



MARKET DATA COLLECTION HOW-TO

Farm Stands & CSAs

By December 31, year-end market data for farmers' markets, mobile markets, farm stands, and CSAs is due to the New Mexico Farmers' Marketing Association. **Market data is important** and allows us to advocate for farmers and their retail sites at the state legislature, to win grants that help New Mexico's farmers, and more.

BE SURE YOU ONLY USE THE CURRENT YEARS' FORM TO COMPLETE MARKET DATA.

Providing the NMFMA with year-end market data is mandatory for all NMFMA member farmers' markets, mobile markets, farm stands, and CSAs that receive grant funding from us, or who participate in Double Up Food Bucks.

Here is an overview of the information we ask from each farm stand (farmers' markets have their own form) for the May to October season. Below you will find some suggestions on collecting this data.

- 1) ABOUT YOUR FARM STAND/CSA
- 2) CUSTOMER COUNT
- 3) MARKET/DISTRIBUTION DAYS
- 4) SALES FIGURES

DATA COLLECTION OVERVIEW

1) ABOUT YOUR FARM STAND OR CSA

In this section we ask the basics, such as the name of your operation and contact info.

2) TOTAL CUSTOMER COUNT

Please share how many total customers visited your farm stand this season, or how many people subscribed to your CSA.

The following method is our recommendation for calculating the customer count for farm stands:

Count your customers once each week, on a random day. At the end of the season, calculate the average of the customer counts, then multiply this average by the number of days your farm stand was open this year.

HINT! There are a variety of ways to count customers; here are two possibilities:



1) Count the actual number of customers present at your farm stand once each hour and write it down, average the counts at the end of the day, then multiply that count by the number of hours your farm stand was open that day.

2) With a counter clicker (available at most office supply stores), click the number of people that make a purchase for the entire day.



3) MARKET DAYS OR DISTRIBUTION DAYS

How many days was your farm stand open this year, or how many days did your CSA distribute shares to subscribers?

4) SALES FIGURES

These numbers are very important for us to lobby for you at the state legislature. **Only one person will see this number** for your farm stand or CSA; it will be anonymized in a grand total for all farm stands/CSAs in the state.

You will be asked to share:

1. Total agricultural sales in dollars (fruits, vegetables, meat, eggs, cheese, nuts, and honey)
2. Total non-agricultural sales in dollars (processed foods, baked goods, and crafts)