



## 2023 MARKET DATA SURVEY “HOW-TO” GUIDE Farm Stands and CSAs

**Reminder: Market Data Surveys Due by December 31, 2023**

The New Mexico Farmers' Marketing Association (NMFMA) appreciates your support in gathering market data for farmers' markets, mobile markets, farm stands, and CSAs. **Market Data is important and mandatory.** It allows us to advocate for farmers and their retail sites at the state legislature, to secure grants that help farmers, as well as to help increase food security and grow New Mexico's local economy. Please remember that this is not the same as the *Double Up Food Bucks* data.

**REMINDER: USE THIS YEAR'S “HOW-TO” GUIDE TO COMPLETE THE 2023 MARKET DATA SURVEY.**

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 those who participate in *Double Up Food Bucks*'.

Here is an overview of the information we ask from each farm stand or CSA (farmers' markets and mobile markets have their own “How-to” guide) for your 2023 season. You will also find the NMFMA's recommendations and tips on collecting this data.

### DATA COLLECTION OVERVIEW

#### 1. ABOUT YOUR FARM STAND OR CSA

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

#### 2. MARKET DAYS OR DISTRIBUTION DAYS

How many days was your farm stand open this season, or how many days did your CSA distribute shares to subscribers? This season means the entire 2023 calendar year when your farm stand or CSA was open.

#### 3. TOTAL CUSTOMER COUNT

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

**For CSAs, enter the exact number of subscribers.**



**For farm stands, NMFMA recommends the following method(s) for calculating the customer count:**

Count your customers once each week, on a random day (see below two suggested ways of counting customers on a single day). At the end of the season, calculate the daily average of the customer counts, then multiply this average by the number of days your farm stand was open this year. This would mean:

Total customers = Daily customer average x # of days farm stand is open

For example, if your daily customer average is 45 and your farm stand is open 100 days, the total customers would be 4500 (45 x 100 = 4500).



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

- 1) Count the actual number of customers present at your farm stand once each hour and write it down, add up the counts at the end of the 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.

Alternatively, your Farm Stand may be able to use a batch total from your register that allows you to count individual sales made in a day and could count customers that way.

#### **4. SALES FIGURES**

***Please remember that all the individual responses for your farm stand or CSA will be kept confidential; any information that is made available publicly will be anonymized and aggregated for all participating farm stands or CSAs in the state.***

You will be asked to share:

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

**If you have any questions on filling out the Market Data Survey for CSAs and Farm Stands, please contact Andrea Warner: [andrea@farmersmarketsnm.org](mailto:andrea@farmersmarketsnm.org).**