



2022 Farm Stand or CSA Market Data Form

Due December 31

We appreciate the time you take to complete this year's Market Data Form. This information allows us to show the legislature how farmers, farm stands, and farmers' markets positively impact New Mexico. Please answer all questions to the best of your ability.

Please review the market data instruction sheet before filling out this survey, so you can be sure to have all the necessary information calculated and ready. It can be found at our website NewMexicoFMA.org > Resources > Market Managers > Market Data

1) Is this form for a farm stand or a CSA? (If you manage multiple farm stands/CSAs, please submit one form for each) Note: farmers' markets have a different form, which you can find on our website at NewMexicoFMA.org > Resources > Market Managers > Market Data

Farm Stand

CSA

2) What is the name of the farm stand or CSA?

3) What is the farm stand or CSA manager's first and last name?

4) What is the farm stand or CSA manager's email address?

5) How many total customers visited your farm stand this season, or how many people subscribed to your CSA this season?

6) How many total days was your farm stand open, or how many total days did your CSA distribute shares to subscribers this season?

7) What were the total agricultural sales in US DOLLARS for your farm stand or CSA this season? (Fruits, vegetables, meat, eggs, cheese, nuts, and honey.) (This number helps us advocate for farmers at the state capital by showing legislators the financial impact of farms on the New Mexico economy. Only one person will see this number and anonymize it for reporting.)

8) What were the total non-agricultural sales in US DOLLARS for your farm stand this season? (Processed foods, baked goods, and crafts.)



Help us understand your experience with GoodFoodNM, the NMFMA's bilingual healthy eating text messaging program by answering these next questions.

9) Do you currently promote or have you previously promoted GoodFoodNM, the NMFMA's bilingual healthy eating text messaging program, to customers at your outlet?

- yes
- no
- not sure

10) If you currently promote or previously promoted GoodFoodNM at your outlet, tell us about your experience, including any suggestions (e.g. customers love it, customers don't seem interested, the promotional postcard does or doesn't work that well, I don't know when or how to promote it, etc.)

11) If you do not currently promote GoodFoodNM at your outlet, tell us why not. Please be as specific as possible.

12) If you have questions about the GoodFoodNM text messaging program, please let us know what they are (e.g., I am new and not sure if someone before me promoted it, I don't really understand how it works, I promoted it in the past but I don't know how many subscribers my outlet has, etc.)

Thank you for your time!

**Please send a photo of this form as an email attachment to
andrea@farmersmarketsnm.org
OR mail this completed form to
Attn: Market Data
NMFMA, 1219 Luisa St. #1, Santa Fe, NM 87505**