



## 2023 Market Data Survey - Farm Stands or CSAs

**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 answer all questions to the best of your ability.

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

For help, please review the ***Market Data Survey "How-To" Guide*** before filling out this survey, to ensure you have all the necessary information calculated and ready to enter here. The "How-To" Guide can be found at our website *NewMexicoFMA.org > Resources > Market Managers > Market Data, or NewMexicoFMA.org > Resources > click resources > Resources for Managers > Market Data (Note: farmers' markets and mobile markets have a different form, which you can also find on the website).*

**Please Note that all questions are required. We will call you for missing information!** If you manage multiple farm stands or CSAs, please submit one form for each.

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### 1. ABOUT YOUR FARM STAND OR CSA

1.1. Is this form for a farm stand or a CSA? Check one.

- Farm Stand  
 CSA

1.2. What is the name of this farm stand or CSA?

1.3. What is the farm stand or CSA manager's first and last name?

1.4. What is the farm stand or CSA manager's email address?

1.5. If responding on the manager's behalf, what is your first and last name?

### 2. MARKET DAYS OR DISTRIBUTION DAYS

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



**3. TOTAL CUSTOMER COUNT**

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

**4. SALES FIGURES**

4.1. 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.*) (Please remember, this will remain confidential).

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

Thank you for your time!

Please scan this survey or send a photo as an email attachment to:

[andrea@farmersmarketsnm.org](mailto:andrea@farmersmarketsnm.org)

OR by mail by Dec. 31st to:

Attn: Market Data Survey

NMFMA

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