



## 2024 MARKET DATA SURVEY “HOW-TO” GUIDE Farm Stands and CSAs

**Reminder: Market Data Surveys Due by December 31, 2024**

The New Mexico Farmers' Marketing Association (NMFMA) appreciates your support in gathering market data for farm stands and CSAs. **Market Data is important and mandatory.** It allows us to advocate for farmers and their retail sites at the state legislature, to secure grants that help farmers, as well as to help increase food security and grow New Mexico's local economy. Please remember that this is not the same as the *Double Up Food Bucks* data.

This guide is for the farm stand and CSA survey. Please note that farmers' markets and mobile markets have a different form and guide, which you can find on the NMFMA website.

**Year-end Market Data is mandatory for all NMFMA member farmers' markets, mobile markets, farm stands, and CSAs that receive grant funding from us, or those who participate in Double Up Food Bucks.**

Here is an overview of the information we ask for from each farm stand or CSA for your 2024 season. You will also find the NMFMA's recommendations and tips on collecting this data.

### DATA COLLECTION OVERVIEW

#### 1. ABOUT YOUR FARM STAND OR CSA

In this section we ask basics, such as the name of your operation and contact information.

#### 2. MARKET DAYS OR DISTRIBUTION DAYS

In this section, we ask for the opening and closing dates for your farm stand or CSA during the 2024 year. We also ask how many total days your farm stand was open this year, or how many total days your CSA distributed shares to subscribers. For total days, this means the entire 2024 calendar year when your farm stand or CSA was open.

#### 3. TOTAL CUSTOMER COUNT

Please share how many total customers visited your farm stand this year, or how many people subscribed to your CSA.

**For CSAs, enter the exact number of subscribers.**

**For farm stands, you may be able to use a batch total from your register that allows you to count individual sales made in a day, and you could count customers that way to get a total for the year.**

If you are not able to use the batch total, then the NMFMA recommends the following method for calculating farm stand customer count:



Count your customers once each week, on a random day (see below two suggested ways of counting customers on a single day). At the end of the season, calculate the daily average of the customer counts, then multiply this average by the number of days your farm stand was open this year. This would mean:

Total customers = Daily customer average x # of days farm stand is open

For example, if your daily customer average is 45 and your farm stand is open 100 days, the total customers would be 4500 (45 x 100 = 4500).



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

- 1) Count the actual number of customers present at your farm stand once each hour and write it down, add up the counts at the end of the 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.

#### **4. VENDORS**

This question asks how many total vendors your farm stand or CSA sourced from during 2024. This means that you should count up all the farmers, ranchers, other food businesses, and any other suppliers that you sourced from for selling products at your farm stand or through your CSA during the year. For example, if your operation is the only source of product for your farm stand or CSA, your response to this question should be 1. If you sourced from 5 farms plus your own farm, the response would be 6.

#### **5. SALES FIGURES**

***Please remember that all the individual responses for your farm stand or CSA will be kept confidential; any information that is made available publicly will be anonymized and aggregated for all participating farm stands or CSAs in the state.***

You will be asked to share:

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

**If you have any questions on filling out the Market Data Survey for CSAs and Farm Stands, please contact Andrea Warner: [andrea@farmersmarketsnm.org](mailto:andrea@farmersmarketsnm.org).**