



## 2023 MARKET DATA SURVEY “HOW-TO” GUIDE Farmers’ Markets and Mobile Markets

**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, 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 farmers market and mobile markets (farm stands and CSAs 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 FARMERS’ MARKET OR MOBILE MARKET

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

#### 2. MARKET DAYS

How many days was your market open this season? This season means the entire 2023 calendar year when your farmers’ market or mobile market was open. For example, if your market is open on Saturday for 24 weeks between May and October, then your Total Market Days is 24. If it is open two days a week during that time, your Total Market Days is 48.

#### 3. TOTAL CUSTOMER COUNT

This is the total estimated number of customers who visited your market this season.

On the Market Data Survey, you will be asked for a Customer Count and will supply a **single grand total** for each day of the week that your market is open. **For markets that meet more than once a week**, you will need to calculate this grand total for each day of the week that your market operates. For example, if your market operates on Tuesdays and on Saturdays, you will need to provide a customer count number for Tuesday and a customer count number for Saturday.



Here is the table that you will be asked to fill out for the Customer Count.

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

**The following method is our recommendation for calculating the Customer Count:**

Count your customers during at least four (4) random days during the season. Once you have totals for these days, add them all together and divide by the number of days you counted customers during the season to find the average. To calculate the customer count for a given market day, you then multiply the customer average by the total number of days your market was open on that day of the week.

Here is an example for calculating the Customer Count for a sample market that is open on Saturdays from May 13 through October 31, or 24 weeks:

Customer Count #1	200
Customer Count #2	210
Customer Count #3	15
Customer Count #4	30
<hr/>	
Total	455
Average	114 (455/4, rounded up)
<b>CUSTOMER COUNT (This is the number you will provide in the Market Data)</b>	<b>2,736 (114 * 24 weeks)</b>



**HINT!** Consider having the same person oversee calculating this number each of the market days when you do a customer count. Each time they count they will get better at it.



**HINT!** There are a variety of ways to count customers, here are two possibilities:

- 1) Count the actual number of customers present at your market once each hour and write it down, then 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 walk into your market's main entrance for the entire market day. If you have more than one main entrance, you could post volunteers at each main entrance.

#### 4) VENDOR DAYS

We are looking for the number of days that your vendors were selling at your market through the whole season in total. This means that repeat vendors will be counted numerous times through the season.



**HINT!** Every time your market meets, record the number of vendors that are selling that day. At the end of the season, total this number up for your Vendor Days.

If you have the same 10 vendors present during each market for 24 markets, *multiply* these two numbers and Vendor Days will be 240.

If you have a different number of vendors during each market day, you would simply record the number of vendors each market day and then *add* up the total number for the entire season. This simplified example shows what we mean:

<b>Market Day</b>	<b># Vendors</b>
May 15	20
June 15	30
July 15	30
August 15	40
<b>TOTAL VENDOR DAYS</b>	<b>20+30+30+40 = 120 Vendor Days</b>



## 5) PERCENT OF FARMERS AND RANCHERS

We will ask you the approximate percent of your vendors that are farmers and ranchers (not craftspeople, bakers, processed food vendors, etc.) during the season.

## 6) 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. **Markets that do not supply this information may lose their eligibility for promotional fund dollars.***

You will be asked to provide:

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



***HINT!*** You need to do this once each month but consider doing it more often for a more accurate number! We've created a separate handout to help with this.  
Here's what we recommend:

- 1) Hand out the form we've created to your vendors once each month, or more often (one side of the form is in English, the other is in Spanish).
- 2) Collect the anonymous forms from your vendors. (You might do this when you stamp their WIC checks, redeem their Double Up Food Bucks tokens, or collect their vendor fees).
- 3) Calculate the sales totals for each month, adding A and B to calculate "total agricultural sales" for the month, and C and D for "total non-agricultural sales."
- 4) At the end of the season, determine the average monthly sales amount, then multiply this by the number of months your market was open during the regular season (5 months, 6.5 months, 7 months, etc.). This will be your total sales for the season.

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



**Please write your sales dollars for the previous week in each of these categories.**

- A: Fruits and vegetables: \$ \_\_\_\_\_
- B. Meat, eggs, cheese, and honey: \$ \_\_\_\_\_
- C. Processed foods (like jams or pickles):  
and baked goods \$ \_\_\_\_\_
- D. Crafts (soap, ristras, etc.): \$ \_\_\_\_\_

**We do not need your name! Sales are anonymous!**

We report on total sales for the **entire state**. We do not know who you are or how much you earn. We do not send any information to the IRS.

**Accurate sales dollars are important, and we need your help collecting them!** Each year the New Mexico Farmers' Marketing Association collects information about the sales of agricultural and non-agricultural products. These sales numbers allow us to advocate for farmers at the state legislature, receive grants to help farmers, and more.

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**Escriba sus dólares de ventas de la semana anterior en cada una de estas categorías.**

- A: Frutas y verduras: \$ \_\_\_\_\_
- B. Carne, huevos, queso, y miel: \$ \_\_\_\_\_
- C. Alimentos procesados  
(como encurtidos o mermelada)  
y los productos de panadería y pastelería \$ \_\_\_\_\_
- D. Artesanía (jabón, ristras, etc.): \$ \_\_\_\_\_

**¡No hace falta su nombre! ¡Las ventas son anónimas!**

Informamos sobre las ventas totales para **todo el estado**. No sabemos quién es usted ni cuánto gana. No enviamos ninguna información al IRS.

**¡Las cifras de ventas precisas son importantes, y necesitamos su ayuda**

**para recolectarlas!** Cada año, la New Mexico Farmers' Marketing Association recopila información sobre las ventas de productos agrícolas y no agrícolas. Estas cifras de ventas nos permiten abogar a los agricultores en la legislatura estatal, recibir subvenciones para ayudar a los agricultores y más.

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