



2020 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 31st to Christina Keibler.**

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 WAS THE TOTAL NUMBER OF VENDOR DAYS FOR YOUR MARKET THIS 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.)*

| MARKET DAY <i>(For example, if the market meets on Wednesday and Saturday, provide a total for each day.)</i> | VISITOR GRAND TOTAL <i>(Please do not provide averages. Please do the math and supply a single number for the season for each day the market met)</i> |
|---|---|
| Monday | |
| Tuesday | |
| Wednesday | |
| Thursday | |
| Friday | |
| Saturday | |
| Sunday | |

10. HOW DID YOU COME UP WITH THIS NUMBER?

11) WHAT WERE THE TOTAL AGRICULTURAL SALES IN U.S. 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) WHAT WERE THE TOTAL NON-AGRICULTURAL SALES IN U.S. 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.)

13) HOW DID YOU CALCULATE THESE TOTALS?



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

14) 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 | |

15) How many volunteers did your market have this season?

16) Do you invite vendors to pay a fee for the ENTIRE SEASON? If no, skip to the next question. If yes, what is it? (We will ask about daily fees next.)

17) Do you ask vendors to pay a DAILY FEE? If yes, what is the fee?

Thank you for your time!

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