



2026 Market Data Survey: Farmers' Markets **Due by December 31, 2026**

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 in addition to a Farmers' Market, you will need to fill out separate surveys for each.

For help in filling out the survey, please review the **2026 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**, as well as a **Market Data Survey Helper**, and all other market data information can be found here: https://www.newmexicofma.org/market_data.php

Please note that all questions in RED are required, and we ask that you complete this form once your season is over. Please reach out if you have questions or need help!

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

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 2026?

- 2.2. What was the closing date for your market in 2026?

- 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 2026?

For example, if your market is open on Saturday for 25 weeks between May and October, then your Total Market Days is 25. If it is open two days a week during that time, your Total Market Days are 50.

3. TOTAL CUSTOMER COUNT

3.1. What was the total estimated customer count for 2026, 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 2026? This should be the number of individual vendors that are on your market's vendor list or roster for 2026.



- 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 Vendors ÷ 4 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 vendors at your market that are farmers and ranchers? (This should be the approximate percentage of farmers and ranchers at the market on any given market day. By farmers and ranchers, we mean those vendors selling any amounts of fruits, vegetables, meat, eggs, cheese, grains, legumes, nuts, honey, or other agricultural products that they have grown or produced themselves).

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, honey, and any other locally-produced agricultural products – 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.

