



2017 Farmers' Market Data Form

We greatly appreciate the time you take to complete this year's Market Data Form! This information is very important, and allows us to show the legislature how farmers' markets positively impact New Mexico. **If you manage multiple farmers' markets, please submit one data form per market.**

PLEASE NOTE THESE TWO IMPORTANT ITEMS:

- **The questions in red are required, but we appreciate you answering all of the questions in this survey.**
-
- **The completed form is due by November 15.**

BASIC INFORMATION **(The questions in red are required)**

- 1) **What is the name of the farmers' market?**
- 2) **What is the market manager's first and last name?**
- 3) What is your first and last name, if different from above?
- 4) What is your email address, if different from the market manager?
- 5) **How many days was your market open between May 1 and October 31?**

VENDOR AND VISITOR INFORMATION **(The questions in red are required)**

- 6) **What is the total number of days vendors were selling at your market for the whole season?** (Vendors that sell at your market regularly will be counted each time they sell at your market. For example: If you have 10 vendors present during each market for 24 markets, your total vendor days will be 240.)



7) What is the approximate percent of your vendors that are predominantly farmers and ranchers? (Not mostly bakers, processed food vendors, crafts, etc.)

8) How many people visited your farmers' market between May 1 and October 31, for each day of the week that it meets? (Please use the table below)

Market Day (i.e. Monday, Saturday, etc.)	Total visitors between May 1 and October 31

SALES FIGURES

(The questions in red are required. Outlets that do not supply this number may lose their eligibility for promotional funds.)

9) What is the total agricultural sales for the market between May 1 and October 31 (fruits, vegetables, meat, egg, cheese, and honey)?

10) What is the total non-agricultural sales for the market between May 1 and October 31 (processed foods, baked goods, and crafts)?



ADDITIONAL QUESTIONS

To help us understand other aspects of market management, please answer the following questions. Thank you!

11) How much pay did your market manager receive during the season (May - October)?

- | | |
|---|---|
| <input type="checkbox"/> None | <input type="checkbox"/> \$5,000 to \$9,999 |
| <input type="checkbox"/> \$1 - \$999 | <input type="checkbox"/> \$10,000 to \$19,999 |
| <input type="checkbox"/> \$1,000 to \$1,999 | <input type="checkbox"/> \$20,000 or more |
| <input type="checkbox"/> \$2,000 to \$4,999 | <input type="checkbox"/> Other: _____ |

12) Have you raised any money from other sources during the season? (Please use the back of this sheet if needed)

- No Yes. And here's approximately how much was raised, including the sources of the funding: \$ _____

13) Have you received any in-kind support over the last year, such as discounted ads, free services, etc.? (Please use the back of this sheet if needed)

- No Yes, and here are the kinds of support I have received:

14) How have you involved your community with your market this year? Please describe. (Please use the back of this sheet if needed)

15) How many volunteers did your market have this season (May - October)?

- | | |
|---------------------------------|------------------------------------|
| <input type="checkbox"/> None | <input type="checkbox"/> 3 to 4 |
| <input type="checkbox"/> 1 to 2 | <input type="checkbox"/> 5 or more |

16) Did you have fees for vendors to sell at your market during the regular season (May - October)?

- Yes No



17) What are the seasonal fees for selling at your market? (If you have different seasonal fees for different categories of vendor, please explain.) (Please use the back of this sheet if needed)

- This market doesn't have seasonal fees.
 Our market does have seasonal fees and they are: _____

18) What are the daily fees for selling at your market? (If you have different daily fees for different categories of vendor, please explain.) (Please use the back of this sheet if needed)

- This market doesn't have daily fees.
 Our market does have daily fees and they are: _____

19) In what year did your market last change its fees?

- | | |
|-------------------------------|--|
| <input type="checkbox"/> 2017 | <input type="checkbox"/> 2011 |
| <input type="checkbox"/> 2016 | <input type="checkbox"/> 2010 |
| <input type="checkbox"/> 2015 | <input type="checkbox"/> Earlier than 2010 |
| <input type="checkbox"/> 2014 | <input type="checkbox"/> We've never changed our fees. |
| <input type="checkbox"/> 2013 | <input type="checkbox"/> I don't know if the market has ever |
| <input type="checkbox"/> 2012 | changed its fees. |

20) Does your market have bylaws?

- | | |
|--|--|
| <input type="checkbox"/> Yes, but we prefer not to share them. | <input type="checkbox"/> No. |
| <input type="checkbox"/> Yes, and we're happy to share them. | <input type="checkbox"/> I don't know. |

21) Does your market have documented rules and regulations?

- | | |
|--|--|
| <input type="checkbox"/> Yes, but we prefer not to share them. | <input type="checkbox"/> No. |
| <input type="checkbox"/> Yes, and we're happy to share them. | <input type="checkbox"/> I don't know. |

Thank you for your time completing this form! Please mail this completed form to Christina Keibler

NMFMA, 1219 Luisa St. #1, Santa Fe, NM 87505