



# 2023 Market Data

During 2023, gross total sales of products across New Mexico's farmers' markets, farm stands, CSAs, and other local outlets surpassed \$20 million for the first time. This is a 41% increase from 2022 and more than double the gross total sales from 5 years ago (2018).

The significant increase in local food sales over 2022 can be partially attributed to:

- Farmers' market sales went up 34% over 2022 (from \$14.7M to \$20.7M);
- FreshRx box purchases (from \$146,200 to \$450,758);
- FMNP - new state funding for food boxes (from \$98,575 to \$302,759);
- Farm stands (from \$300,000 to \$1,646,895).

The number of farm stands reporting also went from 8 to 19.

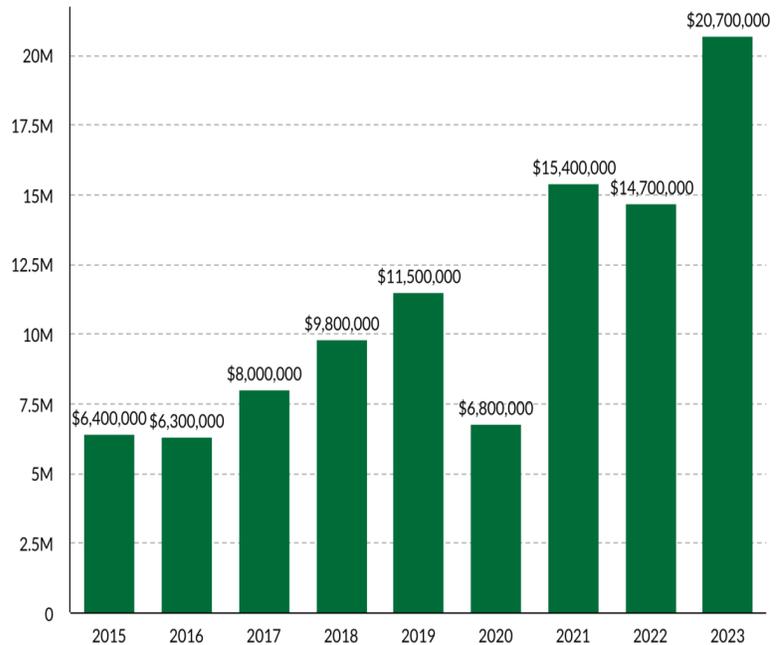
Nearly \$12 million, or 58% of total sales, went to agricultural producers.

More than 830,000 customers shopped at farmers' markets, farm stands, and CSAs in 2023, which is just slightly more than in 2022. Nearly two-thirds of markets reported that their market managers and/or other staff were paid for their work during 2023.

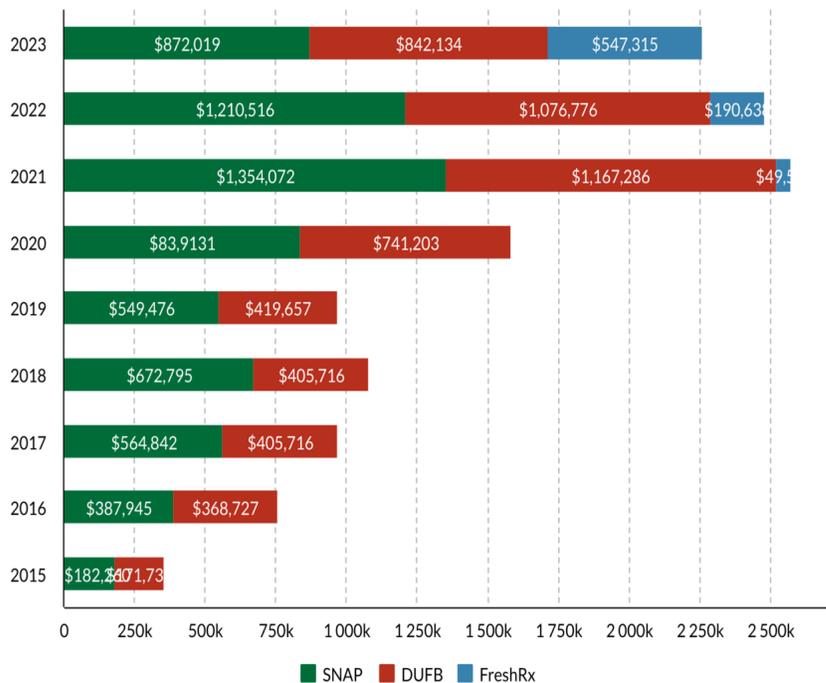
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The average percent of vendors that were agricultural producers at farmers' markets in 2023 was 63%.

Gross Total Sales 2023



SNAP, Double Up, and FreshRx Sales





**NEW MEXICO  
FARMERS'  
MARKETING  
ASSOCIATION**

# Estimated 2023 Sales

This table shows reported gross sales and reported agricultural sales for each member shopping outlet.

SNAP, Double Up Food Bucks, FreshRx, and FMNP sales are included in Gross Agricultural Sales.



## 2023 FARM STANDS, CSAs, & FOOD BOX PROVIDERS:

Anthony Youth Farm, Big Jim Farms, Black Mesa Farm, Chispas Farm CSA, De Colores Farms, Desert Spoon, Elder's Greenhouse & Garden, Firm Foundation Farms, Frontier Food Hub, Genesis Gardens Homestead, Graves Farm & Garden, Hope Garden, LaCosecha CSA, La Semilla Food Center Farm Fresh, Legacy Acres Market at La Casa Verde, MoGro, New Mexico Harvest, Polks Folly Butcher Shop & Farm Stand, Red Willow Center, Reunity Resources Farm Stand, Rosales Produce (Isleta, Abuquerque, and Socorro), San Juan College Harvest Food Hub, Taos Community Farms CSA, The Fruit Basket, The Veggie Shack

## 2023 GROCERY STORES:

Bomvida Farms, Cid's Food Market, Dixon Cooperative Market, LaMontañita Food Co-op, Los de Mora Local Growers Co-op, Silver City Food Cooperative, Tiny Grocer ABQ, Village Greengrocer

Market	Total Gross Sales	Gross Agricultural Sales	SNAP Sales ++	DUFBS Sales ++	FreshRx Sales	FMNP Sales
Abiquiu	\$66,000	\$52,000	\$2,424	\$2,318	582	TBD
ABQ Rail Yards	\$4,014,261	\$495,401	\$64,993	\$67,395	\$15,475	TBD
Alamogordo	\$3,800	\$2,600	\$568	\$534	\$1,261	TBD
Albuquerque Downtown	\$3,321,899	\$1,351,384	\$123,994	\$99,621	\$19,954	TBD
Ardovino's Desert Crossing	\$196,736	\$41,403	\$28,974	NA	NA	TBD
Aztec	\$48,763	\$41,403	\$3,612	\$3,842	NA	TBD
Belen*	\$10,032	\$10,032	\$2,963	\$2,510	\$4,559	TBD
Bernalillo	\$4,567	\$4,567	\$317	\$457	NA	TBD
Black Mesa Winery Farm	\$8,378	\$8,378	\$0	\$12	NA	TBD
Bloomfield	\$9,368	\$6,848	\$355	\$242	NA	TBD
Bosque Farms	\$89,160	\$78,909	\$1,907	\$2,234	\$574	TBD
Carlsbad	\$131,930	\$23,335	NA	NA	NA	TBD
Cedar Crest	\$149,000	\$104,000	\$2,610	\$2,886	\$52	TBD
Clovis	\$92,000	\$90,000	\$4,044	\$3,716	NA	TBD
Corrales	\$1,396,910	\$1,279,224	NA	NA	NA	TBD
Dixon *	\$67	\$67	\$67	\$0	NA	TBD
Eldorado	\$156,280	\$102,980	\$1,048	\$870	NA	TBD
Espanola	\$96,843	\$83,843	\$11,267	\$10,462	\$9,457	TBD
Farmington	\$175,512	\$109,506	\$10,907	\$10,780	NA	TBD
Fort Sumner	\$14,983	\$1,998	\$39	\$24	NA	TBD
Gallup *	\$545	\$545	\$279	\$266	NA	TBD
Gila	\$26,100	\$16,100	NA	NA	NA	TBD
Grants	\$44,286	\$9,630	\$1,070	\$1,062	NA	TBD
Harding County	\$1,200	\$0	NA	NA	NA	TBD
Hobbs	\$64,000	\$46,000	NA	NA	NA	TBD
Jemez Springs	\$29,579	\$10,574	NA	NA	NA	TBD
Kirtland	\$4,418	\$3,418	\$265	\$232	NA	TBD
Las Cruces	\$1,340,000	\$340,000	\$56,716	\$48,872	NA	TBD
Las Vegas - Tierra Encantada *	\$33	\$33	\$7	\$26	NA	TBD
Las Vegas Tri-County *	\$70,076	\$70,076	\$34,852	\$32,208	\$3,016	TBD
Los Alamos	\$291,250	\$221,250	\$2,655	\$2,934	\$391	TBD
Los Lunas	\$89,228	\$56,607	\$10,461	\$9,828	\$2,283	TBD
Los Ranchos	\$1,087,072	\$978,365	NA	NA	NA	TBD
Mesa Verde *	\$138	\$138	\$84	\$54	NA	TBD
Mile Hi (Albuquerque) *	\$366	\$366	\$226	\$140	NA	TBD
Mimbres Valley	\$10,824	\$5,412	NA	NA	NA	TBD
Pecos Farmers Market	\$18,544	\$7,467	\$254	\$82	\$65	TBD
Pharmer's Pharmacy Market	\$1,000	\$1,000	NA	NA	NA	TBD
Portales	\$41,000	\$40,000	\$2,524	\$2,092	NA	TBD
Quemado	\$14,430	\$5,833	NA	NA	NA	TBD
Questa	\$53,879	\$20,881	\$2,794	\$2,430	NA	TBD
Raton	\$3,200	\$1,200	NA	NA	NA	TBD
Roswell *	\$106	\$106	\$48	\$58	NA	TBD
Santa Fe	\$2,750,000	\$2,200,000	\$160,023	\$161,249	\$28,167	TBD
Santa Fe Del Sur	\$65,200	\$60,000	NA	NA	NA	TBD
Santa Rosa *	\$2,061	\$2,061	\$943	\$1,118	NA	TBD
Shiprock	\$73,685	\$55,263	\$1,676	\$1,542	NA	TBD
Sierra County	\$50,220	\$33,000	\$6,218	\$4,548	NA	TBD
Silver City	\$190,000	\$140,000	\$32,675	\$32,302	\$5,778	TBD
Socorro	\$71,693	\$27,074	\$2,503	\$1,886	\$2,875	TBD
South Valley	\$9,406	\$5,414	\$870	\$914	\$401	TBD
Taos	\$1,000,000	\$800,000	\$50,887	\$58,228	\$1,667	TBD
Tucumcari	\$9,404	\$7,017	\$860	\$146	NA	TBD
<b>TOTAL MARKETS</b>	<b>\$17,399,432</b>	<b>\$9,040,279</b>	<b>\$600,005</b>	<b>\$570,120</b>	<b>\$96,557</b>	<b>\$302,759</b>
CSAs, Farm Stands, & Box Programs	\$3,211,478	\$2,869,992	\$230,523	\$230,523	\$450,758	\$ 258,888
Grocery Stores	\$82,982	\$82,982	\$41,491	\$41,491	NA	NA
<b>Grand Totals</b>	<b>\$20,693,892</b>	<b>\$11,993,253</b>	<b>\$872,019</b>	<b>\$842,134</b>	<b>\$547,315</b>	<b>\$561,647</b>

++ Redeemed dollars \*Market Data not submitted; gross and ag sales reflect a total of SNAP, DUFBS, FreshRx, and FMNP