



2025 Market Data Survey: Farm Stands, CSAs, and Mobile Markets

Due by December 31, 2025

The New Mexico Farmers' Marketing Association (NMFMA) appreciates your support in gathering market data for Farm Stands, CSAs, and Mobile Markets. **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.

This survey is for Farm Stands, CSAs, and Mobile Markets. Please note that Farmers' Markets have a different form, which you can find on the NMFMA website.

All the individual responses for your Farm Stand, CSA, or Mobile Market will be kept **confidential**; and any information that is made available publicly will be anonymized and aggregated for all participating Farm Stands, CSAs, and Mobile Markets in the state.

For help in filling out the survey, please review the **2025 Market Data Survey "How-To" Guide for Farm Stands, CSAs, and Mobile Markets** to ensure you have all the necessary information calculated and ready to enter here. The "How-To" Guide and all additional market data information can be found at our website: https://www.newmexicofma.org/market_data.php

Please note that all questions are required, and we ask that you complete this form once your season is over. If you need additional time beyond December 31, please reach out!

If you manage multiple Farm Stands, CSAs, or Mobile Markets, please submit one form for each.

1. ABOUT YOUR FARM STAND, CSA, or MOBILE MARKET

1.1. Is this form for a Farm Stand, CSA, or Mobile Market? Check one.

- ☐ Farm Stand
☐ CSA
☐ Mobile Market

1.2. What is the name of this Farm Stand, CSA, or Mobile Market?

1.3. What is the first and last name for the best point of contact at the Farm Stand, CSA, or Mobile Market?

1.4. What is the Farm Stand, CSA, or Mobile Market point of contact's email address?

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



2. MARKET DAYS OR DISTRIBUTION DAYS

- 2.1. What was the opening date for your Farm Stand, CSA, or Mobile Market in 2025?
- 2.2. What was the closing date for your Farm Stand, CSA, or Mobile Market in 2025?
- 2.3. How many total days was your Farm Stand or Mobile Market open, or how many total days did your CSA distribute shares to subscribers during 2025?

3. TOTAL CUSTOMER COUNT

- 3.1. How many total customers visited your Farm Stand or Mobile Market in 2025, or how many people subscribed to your CSA during 2025? *[Note: If needed, please refer to the "How-To" Guide for help with getting the total customer count.]*

4. VENDORS

- 4.1. How many total vendors did your Farm Stand, CSA, or Mobile Market source from during 2025? This should include farmers, ranchers, other food businesses, and any other suppliers that you sourced from for selling products at your Farm Stand or Mobile Market, or through your CSA. *Note: if your operation is the only source of product for your Farm Stand, CSA, or Mobile Market, your response to this question should be 1.*

5. SALES FIGURES

- 5.1. What were the total agricultural sales in US DOLLARS for your Farm Stand, CSA, or Mobile Market during 2025? *(Fruits, vegetables, meat, eggs, cheese, grains, legumes, nuts, and honey.)* (Please remember, this will remain confidential).
- 5.2. What were the total non-agricultural sales in US DOLLARS for your Farm Stand, CSA, or Mobile Market during 2025? *(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

OR send by mail by Dec. 31st to:
Attn: Market Data Survey
NMFMA
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