



## 2023 Market Data Survey: Farmers Markets' and Mobile Markets

**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, 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 markets will be kept **confidential**; and any information that is made available publicly will be anonymized and aggregated for all participating markets in the state.

For help, 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" can be found at our website *NewMexicoFMA.org > Resources > Market Managers > Market Data* (Note: farm stands and CSAs have a different form, which you can find here also).

**Please note that all questions in RED are required. We will call you for missing information!** Also, if you manage multiple farmers' markets or mobile markets, please submit one form for each market.

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### 1. ABOUT YOUR FARMERS' MARKET OR MOBILE MARKET

- 1.1. What is the name of the market?
  
- 1.2. What is the market manager's first and last name?
  
- 1.3. What is the market manager's email address?
  
- 1.4. If responding on the manager's behalf, what is your first and last name?

### 2. MARKET DAYS

- 2.1. Is your market open year-round?  
 Yes  No  I don't know  Other (please specify) \_\_\_\_\_
  
- 2.2. How many total days was your farmers' market open this season?



**3. TOTAL CUSTOMER COUNT**

3.1. What was the total estimated customer count for the season, for each day of the week that your farmers' market met?

| MARKET DAY<br>(For example, if the market meets on Wednesday and Saturday, provide a total for each day.) | CUSTOMER GRAND TOTAL<br>For help please refer to the Market Data "How-To" Guide |
|---|---|
| Monday  |   |
| Tuesday   |   |
| Wednesday   |   |
| Thursday  |   |
| Friday  |   |
| Saturday  |   |
| Sunday  |   |

**4. VENDOR DAYS**

4.1. What was the total number of VENDOR DAYS for your market this season?

**5. PERCENT OF FARMERS AND RANCHERS**

5.1. What is the approximate percent of your vendors that are mostly farmers and ranchers? (Not value-added vendors, bakers, or crafts vendors, etc.)

**6. SALES FIGURES**

6.1. What were the total agricultural sales in 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.)

6.2. What were the total non-agricultural sales in 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

*While these questions are optional, they help us to understand other aspects of market management, your responses are greatly appreciated. Thank you!*

7. How many market managers or any other staff were paid this season?  
 0       1       2-5       6 or more
  
8. How much pay did your market manager receive during the 2023 season? *Please remember that this will be kept confidential, and that any information made available publicly will be anonymized and aggregated.*  
 None       \$5,000 to \$9,999  
 \$1 - \$999       \$10,000 to \$19,999  
 \$1,000 to \$1,999       \$20,000 or more  
 \$2,000 to \$4,999
  
9. How many volunteers did your market have this season?  
 None       5 to 7  
 1 to 2       8 or more  
 3 to 4
  
10. 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.)
  
11. Do you ask vendors to pay a DAILY FEE? If yes, what is the fee?

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  
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