



## 2025 Market Data Survey: Farmers' Markets

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

This survey is for Farmers' Markets only. Please note that Farm Stands, CSAs, and Mobile Markets have a different form, which you can find on the NMFMA website. ***If you manage a Farm Stand, CSA, or Mobile Market, please submit a Farm Stand/CSA/ Mobile Market survey.***

For help in filling out the survey, please review the **2025 Market Data Survey "How-To" Guide for Farmers' 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](https://www.newmexicofma.org/market_data.php)

**Please note that all questions in RED are required. Please reach out if you need help!**

**Finally, if you manage more than one Farmers' Market, please submit one form for each market.**

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### 1. ABOUT YOUR FARMERS' 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. What was the opening date for your market in 2025?
- 2.2. What was the closing date for your market in 2025?
- 2.3. Is your market open year-round? ("year-round" means that the market is open all months of the year.)

☐ Yes ☐ No ☐ I don't know ☐ Other (please specify) \_\_\_\_\_



**2.4. How many total days was your farmers' market open in 2025?**

*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**

**3.1. What was the total estimated customer count for 2025, for each day of the week that your farmers' market met?**

*Note: for detailed help and guidance calculating the customer counts, please refer to the Market Data "How-To" Guide.*

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	

**4. VENDOR COUNT**

**4.1. What was 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.**



- 4.2. What was the average number of vendors who were present each day the market was open? To calculate this number, simply add up the number of vendors present at each day the market was open then divide that total by how many days your market was open.

*Note: this is the number that NMFMA will use to calculate your membership and liability insurance fees and promotional funds reimbursement amount (if applicable).*

For calculating average number of vendors, this simplified example shows what we mean. (See the “How-To” Guide for further details):

<u>Market Day</u>	<u># Vendors</u>
May 15	20 vendors
June 15	30 vendors
July 15	30 vendors
August 15	40 vendors

TOTAL:  $20+30+30+40 = 120$  Vendors

$120 \text{ Vendors} \div 4 \text{ market days} = 30$  average vendors per market day for the season

## 5. **PERCENT OF FARMERS AND RANCHERS**

- 5.1. What is the approximate percent of your vendors that are farmers and ranchers? (This should be those vendors selling fruits, vegetables, meat, eggs, cheese, grains, legumes, nuts, or honey that they have grown or produced).

*Note: this figure is also used for calculating promotional funds reimbursement amount (if applicable).*

## 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, grains, legumes, 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.)

***Note: markets that do not supply sales figure information may lose their eligibility for promotional fund dollars.***



### ADDITIONAL QUESTIONS

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

7. How many market managers or any other staff were paid for their work in 2025?  
☐ 0      ☐ 1      ☐ 2-5      ☐ 6 or more
8. How much pay did your market manager receive during the 2025 season?  
*Please remember that this will be kept confidential, and that any information related to this question that is 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 in 2025?  
☐ None      ☐ 5 to 7  
☐ 1 to 2      ☐ 8 or more  
☐ 3 to 4
10. Do your market's vendors pay a fee? [check all that apply]  
☐ Yes – our vendors pay a fee for the entire season  
☐ Yes – our vendors pay a daily fee  
☐ No – we do not require vendors to pay any fees  
☐ Other: \_\_\_\_\_
11. Please explain, if needed, your vendor fee structure:

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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