

## Estimated Sales

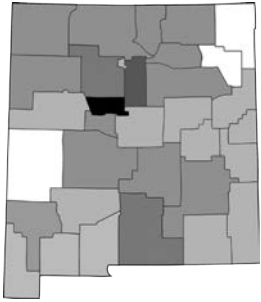
The following table represents vendor sales at farmers' markets, 83% of which represents agricultural products (fruits, vegetables, meat, dairy, honey). Processed foods and crafts contributed the remaining sales. WIC & Senior Farmers' Market Nutrition Program (FMNP) sales are from fresh produce only.

Market	Average Vendors	Gross Sales	SNAP Sales	FMNP Sales
ABQ Downtown	83	\$1,789,700	\$10,655	\$32,445
ABQ Northeast	20	N/A	\$2,609	\$6,310
ABQ Presbyterian	15	\$80,000	\$868	\$3,675
ABQ Uptown	16	\$150,000	shared	shared
Alamogordo Alameda Park	15	\$44,584	\$0	\$6,650
Ardovino's Desert Crossing	35	N/A	\$0	\$0
Armijo Village	5	\$11,949	\$0	\$1,760
Aztec	10	\$25,945	\$0	\$3,720
Belen	15	N/A	\$625	\$7,235
Candy Kitchen	7	\$4,400	\$0	\$0
Capitan	4	\$2,487	\$0	\$0
Carlsbad	16	\$28,466	\$0	\$0
Cedar Crest	7	\$28,693	\$0	\$125
Clovis	7	\$65,000	\$0	\$10,730
Cloudcroft	6	\$11,244	\$0	\$0
Corrales	30	\$174,664	\$0	\$9,725
Cuba	5	\$10,780	\$0	\$1,610
Dixon	8	\$15,648	\$0	\$240
Edgewood	4	\$11,811	\$0	\$30
Eldorado	25	\$97,403	\$0	\$0
El Valle (Ribera)		\$15,000	\$0	\$385
Española	15	\$173,250	\$4,265	\$9,481
Farmington	17	\$77,500	\$0	\$19,380
Gallup	15	N/A	\$0	\$2,965
Jemez Springs	6	\$7,500	\$0	\$70
Las Cruces+	50	\$250,000**	\$2,729	\$73,940
Los Alamos	28	\$200,000	\$0	\$0
Los Lunas/Bosque Farms	14	\$33,525**	\$1,076	\$850

Los Ranchos	43	\$625,141	\$0	\$4,580
Lovington	9	\$31,580	\$0	\$0
Mimbres Valley	9	N/A	\$0	\$40
Mora	5	\$4,300	\$0	\$1,660
Moreno Valley	10	N/A	\$0	\$0
Mountainair	5	\$4,312	\$0	\$0
Nob Hill	18	\$50,000	\$2,114	\$8,992
Pojoaque	16	\$200,000	\$0	\$505
Portales	5	\$32,300	\$0	\$8,040
Ramah	14	\$13,620	\$368	\$145
Rascal Fair/White Oaks	10	\$6,308	\$0	\$0
Raton	9	\$8,738	\$0	\$0
Red Willow- Taos Pueblo	6	\$10,700	\$0	\$0
Roswell	30	\$54,000	\$0	\$16,625
Santa Fe	51	\$1,951,000	\$27,603	\$23,295
Santa Fe/Southside	12	\$39,000	\$0	\$3,355
Santa Rosa	7	\$2,788	\$0	\$0
Shiprock	9		\$0	\$4,425
Sierra County (T or C)	20	\$34,500	\$1580	\$3,000
Silver City	22	\$74,339	\$3,197	\$4,190
Socorro	14	N/A	\$625	\$4,255
South Valley	5	\$10,387	\$0	\$2,220
Taos	52	\$450,000**	\$9,054	\$10,805
Timberon	3	\$1,332	\$0	\$0
Tri-County (Las Vegas)	16	\$62,126	\$2,240	\$15,035
Tucumcari	12	\$38,000	\$0	\$275
Tularosa	7	\$5,300	\$0	\$1,450
Zia Bernalillo	11	N/A	\$0	\$1,120
Roadside Stands	9	N/A	\$0	\$71,945
<b>Total</b>	963	\$7,019,319	\$69,902	\$334,556

\*\*2013 data not available; totals estimated from previous year, adjusted for loss of fruit and vendors  
 + Primarily a craft market; numbers reflect agricultural sales only  
 No data available for the Jemez Pueblo, Pecos, Ojo Caliente, Chaparral, or Hidalgo Markets (CHECK)

Today there are **70** markets in all but **3** NM counties



1971	3 (est) markets
1998	27 markets
2008	39 markets
2012	66 markets
2013	70 markets

	1998	2002	2007	2012	2013
<b>Gross Sales (in millions)</b>	\$1.4	\$2.7	\$3.1	\$8.5	\$7.1
<b>Avg weekly vendors</b>	N/A	370	639	1,078	963
<b>Avg weekly shoppers</b>	N/A	5,302	18,306	41,161	28,784



### Increase in farmers' market vendors

from 370 in 2002 to 963 in 2013. A slight drop from 2012 to 2013 may be due to drought, late freezes and lack of fruit across the state.



### Average vendor fees were \$7

and ranged from \$0 to \$20, not including the Santa Fe Market. The average seasonal fee was \$60.

### Are Market Managers Getting Paid?

Of markets that responded, 29 (51%) had no paid market staff. 21 (38%) compensated staff \$5,000 or less, 3 (5.5%) paid \$5-10,000, and 3 (5.5%) over \$10,000. Over 200 volunteers assisted managers in running the markets.

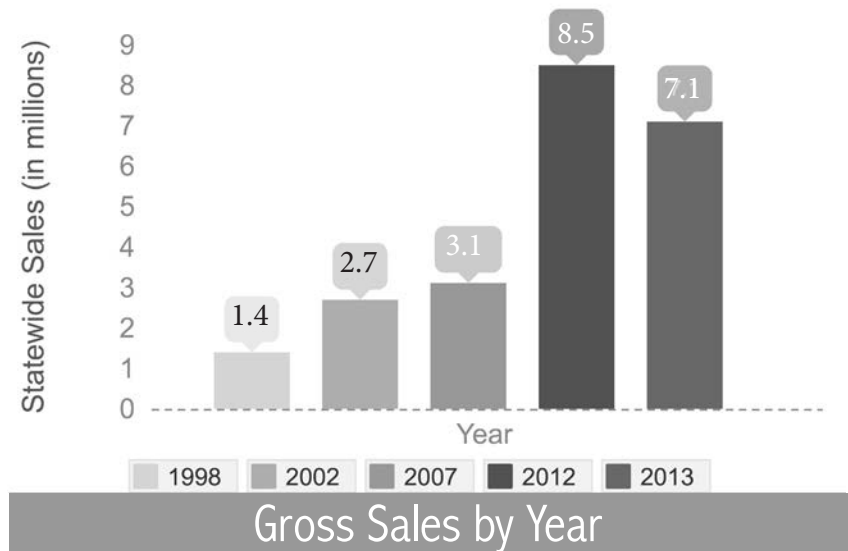


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# Farmers' Markets in the New Mexico Economy

2013 Summary of Gross Sales, Vendors, Average Customers and Low-Income Programs



Compiled by the New Mexico Farmers' Marketing Association  
 with data from farmers' markets, the NM Human Services  
 Department & the NM Department of Health  
 February 2014