



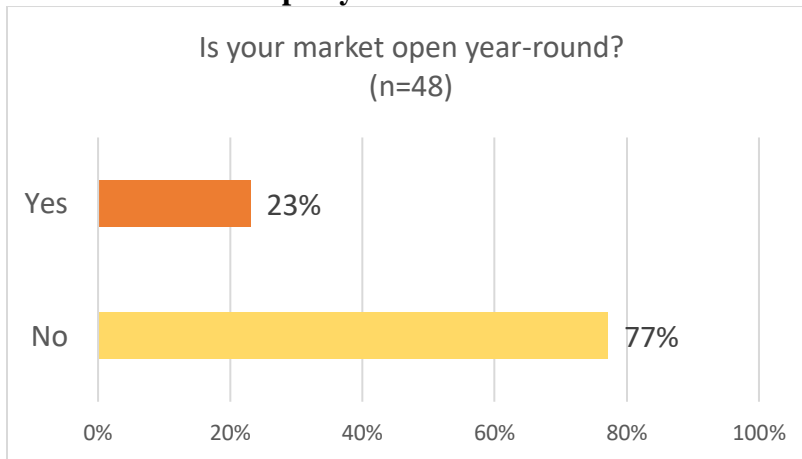
***New Mexico Farmers' Marketing Association (NMFMA) Market Data Survey
Farmers' Markets, Mobile Markets, Farm Stands & CSAs
2023 Results***

Responses:

- 48 Farmers' Markets completed surveys were submitted from October 2023 through January 2024
- 19 completed Farm Stand (15) & CSA (4) surveys were submitted from October 2023 through January 2024

Section 1: When markets are open/ available:

Farmers' Markets open year-round



Total # of days farmers' markets were open this season (n=48)

Total # days	1386
Mean # days	28.9
Range	6 (Min.) – 104 (Max.)
Standard Deviation	18.1

Total # of days farm stands were open or days CSAs distributed (n=19)

	<i>Farm Stands (15)</i>	<i>CSAs (4)</i>
Total # days	2256	128
Mean # days	150.4	32
Range	1 (Min.) – 320 (Max.)	18 (Min.) – 49 (Max.)
Standard Deviation	103.1	15.4

Total # Market Days: Farmers’ Markets (1386) + Farm Stands (2256) + CSAs (128) = 3,770

Section 2: Customer Counts

Farmers’ Markets

Graph of Farmers’ Market Customer Counts per Day of the Week (n=47)

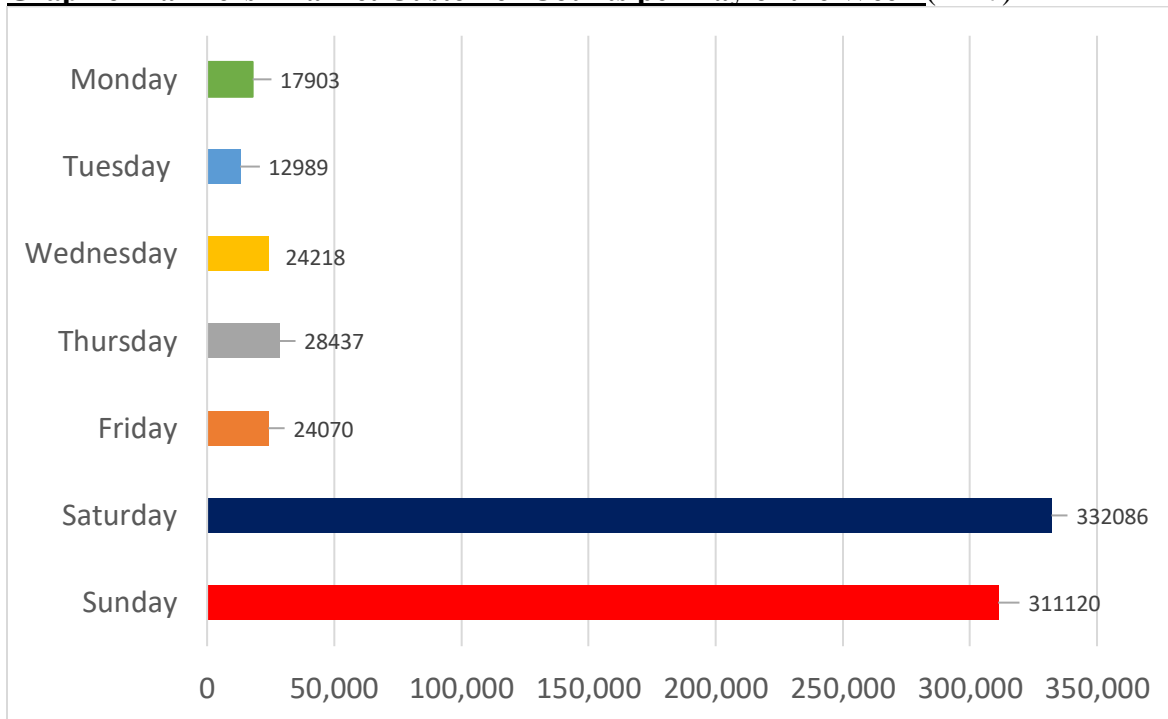


Table of Farmers’ Market Customer Counts per Day of the Week and Total (n=47)

Monday	17,903
Tuesday	12,989
Wednesday	24,218
Thursday	28,437
Friday	24,070
Saturday	332,086
Sunday	311,120
TOTAL	750,823

Farm Stands & CSA Customer Counts

Farm Stands (15)	73,735
CSAs (4)	8,246

Total Customer Count: Farmers' Markets (750,823) + Farm Stands (73,725) + CSAs (8,246) = 832,804

Section 3: Sales

Farmers' Markets Agricultural Sales, Non-Agricultural Sales, and Total Sales (n=44)

	Agricultural Sales	Non-Agricultural Sales	Total Sales
\$ Amount	\$8,956,855	\$8,359,153	\$17,316,008
% of Total	52%	48%	100%
Mean \$ Amount	\$203,565	\$194,399	\$393,546
\$ Amount Range	\$0 (Min.) - \$2,200,000 (Max.)	\$0 (Min.) - \$3,518,850 (Max.)	\$1,000 (Min.) - \$4,014,261 (Max.)
Standard Deviation	446,781	618,615	891,193

Farm Stands Agricultural Sales, Non-Agricultural Sales, and Total Sales (n=15)

	Agricultural Sales	Non-Agricultural Sales	Total Sales
\$ Amount	\$1,326,209	\$320,686	\$1,646,895
% of Total	81%	19%	100%
Mean \$ Amount	\$88,414	\$21,379	\$109,793
\$ Amount Range	\$350 (Min.) - \$320,129 (Max.)	\$0 (Min.) - \$213,419 (Max.)	\$350 (Min.) - \$533,548 (Max.)
Standard Deviation	96,960	56,152	139,824

CSA Agricultural Sales, Non-Agricultural Sales, and Total Sales (n=4)

	Agricultural Sales	Non-Agricultural Sales	Total Sales
\$ Amount	\$834,136	\$20,800	\$854,936
% of Total	98%	2%	100%
Mean \$ Amount	\$208,534	\$5,200	\$213,734
\$ Amount Range	\$19,700 (Min.) - \$700,000 (Max.)	\$0 (Min.) - \$20,800 (Max.)	\$19,700 (Min.) - \$720,800 (Max.)
Standard Deviation	329,103	10,400	339,459

Summary of Total Sales – Farmers’ Markets, Farm Stands, & CSAs

	Agricultural Sales	Non-Agricultural Sales	Total Sales
Farmers’ Markets (44)	\$8,956,855	\$8,359,153	\$17,316,008
Farm Stands (15)	\$1,326,209	\$320,686	\$1,646,895
CSAs (4)	\$834,136	\$20,800	\$854,936
TOTAL	\$11,117,200	\$8,700,639	\$19,817,839
% of Total	56%	44%	100%

Section 4: Farmers’ Markets Vendor Info

Total Vendor Days (# of vendors per market day x # of market days during the year) (n=48):
17,756

Approximate % of Vendors that are Farmers and Ranchers (n=48):
 Mean = 63%
 Range: 5% (Min.) – 100% (Max.)
 Standard Deviation: 26.85

Vendor Fees

Vendors pay Annual Fee for the Season (n=30)
 Mean = \$176.7
 Range: \$15 (Min.) - \$636 (Max.)
 Standard Deviation: 169.85

Vendors pay Daily Fee (n=41)
 Mean = \$11.98
 Range: \$3 (Min.) - \$35 (Max.)
 Standard Deviation: 6.81

Section 5: Farmers’ Market Staff & Volunteer Info

of Market Managers or Other Staff Paid for their Work during Market Season (n=45)

Category	N (%)
0	19 (42.2)
1	11 (24.4)
2-5	14 (31.1)
6 or more	1 (2.2)

Market Manager Pay During the 2023 Season (n=45)

Category	N (%)
None	19 (42.2)
\$1 - \$999	4 (8.9)
\$1,000 - \$1,999	4 (8.9)
\$2,000 - \$4,999	7 (15.6)
\$5,000 - \$9,999	3 (6.7)
\$10,000 - \$19,999	3 (6.7)
\$20,000 or more	5 (11.1)

of Volunteers During the 2023 Season (n=45)

Category	N (%)
None	11 (24.4)
1-2	15 (33.3)
3-4	9 (20.0)
5-7	4 (8.9)
8 or more	6 (13.3)