

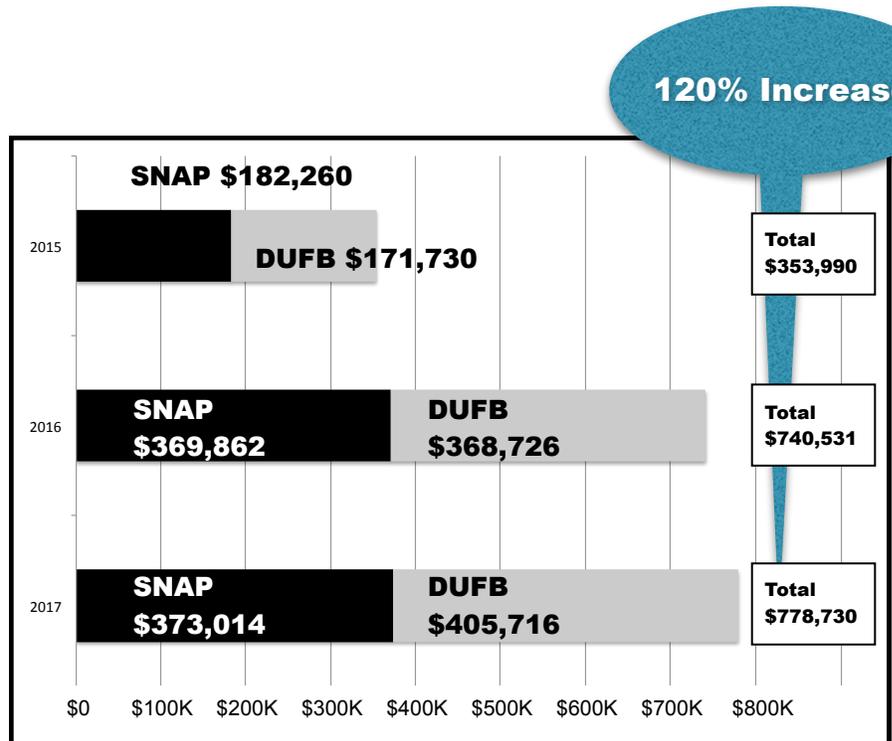
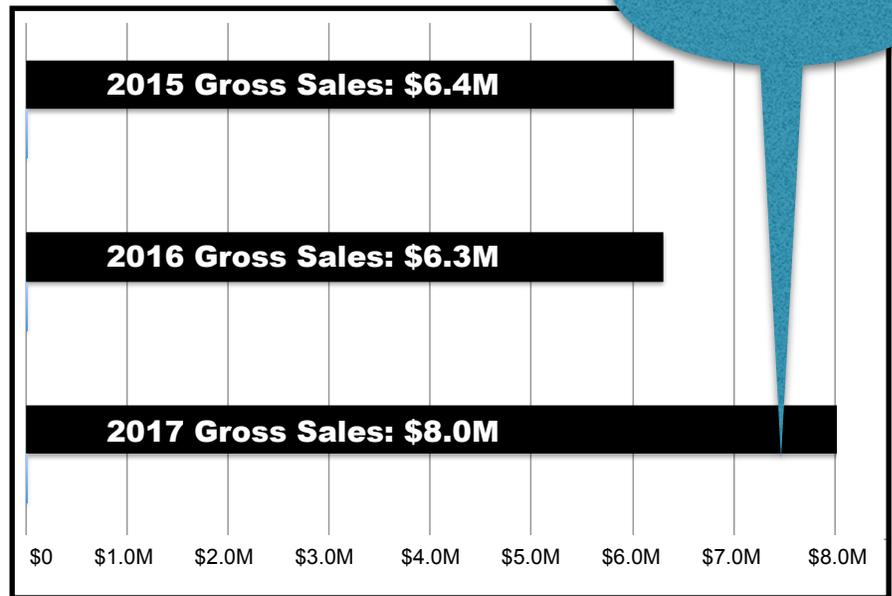


# 2017 MARKET DATA



## HIGHLIGHTS

- **\$14.6 million economic impact:** Gross sales includes agricultural and non-agricultural items such as baked goods, candles, lotions, etc. To assess the full economic impact a market has on its local economy, multiply gross sales (\$8.0M) by 1.8.
- **174%:** The increase in SNAP/ Double Up spending between 2015 and 2017.
- **60%:** Market sales that went to farmers, which is about the same as 2016.
- **42%** of market managers received some pay for their work, which is down from 56% of market managers in 2016.
- While the average number of customers per market day has decreased, the total amount of money those customers are spending has increased.





## Estimated Gross Agricultural Sales

This table shows both **total gross sales** and **gross agricultural sales** for each market. SNAP, Double Up, and Farmers' Market Nutrition Program (FMNP) sales are **included in Gross Agricultural Sales**. (Note: Markets lacking sufficient data are not listed.)

### Farm Stands Include:

Aldana's Farm Stand, Community Food Pantry, Diaz Farms, The Fruit Basket, Graves Farm & Garden, Red Barn Ranch, Rosales Produce, Schwebach Farm, Snake Ranch Farm Stores, Sutherland Farms Market, Tellez Farm, Veggie Shack, Wagner Farms, Wagner's Farmland Experience

### Grocery Stores Include:

Cid's Food Market, Food King, La Montañita Food Co-op, Lowe's Marketplace, Taos Food Co-op

Market	Total Gross Sales	Gross Agricultural Sales	SNAP Sales ++	DUFNB Sales ++	FMNP Sales ++
ABQ Armijo Village	\$5,624	\$5,624	\$377	\$310	\$1,135
ABQ Downtown	\$1,024,000	\$333,000	\$38,216	\$43,626	\$16,680
ABQ Healthy Here Mobile *	\$3,340	\$3,340	\$1,012	\$1,033	\$1,295
ABQ La Familia *	\$7,279	\$7,279	\$3,842	\$2,202	\$1,235
ABQ Los Ranchos	\$760,738	\$677,323	NA	NA	\$4,215
ABQ Mile-Hi *	\$7,378	\$4,748	\$847	\$868	\$1,715
ABQ Nob Hill	\$24,200	\$20,000	\$1,258	\$1,272	\$3,955
ABQ Northeast	\$40,000	\$30,000	\$237	\$222	\$7,435
ABQ Presbyterian	\$85,000	\$60,000	\$235	\$502	NA
ABQ Rail Yards	\$1,159,220	\$99,803	\$19,791	\$15,150	\$3,795
ABQ South Valley	\$11,918	\$9,081	\$443	\$470	\$1,835
ABQ Uptown	\$60,000	\$50,000	\$1,650	\$1,520	\$9,675
Alamogordo	\$27,011	\$25,832	\$650	\$640	\$5,455
Anthony Youth Farm *	\$65	\$65	NA	NA	\$65
Aztec	\$42,798	\$40,098	\$2,070	\$2,022	\$3,955
Belen *	\$7,834	\$7,834	\$1,614	\$1,970	\$4,250
Beneficial Farms CSA *	\$961	\$961	\$625	\$336	NA
Bernalillo	\$6,805	\$6,570	\$292	\$212	\$465
Bosque Farms	\$22,858	\$19,652	\$606	\$616	\$390
Carlsbad	\$16,500	\$11,500	\$9	\$20	\$1,025
Cedar Crest	\$35,668	\$33,538	NA	NA	\$210
Chaparral	\$12,000	\$12,000	\$71	\$76	\$11,075
Clovis	\$77,000	\$75,000	\$1,141	\$1,138	\$10,740
Corrales	\$609,000	\$580,800	NA	NA	\$13,120
Dixon	\$14,488	\$10,870	\$285	\$326	\$125
Eldorado	\$107,550	\$76,925	NA	NA	\$20
Española	\$165,000	\$145,000	\$11,675	\$10,312	\$8,770
Farmington	\$160,500	\$150,000	\$4,621	\$4,532	\$15,940
Fort Sumner	\$7,538	\$5,962	\$288	\$272	\$340
Gallup *	\$1,000	\$1,000	NA	NA	\$1,000
Grants	\$6,600	\$4,200	NA	NA	\$595
Hobbs	\$41,140	\$22,143	NA	NA	\$4,690
Las Cruces *	\$146,015	\$146,015	\$26,628	\$24,452	\$94,935
Las Cruces Mobile	\$11,295	\$11,295	\$1,819	\$660	\$3,295
Las Vegas - Tierra Enantada	\$21,302	\$20,802	\$2,550	\$2,816	\$3,110
Las Vegas - Tri-County	\$118,710	\$99,263	\$14,832	\$12,714	\$11,685
Los Alamos	\$334,749	\$250,890	\$935	\$916	\$275
Los Lunas	\$38,262	\$27,958	\$3,153	\$3,274	\$1,965
Mora Valley	\$4,400	\$3,600	NA	NA	\$1,320
Pojoaque	\$33,000	\$15,000	\$1,955	\$1,932	\$850
Portales	\$50,000	\$50,000	\$514	\$500	\$4,750
Questa	\$9,725	\$5,075	NA	NA	\$135
Ramah	\$11,651	\$7,165	\$161	\$194	\$20
Raton	\$11,784	\$6,901	NA	NA	\$2,610
Roswell	\$62,500	\$43,800	\$359	\$360	\$12,920
San Felipe *	\$195	\$195	NA	NA	\$195
Santa Fe	\$1,135,962	\$912,149	\$96,437	\$99,042	\$29,695
Santa Rosa	\$4,894	\$3,474	NA	NA	\$1,990
Sierra County	\$69,000	\$58,000	\$3,516	\$3,314	\$3,890
Silver City	\$73,094	\$52,210	\$7,765	\$8,012	\$4,600
Socorro *	\$4,940	\$4,940	\$735	\$850	\$3,355
Sunland Park	\$115,055	\$56,843	NA	NA	\$19,625
Taos	\$585,530	\$468,424	\$25,410	\$22,466	\$10,060
Tucumcari	\$22,742	\$16,706	\$564	\$552	\$3,350
Tularosa *	\$60	\$60	NA	NA	\$60
<b>Farm Stands</b>	\$500,000	\$471,981	\$93,826	\$86,284	\$108,680
<b>Grocery Stores *</b>	\$47,732	\$47,732	NA	\$47,732	NA
<b>TOTALS</b>	<b>\$7,963,610</b>	<b>\$5,310,626</b>	<b>\$373,014</b>	<b>\$405,717</b>	<b>\$457,435</b>



**Average number of customers/market day**

(down from 760 in 2016)



**Average number of vendors/market day**

(up from 20 in 2016)

++ Redeemed dollars  
\* Market Data not submitted  
NA = Not applicable