



2022 Farmers' 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.

Note: There is a different Farm Stand & CSA Market Data Form that can be accessed at our website NewMexicoFMA.org > Resources > Market Managers > Market Data

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

PLEASE NOTE THESE IMPORTANT ITEMS:

- THE QUESTIONS IN RED ARE REQUIRED AND WE WILL CALL YOU FOR MISSING INFORMATION.
- We appreciate if you would answer all the questions in this survey.

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) IS YOUR MARKET OPEN YEAR-ROUND?

Yes No I don't know Other (please specify) _____



6) WHAT WAS THE GRAND TOTAL VISITOR COUNT FOR THE SEASON, FOR EACH DAY OF THE WEEK THAT YOUR FARMERS' MARKET MET?

MARKET DAY <i>(For example, if the market meets on Wednesday and Saturday, provide a total for each day.)</i>	VISITOR GRAND TOTAL For suggestion on how to tabulate this number please refer to the Market Data Help sheet
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

7) HOW MANY TOTAL DAYS WAS YOUR FARMERS' MARKET OPEN THIS SEASON? (For example, if your market is open on Saturday for 24 weeks between May and October, then your Total Market Days are **24**. If it is open two days a week during that time, your Total Market Days is **48**.)

8) 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 Q7 -- **by the average number of vendors** present at your market each market day.)

9) 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.)



10) 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.)

11) 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.)

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

12) How many market staff members were paid for their work during the market season?

- 0
- 1
- 2-5
- 6 or more

13) 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 | |

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

- | | | |
|---------------------------------|------------------------------------|---------------------------------|
| <input type="checkbox"/> None | <input type="checkbox"/> 1 to 2 | <input type="checkbox"/> 3 to 4 |
| <input type="checkbox"/> 5 to 7 | <input type="checkbox"/> 8 or more | |

15) 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.)

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



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

17) 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

18) 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.)

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

20) 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**