



2019 Farm Stand Market Data Form

We appreciate the time you take to complete this year's Market Data Form! This information allows us to show the legislature how farmers, farm stands, and farmers' markets positively impact New Mexico.

- **If you manage multiple farm stands, please submit one form for each.**
- **Please answer all of the questions in this survey.**
- **The completed form is due by December 31st.**

1) What is the name of your farm stand?

2) What is the farm stand manager's first and last name?

3) What is the farm stand manager's email address?

4) How many days was your farm stand open this season?

5) How many hours was your farm stand open this season? (*Total number of days multiplied by number of hours per day*)

6) How many total shoppers visited your farm stand this season?

7) How did you come up with the number for question 6 above?

- I counted customers on multiple days, found the average for these days, then multiplied that number by the number of total days the farm stand was open.
- I took the total sales and guessed the average sales per person and divided.
- Best guess
- Other. Please describe _____

8) What were the total agricultural sales in US DOLLARS for your farm stand this season (fruits, vegetables, meat, eggs, cheese, nuts, and honey)? (*One person will see this number and make it anonymous it for reporting.*)

9) What were the total non-agricultural sales in US DOLLARS for your farm stand this season (processed foods, baked goods, and crafts)? (*One person will see this number and anonymize it for reporting.*)

**Thank you for your time! Please mail this completed form to
Christina Keibler; NMFMA, 1219 Luisa St. #1, Santa Fe, NM 87505**