



## 2019 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.

### PLEASE NOTE THESE TWO IMPORTANT ITEMS:

- **THE QUESTIONS IN SMALL CAPS ARE REQUIRED AND WE WILL CALL YOU FOR MISSING INFORMATION**, but we appreciate you answering all of the questions in this survey.
- **The completed form is due by December 31<sup>st</sup> to Christina Keibler.**

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**1) WHAT IS THE NAME OF THE FARMERS' MARKET?** (If you manage multiple farmers' markets, please submit one data form per 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) DO YOU HAVE A WINTER MARKET, OR IS YOUR MARKET OPEN YEAR-ROUND?**

No     Yes     I don't know

**6) HOW MANY TOTAL DAYS WAS YOUR FARMERS' MARKET OPEN THIS SEASON?**

**7) WHAT IS THE TOTAL NUMBER OF VENDOR DAYS FOR YOUR MARKET FOR THE ENTIRE SEASON?** (Calculate vendor days by multiplying the *TOTAL DAYS* your market was open -- your answer for Q6 -- by the average number of vendors present at your market each market day.)

**8) WHAT IS THE APPROXIMATE PERCENT OF YOUR VENDORS THAT ARE MOSTLY FARMERS AND RANCHERS?** (Not vendors that sell mostly baked goods, processed food, crafts, etc.)



**9) WHAT WAS THE GRAND TOTAL VISITOR COUNT FOR THE SEASON, FOR EACH DAY OF THE WEEK THAT YOUR FARMERS' MARKET MET? (Please do not include daily averages.)**

<b>MARKET DAY</b> <i>(Please provide the grand total for each day your market met)</i>	<b>VISITOR GRAND TOTAL</b>
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

**10. HOW DID YOU COME UP WITH THIS NUMBER?**

- a) I counted customers on multiple market days, calculated an average, then multiplied the average by the total number of days the market met on that day of the week.
- b) Best guess
- c) Other. Please describe \_\_\_\_\_

**11) WHAT WERE THE TOTAL AGRICULTURAL SALES IN DOLLARS FOR YOUR MARKET THIS SEASON?**

(Agricultural sales include fruits, vegetables, meat, eggs, cheese, nuts, and honey – we want to know the dollar sales of these items.)

**12) HOW DID YOU CALCULATE THIS TOTAL?**

- a) We asked farmers for their anonymous sales each week
- b) We used last year's number and estimated up or down from there
- c) We used Double Up Food Bucks sales as a starting point and estimated up from there
- d) Other. Please describe \_\_\_\_\_



**13) WHAT WERE THE TOTAL NON-AGRICULTURAL SALES IN DOLLARS FOR YOUR MARKET THIS SEASON?**

(Non-agricultural sales include processed foods, baked goods, and crafts – we want to know the dollar sales of these items.)

**14) HOW DID YOU CALCULATE THIS TOTAL?**

- a) We asked vendors for their anonymous sales each week
- b) We used last year's number and estimated up or down from there
- c) Other. Please describe \_\_\_\_\_

**ADDITIONAL QUESTIONS:** These are optional, but to help us understand other aspects of market management, please answer the following questions. Thank you!

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

(Note: Only one person will see this number for you; it will be made anonymous as part of a statewide total.)

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

**16) How many volunteers did your market have this season?**

**17) Do you invite vendors to pay a fee for the entire season? If yes, what is it?**

**18) Do you ask vendors to pay a daily fee? If yes, what is the daily fee?**

**Thank you for your time!**

**Please mail this completed form to Christina Keibler,  
NMFMA, 1219 Luisa St. #1, Santa Fe, NM 87505**