



# 2021 MARKET DATA

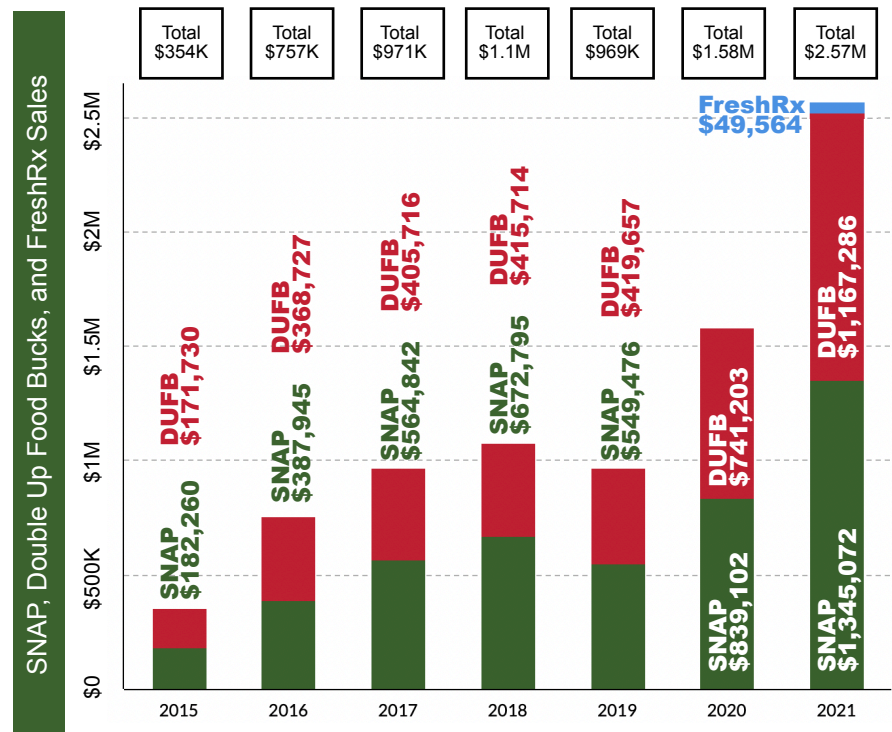
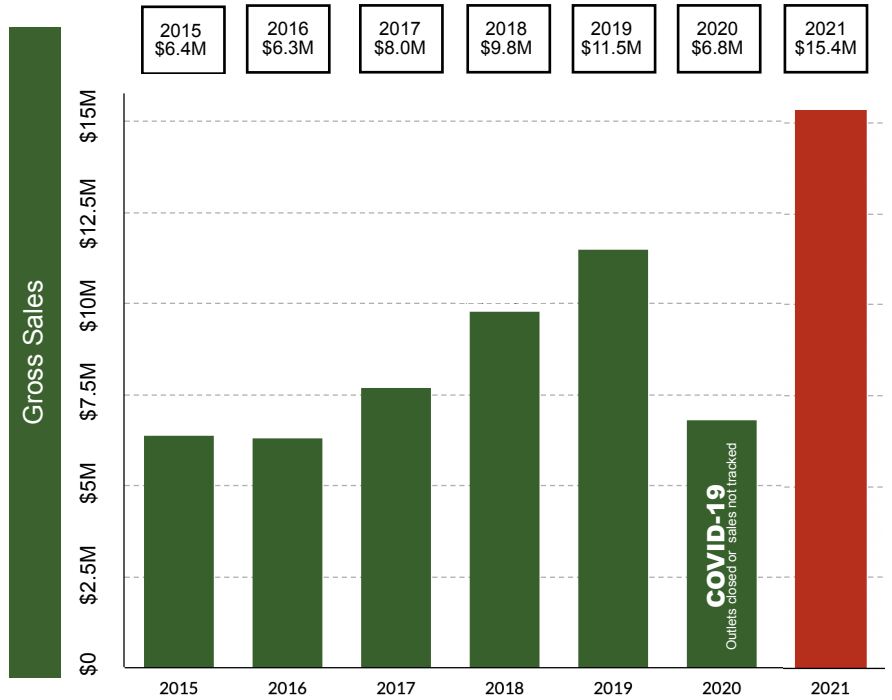
For New Mexico's farmers' markets, farm stands, mobile markets, CSAs, and grocery stores, 2021 was the second year of managing the challenges of the COVID-19 pandemic.

Double Up Food Bucks provided an additional \$1M to SNAP shoppers who experienced increased need due to continued the widespread economic hardship. This included Pandemic Electronic Transfer (P-EBT) shoppers who chose to spend their food dollars on locally grown vegetables and fruits.

Additional increases in gross sales resulted from more NMFMA member outlets reporting market data since 2015. While 2020 forced shopping outlets to manage new levels of flexibility and operational creativity that took precedence over administrative tasks such as collecting market data, 2021 brought a familiarity that allowed for those administrative tasks to once again be a priority. Outlets may be seeing the benefits of tracking market data for their own markets more than ever before.

Based upon market data collected by outlets across the state, agricultural and gross sales increased dramatically over previous years, largely due to the quickened pace of Double Up Food Bucks spending for SNAP recipients, including new Pandemic-EBT shoppers, because of the recent widespread economic hardship.

2021 was also the first year of the revamped FreshRx produce prescription program, which injected an additional \$50,000 to the states local food sales totals. Look for the expansion of the FreshRx program to contribute more to New Mexico's local food economy, and improve the health of at-risk New Mexicans, in the coming years.





## Estimated 2021 Sales

This table shows reported gross sales and reported agricultural sales for each member shopping outlet.

SNAP, Double Up Food Bucks, FreshRx, and FMNP sales are included in Gross Agricultural Sales.



## 2021 Farm Stands and CSAs:

Aldana's Farm Stand, Anthony Youth Farm, Atrisco Community Farm, Big Jim Farm, Bomvida Farms, Cerro Vista Farm, Chispas Farm, Constanza Orchards, Elder's Greenhouse & Garden, Fruit Basket, Genesis Gardens Homestead Stand, Graves Farm & Garden, Hope Garden Community Pantry, Kerby Orchard, La Cosecha, Legend Brand Chile Stand, MoGro, New Mexico Harvest, Nichols Ranch & Orchard, One Straw Farm, Polk's Folly Farm Stand, Rancho de Santa Fe, Reunity Farm Stand, Rosales Produce, Sichler Farm Stand, Schwebach Farm Market, SW New Mexico Food Hub, Tellez Farm Stands, Townsend Farms, Tres Hermanas Farm, Veggie Shack, Wagner Farms Stand

## 2021 Grocery Stores:

Cid's Food Market, Dixon Cooperative Market, El Morro Feed & Seed, La Montañita Food Co-op, Los de Mora, Lowe's Marketplace (Fiesta Foods, Food King, and SuperSave) Silver City Coop, Tiny Grocer ABQ,

Market	Total Gross Sales	Gross Agricultural Sales	SNAP Sales ++	DUFBS Sales ++	FreshRx Sales ++	FMNP Sales	
ABQ Downtown	\$2,047,289	\$814,090	\$127,548	\$122,289	\$6,052	\$13,090	
ABQ La Familia *	\$2,087	\$2,087	-	-	\$1,236	\$851	
ABQ Los Ranchos	\$965,817	\$869,235	-	-	-	\$1,283	
ABQ Mile-Hi	\$46,026	\$11,300	\$1,256	\$1,078	-	\$704	
ABQ Nob Hill	Closed for 2021 season						-
ABQ Rail Yards	\$2,187,771	\$383,745	\$93,130	\$76,112	\$6,333	\$7,500	
ABQ South Valley	\$12,055	\$8,472	\$2,077	\$1,800	-	\$1,490	
Abiquiu *	\$8,675	\$8,675	\$4,232	\$4,218	-	\$225	
Alamogordo FM	\$8,600	\$6,500	\$1,982	\$1,798	-	\$5,233	
Ardovino's Desert Crossing	\$97,078	\$33,421	-	-	-	\$17,057	
Aztec	\$58,040	\$48,160	\$5,663	\$5,254	-	\$4,311	
Belen *	\$12,419	\$12,419	\$4,702	\$3,978	\$1,853	\$1,886	
Bernalillo	\$9,786	\$9,786	\$2,165	\$1,711	-	\$357	
Black Mesa Winery Farm	\$11,621	\$6,000	-	-	-	-	
Bloomfield Growers' Market	\$6,275	\$6,275	-	-	-	-	
Bosque Farms	\$38,839	\$31,400	\$3,424	\$2,628	\$285	\$1,052	
Carlsbad	\$97,059	\$15,520	-	-	-	\$356	
Cedar Crest	\$115,044	\$87,541	\$4,180	\$3,802	-	\$212	
Chama FM	\$25,200	\$10,800	-	-	-	-	
Clovis	\$60,000	\$60,000	\$3,327	\$2,848	-	\$15,073	
Corrales	\$893,250	\$833,500	-	-	-	\$8,141	
Dixon	\$7,633	\$7,633	\$425	\$342	-	\$78	
Eldorado	\$202,575	\$133,800	-	-	-	\$39	
Española	\$178,100	\$162,900	\$18,534	\$15,362	\$3,118	\$7,481	
Farm Fresh Mobile Market	\$21,000	\$18,000	\$296	\$296	-	\$520	
Farmington	\$178,943	\$155,049	\$8,754	\$9,204	-	\$8,616	
Fort Sumner	\$13,692	\$10,562	\$668	\$476	-	\$928	
Gallup *	\$1,564	\$1,564	-	-	-	\$1,564	
Grants	\$26,976	\$17,544	\$266	\$248	-	\$1,652	
Hobbs Community *	\$5,211	\$5,211	-	-	-	\$5,211	
Jemez Springs	\$26,167	\$14,454	-	-	-	-	
Kirtland	\$11,240	\$6,990	\$563	\$540	-	\$232	
Las Cruces	\$828,000	\$175,500	\$54,151	\$43,444	-	\$92,066	
Las Vegas - Tierra Encantada	\$34,451	\$31,111	\$5,580	\$5,728	\$602	\$4,428	
Las Vegas - Tri-County	\$224,250	\$265,950	\$23,771	\$23,736	\$3,223	\$13,167	
Los Alamos	\$328,030	\$239,263	\$2,801	\$2,450	-	\$252	
Los Lunas	\$57,560	\$46,285	\$12,151	\$11,480	\$526	\$334	
Mimbres Valley	\$10,000	\$9,200	-	-	-	-	
Mora Valley *	\$575	\$575	-	-	-	\$575	
Otero County	\$7,500	\$6,000	-	-	-	-	
Plaza Fiesta	\$895	\$625	-	-	-	-	
Pojoaque *	-	-	-	-	-	-	
Portales	\$20,000	\$20,000	\$1,140	\$954	-	\$2,398	
Quemado	\$5,763	\$3,665	-	-	-	-	
Questa	\$40,825	\$20,475	\$2,440	\$1,974	-	\$660	
Ramah	\$4,126	\$2,886	-	-	-	-	
Red Willow *	\$58	\$58	-	-	-	\$58	
Roswell *	\$6,969	\$6,969	-	-	-	\$6,969	
San Felipe *	\$61	\$61	-	-	-	\$61	
Santa Fe	\$2,325,650	\$2,025,000	\$177,075	\$171,063	\$6,860	\$15,097	
Santa Rosa	\$4,221	\$3,522	-	-	-	\$3,386	
Shiprock	\$2,800	\$2,000	-	-	-	\$2,786	
Sierra County	\$109,079	\$73,186	\$7,414	\$6,048	-	\$4,563	
Silver City *	\$79,007	\$79,007	\$38,260	\$31,598	\$1,951	\$7,198	
Socorro	\$9,535	\$7,335	-	-	\$620	\$773	
Taos	\$1,000,000	\$820,000	\$46,140	\$39,808	\$1,708	\$10,785	
Tome *	-	-	-	-	-	-	
Timberon *	-	-	-	-	-	-	
Tucumcari	\$46,293	\$35,911	\$6,951	\$5,056	-	\$6,630	
Farm Stands & CSAs (13 reporting gross sales, remainder *)	\$2,221,798	\$2,076,392	\$351,265	\$270,909	\$17,050	\$73,149	
Grocery Stores	\$665,902	\$665,902	\$358,916	\$306,986	-	\$2,859	
<b>ESTIMATED TOTALS</b>	<b>\$15,409,380</b>	<b>\$10,409,511</b>	<b>\$1,371,247</b>	<b>\$1,175,218</b>	<b>\$51,417</b>	<b>\$353,336</b>	

++ Redeemed dollars

\* Market Data not submitted; gross and ag sales reflect a total of SNAP, DUFBS, FreshRx, and FMNP.