

Estimated Sales

The following table represents vendor sales at farmers' markets, approximately **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	77		\$7,979	\$36,040
ABQ Northeast	16		\$1,270	\$6,395
ABQ Presbyterian	16	\$75,000	--	\$9,430
ABQ Uptown	17	\$140,000	\$3,459*	\$5,525
Alamogordo Alameda Park	15	\$49,157	\$145	\$4,890
Ardovino's (Sunland Park)	30	\$130,891	\$60	\$3,025
Aztec	14	\$38,125	--	\$3,470
Belen	10	\$32,610	\$806	\$6,090
Bosque Farms	12	\$23,017	--	\$660
Candy Kitchen	7	\$4,531	--	--
Carlsbad	17	\$37,561	--	\$935
Cedar Crest	15	\$37,658	--	\$250
Chaparral	6	\$5,250	--	\$7,365
Clovis	5	\$60,000	--	\$9,710
Cloudcroft	7	\$14,335	--	--
Corrales	29		--	\$8,815
Cuba	5	\$5,877	--	\$1,330
Dixon	5	\$25,000	\$41	\$270
Edgewood	9	\$18,113	--	\$450
Eldorado	22	\$105,520	--	\$0
El Valle (Ribera)	4		--	\$465
Española	15	\$160,500	\$4,935*	\$12,830
Farmington	16	\$80,300	--	\$16,735
Gallup			--	\$2,145
Hobbs	9	\$27,521	--	--
Jemez Springs	3	\$6,252	--	--
Las Cruces+	19		\$9,457	\$72,150
Las Vegas (Tri-County)	16		\$2,033	\$17,720

Market	Average Vendors	Gross Sales	SNAP Sales	FMNP Sales
Los Alamos	29	\$262,672	--	\$195
Los Lunas	12	\$27,004	\$1,345	\$2,010
Los Ranchos	40	\$761,450	--	\$5,615
Lovington	2	\$36,448	--	--
Mimbres Valley			--	\$560
Mora	6	\$7,000	--	\$1,720
Moreno Valley	10	\$50,000	--	--
Mountainair	3	\$5,300	--	\$135
Nob Hill	14	\$50,000	\$1,319	\$9,150
Pojoaque	7	\$160,000	--	\$1,195
Portales	4	\$20,000	--	\$6,825
Ramah	10	\$7,185	\$155	\$95
Raton	4	\$14,703	--	--
Roswell	33	\$72,000	--	\$16,460
Santa Fe	100	\$1,445,800	\$86,132*	\$17,840
Santa Fe/Southside	12	\$34,800	\$4,598*	\$9,510
Santa Rosa	5	\$3,685	--	\$1,110
Shiprock	1	\$7,700	--	\$1,705
Sierra County (T or C)	20	\$33,611	\$954	\$3,945
Silver City	15	\$80,000	\$1,913	\$8,515
Socorro	13	\$48,996	\$300*	\$5,385
South Valley	5	\$6,028	--	\$3,025
South Valley: Armijo Village	6	\$16,258	--	\$3,935
South Valley: Gateway*	5		--	--
Taos	51	\$586,094	\$6,567	\$9,285
Taos Pueblo - Red Willow			--	--
Timberon	3	\$645	--	--
Tucumcari	12	\$32,000	\$497*	\$95
Tularosa	7	\$6,100	--	\$940
Zia Bernalillo	10	\$25,000	--	\$1,300
Roadside Stands	--	--	--	\$34,320
Total**	855	\$4,877,697	\$133,965	\$371,565

*Sales include SNAP doubling through Double Up Bucks

**Totals do not include missing data

+ Primarily a craft market; numbers reflect agricultural sales only

Incomplete or no data received from 10 markets



Farmers' Markets in the New Mexico Economy

2014 Summary of Gross Sales, Vendors and
Nutrition Programs

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