



## 2025 MARKET DATA SURVEY “HOW-TO” GUIDE

### Farmers' Markets

**Survey Due by December 31, 2025**

The New Mexico Farmers' Marketing Association (NMFMA) appreciates your support in gathering market data for Farmers' 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 remember that this is not the same as the *Double Up Food Bucks* data.

This guide is for the Farmers' Markets survey. Please note that Farm Stands, CSAs, and Mobile Markets have a different form and guide.

**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 for from each Farmers' Market for your 2025 season. You will also find the NMFMA's recommendations and tips on collecting this data. ***If you manage more than one Farmers' Market, please submit one form for each market***

Finally, for this year we have also prepared a *Market Data Survey Helper* in Excel. The Survey Helper is also on our website and is an optional resource that you can use that could be helpful in filling out the Market Data Survey for Farmers' Markets.

**All information related to market data can be found on the [market data page](#) on the NMFMA website.**

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## DATA COLLECTION OVERVIEW

### 1. ABOUT YOUR FARMERS' MARKET

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

### 2. MARKET DAYS

In this section, we ask for the opening and closing dates for your market during the 2025 year. We also ask if your market was open year-round or not. Please note that “year-round” means that the market is open all months of the year. If the market is not open in all months, then the market is not considered open year-round.

Finally, we ask how many days your market was open in 2025. This means the entire 2025 calendar year when your Farmers' 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 are 48.



### 3. TOTAL CUSTOMER COUNT

This is the total estimated number of customers who visited your market in 2025.

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
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



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Total	455
Average	114 (455/4, rounded up)

**CUSTOMER COUNT (This is the number you will provide in the Market Data)** **2,736** (114 \* 24 weeks)



**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 COUNT

In this section, we are asking for two pieces of information:

- i) The **total number of individual vendors** who participated in your market in 2025. This should be the total number of individual vendors that are on your market's vendor list or roster for 2025.
- ii) The **average number of vendors** present at each day the market was open. To calculate this number, you will need to add up the number of vendors present each day the market was open, then divide that number by the number of days your market was open.



**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.

#### Example 1:

If you have the same 10 vendors present during each market for 24 market days, the total number of vendors will be 240, which will be divided by 24 to get an average of 10 vendors per market day.



So the final calculation for Example 1 is:

**240 Vendors ÷ 24 market days = an average of 10 vendors per market day for the season**

**Example 2:**

If you have a different number of vendors during each market day, you should record the number of vendors for each market day and then *add* up the total number for the entire season. This total will then be divided by the number of market days.

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 VENDORS</b>	<b>20+30+30+40 = 120 Vendors</b>

So the final calculation for Example 2 is:

**120 Vendors ÷ 4 market days = an average of 30 vendors per market day for the season**

**5) PERCENT OF FARMERS AND RANCHERS**

We will ask you the approximate percent of your vendors that are farmers and ranchers during the season. By farmers and ranchers, we mean those vendors that are selling fruits, vegetables, meat, eggs, cheese, grains, legumes, nuts or honey that they have grown or produced.

**6) SALES FIGURES**

You will be asked to provide:

1. Total agricultural sales in dollars (gross sales of fruits, vegetables, meat, egg, cheese, grains, legumes, nuts, 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 vendors redeem their Double Up Food Bucks tokens, or when you 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.

## **7) ADDITIONAL QUESTIONS**

The last set of questions ask about your market's staffing, volunteers, and vendor fees. These questions are optional, and they help us to understand other important aspects of market management.

**If you have any questions on filling out the Market Data Survey for Farmers' 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: \$ \_\_\_\_\_

**¡No hace falta su nombre!**

B. Carne, huevos, queso, y miel: \$ \_\_\_\_\_

**¡Las ventas son anónimas!**

C. Alimentos procesados  
(como encurtidos o mermelada)  
y los productos de panadería y pastelería \$ \_\_\_\_\_

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

D. Artesanía (jabón, ristras, etc.): \$ \_\_\_\_\_

**¡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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