



2024 Market Data Survey: Farm Stands and CSAs

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 answer all questions to the best of your ability.

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

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

For help in filling out the survey, please review the **2024 Market Data Survey "How-To" Guide for Farm Stands and CSAs** to ensure you have all the necessary information calculated and ready to enter here. The "How-To" Guide and all additional market data information can be found at our website: https://www.newmexicofma.org/market_data.php

Please Note that all questions are required. We will call you for missing information!
If you manage multiple farm stands or CSAs, please submit one form for each.

1. ABOUT YOUR FARM STAND OR CSA

1.1. Is this form for a farm stand or a CSA? Check one.

- Farm Stand
 CSA

1.2. What is the name of this farm stand or CSA?

1.3. What is the first and last name for the best point of contact at the farm stand or CSA?

1.4. What is the farm stand or CSA point of contact's email address?

1.5. If responding on the point of contact's behalf, what is your first and last name?



2. MARKET DAYS OR DISTRIBUTION DAYS

- 2.1. What was the opening date for your farm stand or CSA in 2024?

- 2.2. What was the closing date for your farm stand or CSA in 2024?

- 2.3. How many total days was your farm stand open, or how many total days did your CSA distribute shares to subscribers during 2024?

3. TOTAL CUSTOMER COUNT

- 3.1. How many total customers visited your farm stand in 2024, or how many people subscribed to your CSA during 2024? *[Note: If needed, please refer to the "How-To" Guide for help with getting the total customer count.]*

4. VENDORS

- 4.1. How many total vendors did your farm stand or CSA source from during 2024? This should include farmers, ranchers, other food businesses, and any other suppliers that you sourced from for selling products at your farm stand or through your CSA. *Note: if your operation is the only source of product for your farm stand or CSA, your response to this question should be 1.*

5. SALES FIGURES

- 5.1. What were the total agricultural sales in US DOLLARS for your farm stand or CSA during 2024? *(Fruits, vegetables, meat, eggs, cheese, nuts, and honey.)* (Please remember, this will remain confidential).

- 5.2. What were the total non-agricultural sales in US DOLLARS for your farm stand during 2024? *(Processed foods, baked goods, and crafts.)*

Thank you for your time!

Please scan this survey or send a photo as an email attachment to:
andrea@farmersmarketsnm.org

OR by mail by Dec. 31st to:
Attn: Market Data Survey
NMFMA
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