

# 2020 MARKET DATA

## Preliminary



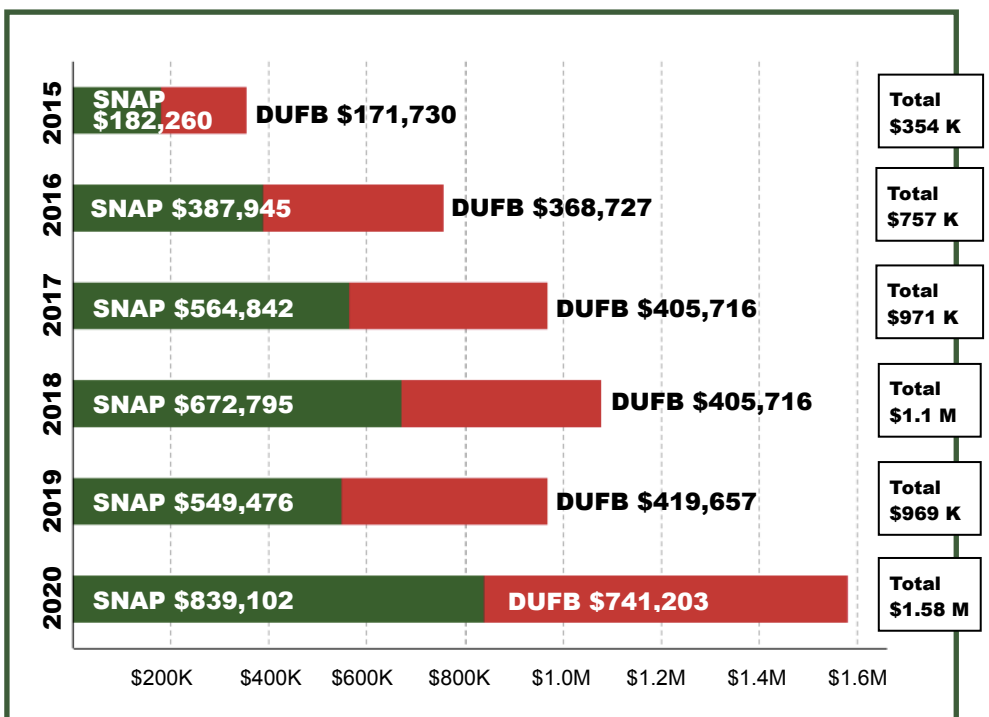
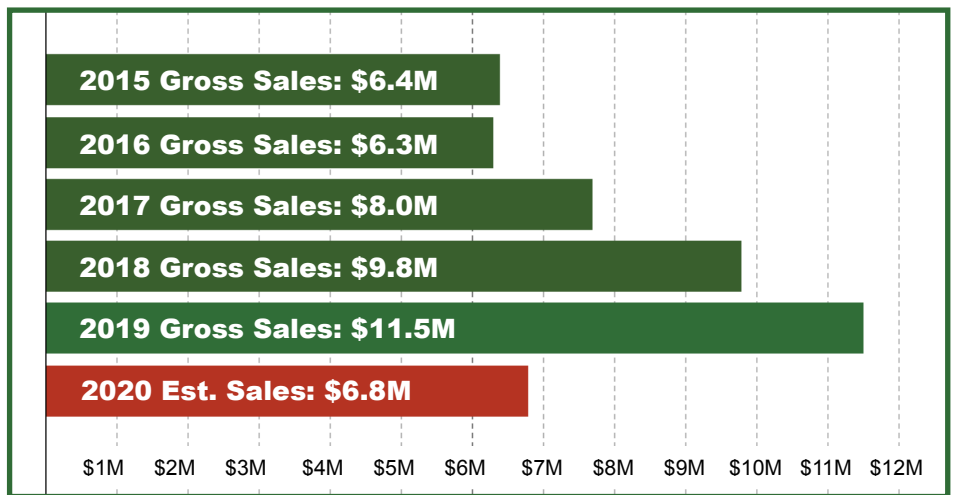
2020 was an unprecedented year with far-reaching impacts on New Mexico's farming and ranching communities and the farmers' markets, farm stands, CSAs, mobile markets, coops, and grocery stores where they sell their produce. The pandemic caused disruptions, which is why this year's market data won't be finalized until later this year as markets still find themselves collecting information. Even the Department of Health wasn't yet able to provide final numbers for the Farmers' Market Nutrition Program numbers.

### 2020 Market Data Challenges

Market managers worked through many challenges during the 2020 season, including obtaining washing stations, finding protective supplies, and overcoming other unexpected obstacles. Market managers did their best to collect data about their markets in the chaos.

### Double Up Food Bucks for the Win!

During 2020, SNAP and Double Up sales nearly doubled over 2019 (\$1.58M vs \$969K). Widespread economic hardship caused many New Mexicans to increase their SNAP usage, including Pandemic Electronic Transfer cards (P-EBT), which led to a huge increase in Double Up Food Bucks program usage. New Mexicans used P-EBT cards to purchase locally grown foods at participating Double Up Food Bucks outlets.





**Estimated Gross Sales**

This table shows **estimated gross sales** and **estimated gross agricultural sales** for each market.

SNAP and Double Up Food Bucks sales are **included in Gross Agricultural Sales**. Farmers' Market Nutrition Program (FMNP) sales are not yet available.

**2020 Farm Stands and CSAs:**

Aldana's Farm Stand, Atrisco Community Farm, Beneficial Farms CSA, Brazos View Farms, Cerro Vista Farm, Chispas Farm, Community Food Pantry, Graves Farm & Garden, Hope Garden Community Pantry, Los de Mora, MoGro, Rancho de Santa Fe, Reunity Farm Stand, Rosales Produce, Schwebach Farm Market, Sutherland Farms Market, Townsend Farms, Tres Hermanas Farm, Veggie Shack

**2020 Grocery Stores:**

Cid's Food Market, Dixon Cooperative Market, La Montañita Food Co-op, Lowe's Marketplace (Fiesta Foods, Food King, and SuperSave) Silver City Coop

Market	Total Gross Sales	Gross Agricultural Sales	SNAP Sales ++	DUFB Sales ++	FMNP Sales
ABQ Downtown	\$663,968	\$338,694	\$57,463	\$47,128	
ABQ Healthy Here Mobile *	\$850	\$850	\$486	\$364	
ABQ La Familia	\$5,920	\$4,545	\$2,813	\$958	
ABQ Los Ranchos	\$388,800	\$311,040	-	-	
ABQ Mile-Hi	\$32,085	\$10,573	\$1,567	\$1,010	
ABQ Presbyterian	Closed for 2020 season		-	-	
ABQ Nob Hill *	-	-	-	-	
ABQ Rail Yards	\$480,252	\$117,837	\$23,269	\$15,611	
ABQ South Valley	\$12,055	\$8,472	\$1,527	\$1,440	
ABQ Uptown	Closed for 2020 season		-	-	
Abiquiu	\$54,600	\$39,600	\$2,601	\$2,334	
Alamogordo FM	\$22,500	\$19,500	\$1,449	\$1,524	
Ardovino's Desert Crossing	\$111,024	\$61,501	-	-	
Aztec	\$43,089	\$36,316	\$3,614	\$3,728	
Belen *	\$4,270	\$4,270	\$4,056	\$3,814	
Bernalillo	\$7,882	\$7,882	\$1,021	\$887	
Black Mesa Winery Farm Friday	\$4,966	\$4,666	-	-	
Bosque Farms	\$57,700	\$32,454	\$3,578	\$3,878	
Carlsbad	\$5,571	\$4,007	-	-	
Cedar Crest *	\$5,132	\$5,132	\$2,724	\$2,408	
Clovis	\$60,000	\$60,000	\$2,095	\$2,258	
Corrales	\$776,133	\$725,514	-	-	
Dixon	\$26,816	\$21,816	\$1,309	\$1,450	
Domingo Baca FM	\$14,507	\$8,874	\$592	\$730	
Eldorado	\$193,350	\$129,550	-	-	
Española	\$168,100	\$152,900	\$14,529	\$13,140	
Farm Fresh Mobile Market *	\$1,887	\$1,887	\$1,119	\$768	
Farmington	\$134,500	\$115,600	\$9,503	\$8,394	
Fort Sumner	\$11,952	\$9,992	\$146	\$122	
Gallup	Closed for 2020 season		-	-	
Grants	\$15,835	\$10,822	\$614	\$630	
Hobbs	\$86,380	\$68,298	-	-	
Jemez Springs	\$21,738	\$9,687	-	-	
Kirtland	\$14,000	\$10,000	\$355	\$284	
Las Cruces *	\$53,915	\$53,915	\$28,757	\$25,158	
Las Vegas - Tierra Encantada	\$36,627	\$30,642	\$3,745	\$3,808	
Las Vegas - Tri-County	\$158,000	\$137,000	\$14,558	\$11,612	
Los Alamos	\$267,087	\$153,557	\$3,375	\$3,262	
Los Lunas	\$52,357	\$43,867	\$5,768	\$5,388	
Mimbres Valley FM	\$3,000	\$2,250	-	-	
Otero County FM	\$70,000	\$60,000	-	-	
Pojoaque Valley	Closed for 2020 season		-	-	
Portales	\$30,000	\$30,000	\$792	\$654	
Questa	\$19,425	\$10,472	\$4,273	\$4,097	
Ramah	Closed for 2020 season		-	-	
Raton First Street	Closed for 2020 season		-	-	
Roswell *	\$2,102	\$2,102	\$778	\$1,324	
Santa Fe	\$1,808,300	\$1,508,000	\$138,703	\$138,252	
Santa Rosa	\$4,260	\$4,260	-	-	
Shiprock *	-	-	-	-	
Sierra County	\$58,083	\$45,529	\$3,232	\$3,178	
Silver City	\$53,236	\$53,236	\$28,115	\$25,121	
Socorro *	\$2,752	\$2,752	\$1,323	\$1,429	
Taos *	\$71,494	\$71,494	\$34,690	\$36,804	
Timberon FM	\$1,929	\$482	-	-	
Tucumcari	\$15,132	\$15,132	\$534	\$512	
Farm Stands & CSAs (6 reporting gross sales)	\$329,896	\$271,601	\$265,853	\$212,246	
Grocery Stores	\$323,674	\$323,674	\$168,176	\$155,498	
<b>ESTIMATED TOTALS</b>	<b>\$6,787,131</b>	<b>\$5,152,244</b>	<b>\$839,102</b>	<b>\$741,203</b>	<b>\$0</b>

Detailed Information Not Yet Available

++ Redeemed dollars

\* Market Data not submitted; gross and agricultural sales reflect a total of SNAP and Double Up Food Bucks sales only.