

IMPORTANT: COLLECTING MARKET DATA

For Farmers' Markets, Mobile Markets,
Farm Stands, and CSAs



WHEN IS MARKET DATA DUE?

December 31

*We encourage markets to submit Market Data as soon as possible after the season ends. **We encourage collection throughout the market season.***

Double Up Food Bucks information collected at the end of the year is not the same as Market Data.

The Double Up numbers you input online only represent SNAP customers.

Market Data includes data for **ALL** customers.

WHO IS THE BEST NMFMA STAFF MEMBER TO CONTACT?

If you have questions about Market Data contact
Christina Keibler
Christina@FarmersMarketsNM.org

WHY DO I NEED TO DO THIS?

We understand that managers have many responsibilities, but market data is critical for showing the growth of markets and the economic impact they have on their communities and local agriculture. We share this information with member outlets to help them self-evaluate and improve, as well as with legislators and other entities to garner support for markets around the state.

Collecting and sharing market data is also mandatory for all farmers' markets, farm stands, and CSAs that receive money or support from the NMFMA. Collecting Market Data is mandatory for outlets that participate in Double Up Food Bucks.

With market data, you can:

- Track your market's progress and growth over time
- Measure your promotional efforts and make changes based on what you find works and doesn't work
- Use sales and customer information to attract vendors
- Show the local community, businesses, and government the impact of your market in your community to garner support
- Evaluate your market schedule based on customer counts to determine if your market season should be shortened or extended, or if your market day(s) should change

It is not unusual for outlets to contact us for their market data years after completion because they want to include the information in a grant, use the information in advertising or outreach, make presentations to their board, or prove their worthiness to city officials who may suggest a market move off a public park. (But we always suggest keeping copies of your market data with your other important market records.)

The following pages include more information about what collecting market data entails for farmers' markets/mobile markets, and farm stands/CSAs.



IMPORTANT: COLLECTING MARKET DATA

For Farmers' Markets and Mobile Markets

THE MAIN ELEMENTS OF MARKET DATA FOR FARMERS' MARKETS & MOBILE MARKETS

We ask for a variety of information in market data, but these are the critical elements:

Due date

December 31

Customer Count

The total number of people that visited your market during the season.

Market Days

The total number of days your market was open during the season.

Vendor Days

The number of days that all of your vendors were selling at your market.

Sales Figures

This is the most important information that we collect. Outlets that do not supply this number may lose eligibility for promotional funds.

SUBMITTING MARKET DATA

Near the end of the season you will receive several reminder emails that will include the links for submitting your market data. You can also find submittal information on our website:

NewMexicoFMA.org > Resources > Market Managers > Market Data

WAYS TO COLLECT THE INFORMATION

Customer Count

On the Market Data form, you will be asked for a total customer count for the entire season. For markets that meet more than once a week, you will need to calculate this number for each weekday that your market operates (i.e., a total for Saturday's market, a total for Tuesday's, etc.).

Count your customers during at least four random market days, calculate the average, then multiply that average by the total number of days your market was open on that day of the week. Here are counting options:

1) Once an hour, walk the market and record the number of customers you see. At the end of the day, average the counts, then multiply that number by the number of hours your market was open that day.

2) With a counter clicker (available at most office supply stores), click the number of people that walk into your market's "main" entrance. If you have more than one main entrance, you could post volunteers at each one.

Market Days

Calculate the total number of days that your market open during the season. Include each weekday that your market operated.

Vendor Days

This is the total days that all of your vendors were selling at your market through the season. Every time your market meets, record the number of vendors that are selling that day. At the end of the season, total this number for your vendor days.

Sales Figures

This includes total agricultural sales (fruits, vegetables, meat, egg, cheese, and honey) and total non-ag sales (processed foods, baked goods, and crafts). We recommend collecting this once each month but a greater frequency will provide a more accurate number. Here's one recommendation:

Hand out a 1/4 sheet of paper to your vendors at the beginning of the market day and ask them to write (anonymously) their ag and non-ag sales totals for that day. As they check out, have them place the slips of paper in a box with a slit in the top (you might do this when you stamp their WIC checks, redeem their Double Up Food Bucks tokens, or collect their vendor fees.) Record the total sales for that day. At the end of season, determine the average monthly sales and multiple this by the number of months your market was open during the regular season This will be your total sales for the regular season.



IMPORTANT: COLLECTING MARKET DATA

For Farm Stands and CSAs

THE MAIN ELEMENTS OF MARKET DATA FOR FARM STANDS AND CSAs

We ask for a variety of information in market data, but these are the critical elements:

Due date

December 31

Customer Count

The total number of people that visited your market during the season.

Market Days

The total number of days your market was open during the season.

Sales Figures

This is the most important information that we collect. Sales figures are very important for us to lobby for you at the state legislature every spring. **We understand that this is private information, but only one person will see this number. it will be anonymized in a grand total for all farm stands/CSAs.**

SUBMITTING MARKET DATA

Near the end of the season you will receive several reminder emails that will include the links for submitting your market data. You can also find submittal information on our website:

NewMexicoFMA.org > Resources > Market Managers > Market Data

WAYS TO COLLECT THE INFORMATION

Customer Count

- **CSAs:** Multiply the total number of individual subscribers you had during the season by the number of food distribution days you had during the season.
- **Farm Stands:** Count your customers for an entire day once or twice a month, calculate the average for the season, then multiply that average by the total number of days your farm stand was open. Here are some options for counting customers:
 - 1) Each hour, count the number of customers present at your farm stand 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 office supply stores), click the people that walk through the entrance (perhaps to make a purchase) that day.

Market Days

Calculate the total number of days that your CSA distributed food to your subscribers during the season, or the total number of days that your farm stand was open for business during the season.

Sales Figures

This includes total agricultural sales (fruits, vegetables, meat, egg, cheese, and honey) and total non-ag sales (processed foods, baked goods, and crafts). We recommend collecting this at least once each month but a greater frequency will provide a more accurate number.

- **CSAs:** Provide the total subscription dollars received for the season.
- **Farm Stands:** Calculate sales totals for agricultural products and non-agricultural products twice each month (once on a busy day and once on a slow day). At the end of the season, determine the average monthly sales amount, then multiply this by the number of months your farm stand was open during the regular season This will be your total.