



2024 Market Data Survey: Farmers' Markets and Mobile Markets

Due by December 31, 2024

The New Mexico Farmers' Marketing Association (NMFMA) appreciates your support in gathering market data for farmers' markets and mobile markets. **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 farmers' markets and mobile markets. **Please note that farm stands and CSAs have a different form, which you can find on the NMFMA website.**

For help in filling out the survey, please review the **2024 Market Data Survey "How-To" Guide for Farmers' Markets and Mobile Markets** 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 in RED are required. We will call you for missing information! If you manage multiple farmers' markets or mobile markets, please submit one form for each market.

1. ABOUT YOUR FARMERS' MARKET OR MOBILE MARKET

- 1.1. What is the name of the market?
- 1.2. What is the market manager's first and last name?
- 1.3. What is the market manager's email address?
- 1.4. If responding on the manager's behalf, what is your first and last name?

2. MARKET DAYS

- 2.1. What was the opening date for your market in 2024?
- 2.2. What was the closing date for your market in 2024?
- 2.3. Is your market open year-round?

Yes No I don't know Other (please specify) _____



2.4. How many total days was your farmers' market or mobile market open in 2024?

For example, if your market is open on Saturday for 24 weeks between May and October, then your Total Market Days is 24. If it is open two days a week during that time, your Total Market Days is 48.

3. TOTAL CUSTOMER COUNT

3.1. What was the total estimated customer count for 2024, for each day of the week that your farmers' market met?

Note: for detailed help and guidance calculating the customer counts, please refer to the Market Data "How-To" Guide.

| MARKET DAY (For example, if the market meets on Wednesday and Saturday, provide a total for each day.) | CUSTOMER GRAND TOTAL |
|---|----------------------|
| Monday | |
| Tuesday | |
| Wednesday | |
| Thursday | |
| Friday | |
| Saturday | |
| Sunday | |

4. VENDOR COUNT

4.1. What was the total number of unique vendors who participated in your market in 2024? This should be the number of unique vendors that are on your market's vendor list for 2024.



- 4.2. What was the average number of vendors who were present each day the market was open? To calculate this number, simply add up the number of vendors present at each day the market was open then divide that total by how many days your market was open.

Note: this is the number that NMFMA will use to calculate your membership and liability insurance fees and promotional funds reimbursement amount (if applicable).

For calculating average number of vendors, this simplified example shows what we mean. (See the “How-To” Guide for further details):

| <u>Market Day</u> | <u># Vendors</u> |
|--|------------------|
| May 15 | 20 vendors |
| June 15 | 30 vendors |
| July 15 | 30 vendors |
| August 15 | 40 vendors |
| TOTAL: 20+30+30+40 = 120 Vendors | |
| 120 Vendors ÷ 4 market days = 30 average vendors per market day for the season | |

5. PERCENT OF FARMERS AND RANCHERS

- 5.1. What is the approximate percent of your vendors that are farmers and ranchers? (This should be those vendors selling fruits, vegetables, meat, eggs, cheese, nuts, or honey that they have grown or produced).

Note: this figure is also used for calculating promotional funds reimbursement amount (if applicable).

6. SALES FIGURES

- 6.1. What were the total agricultural sales in DOLLARS for your market this season? (Agricultural sales include fruits, vegetables, meat, eggs, cheese, nuts, and honey – we want to know the dollar sales of these items.)
- 6.2. What were the total non-agricultural sales in DOLLARS for your market this season? (Non-agricultural sales include processed foods, baked goods, and crafts – we want to know the dollar sales of these items.)

Note: markets that do not supply sales figure information may lose their eligibility for promotional fund dollars.



ADDITIONAL QUESTIONS

While these questions are optional, they help us to understand other aspects of market management, your responses are greatly appreciated. Thank you!

7. How many market managers or any other staff were paid for their work in 2024?
 0 1 2-5 6 or more

8. How much pay did your market manager receive during the 2024 season? *Please remember that this will be kept confidential, and that any information related to this question that is made available publicly will be anonymized and aggregated.*
 None \$5,000 to \$9,999
 \$1 - \$999 \$10,000 to \$19,999
 \$1,000 to \$1,999 \$20,000 or more
 \$2,000 to \$4,999

9. How many volunteers did your market have in 2024?
 None 5 to 7
 1 to 2 8 or more
 3 to 4

10. Do you invite vendors to pay a fee for the ENTIRE SEASON? If no, skip to the next question. If yes, what is it? (We will ask about daily fees next.)

11. Do you ask vendors to pay a DAILY FEE? If yes, what is the fee?

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
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