



November 2012

Dear Local Food & Agriculture Supporter:

The New Mexico Farmers' Marketing Association is pleased to present the 2012 Farmers' Market Economic Impact Survey for the Albuquerque area. The data shows that farmers' markets continue to thrive and prosper, contributing not only to the incomes of area farmers and their families, but also to the economic vitality of the surrounding areas.

The studies presented here are a snapshot of market activity at five markets on single days within the City of Albuquerque. With more than 60 farmers' markets across the state, one begins to get a picture of the full impact of these thriving market economies in our rural and urban areas alike. The New Mexico Farmers' Marketing Association has been collecting additional sales and market data for well over a decade, and these figures (gross sales totaling more than \$6 million in 2011) also highlight the robust economies to which farmers' markets contribute.

In these difficult economic times, farmers' markets continue to serve as vital links between rural producers and urban and rural consumers – allowing New Mexicans in 25 counties to access fresh, nutritious foods and other locally produced agricultural products.

For many citizens, farmers' markets are the face of New Mexico agriculture. With their great diversity of products, helpful and capable vendors, healthy, fresh foods, and unique vibrant atmospheres, these markets provide powerful benefits for vendors, consumers, and communities across the state.

Enjoy your local farmers' markets, and be sure to thank the hard working vendors who bring you food grown with dedication and great care.

Sincerely,

Denise Miller
Executive Director

Abstract: NMFMA's Report on 2012 SEED Studies in Albuquerque

Project Goal: To determine the economic impact of farmers' markets.

Project Methodology: The NMFMA used a measurement tool called SEED (Sticky Economy Evaluation Device) developed by Market Umbrella of New Orleans. SEED was created to determine the economic impacts of farmers' markets. SEED study teams conduct seven-question customer-intercept surveys and enter the data into a market's online SEED account to produce in-depth economic impact information that utilizes the Bureau of Economic Analysis' multiplier methodology to determine the effect of the re-spending of dollars. Study teams for this project were led by an assistant professor from the University of New Mexico's Sustainability Program and the New Mexico Farmers' Marketing Association, who conducted five SEED studies for five different farmers' markets in the city of Albuquerque.

The full report provides the complete economic impact report for each of the markets' studies, analyzes the study results, compares findings from the different markets, and contextualizes the findings to better inform stakeholders about the state of farmers' markets in the developing food-systems field.

Key Findings (expressed as a range across all five markets)

- Annual Economic Impact on Vendors: \$199,931–\$1,710,910 per market
- Annual Economic Impact on Nearby Businesses: \$31,944–\$481,753 per market
- Annual Economic Impact on the Community: \$231,875–\$2,192,163 per market
- Sales per Customer Transaction: \$16.37–\$27.44 (compared to national supermarket average of \$26.78)
- Sales per Square Foot per Day: \$0.19–\$1.32 (compared with national supermarket average of \$1.68)
- Benefit/Cost Ratio for Vendors: 49 to 1 –200 to 1
- Benefit/Cost Ratio for Community: 73 to 1 –314 to 1

The findings are impressive. Coupled with evidence of markets' ability to incubate entrepreneurs and small businesses and to transition economic activity from the informal to the formal section, the data make a strong case for markets as engines of economic growth and wealth creation.

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I. More About Sticky Economy Evaluation Device (SEED) Methodology

Market Umbrella's Sticky Economy Evaluation Device (SEED) methodology uses customer-intercept surveys, head-count tabulation, and the Bureau of Economic Analysis' RIMS II economic multiplier to determine a farmers' market's annual economic impact upon its region.

How Markets Use SEED

A participating market organization sets up a free account at marketumbrella.org and inputs information about the organization and its market(s) in a Market Profile. SEED then guides users in conducting market studies. Users print out the study forms and learn how to assemble a study team and how to tabulate shopper attendance. On a selected market day, the study team tabulates shopper attendance and conducts intercept surveys of shoppers (with answers that are marked on study forms downloaded and printed from the SEED site and then entered into the market organization's account). Once data has been captured, the user clicks a button to print out its Economic Impact Report. SEED also enables markets to track findings from year to year by storing studies on the market organization's free digital account.

Measuring Economic Impact

The survey asks about shopper spending at the market and in the market's neighborhood. The SEED tool adds the economic benefits of the market, its vendors, and nearby businesses. It takes the annual gross receipts of the market plus annual gross receipts of purchases made by market shoppers at the market's retail neighbors and multiplies the total by the Regional Input-Output Modeling System II multiplier (or RIMS II multiplier). This multiplier is calculated by the Bureau of Economic Analysis (BEA) of the U.S. Department of Commerce. The multiplier captures the impact of an initial round of spending plus subsequent rounds of re-spending of those dollars within the region. The greater the interaction each dollar has with the local economy, the larger the impact and the "stickier" the economy (hence the name *Sticky Economy Evaluation Device*).

The Survey

Shoppers are asked the following questions:

- How often do you visit the market?
- Is the market your primary reason for visiting this neighborhood today?
- How much money do you estimate you spent today at the market?
- Do you have plans to spend money elsewhere in the area?
- Please estimate how much you have spent or will spend today at other businesses.
- What is your ZIP Code?
- What is your gender?

The SEED Economic Impact Report

The Economic Impact Report provides organizations with a wealth of strategically useful data in the form of economic findings that are pertinent for the organization, its internal customers, and its external customers. Market organizers are often surprised to learn of the large financial value markets provide to their vendors, to neighboring businesses, and to local taxing entities.

Reporting to External Customers

Public officials and philanthropic investors may find the following reports especially useful in their decision-making:

- Projected gross receipts within the farmers’ markets
- Projected gross receipts at neighboring retailers
- Projected sales tax revenue (city and state) from sales at neighboring businesses
- Percentage of shoppers who spend at nearby businesses
- Sales per square foot
- Average sales per shopper
- Estimated annual shopper attendance
- Average number of vendors

Reporting to Internal Customers

Market vendors and neighboring businesses may find the following results especially useful in their business planning:

- The top Zip Codes from which the market draws its shoppers. It is always helpful to know who your shoppers are and where they travel from to reach the market.
- How frequently shoppers attend the market—data that can help vendors determine how many of their shoppers are aware of product changes from week to week.
- The dollars spent at neighboring businesses—data that may inform businesses (especially businesses that question the value of the market’s presence) who may begin to ask how to effectively capture their share of overflow dollars.

Market Typology

Years of market research have yielded what Market Umbrella calls “market typology.” Considering a market’s typology underscores the fact that markets serve many purposes for their community beyond their primary goal of making profits for farmers. In fact, because of their goal of being a profitable business enterprise, markets evolve over time into an entity that caters to the needs of the community and people they serve, thus developing different characteristics for themselves.

Market Umbrella created the typology by roughly cataloging and classifying a wide range of markets (please see Appendix 1 for a detailed market typology). The categorization is based not only on a market’s physical structure or location, but also on the types of goods it offers and shoppers it attracts. Investment decisions to bring in conventional food retail outlets such as supermarkets are often based primarily on the market’s physical structure, size, and location. Conventional food retail industry has well-documented historical data showing what the return-on-investment (ROI) and profit margin would look like for the size and location of a proposed supermarket. Decisions NOT to bring supermarkets into certain areas are made according to the same data. Supermarkets find their most lucrative locations in the suburbs, leaving corner markets and convenience stores, poorly stocked with fresh fruits and vegetables, in urban areas.

Farmers’ markets, on the other hand, typically don't have physical establishments that require hefty initial investments, nor is there enough historical data to show what kind of investment will result in the most ROI and highest profit margin for markets. We therefore need tools for analyzing the economics of these less conventional economic engines in local areas.

This typology not only provides a useful tool for analyzing markets’ economic impact but also helps establish investment priorities—that is, it can be used to identify which type of market to invest in first to achieve the most efficient local economic development outcomes.

II. The SEED Studies: 5 Markets in Albuquerque

The five markets studied were:

- Albuquerque Downtown Growers' Market
- ABQ Uptown Growers' Market
- ABQ Presbyterian Growers' Market
- Albuquerque Northeast Farmers' and Artisans' Market
- Albuquerque Nob Hill Growers' Market

Each of these markets is managed independently, but the markets officially cooperate as a group called “The Albuquerque Growers' Market Alliance” for purposes such as working with the City of Albuquerque on permits, fees and inspections, to administer a single-token SNAP program, and for the purpose of regional marketing and advertising. Each market has a unique history and connection to the neighborhood where it exists. The largest market is the Downtown Growers' Market at Robinson Park, which began in the 1996. It was started and officially operated by the Albuquerque Downtown Action Team. It is considered the “flagship” market in Albuquerque, and is often a destination for families, tourists, and other visitors. The ABQ Uptown Market (and its sister ABQ Presbyterian Market) is the oldest of the Albuquerque markets, though several moves since 2005 have eroded its vendor base. Started in the 1970s, this is the market that spent many years at the Caravan East parking lot, in an underserved, lower-income section of the city. As Albuquerque’s only market during the late 80s and early 90s, this market had many vendors who farmed their entire lives. On Saturday this market is in the parking lot of the ABQ Uptown Mall, creating a lucrative partner to the many shopping options at the Mall. This year, the Tuesday market is held at a new location, across the street from Presbyterian Hospital. This burgeoning partnership, initiated by the hospital, which encourages its employees to attend the market, is a great support for the market. The Nob Hill Growers' Market, which was founded in 2006, serves a neighborhood of young families and professionals in the university area. Its pleasant park location creates a shady, family-friendly atmosphere. The Albuquerque Northeast Farmers' and Artisans' Market was founded in 2009. Conveniently located on the northeast side of the city, it sits on the campus of Albuquerque Academy and serves a generally more affluent segment of the city's population.

Study Results

According to market typology, the five city markets studied in Albuquerque range in size from two small markets (ABQ Uptown and ABQ Presbyterian: 9-30 vendors), two medium-size markets (Albuquerque Northeast Farmers' and Artisans' Market and Albuquerque Nob Hill Growers' Market: 31-55 vendors) and one large market (Albuquerque Downtown Growers' Market: 56-90 vendors).

Please refer to Appendix 2 for a full-length SEED Economic Impact Report for each of the five markets.

SEED uses the national Farmers' Market Coalition's criteria for measuring the success of each farmers' market: how well the market serves vendors, consumers, and nearby businesses, and what quantifiable and unquantifiable benefits accrue to each group. Additionally, by looking at the operating costs of each market, we consider the financial resources required to deliver these benefits. Evidence for financial efficiency supports the case for farmers' markets: the need for little capital investment should make these institutions attractive to investors.

Regional Economic Impact—What Vendors Earn & Can Spend

The following graphic shows the regional economic impact of each market, as well as each market's impact on vendors. Combined community impact is economic benefit to vendors plus average gross receipts generated for nearby businesses. Vendor earnings have a significant impact on the local economy because much of the earnings get re-spent locally.

Regional Annual Economic Impact on Nearby Businesses

Market	Combined Community Impact (\$K)	Impact on Vendors (\$K)
Albuquerque Downtown	\$2,563.6	\$1,710.9
ABQ Uptown	\$942.3	\$446.8
ABQ Presbyterian	\$256.5	\$199.9
Albuquerque Northeast Farmers' & Artisans'	\$1,088.3	\$537.7
Albuquerque Nob Hill	\$642.9	\$324.9
Totals	\$5,493.6	\$3,220.0

Different size markets will produce different levels of success in terms of vendors' gross receipts. The larger the number of market vendors, the greater the combined sales within the market. This is not to say that larger markets automatically yield more in sales. In fact, unless the market successfully attracts a steady customer base and manages the business efficiently, increasing the number of vendors may lead to negative consequences. It is important to realize that markets, as semi-formal retail outlets, may be subject to complex and sometimes nebulous challenges (sometimes as uncontrollable as daily or seasonal weather patterns), compared to those that conventional retailers confront.

Gross receipts for vendors vary in scale. The newly relocated Albuquerque Presbyterian market generates \$199,931 of vendor impact. This number is derived by multiplying the gross receipts of \$122,955 by the RIMS II multiplier for New Mexico, 1.77 percent. Using the multiplier captures the additional spending—and subsequent re-spending—by vendors in the region: Fuel to get to market, agricultural inputs, labor, tents, umbrellas, and the like.

At the other end of the spectrum, the robust Albuquerque Downtown Market boasts 85 vendors who attend the seasonal market. Downtown generates \$1,710,910 in economic impact via its vendors' sales. This figure speaks to the considerable ripple effect of a large urban market upon the surrounding regional (and mostly rural) economy: farmers sell the fruits of their labor to urban dwellers and return to their homes in rural areas, where they reinvest earned dollars in their businesses and communities.

Economic Impact on Nearby Businesses

Please see the figure below for the dollar impact on nearby businesses, which is substantial.

Annual Economic Impact on Nearby Businesses

Market	Combined Community Impact (\$K)	Impact on Nearby Businesses (\$K)
Albuquerque Downtown	\$2,563.6	\$481.8
ABQ Uptown	\$942.3	\$279.9
ABQ Presbyterian	\$256.5	\$31.9
Albuquerque Northeast Farmers' & Artisans'	\$1088.3	\$311.1
Albuquerque Nob Hill	\$642.9	\$179.6
Totals	\$5,493.6	\$1,284.3

Here, too, size matters. Larger markets may attract more customers who shop in adjacent neighborhoods. Evidence confirms that a wider variety of products offered in markets contributes to a greater appeal for consumers. The more shoppers a market attracts, the greater the number of vehicles that enter the neighborhoods during market hours. And that's often good news for nearby businesses that benefit from the increased foot (and vehicle) traffic the market brings to the area.

Of course this may look quite different depending on the market and where it is located. For example, two markets of comparable size—the ABQ Uptown Market with 26 vendors and the ABQ Presbyterian Market with 27 vendors—have very different impacts on nearby businesses. The ABQ Uptown generates an average of \$279,918 in gross receipts for nearby businesses while the ABQ Presbyterian Market generates an average of just \$31,944. What accounts for this difference? There are many factors, but chief among them are location and market day: the ABQ Uptown Market is located in the parking lot of an upscale shopping center on Saturdays while the ABQ Presbyterian Market takes place across the street from a hospital (and much farther from traditional businesses) on Tuesday mornings.

So, while it is much more likely that shoppers who have come to buy fresh vegetables at the ABQ Uptown Market will also shop at the nearby outdoor mall than those who come to work at the hospital and then visit the market, both markets serve different but important roles.

Location shapes the kind of impacts markets have. Because markets are often limited to locations that charge little or no rent, it is valuable for local businesses and communities to consider strategies for encouraging markets to locate where they may contribute maximum community impact and/or where they may achieve specific policy goals regarding the “stickiness” of market dollars. It is also clear that markets themselves may achieve a great deal by carefully evaluating potential market locations in terms of neighborhood impacts.

Sales per Customer Transaction

Compared to the retail food industry (supermarket) national average of \$26.78 per customer transaction, the five markets we studied have the following figures for sales per customer transaction (i.e., per customer visit):

Sales per Customer Transaction	(Average total per market visit)
Albuquerque Downtown	\$27.44
ABQ Uptown	\$17.75
ABQ Presbyterian	\$16.37
Albuquerque Northeast	\$21.10
Nob Hill	\$20.80

To quote Market Umbrella from a recent SEED report they created for markets in Baltimore, Cleveland, and Los Angeles¹ (use of boldface type inserted by the NMFMA):

“If we consider farmers’ markets solely as food-delivery platforms, they operate at a considerable disadvantage compared to conventional supermarkets. Whereas supermarkets use a single checkout experience for consumers, farmers’ markets, by design, require multiple transactions. Supermarket hours span the days of the week and the hours of the day. By contrast, farmers devote most of their days to farming and market their goods via direct sales on set days during discrete times (usually 4– 5 hours per market). Retail experts attempt to keep pace with rapidly changing and complex consumer demands during periods of major retail restructuring and corporate centralization, within a global chain that delivers food from all over the world and thus often bypasses regional food systems. **And yet, amid all this centralization and globalization, we have seen an unexpected rise of alternative food-distribution channels, most notably farmers’ markets.**

Do consumer purchases at farmers’ markets merely substitute for purchases that otherwise would be made at conventional retail venues? Economists would argue that if farmers’ market sales simply replace sales that previously occurred elsewhere, then farmers’ markets bring no new money into the economy. If, however, consumers purchase goods that are available only at farmers’ markets, then the case can be made that market sales contribute to the spending of new dollars.

Additionally in the markets’ favor, these new dollars are also more “sticky”—less likely to leak out of the local economy, since the businesses that earn these dollars are local farmers rather than regional, national, or international businesses.

The RIMs II multiplier employed in the SEED methodology is based on conventional retail. Retail at the farmers’ market is almost exclusively between local producers and local consumers and may have higher “stickiness” (there are no larger parent companies pulling dollars out of the region, and informal economies tend to re-circulate and re-spend dollars more than formal economies do). Existing formulas and alternative multipliers are not exact enough to capture the stickiness of dollars earned at farmers’ markets. Therefore, our figures should be considered conservative.

¹ McCarthy, Richard and J. Robin Moon. *The Economic Impact of Farmers Markets: A Study of 9 Markets in 3 Major U.S. Cities*. Market Umbrella, 5 July 2012.

Farmers’ markets provide at least three clear advantages over spending a million or two to open a grocery store: (1) Markets require far less capital to open and maintain; (2) markets offer products not otherwise available locally; and (3) if and when farmers’ market sales substitute for grocery sales that would have otherwise gone to nearby stores, market sales dollars remain “stickier” in the local economy.”

The data on average sales per customer transaction is of particular interest in this context. Our data for average consumer purchase per market visit shows these five markets in a trajectory that is promising for the ecology of local economies. It is reasonable to assume that newer markets capture fewer consumer dollars. It takes time for less experienced retail farmers to adjust to demand. It also takes time for newer markets to gain “share of mind” among local shoppers. But when considering the amount that farmers pay per square foot for their non-traditional retail space (detailed in the next graphic), their average sales per customer is not bad.

The market with the lowest customer average spent (\$16.37) at Albuquerque Presbyterian is in a lower-income community. It also changed locations during the 2012 season, and 58% of its customers said they were first time shoppers. By contrast, the market with the highest average spent (\$27.44) is the Albuquerque Downtown market, which has a long history and as the area's flagship market, it attracts a greater number of vendors and customers. Customer spending at the other three markets falls in between, and as the years pass, these markets should begin to show growth that comes from creating customers’ awareness and preference.

Data that shows the percentage of first time shoppers is also valuable information for market organizers who may want to consider marketing strategies to convert these first-time shoppers into regular shoppers.

Sales per Square Foot

Retail food industry’s (i.e., supermarkets’) weekly sales per square foot is \$11.78, or \$1.68 per day per square foot. Our market study shows the following results from the five markets:

Market	Sales per day per Square Foot
Albuquerque Downtown	\$0.43
ABQ Uptown	\$0.32
ABQ Presbyterian	\$0.19
Albuquerque Northeast	\$1.32
Nob Hill	\$1.22

One of the purposes of the SEED tool is to introduce farmers’ market operators to the language of the retail industry. Whereas retail developers think in terms of sales per square foot, farmers’ market organizers instead typically map out a space with 10’×10’ pop-up tents, with little concern for the density of goods and purchasing. Just as the market itself may help to formalize the participating businesses, SEED studies help to convert market successes into language understood by professional retailers: gross receipts and sales per square foot.

In these studies, none of the five markets outperformed the national supermarket average on cost per square foot. But the data do speak to how markets view and manage public space—after all, they typically do not have to invest substantial capital to build and maintain the space, nor heat or air-condition it. Additionally, supermarkets are set up to efficiently push consumers through the aisles, while farmers' markets encourage customers to linger and talk to vendors, neighbors, and friends in a comfortable, open environment.

Some of the markets we studied operate in public parks, others in parking lots. Market managers must therefore be highly efficient in tasks that are beyond simple retail sales, such as educating nontraditional entrepreneurs, cultivating new generations of consumers, rebranding neighborhoods as produce destinations, and so on. Looking at sales per square foot can help inform market organizers that they could improve how they design and manage market layout for the purpose of increasing sales by using an efficient footprint—ideally without compromising the enjoyability of the farmers' market experience for patrons.

While sales per square foot offer useful points of comparison with conventional food retail outlets, this data alone gives an incomplete picture of the effectiveness of farmers' markets.

Benefit/Cost Ratio

Based on the information we gathered on the regional economic impact and the direct impact on vendors, we calculated the benefit/cost ratios for each market by dividing the market's economic impact by the operating budget of the respective market. Unfortunately, analogous figures are not publicly available for the retail food industry or for farmers' markets on a national basis, so we are not able to compare the five markets' numbers to external figures. But the findings do show how much each operating dollar yields for each markets' vendors and for the regional economies. For instance, for each operating dollar the Nob Hill Market spends, it yields \$65 for its vendors and \$129 for the overall community.

Benefit/Cost Ratio		
Market	Benefit/Cost Ratio for Impact on Community	Benefit/Cost Ratio for Impact on Vendors
Albuquerque Downtown	73:1	49:1
ABQ Uptown	314:1	149:1
ABQ Presbyterian	256:1	200:1
Albuquerque Northeast Farmers' & Artisans'	155:1	77:1
Albuquerque Nob Hill	129:1	65:1

The benefit/cost ratio addresses this question: Are markets prudent community economic development investments? We would argue that the very nature of markets—as initial points of entry and innovation within local food economies—have influence far greater than their size. In our study, we examine large and small markets. Every one is undercapitalized. Is this a strength? Or will market organizations experience burnout?

The New Mexico Farmers' Marketing Association recommends additional public and philanthropic investments in farmers' markets, since more resources could yield increases in organizational effectiveness (e.g., additional resources may enable a market to bring in more families who are on public assistance, attract more customers to make vendors and surrounding businesses more profitable, etc.). The markets studied are currently very effective and efficient. The table shows that for every dollar the market organizations spend on operations, it yields that much more impact on vendors and on the nearby communities' economies.

III. Providing Context, Informing Investment and Organization Direction

The SEED data and its use of the RIMS II multiplier is extremely useful in gathering information about the community economic impact of farmers' markets upon vendors and neighboring businesses, and also tracking important customer information. It is our intention that these studies will be repeated over time at the markets studied here, as well as at numerous markets across the state. Both rural and urban markets, and their community investment partners, have much to learn from this data.

While these are the first SEED studies created for New Mexico farmers' markets, the New Mexico Farmers' Marketing Association has been collecting data from markets across the state for more than a decade. This data has helped identify trends in overall market sales, customer attendance, and market growth. The trending data has showed the growth in demand for markets by producers as a place that they can sell their goods for the best prices directly to consumers. It also demonstrates the desire of communities to host and shop at farmers' markets because they are important sources of fresh, healthy food, as well as vibrant community gathering spaces.

The Nutritional Health of Our State

When looking at the overall food landscape, at the same time that “buying local” trends have been gaining in popularity, it is impossible to overlook the rising rates of obesity among the general population and among children across the nation and in New Mexico. In New Mexico, where according to the New Mexico Department of Health rates of obesity hover at approximately 25%, efforts to promote increased consumption of fruits and vegetables have supported a renewed interest in farmers' markets, where the best-tasting locally grown fruits and vegetables are available in 25 counties. Creating fresh food access in urban and rural communities, as well as food deserts, farmers' markets do more than create economic impact—they also support important public benefit programs like the WIC and Senior Farmers' Market Nutrition Programs, SNAP, and others that assist many underserved populations with healthy eating options. The New Mexico Farmers' Marketing Association, along with its state agency partners, plays a central role in making these programs successful. The New Mexico Farmers' Marketing Association and individual farmers' markets are also working at the community level to create successful programs like the Fruit & Vegetable Prescription Program that connects nutritionally-at-risk patients at low-income health clinics with their local farmers' markets. It is estimated that lowering the average BMI (Body Mass Index) of all New Mexicans by 5% would reduce health care costs by 7.3%, an economic savings of \$4.095 billion by the year 2030.²

² Levi, Segal, Laurent, et al. “F as in Fat: How Obesity Threatens America’s Future 2012.” *Trust for America’s Health Issue Report*, September 2012.

Good nutrition for underserved populations is a solid investment in the state's long-term health that go above and beyond food dollars generated for farmers and local businesses.

IV. Recommendations for Future Investments in Farmers' Markets

These SEED studies show the benefits of farmers' markets. They show the direct economic benefit to farmers and other vendors, nearby businesses where markets are located, and by extension, to the wider local community. In addition to the private enterprises they support and the municipal taxes they generate, farmers' markets also serve the public good by creating centers of food access and centers of community interaction. The benefit/cost ratio highlights how much markets do with so little. We applaud the economic efficacy of markets and recommend the following capacity-building investments to further professionalize farmers' markets and improve their internal business models and governance:

- Build the capacity and professionalization of farmers' markets by funding distance learning, webinars, and further economic impact studies. This kind of investment minimizes the risk and uncertainty faced by market organizations, thereby minimizing the risk to and increasing the prosperity of businesses and communities that rely on such organizations.
- Support regional gatherings that attract farmers' market practitioners as well as public health entities, to encourage dynamic exchange of information and improvements to food systems.
- Improve the regulatory environment for markets in areas such as food handling, licensing, taxing, and zoning. Markets navigate a confusing and conflicting web of regulations, but progress in places such as Albuquerque have helped improve the municipal relationship and processes for markets to handle licensing and permits, zoning, and more.
- Support innovative programs such as the Fruit and Vegetable Prescription Program. Programs like these create long-lasting connections between community health clinics and local farmers' markets, improving local nutrition and farmers' bottom lines at the same time.
- Support programs that encourage food access at farmers' markets. The SNAP program benefits the public good by encouraging low-income populations to participate in the local food system and by redistributing federal food dollars into the local economy, but it requires financial support for promotion and administration, two areas that have been underfunded.
- Support cooperation and information exchange among markets and building a strong network of markets, such as the Albuquerque Growers' Market Alliance and the New Mexico Farmers' Marketing Association.

There are inbuilt limitations to farmers' markets, but they accomplish so much, in so many settings, on so many scales. We recognize and celebrate the diversity of farmers' markets. Federal, state, and private support is helping farmers' markets firmly establish their roots, and we think these SEED studies are another way to view the depth of impact they have on farmers and entire communities wherever they are located.

Appendix 1: Market Typology

From “The Economic Impact of Farmers’ Markets: A Study of 9 Markets in 3 Major U.S. Cities” by Richard McCarthy and J. Robin Moon

Our market typology is based not only on a market’s physical structure and location but also on the types of goods offered and shoppers attracted. The typology is divided into 4 P’s: Procedure, People, Product, and Place. The purpose of this typology is to carefully examine each market according to these four Ps to

1. help a market determine whom it will cater to (this aids development of its business plan)
2. understand how well aligned the market is with its intent and practice at any given point in time, so that the market’s unique and organic growth can be fostered more effectively
3. identify the market’s strengths and weaknesses
4. develop realistic enhancements to serve the community the market intends to serve

Procedure describes Market Umbrella’s 4Ms: Mission, Management, Marketing, and Measurement, all of which are necessary for a well-functioning market.

There should be a single category for **Place** as well as for **Product** typologies, according to the characteristics of the market.

The **People** typology, however, is not limited to a single category; in fact, each market has at least two typologies in which it fits. We believe that markets serve many purposes for their community and thus necessarily possess different characteristics. For example, Crescent City Farmers’ Market (Saturday) would be a Flagship and a Niche Market, while also being a Fair.

To start, we have listed the following definitions of a public market (the general category) and of a farmers market (a more specific category).

- A **Public Market** is a public and recurring assembly of vendors marketing directly to consumers, engineered by a neutral regime. It
 1. has public goals
 2. is located in the community and/or creates a public space in the community
 3. is made up of locally owned, independent businesses (as defined by Market Umbrella, with language from the Project for Public Spaces)
- A **Farmers’ Market** is a public and recurring assembly of farmers and/or their employees, selling directly to consumers local agricultural products the farmers have grown, raised, or produced. Such markets may include other products that reasonably serve the public or enhance the market’s diversity, including but not limited to baked goods, prepared foods, and non-food items made by local vendors. (as defined by the Farmers’ Market Coalition)

PROCEDURE	1. Mission	Does the market have its mission statement? What is it? Is it in accordance with and evidenced by the actual market's characteristics?
	2. Management	Governance and management structure Curation mechanisms Volunteer staff vs. paid staff Transparency / democratic structure
	3. Marketing	Logo and branding Market newsletter and dissemination mechanisms Signage Welcome / Information Booth
	4. Measurement	SEED - Economic impact being tracked? - No. of shoppers being tracked? - % sales or fixed fee? NEED - Social impact being tracked? - Bonding social capital vs. bridging social capital? FEED - Health/nutritional impact being tracked? - Market's effect on the community's food equity?

PLACE (Typology of Physical structure, PPS definitions)	1. Open-air	A market that is in an open, outdoor space, such as a - Park and/or other public space - Parking lot/Vacant site - Street (with/without adjacent retail)
	2. Shed (or Covered)	Markets that are covered by some type of structure
	3. Market Hall	Structures built for markets, or buildings that have been converted to house a market
	4. Market District	Areas of towns or cities that are devoted to different types of markets

PRODUCT (Typology of Vendors / Supply Side)	1. Direct Markets Products sold by the primary producers of the product without having any intermediary	a. Produce / food b. Arts / crafts c. Services
	2. Indirect/reseller Products sold by the intermediary contacts of the product producer	a. Produce / food b. Flea c. Antiques d. Art
	3. Direct Social Causes Social marketing "products" outreach done at the market space	a. Market-unrelated cause promotion through market or non-market incentives (e.g. recycling, fair trade market, voting) b. Market-related promotion through market incentives (e.g., Market Umbrella's CBT, FMNP, EBT)

PEOPLE (Typology of Shoppers / Demand Side)	1. Staple Market - Attracts people in the neighborhood, immediate or far, who consider this market as the principal and core	a. Flagship Market - Represents and "brands" all markets run by the same market management/organization. It is considered the "beloved institution" of the community. - The organization usually runs other, smaller-scale markets (aka "Satellite Markets") at other venues within the community it
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	<p>place for food shopping.</p> <ul style="list-style-type: none"> - US: Shoppers consider this market a place where they buy fresh food items that are considered as their “staple,” such as vegetables, fruits, meat and fish, and dairy products. - International: Shoppers have little or no access to food, fresh or not, without this market. - Shoppers’ personal relationships with market management do not seem to play a major role in attracting them, in particular, to the market. - The market place is typically used as a meeting place for the shoppers. - The market days are less typical of average U.S. farmers markets, though not always, in that it is open more than one day per week. - Produce sold at this market is not necessarily 100% (or close to it) locally produced. 	<p>serves, which tend to get subsidized and/or supported by this Flagship Market. Vendors selling here often sell at its Satellite Market(s) as well.</p> <ul style="list-style-type: none"> - Shoppers consider themselves as active participants of not only the market’s economic activities but also of its social dynamics. - Socioeconomic levels of the shoppers vary. - The size of the market tends to be large or very large. - Shoppers tend to travel a bit more than other “neighborhood” market shoppers, as they are willing to travel a distance to do more complete weekly shopping, and also willing to support this market as their community institution. - Shoppers tend to spend more time at the market than shoppers do at other types of markets, partly because it is an activity for them and their families, partly because the market offerings are conducive for such activities (e.g., ready-made foods, activities for children, entertainments, etc.), and partly because the market size allows the leisure space. <p>b. Food Security Market</p> <ul style="list-style-type: none"> - Market management limits vendor competition. - Reseller(s) are allowed – reselling may be necessary. - Prices are partially subsidized, to make them more affordable for the shoppers. - The size of the market tends to be highly limited to the micro scale or less. - The market is mostly used as a food-selling venue – People come because the market offers what they need most, which is food access. - Socioeconomic level of the shoppers is on the lower end. - Shoppers tend to be heads of the household (primarily women), who buy food to prepare/provide for the family tables.
	<p>2. Ethnic Market</p> <ul style="list-style-type: none"> - Mostly attracts people of the same ethnic background, within the immediate neighborhood, or in some cases from outside. - The main draw for the shoppers to come the market is the ethnic identification and cultural participation. - The socioeconomic level of the shoppers tends to vary. - Shoppers tend to stay longer than at other markets to fulfill social needs, as well as to shop. 	<p>a. Ethnic Immigrant Market</p> <ul style="list-style-type: none"> - The shoppers and vendors are mostly immigrants who do not necessarily speak English but their own first language, and are likely in a tightly formed enclave. Examples include Vietnamese, Korean, Mexican markets, etc. - Usually located within the closed structure of an ethnic and/or immigrant group and attracts the constituents of its ethnic and cultural community - Demographically, there is less inter-generational mixing; the market tends to attract more elderly than other types of markets do; members of the younger generation, who primarily speak English, tend to not come to the market. - The competence and/or presence of the market management does not seem to matter too much to those who sell and buy. - Shoppers tend to travel a longer distance than other “neighborhood” market shoppers do. <p>b. Ethnic Non-immigrant Market</p> <ul style="list-style-type: none"> - The shoppers are of ethnic non-immigrant groups whose primarily spoken language is English. Examples include Jewish, German, East European, or African American groups.

	<ul style="list-style-type: none"> - It serves as a “social destination” for the particular ethnic group. - Market sizes vary. 	<ul style="list-style-type: none"> - The vendors are not necessarily of the same ethnic background as the shoppers, although they tend to be more so than at other types of markets. - There is more inter-generational mixing in this type of market. - Shoppers tend to travel a longer distance than other “neighborhood” market shoppers do. <p>c. Hybrid Ethnic Market</p> <ul style="list-style-type: none"> - This is a special kind of ethnic market where vendors are of a certain ethnic immigrant group (with the same language background) while shoppers are a mix of ethnic immigrant, ethnic non-immigrant, or non-ethnic groups. Examples include the Hmong market in St. Paul, MN. - There tends to be strong bonding among the vendors, while it is not necessarily true between the vendors and shoppers.
	<p>3. Tourist Market</p> <ul style="list-style-type: none"> - This is a neighborhood’s destination for outsiders; a great proportion of its shopper base consists of out-of-towners who are visiting the community. Examples include the French Market in New Orleans, LA, and Pike Place in Seattle, WA. - Tends to be in the “happening” part of the town, meaning that problems include parking and crowding. Public transportation, on the other hand, may be more available to this type of markets than to others. - The market does serve the local community with specific and intentional mission statement, though it may not be solely to provide fresh produce. - Because its purpose may not primarily be to feed local residents, there are typically fewer perishable goods and more ready-to-eat items. A dominant portion of the market includes spices and condiments (to take back home), souvenirs and other non-food items, items sold by 	<p>a. Fair</p> <p>In addition to food selling, it is a competitive exhibition usually with accompanying entertainment and amusements; it may be an exhibition designed to acquaint prospective buyers or the general public with a product or products.</p> <p>b. Festival</p> <ul style="list-style-type: none"> - an event or community gathering, usually staged by a local community, which centers on some theme, sometimes on some unique aspect of the community - it can be seasonally based, such as a Christmas market or Festivus, or special event-based, such as Night market.

	<p>family businesses and local restaurants. Some tourist markets do not carry any fruits and vegetables at all.</p>	
	<p>4. Neighborhood Market</p> <ul style="list-style-type: none"> - Generally attracts people mostly from the immediate neighborhood and serves their culinary needs/tastes - Strong emphasis on locally produced products and local producers - Symbiotic relationship between the market and the neighborhood-based organizations/institutions, directly or indirectly 	<p>a. Niche Market</p> <ul style="list-style-type: none"> - Specific mission and focus that is often not just about delivering food cheaply. It may be highly product-sensitive but not necessarily price-sensitive. - Aesthetically beautiful, with intentional and skilled curation of the space, people, and products. - Strong branding of the local area but not necessarily the immediate neighborhood's character - Market management's role extremely important - Vendor competition to get into the market space tends to be higher. <p>b. Satellite Market</p> <ul style="list-style-type: none"> - Strong branding of the local area, often of the immediate neighborhood's character - Vendors tend to come from its Flagship market, where they are motivated to continue their selling at the satellite market. - Market management's role is important in building relationship with neighborhood organizations. - Vendor competition to get into the market space tends to be less than at other markets, which therefore drives the market curation to be less selective than at a Niche market. <p>c. Mixed-Use Market</p> <ul style="list-style-type: none"> - Attached to a larger, established, neighborhood-based institution's facility, often an established physical structure. E.g., market within a medical facility, such as Kaiser Permanente farmers markets; market within a transit center, such as the Unity Council in Oakland; etc. - Shoppers tend to come from the greater neighborhood, rather than the immediate neighborhood, as defined by the audience targeting of the parent institution. They often have specific primary purposes for coming to the destination (i.e., doctor's appointment, commute, etc.), and the shopping is an added incentive/purpose. - Often bound by the policy and procedures of the institution of which the market is part, likely limiting the market management's role. - There are fewer events or entertainments to induce shoppers to linger, due to space limitations and the configuration of the market that is dictated by the facility's physical space/design. - Has relatively more leverage and potential to replicate this model at other locations of the parent institution.

**** Market size determined by the number of vendors:**

- **Mini:** 2–4 vendors
- **Micro:** 5–8 vendors
- **Small:** 9–30 vendors
- **Medium:** 31–55 vendors
- **Large:** 56–90 vendors
- **Mega:** 90+ vendors



Sticky Economy Evaluation Device

for measuring the financial impact of a public market

CHECKLIST

Study: _____ Study Date: _____

Location: _____ Number of Vendors present: _____

How many square feet does your market utilize?: Length: _____ Width: _____

How large are your vendors' stall spaces? Length: _____ Width: _____

Weather (optional): _____

Supplies:

pollster forms qualitative interview forms (optional)

9" x 12" envelope Name tags and/or stickers, hats for the team clickers

pens / pencils clipboards other: _____

camera tape measure ladder or chairs (optional)

other: _____

Study Director:

Name: _____ Phone: _____ Shift: _____

Clickers:

Name: _____ Phone: _____ Shift: _____

Pollsters:

Name: _____ Phone: _____ Shift: _____

Qualitative Interviewers:

Name: _____ Phone: _____ Shift: _____

Name: _____ Phone: _____ Shift: _____

Clicker Counts:

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Shift Ending at: _____ o'clock a.m. p.m. Total: _____

Total number of shoppers: _____

Results from pollster forms:

Total number of pollster forms: _____

Total number of polls taken: _____

Results from qualitative interviews (optional)

Total number of qualitative interview forms: _____

Total number of interviews: _____

Sticky Economy Evaluation Device

for measuring the financial impact of a public market



SEED POLLSTER FORM

<p>Q1: How often do you visit the market? A: More than weekly B: Weekly C: Several Times per Month D: Monthly E: Several Times per Year F: Rarely G: First Time</p>	<p>Q2: Is the market your primary reason for visiting this neighborhood today? A: Yes B: No</p>	<p>Q3: How much money do you estimate you spent today at the market?</p>	<p>Q4: Do you have plans to spend money elsewhere in the area? A: Yes B: No (skip the next question) C: Don't Know</p>	<p>Q5: Please estimate how much you have spent or plan on spending today at other businesses?</p>	<p>Q6: What is your zip code?</p>	<p>Q7: Gender A: Female B: Male</p>
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						

Sticky Economy Evaluation Device

for measuring the financial impact of a public market



SEED POLLSTER FORM

<p>Q1: ¿Que frecuentemente visita el mercado? A: Más que por semana B: Semanal C: Varias veces por mes D: Mensual E: Varias veces por año F: Rara la vez G: Primera vez</p>	<p>Q2: ¿El mercado es la principal razón por la cual visita la zona? A: Si B: No</p>	<p>Q3: ¿Cuanto dinero calcula que gastara hoy en el mercado?</p>	<p>Q4: ¿Tiene planes de gastar su dinero en otros lugares de la zona? A: Si B: No (no conteste la siguiente pregunta) C: No se</p>	<p>Q5: ¿Por favor, calcule cuánto á gastado o planea gastar hoy en otros negocios?</p>	<p>Q6: ¿Cuál es su código postal?</p>	<p>Q7: ¿Sexo? A: Femenino B: Masculino</p>
1.						
2.						
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10.						



Sticky Economy Evaluation Device

for measuring the financial impact of a public market

SEED QUALITATIVE INTERVIEW FORM

Scan your Market and host neighborhood for compelling stories that enhance your SEED data. Here is where you're looking for a back story on which you can hang the data: a farmer who due to the Market has moved his/her business from part-time to full-time operations, an adjacent café or store that benefits from the Market's presence, or a restaurant chef who adds value to his/her menu by purchasing products from a Market vendor. For each, you want to capture the individual's name, exact title, name of business (if any), phone number or email for clarification afterwards, and short quotes useful for your press release.

Name of Individual: _____
Title: _____
Name of Business (if any): _____
Relation to Market (vendor, neighborhood business, etc.): _____
Phone Number: _____
Email: _____

Notes:



sticky economy evaluation device
measuring the financial impact of a public market

5 Albuquerque Markets

an economic impact report generated for:

Albuquerque Growers Market Alliance
11/2/2012





the sticky economy evaluation device methodology explained

The SEED methodology uses customer-intercept surveys, head-count tabulation, and the Bureau of Economic Analysis' RIMS II economic multiplier to determine a public market's annual economic impact upon its region.



How SEED works

The measurement tool adds the economic benefit of the market for its vendors to the economic benefit for nearby businesses. It takes this number (annual gross receipts of the market plus annual gross receipts of purchases made by market shoppers at the market's retail neighbors) and multiplies it by the Regional Input-Output Modeling System II multiplier (or RIMS II multiplier). This multiplier is calculated by the Bureau of Economic Analysis (BEA). It captures the impact of an initial round of spending plus successive rounds of re-spending of the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the impact (and the stickier the economy).

This report uses the retail industry multiplier assigned to the state in which public market resides.

Sales Taxes

Please note sales tax figures are not included in the public market's economic impact upon the regional economy. After all, sales taxes are removed from circulation when paid to local and state authorities. However, SEED does capture sales tax totals as a result of the public market's presence in a community — specifically, the sales taxes nearby businesses pay to local and state authorities from the purchases made by market shoppers.

For more information about the Bureau of Economic Analysis' RIMS II, please visit www.bea.gov/regional/rims/rimsii/

For more information about marketumbrella.org, please visit our website, www.marketumbrella.org,
marketumbrella.org is a 501(c)(3) nonprofit corporation devoted to cultivating the field of public markets for public good.

organization summary: projected multi-market annual economic impact

Calculated using study data from the following markets:

market	market impact with multiplier	local area impact with multiplier	projected tax revenue
Northeast Farmers' & Artisans' Market	\$537,702.49	\$550,649.84	\$21,777.11
Nob Hill Growers' Market	\$324,901.20	\$318,028.29	\$12,577.39
Downtown Growers Market	\$1,710,910.80	\$852,704.01	\$33,722.76
ABQ Uptown Growers' Market	\$446,809.71	\$495,456.47	\$19,594.32
ABQ Uptown Presbyterian Growers' Market	\$199,931.70	\$56,541.67	\$2,236.11
GRAND TOTAL	\$3,220,255.89	\$2,273,380.27	\$89,907.69

seed: narrative report

Northeast Farmers' & Artisans' Market

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the Northeast Farmers' & Artisans' Market has an annual combined economic impact of \$1,088,352.33 on its vendors, host neighborhood, and surrounding region.

Operating 24 days per year, the Northeast Farmers' & Artisans' Market enjoys \$31.68 in sales per square feet annually. This number is based on the estimated gross annual receipts of \$303,786.72.

The SEED evaluation team also learned that the Northeast Farmers' & Artisans' Market attracts approximately 600 shoppers per market day. This results in an estimated annual attendance of 14,400 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the Northeast Farmers' & Artisans' Market shoppers reside are (87111, 87109, 87122, 87110, 87112, 92595, 87107, 87114, 87105 and 87124). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail

seed: narrative report

Northeast Farmers' & Artisans' Market

food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$303,786.72
- Economic impact (using the multiplier) upon market vendors: \$537,702.49

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the Northeast Farmers' & Artisans' Market increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$12,962.57
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$311,101.60

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 7.0%) rate: \$21,777.11

seed: market statistics report

Northeast Farmers' & Artisans' Market

A. Core Market Statistics

Multiplier:	1.77
Days open for business each year:	24
State + municipal state tax rate:	7.0%
Total number of surveyed shoppers:	187
Average number of shoppers (per market):	600
Estimated annual market attendance:	14,400
Average dollars spent at the market (per shopper):	\$21.10
Percentage of shoppers who spend at nearby businesses (per market):	45%
Average dollars spent at nearby businesses (per shopper):	\$21.60
Gender ratio:	F 75% / M 25%
Average vendor stall space (sq/ft):	100 / sq. ft.
Average number of vendors:	33
Average vendor gross receipts per market:	\$383.57

B. Market Visitation

Shoppers we interviewed attend the Market

first time	51.34%
more than weekly	0%
weekly	19.79%
several times per month	9.09%
monthly	4.81%
several times per year	8.02%
rarely	6.95%

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

Average gross receipts (per market):	\$12,657.78
Average gross receipts per market sq. ft. (per market):	\$1.32 / sq. ft.
Projected gross annual receipts:	\$303,786.72
Economic impact inside market (using multiplier effect):	\$537,702.49

seed: market statistics report

Northeast Farmers' & Artisans' Market

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market's neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market's economic benefit to nearby businesses.

Average gross receipts at businesses near the market (per market):	\$12,962.57
Projected gross annual receipts at businesses near the market:	\$311,101.60
Projected annual state & municipal sales tax revenue:	\$21,777.11 (at 7.0% rate)
Economic impact at businesses near the market (using multiplier effect):	\$550,649.84

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the "stickier" the economy).

Total immediate economic benefit to vendors, nearby businesses, and the local community:	+	\$303,786.72 \$311,101.60
BEA RIMS II multiplier or comparable multiplier:	x	1.77
The Market's total combined economic impact:	=	\$1,088,352.33

seed: market statistics report

Northeast Farmers' & Artisans' Market

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

zip code	average % of shoppers (per market)	average \$ spent per shopper (per market)	estimated number of shoppers (annual)	estimated revenue (annual)
87111	24.60%	\$22.39	3,542	\$79,309.98
87109	22.99%	\$22.91	3,311	\$75,845.08
87122	11.23%	\$19.05	1,617	\$30,799.97
87110	6.95%	\$17.31	1,001	\$17,325.01
87112	5.88%	\$19.09	847	\$16,169.99
92595	0.53%	\$200.00	77	\$15,400.00
87107	2.14%	\$17.50	308	\$5,390.00
87114	1.60%	\$21.67	231	\$5,005.01
87105	1.60%	\$21.67	231	\$5,005.01
87124	1.07%	\$30.00	154	\$4,620.00
87113	2.67%	\$11.00	385	\$4,235.00
87106	2.14%	\$13.75	308	\$4,235.00
87108	1.60%	\$16.67	231	\$3,850.01
87144	1.60%	\$16.67	231	\$3,850.01
96712	0.53%	\$50.00	77	\$3,850.00
87120	2.14%	\$10.00	308	\$3,080.00
87043	1.07%	\$20.00	154	\$3,080.00
87196	0.53%	\$40.00	77	\$3,080.00
87102	1.60%	\$13.33	231	\$3,079.99
87068	1.07%	\$17.50	154	\$2,695.00
87199	0.53%	\$35.00	77	\$2,695.00

seed: market portrait

Northeast Farmers' & Artisans' Market

Albuquerque Growers Market Alliance

abqmarkets.org

Northeast Farmers' & Artisans' Market / Albuquerque Academy, Albuquerque
New Mexico, 87109

A data collection tool designed by marketumbrella.org, the market portrait helps individual markets to prepare reports to their communities. By capturing markets' key elements, it helps organizers to analyze how their work is shaped by and in turn influences a market's place, people, products, and procedures. We call these the public market Four P's. In addition to generating reports, this tool helps market organizers to learn how they are similar to and different from other markets. After all, our goal is to cultivate a field of public markets that purposefully impacts public good.

Place:

Successful markets operate in places as varied as large, city-center market districts to stand-alone parking lots in otherwise forgotten rural byways. Place matters. Not only may the physical layout of the market affect sales for vendors but the scale of the place — be it outdoor shed structure, no structure at all or indoor hall — imposes different types of demands upon the procedures deployed by management.

Northeast Farmers' & Artisans' Market — Albuquerque Academy, Albuquerque

Physical space: Open-air Market

Market time: afternoon

Open Tuesdays

The market does operate "rain or shine."

The market was founded in 2009.

The market is managed by Albuquerque Growers' Market Alliance.

The primary reason for this location's original selection: Available shopper amenities.

seed: market portrait

Northeast Farmers' & Artisans' Market

Presently, the market does have a formal agreement for the market space.

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

Current market manager: Jedrek Lamb

Typically, each market day has 1 paid staff working at the market with an average of 1 volunteers.

[No] the market has a written mission statement.

[Yes] the market currently operates a centralized EBT/Credit and/or Debit token system.

[Yes] the market has written rules and regulations for the vendors, staff and shoppers.

Product:

Public markets are a recurring assembly of competing vendors who sell their products and services directly to consumers in a public setting. This is what all public markets share — from flea markets to farmers markets. They differ greatly when it comes to ascertaining which markets allow which products to be sold. Some allow for anything and everything, whereas others strictly limit categories, competition, and an array of vendor freedoms to do as they please. It is through this lens that we learn a great deal about the criteria and "curating" of the public market's identity: through the products on sale.

The market manages 9,600 sq. ft. of space.

A typical vendor space is 100 sq. ft..

The vendors pay a flat fee to the market organization. They cannot leave for the day after selling out of products.

seed: market portrait

Northeast Farmers' & Artisans' Market

The market allows:

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

[Yes] producers

[No] resellers

[No] market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

[Yes] producers

[No] resellers

[No] market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

Services (for a fee such as massage, knife sharpening) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

The market does not allow non-vendors to have tables at the market.

seed: market portrait

Northeast Farmers' & Artisans' Market

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[No] Corporate Underwriter

[No] Government

[No] Private Foundation

[No] Individual

[Yes] Other

Does the market's elected advisors include?

[Yes] Vendors

[No] Shoppers

[No] Neighbors

[No] Government

[Yes] Non-governmental organizations

[No] Other

Bio sketch of manager: Food as fresh as it gets! Most is harvested the day of or before from farms less than 100 miles from the market. Any questions about the food – how to prepare it, medicinal properties, growing methods, amount of love given, or anything else – can be asked directly. The purchases go to support local families and businesses who appreciate every customer. Most money spent at the market stays within the community, supporting schools, jobs, public projects, and the local economy. The market is open every Tuesday from 3 to 7pm from May 22nd to October 30th.

seed: market portrait

Northeast Farmers' & Artisans' Market

Working at the market since: 2009

The main issue that this market is working on:

Market is located in tree-less parking lot; very exposed.

seed: narrative report

Nob Hill Growers' Market

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the Nob Hill Growers' Market has an annual combined economic impact of \$642,929.49 on its vendors, host neighborhood, and surrounding region.

Operating 25 days per year, the Nob Hill Growers' Market enjoys \$30.50 in sales per square feet annually. This number is based on the estimated gross annual receipts of \$183,560.00.

The SEED evaluation team also learned that the Nob Hill Growers' Market attracts approximately 353 shoppers per market day. This results in an estimated annual attendance of 8,825 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the Nob Hill Growers' Market shoppers reside are (87108, 87106, 87102, 87110, 87107, 87121, 87111, 75497, 87123 and 87020). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the

seed: narrative report

Nob Hill Growers' Market

other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$183,560.00
- Economic impact (using the multiplier) upon market vendors: \$324,901.20

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the Nob Hill Growers' Market increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$7,187.08
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$179,677.00

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 7.0%) rate: \$12,577.39

seed: market statistics report

Nob Hill Growers' Market

A. Core Market Statistics

Multiplier:	1.77
Days open for business each year:	25
State + municipal state tax rate:	7.0%
Total number of surveyed shoppers:	125
Average number of shoppers (per market):	353
Estimated annual market attendance:	8,825
Average dollars spent at the market (per shopper):	\$20.80
Percentage of shoppers who spend at nearby businesses (per market):	51%
Average dollars spent at nearby businesses (per shopper):	\$20.36
Gender ratio:	F 62% / M 38%
Average vendor stall space (sq/ft):	100 / sq. ft.
Average number of vendors:	37
Average vendor gross receipts per market:	\$198.44

B. Market Visitation

Shoppers we interviewed attend the Market

first time	35.2%
more than weekly	0%
weekly	28.8%
several times per month	15.2%
monthly	6.4%
several times per year	4.8%
rarely	9.6%

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

Average gross receipts (per market):	\$7,342.40
Average gross receipts per market sq. ft. (per market):	\$1.22 / sq. ft.
Projected gross annual receipts:	\$183,560.00
Economic impact inside market (using multiplier effect):	\$324,901.20

seed: market statistics report

Nob Hill Growers' Market

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market’s neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market’s economic benefit to nearby businesses.

Average gross receipts at businesses near the market (per market):	\$7,187.08
Projected gross annual receipts at businesses near the market:	\$179,677.00
Projected annual state & municipal sales tax revenue:	\$12,577.39 (at 7.0% rate)
Economic impact at businesses near the market (using multiplier effect):	\$318,028.29

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the “stickier” the economy).

Total immediate economic benefit to vendors, nearby businesses, and the local community:	+	\$183,560.00 \$179,677.00
BEA RIMS II multiplier or comparable multiplier:	x	1.77
The Market’s total combined economic impact:	=	\$642,929.49

seed: market statistics report

Nob Hill Growers' Market

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

zip code	average % of shoppers (per market)	average \$ spent per shopper (per market)	estimated number of shoppers (annual)	estimated revenue (annual)
87108	36.00%	\$18.00	3,177	\$57,186.00
87106	15.20%	\$13.68	1,341	\$18,350.51
87102	3.20%	\$63.75	282	\$17,977.50
87110	8.80%	\$16.82	776	\$13,050.92
87107	4.00%	\$24.00	353	\$8,472.00
87121	3.20%	\$26.25	282	\$7,402.50
87111	4.00%	\$20.00	353	\$7,060.00
75497	0.80%	\$100.00	70	\$7,000.00
87123	3.20%	\$22.50	282	\$6,345.00
87020	0.80%	\$80.00	70	\$5,600.00
87112	1.60%	\$30.00	141	\$4,230.00
87104	2.40%	\$20.00	211	\$4,220.00
M4B1B3	0.80%	\$50.00	70	\$3,500.00
87120	2.40%	\$15.00	211	\$3,165.00
87105	2.40%	\$13.33	211	\$2,813.33
87114	1.60%	\$17.50	141	\$2,467.50
87059	0.80%	\$30.00	70	\$2,100.00
87113	0.80%	\$30.00	70	\$2,100.00
87048	1.60%	\$12.50	141	\$1,762.50
13126	0.80%	\$25.00	70	\$1,750.00
87801	1.60%	\$10.00	141	\$1,410.00

seed: market portrait

Nob Hill Growers' Market

Albuquerque Growers Market Alliance

abqmarkets.org

Nob Hill Growers' Market / Morningside Park, Albuquerque

New Mexico, 87108

A data collection tool designed by marketumbrella.org, the market portrait helps individual markets to prepare reports to their communities. By capturing markets' key elements, it helps organizers to analyze how their work is shaped by and in turn influences a market's place, people, products, and procedures. We call these the public market Four P's. In addition to generating reports, this tool helps market organizers to learn how they are similar to and different from other markets. After all, our goal is to cultivate a field of public markets that purposefully impacts public good.

Place:

Successful markets operate in places as varied as large, city-center market districts to stand-alone parking lots in otherwise forgotten rural byways. Place matters. Not only may the physical layout of the market affect sales for vendors but the scale of the place — be it outdoor shed structure, no structure at all or indoor hall — imposes different types of demands upon the procedures deployed by management.

Nob Hill Growers' Market — Morningside Park, Albuquerque

Physical space: Open-air Market

Market time: afternoon

Open Thursdays

The market does operate "rain or shine."

The market was founded in 2006.

The market is managed by Albuquerque Growers' Market Alliance.

The primary reason for this location's original selection: An assessment was conducted.

seed: market portrait

Nob Hill Growers' Market

Presently, the market does have a formal agreement for the market space.

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

Current market manager: Catherine Gordon

Typically, each market day has 1 paid staff working at the market with an average of 1-5 volunteers.

[Yes] the market has a written mission statement.

[Yes] the market currently operates a centralized EBT/Credit and/or Debit token system.

[Yes] the market has written rules and regulations for the vendors, staff and shoppers.

Product:

Public markets are a recurring assembly of competing vendors who sell their products and services directly to consumers in a public setting. This is what all public markets share — from flea markets to farmers markets. They differ greatly when it comes to ascertaining which markets allow which products to be sold. Some allow for anything and everything, whereas others strictly limit categories, competition, and an array of vendor freedoms to do as they please. It is through this lens that we learn a great deal about the criteria and "curating" of the public market's identity: through the products on sale.

The market manages 6,000 sq. ft. of space.

A typical vendor space is 100 sq. ft..

The vendors pay a percentage of sales to the market organization. They can leave for the day after selling out of products.

seed: market portrait

Nob Hill Growers' Market

The market allows:

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

[Yes] producers

[No] resellers

[No] market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

[Yes] producers

[No] resellers

[No] market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

Services (for a fee such as massage, knife sharpening) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

The market does allow non-vendors to have tables at the market.

seed: market portrait

Nob Hill Growers' Market

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[No] Corporate Underwriter

[No] Government

[No] Private Foundation

[Yes] Individual

[No] Other

Does the market's elected advisors include?

[Yes] Vendors

[No] Shoppers

[No] Neighbors

[No] Government

[No] Non-governmental organizations

[No] Other

Bio sketch of manager: Work on local food issues, as an adviser to farmers, markets, and other food related organizations and as a local food activist.

Working at the market since: 2010

The main issue that this market is working on:

The main priority for all of the Albuquerque markets is to enlist the support of the City for the markets as a vital part of the physical, cultural, and economic health of the community. We are seeking reasonable

seed: market portrait

Nob Hill Growers' Market

regulation, which will support, not discourage, our vendors, our customers, and the growth of the markets.

seed: narrative report

Downtown Growers Market

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the Downtown Growers Market has an annual combined economic impact of \$2,563,614.81 on its vendors, host neighborhood, and surrounding region.

Operating 25 days per year, the Downtown Growers Market enjoys \$10.75 in sales per square feet annually. This number is based on the estimated gross annual receipts of \$966,616.27.

The SEED evaluation team also learned that the Downtown Growers Market attracts approximately 1,409 shoppers per market day. This results in an estimated annual attendance of 35,225 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the Downtown Growers Market shoppers reside are (87106, 87102, 87110, 87108, 87105, 87104, 87120, 87107, 87121 and 87111). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the

seed: narrative report

Downtown Growers Market

other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$966,616.27
- Economic impact (using the multiplier) upon market vendors: \$1,710,910.80

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the Downtown Growers Market increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$19,270.15
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$481,753.68

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 7.0%) rate: \$33,722.76

seed: market statistics report

Downtown Growers Market

A. Core Market Statistics

Multiplier:	1.77
Days open for business each year:	25
State + municipal state tax rate:	7.0%
Total number of surveyed shoppers:	340
Average number of shoppers (per market):	1,409
Estimated annual market attendance:	35,225
Average dollars spent at the market (per shopper):	\$27.44
Percentage of shoppers who spend at nearby businesses (per market):	35%
Average dollars spent at nearby businesses (per shopper):	\$13.68
Gender ratio:	F 62% / M 38%
Average vendor stall space (sq/ft):	100 / sq. ft.
Average number of vendors:	85
Average vendor gross receipts per market:	\$454.88

B. Market Visitation

Shoppers we interviewed attend the Market

first time	17.94%
more than weekly	0%
weekly	37.94%
several times per month	21.76%
monthly	6.76%
several times per year	11.18%
rarely	4.41%

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

Average gross receipts (per market):	\$38,664.65
Average gross receipts per market sq. ft. (per market):	\$0.43 / sq. ft.
Projected gross annual receipts:	\$966,616.27
Economic impact inside market (using multiplier effect):	\$1,710,910.80

seed: market statistics report

Downtown Growers Market

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market’s neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market’s economic benefit to nearby businesses.

Average gross receipts at businesses near the market (per market):	\$19,270.15
Projected gross annual receipts at businesses near the market:	\$481,753.68
Projected annual state & municipal sales tax revenue:	\$33,722.76 (at 7.0% rate)
Economic impact at businesses near the market (using multiplier effect):	\$852,704.01

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the “stickier” the economy).

Total immediate economic benefit to vendors, nearby businesses, and the local community:	+	\$966,616.27 \$481,753.68
BEA RIMS II multiplier or comparable multiplier:	x	1.77
The Market’s total combined economic impact:	=	\$2,563,614.81

seed: market statistics report

Downtown Growers Market

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

zip code	average % of shoppers (per market)	average \$ spent per shopper (per market)	estimated number of shoppers (annual)	estimated revenue (annual)
87106	10.88%	\$35.27	3,833	\$135,191.06
87102	16.47%	\$23.30	5,801	\$135,184.18
87110	11.76%	\$30.00	4,144	\$124,320.00
87108	6.47%	\$30.23	2,279	\$68,888.02
87105	7.65%	\$23.08	2,693	\$62,146.09
87104	6.76%	\$25.00	2,382	\$59,550.00
87120	5.88%	\$25.50	2,072	\$52,836.00
87107	5.29%	\$28.33	1,864	\$52,813.27
87121	4.12%	\$31.43	1,450	\$45,571.47
87111	3.82%	\$33.46	1,346	\$45,039.18
87112	3.53%	\$23.33	1,243	\$29,003.29
87123	2.94%	\$24.50	1,036	\$25,382.00
87109	2.65%	\$20.00	932	\$18,640.00
87122	2.06%	\$25.00	725	\$18,125.00
87114	1.76%	\$22.50	621	\$13,972.50
87124	0.59%	\$45.00	207	\$9,315.00
87043	0.59%	\$42.50	207	\$8,797.50
70360	0.29%	\$60.00	103	\$6,180.00
87008	0.29%	\$60.00	103	\$6,180.00
87113	0.29%	\$50.00	103	\$5,150.00
22305	0.29%	\$40.00	103	\$4,120.00

seed: market portrait

Downtown Growers Market

Albuquerque Growers Market Alliance

abqmarkets.org

Downtown Growers Market / Robinson Park

New Mexico, 87102

A data collection tool designed by marketumbrella.org, the market portrait helps individual markets to prepare reports to their communities. By capturing markets' key elements, it helps organizers to analyze how their work is shaped by and in turn influences a market's place, people, products, and procedures. We call these the public market Four P's. In addition to generating reports, this tool helps market organizers to learn how they are similar to and different from other markets. After all, our goal is to cultivate a field of public markets that purposefully impacts public good.

Place:

Successful markets operate in places as varied as large, city-center market districts to stand-alone parking lots in otherwise forgotten rural byways. Place matters. Not only may the physical layout of the market affect sales for vendors but the scale of the place — be it outdoor shed structure, no structure at all or indoor hall — imposes different types of demands upon the procedures deployed by management.

Downtown Growers Market — Robinson Park

Physical space: Open-air Market

Market time: morning

Open Saturdays

The market does operate "rain or shine."

The market was founded in 1997.

The market is managed by Albuquerque Growers' Market Alliance.

The primary reason for this location's original selection: It was a traditional market location.

seed: market portrait

Downtown Growers Market

Presently, the market does have a formal agreement for the market space.

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

Current market manager: Gina Meyers

Typically, each market day has 2 paid staff working at the market with an average of 1-5 volunteers.

[No] the market has a written mission statement.

[Yes] the market currently operates a centralized EBT/Credit and/or Debit token system.

[Yes] the market has written rules and regulations for the vendors, staff and shoppers.

Product:

Public markets are a recurring assembly of competing vendors who sell their products and services directly to consumers in a public setting. This is what all public markets share — from flea markets to farmers markets. They differ greatly when it comes to ascertaining which markets allow which products to be sold. Some allow for anything and everything, whereas others strictly limit categories, competition, and an array of vendor freedoms to do as they please. It is through this lens that we learn a great deal about the criteria and "curating" of the public market's identity: through the products on sale.

The market manages 90,000 sq. ft. of space.

A typical vendor space is 100 sq. ft..

The vendors pay a flat fee to the market organization. They can leave for the day after selling out of products.

seed: market portrait

Downtown Growers Market

The market allows:

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

[Yes] producers

[No] resellers

[No] market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

[Yes] producers

[No] resellers

[Yes] market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

Services (for a fee such as massage, knife sharpening) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

The market does allow non-vendors to have tables at the market.

seed: market portrait

Downtown Growers Market

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[No] Corporate Underwriter

[No] Government

[No] Private Foundation

[No] Individual

[Yes] Other

Does the market's elected advisors include?

[Yes] Vendors

[No] Shoppers

[No] Neighbors

[No] Government

[Yes] Non-governmental organizations

[No] Other

Bio sketch of manager: The DGM is the largest growers market in Albuquerque, working to bring fresh, local food to our city's residents. Our market is comprised of 60% food vendors and 40% arts and crafts merchants. We accept EBT and WIC checks.

Working at the market since: 2012

The main issue that this market is working on:

Increasing awareness of the DGM for EBT and WIC participants.

seed: narrative report

ABQ Uptown Growers' Market

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the ABQ Uptown Growers' Market has an annual combined economic impact of \$942,266.17 on its vendors, host neighborhood, and surrounding region.

Operating 20 days per year, the ABQ Uptown Growers' Market enjoys \$6.40 in sales per square feet annually. This number is based on the estimated gross annual receipts of \$252,434.86.

The SEED evaluation team also learned that the ABQ Uptown Growers' Market attracts approximately 711 shoppers per market day. This results in an estimated annual attendance of 14,220 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the ABQ Uptown Growers' Market shoppers reside are (87110, 87123, 87111, 87112, 87108, 87109, 87122, 87061, 87059 and 87107). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the

seed: narrative report

ABQ Uptown Growers' Market

other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$252,434.86
- Economic impact (using the multiplier) upon market vendors: \$446,809.71

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the ABQ Uptown Growers' Market increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$13,995.95
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$279,918.91

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 7.0%) rate: \$19,594.32

seed: market statistics report

ABQ Uptown Growers' Market

A. Core Market Statistics

Multiplier:	1.77
Days open for business each year:	20
State + municipal state tax rate:	7.0%
Total number of surveyed shoppers:	238
Average number of shoppers (per market):	711
Estimated annual market attendance:	14,220
Average dollars spent at the market (per shopper):	\$17.75
Percentage of shoppers who spend at nearby businesses (per market):	39%
Average dollars spent at nearby businesses (per shopper):	\$19.68
Gender ratio:	F 72% / M 28%
Average vendor stall space (sq/ft):	100 / sq. ft.
Average number of vendors:	26
Average vendor gross receipts per market:	\$485.45

B. Market Visitation

Shoppers we interviewed attend the Market

first time	37.39%
more than weekly	0%
weekly	23.53%
several times per month	13.87%
monthly	5.88%
several times per year	10.08%
rarely	9.24%

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

Average gross receipts (per market):	\$12,621.74
Average gross receipts per market sq. ft. (per market):	\$0.32 / sq. ft.
Projected gross annual receipts:	\$252,434.86
Economic impact inside market (using multiplier effect):	\$446,809.71

seed: market statistics report

ABQ Uptown Growers' Market

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market's neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market's economic benefit to nearby businesses.

Average gross receipts at businesses near the market (per market):	\$13,995.95
Projected gross annual receipts at businesses near the market:	\$279,918.91
Projected annual state & municipal sales tax revenue:	\$19,594.32 (at 7.0% rate)
Economic impact at businesses near the market (using multiplier effect):	\$495,456.47

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the "stickier" the economy).

Total immediate economic benefit to vendors, nearby businesses, and the local community:	+	\$252,434.86 \$279,918.91
BEA RIMS II multiplier or comparable multiplier:	x	1.77
The Market's total combined economic impact:	=	\$942,266.17

seed: market statistics report

ABQ Uptown Growers' Market

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

zip code	average % of shoppers (per market)	average \$ spent per shopper (per market)	estimated number of shoppers (annual)	estimated revenue (annual)
87110	30.25%	\$15.76	4,301	\$67,800.53
87123	9.66%	\$27.17	1,374	\$37,336.94
87111	13.87%	\$16.06	1,971	\$31,655.44
87112	13.03%	\$16.13	1,852	\$29,870.91
87108	6.72%	\$19.38	955	\$18,503.13
87109	4.20%	\$13.00	597	\$7,761.00
87122	2.10%	\$22.00	298	\$6,556.00
87061	0.42%	\$80.00	59	\$4,720.00
87059	1.68%	\$17.50	238	\$4,165.00
87107	1.68%	\$16.25	238	\$3,867.50
87121	1.26%	\$20.00	179	\$3,580.00
87144	0.84%	\$30.00	119	\$3,570.00
87015	0.84%	\$30.00	119	\$3,570.00
87106	1.68%	\$13.75	238	\$3,272.50
87114	1.26%	\$16.67	179	\$2,983.34
39507	0.42%	\$50.00	59	\$2,950.00
87042	0.42%	\$40.00	59	\$2,360.00
87102	1.26%	\$11.67	179	\$2,088.34
87120	1.26%	\$10.00	179	\$1,790.00
72697	0.42%	\$30.00	59	\$1,770.00
87118	0.42%	\$25.00	59	\$1,475.00

seed: market portrait

ABQ Uptown Growers' Market

Albuquerque Growers Market Alliance

abqmarkets.org

ABQ Uptown Growers' Market / ABQ Uptown Shopping Center, Albuquerque
New Mexico, 87110

A data collection tool designed by marketumbrella.org, the market portrait helps individual markets to prepare reports to their communities. By capturing markets' key elements, it helps organizers to analyze how their work is shaped by and in turn influences a market's place, people, products, and procedures. We call these the public market Four P's. In addition to generating reports, this tool helps market organizers to learn how they are similar to and different from other markets. After all, our goal is to cultivate a field of public markets that purposefully impacts public good.

Place:

Successful markets operate in places as varied as large, city-center market districts to stand-alone parking lots in otherwise forgotten rural byways. Place matters. Not only may the physical layout of the market affect sales for vendors but the scale of the place — be it outdoor shed structure, no structure at all or indoor hall — imposes different types of demands upon the procedures deployed by management.

ABQ Uptown Growers' Market — ABQ Uptown Shopping Center, Albuquerque

Physical space: Open-air Market

Market time: morning

Open Saturdays

The market does operate "rain or shine."

The market was founded in 1970.

The market is managed by Albuquerque Growers' Market Alliance.

The primary reason for this location's original selection: The neighborhood or city chose the location.

seed: market portrait

ABQ Uptown Growers' Market

Presently, the market does have a formal agreement for the market space.

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

Current market manager: Nancy Erickson

Typically, each market day has 1 paid staff working at the market with an average of 1 volunteers.

[Yes] the market has a written mission statement.

[Yes] the market currently operates a centralized EBT/Credit and/or Debit token system.

[Yes] the market has written rules and regulations for the vendors, staff and shoppers.

Product:

Public markets are a recurring assembly of competing vendors who sell their products and services directly to consumers in a public setting. This is what all public markets share — from flea markets to farmers markets. They differ greatly when it comes to ascertaining which markets allow which products to be sold. Some allow for anything and everything, whereas others strictly limit categories, competition, and an array of vendor freedoms to do as they please. It is through this lens that we learn a great deal about the criteria and "curating" of the public market's identity: through the products on sale.

The market manages 40,000 sq. ft. of space.

A typical vendor space is 100 sq. ft..

The vendors pay a flat fee to the market organization. They can leave for the day after selling out of products.

seed: market portrait

ABQ Uptown Growers' Market

The market allows:

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

[Yes] producers

[No] resellers

[No] market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

[Yes] producers

[No] resellers

[Yes] market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

Services (for a fee such as massage, knife sharpening) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

The market does not allow non-vendors to have tables at the market.

seed: market portrait

ABQ Uptown Growers' Market

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[Yes] Corporate Underwriter

[No] Government

[No] Private Foundation

[Yes] Individual

[No] Other

Does the market's elected advisors include?

[No] Vendors

[No] Shoppers

[No] Neighbors

[No] Government

[No] Non-governmental organizations

[Yes] Other

Bio sketch of manager: Avid consumer of local food since childhood, farming, gardening background and family history.

Working at the market since: 2009

The main issue that this market is working on:

Establishment of permanent location

seed: narrative report

ABQ Uptown Presbyterian Growers' Market

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the ABQ Uptown Presbyterian Growers' Market has an annual combined economic impact of \$256,473.36 on its vendors, host neighborhood, and surrounding region.

Operating 20 days per year, the ABQ Uptown Presbyterian Growers' Market enjoys \$3.80 in sales per square foot annually. This number is based on the estimated gross annual receipts of \$112,955.76.

The SEED evaluation team also learned that the ABQ Uptown Presbyterian Growers' Market attracts approximately 345 shoppers per market day. This results in an estimated annual attendance of 6,900 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the ABQ Uptown Presbyterian Growers' Market shoppers reside are (87121, 87106, 87114, 87105, 87109, 87120, 87102, 87123, 87122 and 87154). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail

seed: narrative report

ABQ Uptown Presbyterian Growers' Market

food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$112,955.76
- Economic impact (using the multiplier) upon market vendors: \$199,931.70

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the ABQ Uptown Presbyterian Growers' Market increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$1,597.22
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$31,944.44

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 7.0%) rate: \$2,236.11

seed: market statistics report

ABQ Uptown Presbyterian Growers' Market

A. Core Market Statistics

Multiplier:	1.77
Days open for business each year:	20
State + municipal state tax rate:	7.0%
Total number of surveyed shoppers:	135
Average number of shoppers (per market):	345
Estimated annual market attendance:	6,900
Average dollars spent at the market (per shopper):	\$16.37
Percentage of shoppers who spend at nearby businesses (per market):	14%
Average dollars spent at nearby businesses (per shopper):	\$4.63
Gender ratio:	F 71% / M 29%
Average vendor stall space (sq/ft):	100 / sq. ft.
Average number of vendors:	27
Average vendor gross receipts per market:	\$209.18

B. Market Visitation

Shoppers we interviewed attend the Market

first time	57.78%
more than weekly	2.96%
weekly	13.33%
several times per month	11.85%
monthly	1.48%
several times per year	8.89%
rarely	3.7%

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

Average gross receipts (per market):	\$5,647.79
Average gross receipts per market sq. ft. (per market):	\$0.19 / sq. ft.
Projected gross annual receipts:	\$112,955.76
Economic impact inside market (using multiplier effect):	\$199,931.70

seed: market statistics report

ABQ Uptown Presbyterian Growers' Market

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market's neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market's economic benefit to nearby businesses.

Average gross receipts at businesses near the market (per market):	\$1,597.22
Projected gross annual receipts at businesses near the market:	\$31,944.44
Projected annual state & municipal sales tax revenue:	\$2,236.11 (at 7.0% rate)
Economic impact at businesses near the market (using multiplier effect):	\$56,541.67

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the "stickier" the economy).

Total immediate economic benefit to vendors, nearby businesses, and the local community:	+	\$112,955.76 \$31,944.44
BEA RIMS II multiplier or comparable multiplier:	x	1.77
The Market's total combined economic impact:	=	\$256,473.36

seed: market statistics report

ABQ Uptown Presbyterian Growers' Market

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

zip code	average % of shoppers (per market)	average \$ spent per shopper (per market)	estimated number of shoppers (annual)	estimated revenue (annual)
87121	8.15%	\$22.91	562	\$12,874.91
87106	11.85%	\$14.94	817	\$12,203.94
87114	8.89%	\$17.17	613	\$10,523.19
87105	7.41%	\$14.30	511	\$7,307.30
87109	5.19%	\$18.14	357	\$6,477.02
87120	7.41%	\$12.50	511	\$6,387.50
87102	7.41%	\$12.30	511	\$6,285.30
87123	8.15%	\$10.09	562	\$5,671.09
87122	1.48%	\$55.00	102	\$5,610.00
87154	0.74%	\$100.00	51	\$5,100.00
87112	4.44%	\$15.00	306	\$4,590.00
87108	2.96%	\$17.00	204	\$3,468.00
87111	4.44%	\$11.17	306	\$3,417.01
87107	2.96%	\$15.00	204	\$3,060.00
87059	1.48%	\$30.00	102	\$3,060.00
87124	2.22%	\$15.00	153	\$2,295.00
87034	0.74%	\$40.00	51	\$2,040.00
87031	1.48%	\$15.00	102	\$1,530.00
88301	0.74%	\$30.00	51	\$1,530.00
20016	0.74%	\$30.00	51	\$1,530.00
87110	1.48%	\$14.00	102	\$1,428.00

seed: market portrait

ABQ Uptown Presbyterian Growers' Market

Albuquerque Growers Market Alliance

abqmarkets.org

ABQ Uptown Presbyterian Growers' Market / Presbyterian Hospital, Albuquerque
New Mexico, 87106

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ABQ Uptown Presbyterian Growers' Market — Presbyterian Hospital, Albuquerque

Physical space: Open-air Market

Market time: morning

Open Tuesdays

The market does operate "rain or shine."

The market was founded in 2012.

The market is managed by Albuquerque Growers' Market Alliance.

The primary reason for this location's original selection: The neighborhood or city chose the location.

seed: market portrait

ABQ Uptown Presbyterian Growers' Market

Presently, the market does have a formal agreement for the market space.

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

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The market manages 30,000 sq. ft. of space.

A typical vendor space is 100 sq. ft..

The vendors pay a flat fee to the market organization. They can leave for the day after selling out of products.

seed: market portrait

ABQ Uptown Presbyterian Growers' Market

The market allows:

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

[Yes] producers

[No] resellers

[No] market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

[Yes] producers

[No] resellers

[No] market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

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[No] resellers

[No] market organization or staff

Services (for a fee such as massage, knife sharpening) can be sold by:

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[No] market organization or staff

The market does not allow non-vendors to have tables at the market.

seed: market portrait

ABQ Uptown Presbyterian Growers' Market

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[Yes] Corporate Underwriter

[No] Government

[No] Private Foundation

[Yes] Individual

[No] Other

Does the market's elected advisors include?

[No] Vendors

[No] Shoppers

[No] Neighbors

[No] Government

[No] Non-governmental organizations

[Yes] Other

Bio sketch of manager: Avid consumer of local food since childhood, farming and gardening family history.

Working at the market since: 2012

The main issue that this market is working on:

Promotion of the new location to the community

seed: report appendix

Results for this Economic Impact Study are calculated using data from the following market studies:

Study	Market	Sample Size	Date
Northeast Farmers' and Artisans' Market	Northeast Farmers' & Artisans' Market	187	2012-08-07
Nob Hill Growers' Market	Nob Hill Growers' Market	125	2012-08-09
Downtown Growers' Market	Downtown Growers Market	340	2012-08-11
ABQ Uptown Growers' Market	ABQ Uptown Growers' Market	238	2012-08-18
Abq Uptown at Presbyterian Hospital	ABQ Uptown Presbyterian Growers' Market	135	2012-08-28

Appendix 4: Photos



A youth vendor from Dragon Farm, an experiential learning program of the South Valley Academy, sells produce from the farm at the Downtown Growers' Market.



The Downtown Growers' Market often features performances and other events from local performers, creating a weekly festive and family-friendly event for the community.



The Albuquerque Northeast Farmers' & Artisans' Market is located on the campus of a large private school in the Northeast Heights, attracting customers both from the school community and the surrounding neighborhoods.



Market shoppers, shown here at the Albuquerque Northeast market, have the opportunity to ask local farmers about their growing methods, storage and cooking suggestions, and other information about the foods they bring to market



The Nob Hill Growers' Market is located in a friendly park setting near the University district of Albuquerque.



All farmers' and growers' markets in Albuquerque accept SNAP (also known as EBT) benefits through wireless technology and a shared token currency. Thanks to an incentive program that doubled SNAP shopper's benefits at the markets in 2010 and 2011, participation in this program has greatly increased.



Located near downtown and on a main arterial road of Albuquerque, the Presbyterian market is easily accessible by public transportation.



All Albuquerque markets accept WIC and Senior Farmers' Market Nutrition Program checks. These programs have been a huge win-win for both farmers and customers, with New Mexico sales nearing \$0.5 million in 2011.



Organic certified growers, such as this farm selling at the ABQ Uptown Growers' Market, provide their customers with knowledge and certification that their produce is organically grown.



WIC recipients receive benefits in the amount of \$28 that can be used to purchase fresh fruits and vegetables at any participating farmers' market.