



2022 MARKET DATA

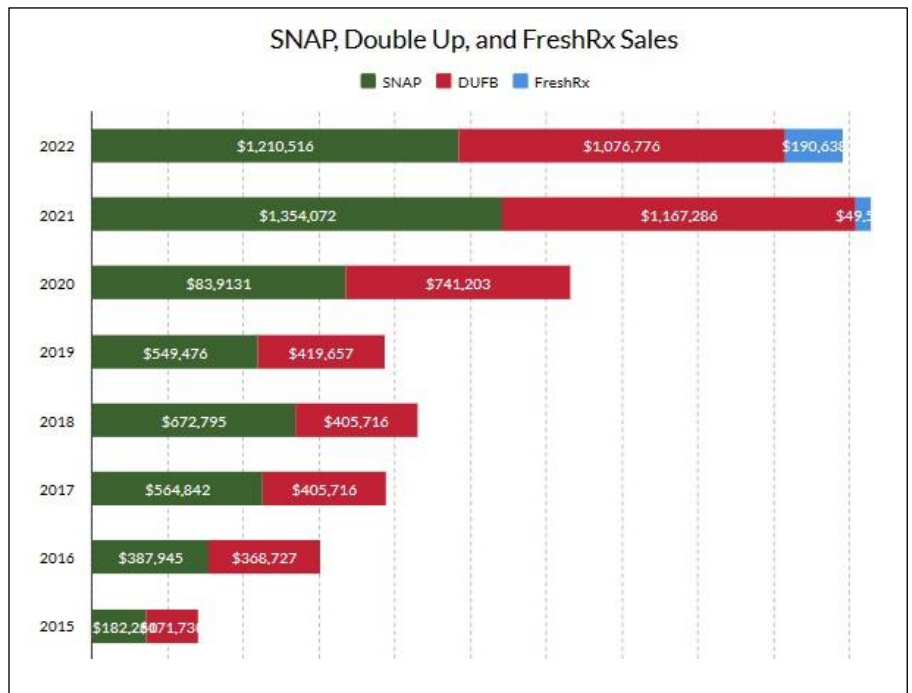
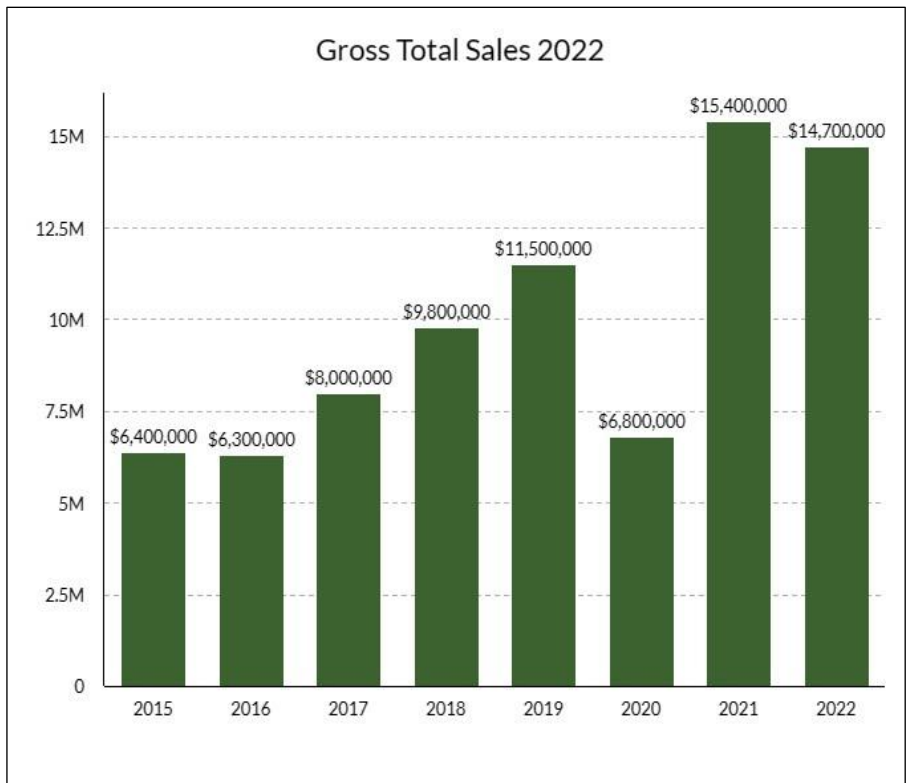
2022 was a strong year for New Mexico's farmers' markets, farm stands, mobile markets, CSAs, and grocery stores. While some normalcy to life returned, COVID-19 pandemic and related economic challenges persisted.

In spite of these challenges, the data shows ongoing robust consumer commitment to purchasing local food and supporting our local economy, including farmers and ranchers.

Gross total sales in 2022 were 43% higher than pre-pandemic annual averages and just slightly lower (5%) than 2021 totals.

SNAP and Double Up Food Bucks contributed nearly \$2.3M to the local food economy during 2022. The Double Up incentive program continues to be critical for shoppers experiencing significant need due to ongoing economic hardship.

The FreshRx produce prescription program added nearly \$200,000 to the state's local food sales in 2022. In the coming years, FreshRx will continue to contribute more to New Mexico's local food economy, and improve the health of at-risk New Mexicans.





Estimated 2022 Sales

This table shows reported gross sales and reported agricultural sales for each member outlet.

SNAP, Double Up Food Bucks, FreshRx, and FMNP sales are included in Gross Agricultural Sales.



Market	Total Gross Sales	Gross Agricultural Sales	SNAP Sales (+)	Double Up Sales (+)	Fresh Rx Sales	FMNP Sales
Abiquiu	\$88,200	\$54,600	\$2,726	\$3,490		\$483
ABQ Rail Yards	\$2,839,177	\$540,193	\$87,854	\$73,304	\$4,146	\$4,855
Alamogordo *	\$2,641	\$2,641	\$699	\$648	-	\$1,294
Albuquerque Downtown	\$2,749,533	\$1,117,580	\$128,858	\$124,340	\$7,681	\$14,362
Ardovino's Desert Crossing	\$136,605	-	\$31,013	-	-	-
Aztec	\$60,218	\$45,073	\$5,488	\$4,636	-	\$1,360
Belen *	\$14,315	\$14,315	\$5,381	\$5,155	\$2,096	\$1,683
Bernalillo	\$6,199	\$6,199	\$795	\$748	-	\$92
Black Mesa Winery Farm *	\$132	\$132	\$86	\$46	-	-
Bloomfield	\$4,017	\$1,561	-	-	-	-
Bosque Farms	\$51,049	\$40,517	\$4,170	\$3,460	\$108	\$619
Carlsbad	\$90,947	\$23,676	-	-	-	\$93
Cedar Crest	\$145,000	\$85,000	\$4,429	\$4,272	\$223	\$321
Clovis	\$100,000	\$100,000	\$8,324	\$7,378	-	\$21,658
Corrales	\$1,062,862	\$955,875	-	-	-	\$4,297
Dixon	\$4,835	\$3,335	\$199	\$126	-	-
Eldorado	\$266,050	\$252,000	\$1,351	\$1,258	-	\$626
Española	\$133,978	\$113,978	\$18,272	\$16,684	\$4,268	\$6,649
Fair Farmers Market	\$2,300	\$300	-	-	-	-
Farmington	\$186,107	\$129,753	\$10,054	\$8,988	-	\$6,901
Fort Sumner	\$5,556	\$2,561	\$71	\$172	-	\$546
Gallup *	\$3,223	\$3,223	\$791	\$652	-	\$1,780
Grants	\$35,229	\$16,621	\$1,649	\$1,202	-	\$1,126
Hobbs	\$64,040	\$39,740	-	-	-	\$137
Jemez Springs	\$20,357	\$11,581	-	-	-	-
Kirtland	\$3,127	\$2,705	\$287	\$340	-	\$47
La Familia (Albuquerque) *	\$2,166	\$2,166	\$612	\$307	-	\$1,247
Las Cruces	\$1,250,000	\$250,000	\$81,398	\$62,570	-	\$67,796
Las Vegas - Tierra Encantada	\$19,061	\$18,108	\$3,356	\$3,703	\$180	\$4,081
Las Vegas Tri-County *	\$78,844	\$78,844	\$30,025	\$28,176	\$1,558	\$19,085
Los Alamos *	\$10,386	\$10,386	\$4,974	\$4,362	\$129	\$921
Los Lunas	\$102,692	\$92,206	\$12,993	\$11,974	\$307	\$4,695
Los Ranchos	\$933,362	\$840,026	-	-	-	\$533
Mesa Verde	\$506	\$351	-	-	-	\$16
Mile Hi (Albuquerque)	\$40,121	\$16,997	\$1,988	\$1,504	-	\$370
Mimbres Valley	\$6,750	\$6,750	-	-	-	-
Otero County	\$76,000	\$65,000	-	-	-	-
Pecos Farmers Market	\$10,500	\$3,584	\$264	\$110	-	\$238
Pharmer's Farmacy Market	\$100	\$100	-	-	-	-
Pojoaque Valley *	\$1,262	\$1,262	-	-	-	\$1,262
Portales	\$30,000	\$30,000	\$3,782	\$3,340	-	\$7,811
Quemada	\$11,805	\$6,130	-	-	-	-
Questa	\$54,235	\$24,366	\$3,041	\$2,481	-	-
Ramah	\$8,877	\$4,573	\$270	\$206	-	\$39
Roswell *	\$940	\$940	-	-	-	\$940
San Felipe Pueblo *	\$12	\$12	-	-	-	\$12
Santa Fe	\$720,000	\$600,000	\$184,176	\$178,903	\$18,247	\$10,844
Santa Fe Del Sur	\$31,500	\$25,000	-	-	-	\$2,038
Santa Rosa	\$8,000	\$6,400	\$1,400	\$1,324	-	\$6,914
Shiprock	\$12,000	\$10,000	-	-	-	\$8
Sierra County	\$98,000	\$78,000	\$7,119	\$6,162	-	\$15,619
Silver City	\$143,418	\$131,872	\$36,306	\$36,829	\$3,236	\$4,909
Socorro	\$51,082	\$22,486	\$2,143	\$1,798	\$1,244	\$1,364
South Valley	\$11,878	\$8,022	\$988	\$1,078	\$427	\$349
Taos	\$1,150,000	\$950,000	\$54,300	\$55,302	\$250	\$5,231
Tucumcari			\$1,996	\$1,418	\$338	\$4,055
TOTAL MARKETS	\$12,939,193	\$6,877,752	\$712,615	\$658,446	\$44,438	\$239,443
Total CSA, Farm Stands, & Box Programs	\$1,734,612	\$1,616,737	\$378,275	\$298,704	\$146,200	\$98,575
Total Grocery Stores			\$119,626	\$119,626		
Grand Totals	\$14,673,805	\$8,494,489	\$1,210,516	\$1,076,776	\$190,638	\$338,018

(+) Redeemed dollars (-) No data

* Market Data not submitted; gross and ag sales reflect a total of SNAP, DUF, FreshRx, and FMNP.

2022 Farm Stands, CSAs, & Food Box Providers:

Aldana's Farm Stand, Anthony Youth Farm, Bidii Baby Foods, Big Jim's Farm Stand, Black Mesa Farm, Bomvida Mobile Market, B's Street Market, Chispas Farm, Community Food Pantry, De Colores, Desert Spoon, Elder's Greenhouse & Garden, Farm Fresh, Firm Foundation Farm Stand, Frontier Food Hub, Fruit Basket Farm Stand, Genesis Gardens Homestead Stand, Graves Farm & Garden, Harvest Food Hub at San Juan College, Hope Garden Community Pantry, La Casa Verde, Legend Brand Chile, La Cosecha, Los de Mora, MoGro, New Mexico Harvest, Polk's Folly, Red Willow Center, Reunity Farm Stand, Rosales Produce, Snake Ranch Farm Stand, Schwebach Farm Stand, Tellez Farms Stand, Veggies Shack Farm Stand, Wagner Farms Stand

2022 Grocery Stores:

Cid's Food Market, Dixon Cooperative Market, El Morro Feed & Seed, La Montañita Food Co-op, Los de Mora Cooperative, Lowe's (Fiesta Foods, Food King, Signature, and SuperSave), Semilla Natural Foods, Silver City Co-op, Tiny Grocer ABQ, Village Greengrocer