Include:

Aldana's Farm Stand, Beneficial Farms CSA, Cerro Vista Farm, Chispas Farm, Community Food Pantry, Graves Farm & Garden, Hope Garden Community Pantry, Los de Mora, MoGro, Rancho de Santa Fe, Reunity Farm Stand, Rosales Produce, Schwebach Farm Market, Sutherland Farms Market, Townsend Farms, Tres Hermanas Farm

Grocery Stores Include:

Cid's Food Market, Dixon Cooperative Market, Fiesta Foods, Food King, La Montañita Food Co-op, Lowe's Marketplace

Market	Total Gross Sales	Gross Agricultural Sales	SNAP Sales ++	DUFBS Sales ++	FMNP Sales ++
ABQ Downtown	\$1,229,510	\$704,569	\$49,035	\$48,844	\$14,460
ABQ Healthy Here Mobile	\$16,991	\$16,991	\$1,369	\$902	\$1,706
ABQ La Familia	\$13,964	\$6,385	\$2,379	\$2,300	\$1,332
ABQ Los Ranchos	\$1,043,272	\$938,045	NA	NA	\$2,750
ABQ Mile-Hi	\$5,085	\$4,200	\$968	\$1,244	\$2,057
ABQ Nob Hill	\$12,746	\$9,879	\$1,116	\$1,052	\$2,582
ABQ Presbyterian	\$37,000	\$22,000	\$161	\$300	\$596
ABQ Rail Yards	\$1,698,485	\$379,322	\$34,640	\$30,918	\$16,686
ABQ South Valley	\$8,135	\$5,602	\$584	\$482	\$1,396
ABQ Uptown	\$57,000	\$42,000	\$1,620	\$1,728	\$4,652
Abiquiu	\$12,240	\$11,520	NA	NA	NA
Alamogordo FM	\$18,766	\$17,101	\$1,136	\$1,016	\$2,937
Ardovino's Desert Crossing	\$54,088	\$34,211	NA	NA	\$20,044
Aztec	\$53,057	\$48,647	\$1,589	\$1,726	\$4,110
Belen *	\$5,905	\$5,905	\$1,128	\$1,422	\$3,355
Bernalillo	\$6,163	\$6,163	\$408	\$324	\$672
Bosque Farms	\$18,546	\$9,464	\$705	\$708	\$371
Carlsbad	\$11,658	\$8,047	NA	NA	\$259
Cedar Crest	\$57,007	\$41,274	\$1,658	\$1,224	\$517
Chaparral	\$9,100	\$8,200	NA	NA	\$3,904
Clovis	\$50,000	\$50,000	\$1,243	\$1,070	\$8,586
Corrales	\$948,094	\$878,163	NA	NA	\$12,323
Dixon	\$34,615	\$33,115	\$296	\$490	\$85
Domingo Baca FM	\$11,728	\$7,941	\$455	\$312	\$1,157
Eldorado	\$163,671	\$203,980	NA	NA	\$25
Española	\$154,967	\$142,967	\$9,530	\$9,308	\$13,475
Farm Fresh Mobile Market *	\$1,883	\$1,883	\$142	\$120	\$1,621
Farmington	\$176,400	\$171,700	\$5,116	\$4,860	\$14,311
Fort Sumner	\$10,416	\$9,616	\$170	\$226	\$637
Gallup *	\$1,380	\$1,380	NA	NA	\$1,380
Grants	\$13,225	\$8,896	\$178	\$128	\$1,301
Hobbs	\$39,875	\$21,187	\$0	\$0	\$3,600
Jemez Springs	\$15,761	\$11,341	NA	NA	\$15
Kirtland	\$6,000	\$5,000	\$59	\$52	\$221
Las Cruces *	\$134,168	\$134,168	\$20,808	\$19,054	\$94,306
Las Vegas - Tierra Encantada	\$29,590	\$24,750	\$2,035	\$2,182	\$2,241
Las Vegas - Tri-County	\$230,000	\$215,000	\$11,270	\$12,590	\$7,132
Los Alamos	\$365,890	\$269,000	\$467	\$723	\$46
Los Lunas	\$24,245	\$16,462	\$2,322	\$2,904	\$1,986
Mimbres Valley FM	\$3,200	\$2,700	NA	NA	NA
Mora Valley	\$595	\$595	NA	NA	\$595
Otero County FM	\$5,000	\$4,000	NA	NA	NA
Pojoaque Valley *	\$2,501	\$2,501	\$308	\$282	\$1,911
Portales	\$30,000	\$30,000	\$682	\$624	\$5,795
Questa	\$21,737	\$11,109	\$337	\$344	\$37
Ramah	\$12,841	\$7,378	\$437	\$464	\$0
Raton First Street	\$8,222	\$2,450	NA	NA	\$113
Roswell *	\$13,197	\$13,197	\$333	\$0	\$12,864
Santa Fe	\$2,212,500	\$1,710,000	\$73,864	\$75,318	\$23,887
Santa Rosa	\$5,754	\$5,454	NA	NA	\$2,661
Shiprock *	\$2,557	\$2,557	\$0	\$0	\$2,557
Sierra County	\$69,425	\$32,950	\$2,520	\$2,346	\$6,610
Silver City	\$91,980	\$66,150	\$11,437	\$10,442	\$7,975
Socorro *	\$3,064	\$3,064	\$297	\$287	\$2,480
Taos	\$1,100,000	\$900,000	\$26,735	\$23,972	\$12,044
Tucumcari	\$23,041	\$19,108	\$580	\$480	\$3,204
Farm Stands & CSAs	\$892,619	\$33,368	\$137,577	\$115,387	\$59,544
Grocery Stores	\$202,876	\$202,876	\$141,782	\$41,502	NA
TOTALS	\$11,481,735	\$7,575,531	\$549,476	\$419,657	\$391,111

++ Redeemed dollars

* Market Data not submitted; gross and ag sales reflect total of SNAP, DUFBS, and FMNP sales only.
NA = Not applicable