



2024 Market Data



Gross Sales Top \$21.6 Million!

During 2024, gross total sales across New Mexico's farmers' markets, farm stands, CSAs, and other local outlets were \$21.5 million, the highest since we started collecting this information. This is nearly double the total gross sales from five years ago (2019).

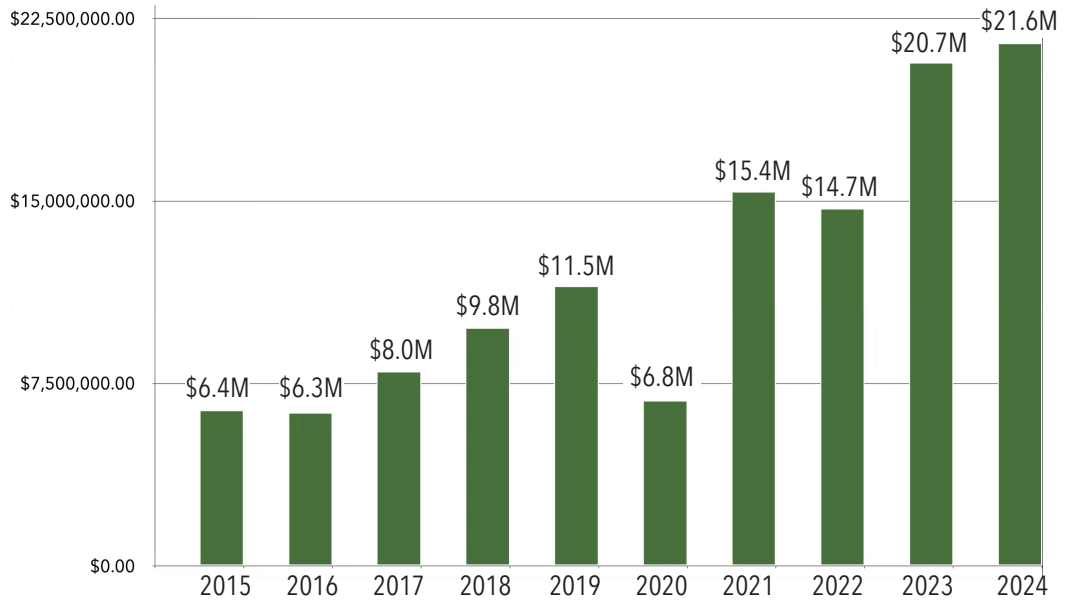
Gross Total Sales 2024

Agricultural Sales Are Up

More than \$15 million, or about 70% of total sales, went to agricultural producers, and agricultural sales at farmers' markets increased by 35% compared to 2023. The average percent of vendors that were agricultural producers at farmers' markets was 64%, nearly the same as 2023's 63%.

Customers Counts Are Up

A total of 1,038,018 customers shopped at farmers' markets, farm stands, and CSAs in 2024 – the first time customer counts have topped 1 million! (up from 830,000 in 2023)



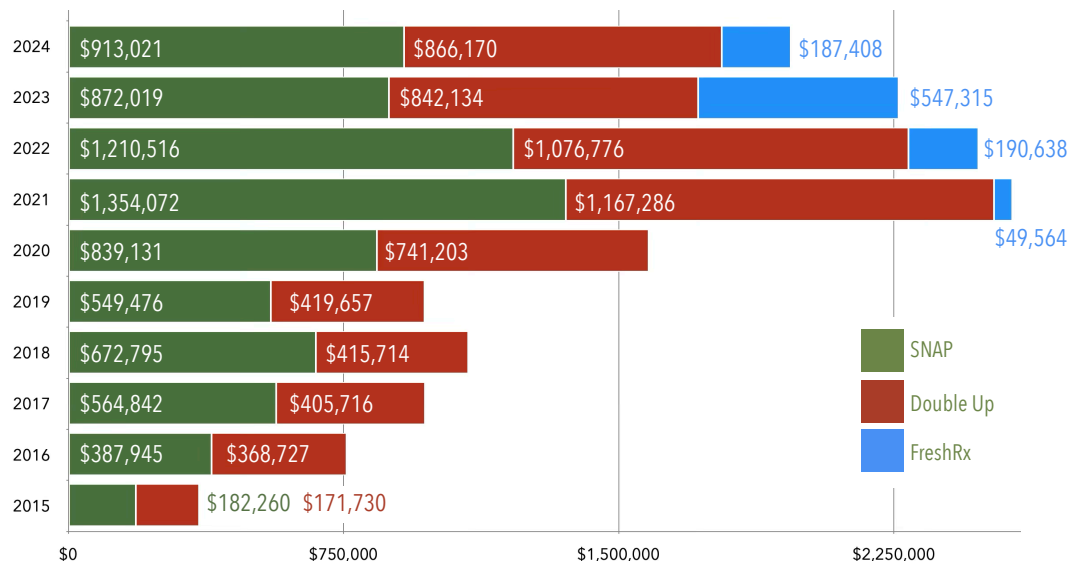
Nutrition Programs Add \$2 Million

Nutrition incentive programs including SNAP, Double Up Food Bucks, and the FreshRx produce prescription program added nearly \$2 million to the local food economy during '24.

Paid Staff Holds Steady

Nearly two-thirds of markets reported that their market managers and/or other staff were paid for their work during 2024.

SNAP, Double Up, and FreshRx Sales





Estimated 2024 Sales



This table shows reported total gross sales and reported agricultural sales for each member outlet that provided sales information. SNAP, Double Up, and FreshRx sales are included in the Gross Agricultural Sales for each outlet.



2024 Farm Stands, CSAs, & Food Box Providers:

Big Jim Farms, Black Mesa Farm, Bustamente Farms, Chispas Farm CSA, Firm Foundation Farms, Frontier Food Hub, Genesis Gardens Homestead, Good Dirt Farm, Graves Farm & Garden, Hope Garden, La Cosecha CSA, La Semilla Food Center Farm Fresh, New Mexico Harvest, Polk's Folly Butcher Shop and Farm Stand, Reunity Resources Farm Stand, Rosales Produce (Isleta, Albuquerque, & Socorro), San Juan College Harvest Food Hub, The Fruit Basket, The Veggie Shack

2024 Grocery Stores:

Bomvida Farms, Cid's Food Market, Dixon Cooperative Market, La Montañita Food Co-op (Albuquerque, Gallup, & Santa Fe), Los de Mora Local Growers Co-op, Silver City Food Cooperative, Tiny Grocer ABQ, Village Greengrocer

Market	Total Gross Sales	Gross Agriculture Sales	SNAP Sales (+)	Double Up Sales (+)	FreshRx Sales
Abiquiu	\$123,900	\$122,400	\$2,256	\$2,898	N/A
ABQ Rail Yards	\$4,127,895	\$3,490,873	\$62,969	\$71,105	\$2,726
Alamogordo	\$3,000	\$2,000	\$749	\$690	\$4
Albuquerque Downtown	\$3,226,475	\$1,286,314	\$115,010	\$101,355	\$3,031
Aztec	\$52,852	\$41,122	\$5,511	\$4,718	N/A
Belen *	\$5,266	\$5,266	\$2,523	\$2,226	\$517
Bernalillo	\$11,226	\$8,419	\$1,134	\$864	N/A
Black Mesa Winery Farm	\$11,600	\$9,018	\$116	\$142	N/A
Bloomfield	\$14,846	\$10,432	\$1,716	\$1,020	N/A
Bosque Farms	\$24,108	\$21,008	\$3,281	\$3,370	\$6
Carlsbad	\$147,470	\$11,969	N/A	N/A	N/A
Cedar Crest	\$160,300	\$83,476	\$1,892	\$1,634	N/A
Clovis	\$103,000	\$100,000	\$2,953	\$3,060	N/A
Corrales	\$1,396,910	\$1,279,224	N/A	N/A	N/A
Dixon	\$3,300	\$3,300	N/A	N/A	N/A
Eldorado	\$211,030	\$145,720	\$1,046	\$978	N/A
Española	\$85,773	\$68,619	\$11,846	\$11,926	\$1,809
Farmington	\$229,649	\$151,373	\$12,241	\$11,384	N/A
Fort Sumner	\$4,200	\$1,600	\$10	\$14	N/A
Frontier Food Hub Mobile Market	\$19,806	\$19,806	N/A	N/A	N/A
Gallup *	\$695	\$695	\$369	\$326	N/A
Gila	\$31,000	\$23,000	N/A	N/A	N/A
Grants	\$72,303	\$12,343	\$1,039	\$792	N/A
Jemez Springs	\$32,538	\$10,452	N/A	N/A	N/A
Kirtland	\$5,362	\$4,312	\$262	\$332	N/A
Las Cruces	\$1,350,000	\$350,000	\$43,435	\$40,018	N/A
Las Vegas Tri-County	\$261,900	\$182,500	\$28,591	\$35,312	\$3,794
Los Alamos	\$320,040	\$206,100	\$3,518	\$2,318	\$68
Los Lunas	\$139,000	\$96,000	\$11,584	\$11,166	\$80
Los Ranchos	\$1,120,183	\$1,008,165	N/A	N/A	N/A
Mesa Verde	\$155	\$155	\$42	\$10	N/A
Mimbres Valley	\$8,000	\$6,000	N/A	N/A	N/A
Pecos Farmers Market	\$7,758	\$3,339	N/A	N/A	N/A
Portales	\$46,000	\$45,000	\$1,432	\$1,498	N/A
Quemado	\$19,452	\$6,939	N/A	N/A	N/A
Questa	\$55,417	\$26,066	N/A	N/A	N/A
Raton	\$1,231	\$252	N/A	N/A	N/A
Santa Fe (both markets)	\$2,818,445	\$2,256,445	\$142,945	\$145,763	\$4,633
Santa Rosa	\$19,500	\$16,000	\$552	\$596	N/A
Shiprock	\$57,569	\$44,859	\$1,511	\$1,566	N/A
Sierra County	\$76,994	\$41,222	\$7,315	\$7,080	N/A
Silver City	\$272,480	\$194,636	\$30,156	\$32,678	\$28
Socorro	\$100,399	\$40,715	\$1,892	\$1,904	\$293
South Valley	\$14,254	\$9,903	\$1,212	\$1,178	N/A
Taos	\$960,000	\$720,000	\$58,013	\$59,536	\$406
Tesoros del Valle*	\$922	\$922	\$444	\$478	N/A
Tucumcari	\$17,568	\$15,585	\$635	\$984	N/A
TOTAL MARKETS	\$17,771,771	\$12,183,544	\$560,200	\$560,919	\$17,395
Farmers Market Nutrition Program	\$1,227,841	\$1,227,841	N/A	N/A	N/A
CSAs, Farm Stands, Food Boxes, & Other	\$2,488,784	\$1,901,742	\$284,710	\$265,306	\$169,894
Double Up Participating Grocery Stores	\$108,056	\$108,056	\$68,111	\$39,945	N/A
Grand Totals	\$21,596,452	\$15,421,183	\$913,021	\$866,170	N/A

*Market data not submitted; therefore gross and ag sales reflect a total of SNAP, Double Up, and FreshRx sales

(+) Redeemed dollars