

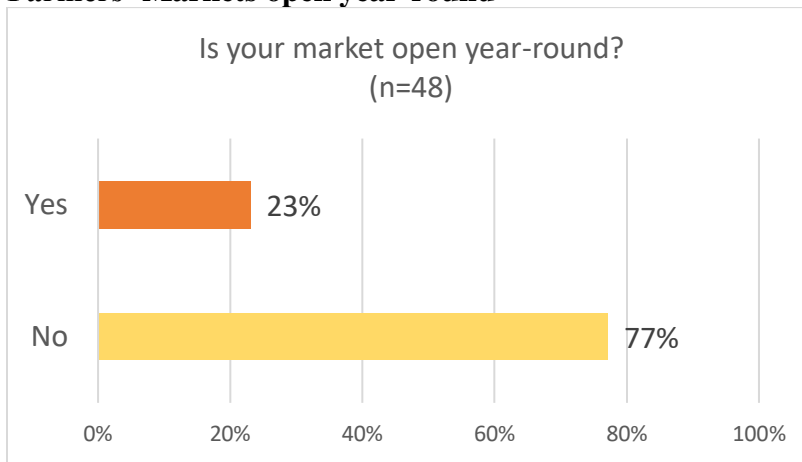
**NMFMA Market Data Survey– Farmers’ Markets, Farm Stands & CSAs
2023 Survey Results**

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)

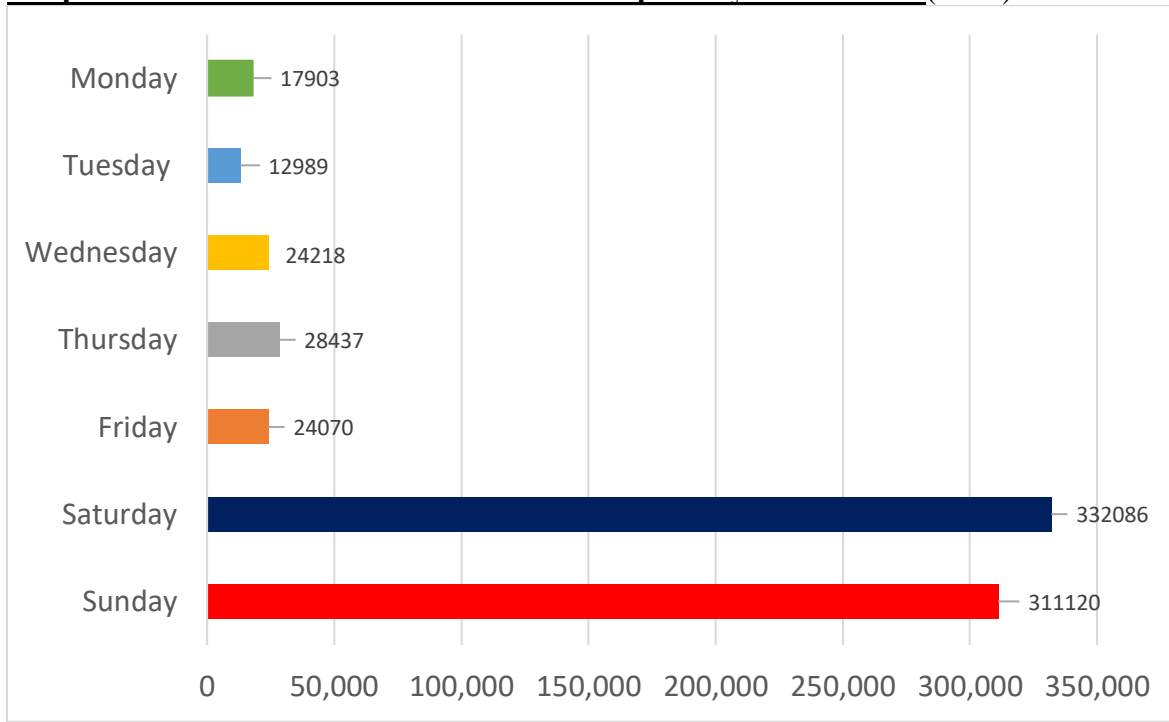


Table of Farmers' Market Customer Counts per Day of the Week and Total (n=47)

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)

Appendix: Individual Farmers' Market Sales 2022-2023

Market	2023		2022	
	Total Sales	Agricultural Sales	Total Sales	Agricultural Sales
Abiquiu	\$66,000	\$52,000	\$88,200	\$ 54,600
ABQ Rail Yards	\$4,014,261	\$495,401	\$ 2,839,177	\$ 540,193
Alamogordo	\$3,800	\$2,600	\$ 2,641	\$ 2,641
Albuquerque Downtown	\$3,321,899	\$1,351,384	\$ 2,749,533	\$ 1,117,580
Ardivinos Desert Crossing	\$196,736	\$28,974	\$ 136,605	\$ 31,013
Aztec	\$48,763	\$41,403	\$ 60,218	\$ 45,073
Belen *	\$10,032	\$10,032	\$ 14,315	\$ 14,315
Bernalillo	\$4,567	\$4,567	\$ 6,199	\$ 6,199
Black Mesa Winery Farm	\$8,378	\$8,378	\$ 132	\$ 132
Bloomfield	\$9,368	\$6,848	\$ 4,017	\$ 1,561
Bosque Farms	\$89,160	\$78,909	\$ 51,049	\$ 40,517
Carlsbad	\$131,930	\$23,335	\$ 90,947	\$ 23,676
Cedar Crest	\$149,000	\$104,000	\$ 145,000	\$ 85,000
Clovis	\$92,000	\$90,000	\$ 100,000	\$ 100,000
Corrales	\$1,396,910	\$1,279,224	\$ 1,062,862	\$ 955,875
Dixon *	\$67	\$67	\$ 4,835	\$ 3,335
Eldorado	\$156,280	\$102,980	\$ 266,050	\$ 252,000
Espanola	\$96,843	\$83,843	\$ 133,978	\$ 113,978
Fair Farmers Market			\$ 2,300	\$ 300
Farmington	\$175,512	\$109,506	\$ 186,107	\$ 129,753
Fort Sumner	\$14,983	\$1,998	\$ 5,556	\$ 2,561
Gallup *	\$545	\$545	\$ 3,223	\$ 3,223
Gila	\$26,100	\$16,100		
Grants	\$44,286	\$9,630	\$ 35,229	\$ 16,621
Harding County	\$1,200	\$0		
Hobbs	\$64,000	\$46,000	\$ 64,040	\$ 39,740
Jemez Springs	\$29,579	\$10,574	\$ 20,357	\$ 11,581
Kirtland	\$4,418	\$3,418	\$ 3,127	\$ 2,705
La Familia (Albuquerque) *			\$ 2,166	\$ 2,166
Las Cruces	\$1,340,000	\$340,000	\$ 1,250,000	\$ 250,000
Las Vegas - Tierra Encantada *	\$33	\$33	\$ 19,061	\$ 18,108
Las Vegas Tri-County *	\$70,076	\$70,076	\$ 78,844	\$ 78,844

Los Alamos	\$291,250	\$221,250	\$ 10,386	\$ 10,386
Los Lunas	\$89,228	\$56,607	\$ 102,692	\$ 92,206
Los Ranchos	\$1,087,072	\$978,365	\$ 933,362	\$ 840,026
Mesa Verde *	\$138	\$138	\$ 506	\$ 351
Mile Hi (Albuquerque)*	\$366	\$366	\$ 40,121	\$ 16,997
Mimbres Valley	\$10,824	\$5,412	\$ 6,750	\$ 6,750
Otero County			\$ 76,000	\$ 65,000
Pecos Farmers Market	\$18,544	\$7,467	\$ 10,500	\$ 3,584
Pharmer's Farmacy Market	\$1,000	\$1,000	\$ 100	\$ 100
Pojoaque Valley *			\$ 1,262	\$ 1,262
Portales	\$41,000	\$40,000	\$ 30,000	\$ 30,000
Quemado	\$14,430	\$5,833	\$ 11,805	\$ 6,130
Questa	\$53,879	\$20,881	\$ 54,235	\$ 24,366
Ramah			\$ 8,877	\$ 4,573
Raton	\$3,200	\$1,200		
Roswell *	\$106	\$106	\$ 940	\$ 940
San Felipe Pueblo *			\$ 12	\$ 12
Santa Fe	\$2,750,000	\$2,200,000	\$ 720,000	\$ 600,000
Santa Fe Del Sur	\$65,200	\$60,000	\$ 31,500	\$ 25,000
Santa Rosa *	\$2,061	\$2,061	\$ 8,000	\$ 6,400
Shiprock	\$73,685	\$55,263	\$ 12,000	\$ 10,000
Sierra County	\$50,220	\$33,000	\$ 98,000	\$ 78,000
Silver City	\$190,000	\$140,000	\$ 143,418	\$ 131,872
Socorro	\$71,693	\$27,074	\$ 51,082	\$ 22,486
South Valley	\$9,406	\$5,414	\$ 11,878	\$ 8,022
Taos	\$1,000,000	\$800,000	\$ 1,150,000	\$ 950,000
Tucumcari	\$9,404	\$7,017		
TOTAL FARMERS' MARKETS	\$17,399,432	\$9,040,279	\$12,939,193	\$6,877,752

*Market data not submitted; therefore gross and ag sales reflect a total of SNAP, DUFB, Fresh Rx, and FMNP.