



Using Market Data to Tell Stories



March 2026



2024 Market Data



Gross Sales Reach \$21 Million!

During 2024, gross total sales across New Mexico's farmers' markets, farm stands, CSAs, and other local outlets were \$21 million, the highest since we started collecting this information. This is nearly double the total gross sales from five years ago (2019).

Agricultural Sales Are Up

More than \$12.5 million, or about 60% of total sales, went to agricultural producers. The average percent of vendors that were agricultural producers at farmers' markets was 64%, nearly the same as 2023's 63%.

Customers Counts Are Up

A total of 1,038,018 customers shopped at farmers' markets, farm stands, and CSAs in 2024 – the first time customer counts have topped 1 million! (up from 830,000 in 2023)

Nutrition Programs Add \$2 Million

Nutrition incentive programs including SNAP, Double Up Food Bucks, and the FreshRx produce prescription program added nearly \$2 million to the local food economy during '24.

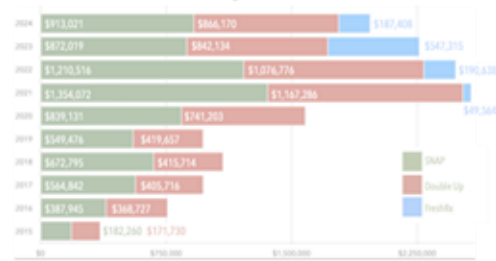
Paid Staff Holds Steady

Nearly two-thirds of markets reported that their market managers and/or other staff were paid for their work during 2024.

Gross Total Sales 2024



SNAP, Double Up, and FreshRx Sales



Agenda

- I. Introduction
- II. What market data tracks and uses of market data
- III. Historic trend examples - sales data & customer counts
- IV. Stories we can tell
- V. Resources for market data tracking and reporting

I. Introduction - session overview

During this brief session we will discuss and explore the ways in which market data can be used to tell individual market stories as well as collective stories of markets across the state.



Estimated 2024 Sales



This table shows reported total gross sales and reported agricultural sales for each member outlet that provided sales information. SNAP, Double Up, and FreshRx sales are included in the Gross Agricultural Sales for each outlet.







2024 Farm Stands, CSAs, & Food Box Providers:
 Big Jim Farms, Black Mesa Farm, Bustamante Farms, Chispaas Farm CSA, Firm Foundation Farms, Frontier Food Hub, Genesis Gardens Homestead, Good Dirt Farm, Graves Farm & Garden, Hope Garden, La Coscha CSA, La Semilla Food Center Farm Fresh, New Mexico Harvest, Piki's Folly Butcher Shop and Farm Stand, Reunite Resources Farm Stand, Rosales Produce (Aleta, Albuquerque, & Socorro), San Juan College Harvest Food Hub, The Fruit Basket, The Veggie Shack

2024 Grocery Stores:
 Bonvida Farms, Cid's Food Market, Dixon Cooperative Market, La Montañita Food Co-op (Albuquerque, Gallup, & Santa Fe), Los de Mora Local Growers Co-op, Silver City Food Cooperative, Tiny Grocer ABQ, Village Greengrocer

Market	Total Gross Sales	Gross Agricultural Sales	SNAP Sales (+)	Double Up Sales (+)	FreshRx Sales
Albino	\$123,900	\$123,400	\$2,704	\$2,896	N/A
ABQ Art Walk	\$1,496,675	\$437,000	\$40,549	\$7,105	\$2,254
Albuquerque	\$2,000	\$2,000	\$149	\$490	\$4
Albuquerque Downtown	\$1,228,475	\$1,286,274	\$116,070	\$148,203	\$1,031
Alto	\$52,852	\$45,120	\$5,011	\$4,718	N/A
Alto *	\$5,264	\$5,264	\$2,323	\$2,214	\$517
Arroyo	\$71,226	\$6,078	\$1,254	\$644	N/A
Black Mesa Shared Farm	\$15,400	\$9,074	\$774	\$262	N/A
Blackfoot	\$14,944	\$16,422	\$1,274	\$1,000	N/A
Boquet Farms	\$24,700	\$27,000	\$1,201	\$1,170	\$4
Carlsbad	\$247,470	\$71,944	N/A	N/A	N/A
Castle Rock	\$146,300	\$63,474	\$1,892	\$1,434	N/A
Chaco	\$160,000	\$160,000	\$2,952	\$2,660	N/A
Carlsbad	\$1,294,910	\$1,279,234	N/A	N/A	N/A
Chico	\$5,300	\$5,300	N/A	N/A	N/A
Chispaas	\$211,000	\$143,700	\$1,044	\$774	N/A
Chispaas	\$65,771	\$48,871	\$71,044	\$71,044	\$1,809
Chispaas	\$274,449	\$191,274	\$12,249	\$11,244	N/A
Chispaas	\$4,200	\$1,400	\$16	\$14	N/A
Frontier Food Hub Mobile Market	\$19,804	\$19,804	N/A	N/A	N/A
Gallop *	\$495	\$495	\$249	\$246	N/A
Gallop	\$23,000	\$23,000	N/A	N/A	N/A
Gallop	\$25,200	\$25,200	\$1,000	\$700	N/A
Gallop Springs	\$22,238	\$19,402	N/A	N/A	N/A
Gallop	\$5,262	\$4,212	\$262	\$202	N/A
La Cueva	\$1,250,000	\$160,000	\$40,400	\$40,074	N/A
La Cueva Community	\$241,900	\$160,000	\$26,000	\$26,214	\$1,794
La Cueva	\$100,000	\$160,700	\$3,078	\$2,218	\$48
La Cueva	\$100,000	\$60,000	\$17,044	\$17,144	\$48
La Cueva	\$1,030,100	\$1,000,140	N/A	N/A	N/A
La Cueva	\$100	\$100	\$42	\$74	N/A
Madison Valley	\$6,000	\$6,000	N/A	N/A	N/A
Madison Valley	\$1,700	\$1,000	N/A	N/A	N/A
Madison Valley	\$46,000	\$46,000	\$1,412	\$1,416	N/A
Madison Valley	\$19,402	\$6,078	N/A	N/A	N/A
Madison Valley	\$22,414	\$22,414	N/A	N/A	N/A
Madison Valley	\$1,221	\$222	N/A	N/A	N/A
Madison Valley	\$2,814,400	\$2,274,440	\$140,940	\$140,740	\$4,013
Madison Valley	\$75,000	\$74,000	\$222	\$274	N/A
Madison Valley	\$27,549	\$48,009	\$1,011	\$1,044	N/A
Madison Valley	\$74,994	\$47,222	\$2,274	\$2,064	N/A
Madison Valley	\$273,449	\$194,424	\$28,714	\$28,474	\$20
Madison Valley	\$168,299	\$42,715	\$1,492	\$1,994	\$20
Madison Valley	\$14,274	\$4,100	\$1,212	\$1,174	N/A
Madison Valley	\$940,000	\$700,000	\$48,274	\$48,234	\$46
Madison Valley	\$22	\$22	\$44	\$46	N/A
Madison Valley	\$17,548	\$15,000	\$425	\$464	N/A
TOTAL MARKETS	\$15,124,740	\$3,547,440	\$448,200	\$344,974	\$17,286
Double Up Market Program	\$1,227,040	\$1,227,040	N/A	N/A	N/A
City, Farm Stand, Food Box, & Other	\$1,480,700	\$1,480,740	\$28,714	\$48,234	\$148,204
Double Up Participating Grocery Store	\$160,200	\$160,200	\$48,274	\$28,462	N/A
Grand Total	\$16,994,680	\$5,417,420	\$525,224	\$384,174	\$17

*Market data not submitted. Therefore gross and ag sales reflect a total of SNAP, Double Up, and FreshRx sales
 (+) Rounded dollars

I. Introduction - who tracks and reports market data

- Market data is required to track and submit for ALL:
 - Farmers' Market Members
 - CSA, Farm Stand, and Mobile Market Members



II. What market data tracks

- Sales - Agricultural & Non-Agricultural
- Customer counts
- Vendor counts
- Percentage of farmer and rancher vendors*
- Market days
- Additional information related to staffing, volunteers, and vendor fees*

**Farmers' Markets only (i.e., not CSAs, farm stands, or mobile markets)*



II. Market data uses – individual & collective

- Track market progress, growth, and trends over time
- Show impacts of markets to local communities, businesses, government agencies, and others
- To attract vendors and/or customers
- Evaluate what changes might help improve the market
- Advocacy

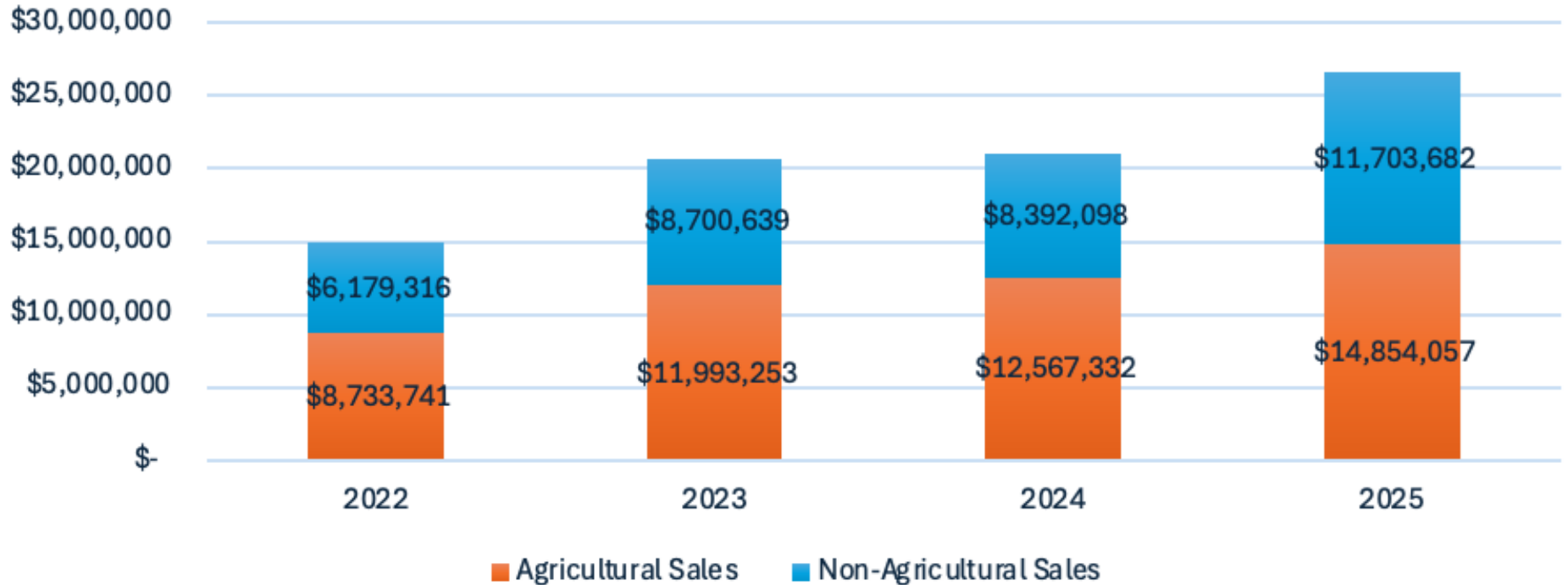


III. Historic Trend Example: Sales Data, 2022-2025

	2022	2023	2024	2025
Agricultural Sales	\$8,733,741	\$11,993,253	\$12,567,332	\$14,854,057
Non-Agricultural Sales	\$6,179,316	\$8,700,639	\$8,392,098	\$11,703,682
Total	\$14,913,057	\$20,693,891	\$20,959,430	\$26,557,739

III. Historic Trend Example: Sales Data, 2022-2025

Market Sales, 2022-2025



III. Historic Trend Example: Customer Counts, 2022-2025

	2022	2023	2024	2025
# of Markets / Outlets Reporting	59	67	63	62
Customer Count	828,334	832,804	1,038,018	1,196,195

IV. Stories We Can Tell - Collectively

Discussion Questions - Part 1

- (1) What stories could be told with this small snapshot of market data?*
- (1) Who do you think would be most interested in these stories?*
- (1) What else do you think audiences would want to know?*



IV. Stories We Can Tell - Individual Markets/ Outlets

Discussion Questions - Part 2

- (1) How do you think you can use market data to tell stories about your own market or outlet?*
- (1) What would those stories be about?*
- (1) Who do you think would be most interested in these stories?*
- (1) What else do you think audiences might want to know?*



V. Market Data Resources

1) **Market Data Guidance and Tools are available on the NMFMA website:**

https://www.newmexicofma.org/market_data.php

Includes:

- How-to guides
- Surveys
- Excel “Survey Helper” **(NEW)** optional but recommended resource designed to help track market data needs and fill out the market data survey

1) **Annual market data summaries and full reports are also available:**

<https://www.newmexicofma.org/research.php>

1) **PLEASE REACH OUT!!**

If you have questions about:

- Tracking or reporting on market data
- Using your market’s data to tell stories

Giving New Mexico farmers, producers, and local food retailers the tools to GROW.

CONNECT • GROW • LEARN

**THANK
YOU!**