



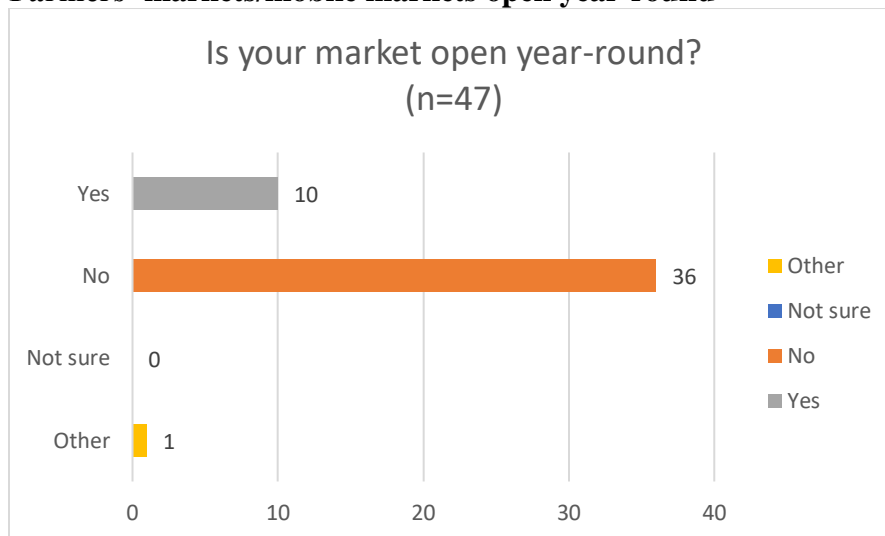
New Mexico Farmers' Marketing Association (NMFMA) Market Data Survey Farmers' Markets, Mobile Markets, Farm Stands & CSAs 2024 Results

Responses:

- 46 Farmers' Markets and 1 Mobile Market submitted the Farmers' Market and Mobile Market 2024 Market Data survey (from October 2024 through January 2025)
- 13 Farm Stands & 3 CSAs submitted the Farm Stand and CSA 2024 Market Data Survey (from October 2024 through January 2025)

Section 1: When markets are open/ available:

Farmers' markets/mobile markets open year-round



Total # of days farmers' markets/mobile markets were open in 2024 (n=47)

Total # days	1353
Mean # days	29
Range	4 (Min.) – 104 (Max.)
Standard Deviation	18.98

Total # of days farm stands were open or days CSAs distributed (n=16)

	<i>Farm Stands (13)</i>	<i>CSAs (3)</i>
Total # days	1703	132
Mean # days	131	44
Range	20 (Min.) – 363 (Max.)	4 (Min.) – 80 (Max.)
Standard Deviation	103.65	38.16

Total # Market Days: Farmers' Markets (1353) + Farm Stands (1703) + CSAs (132) = 3,188

Section 2: Customer Counts

Farmers' Markets

Graph of Farmers' Market Customer Counts per Day of the Week (n=47)

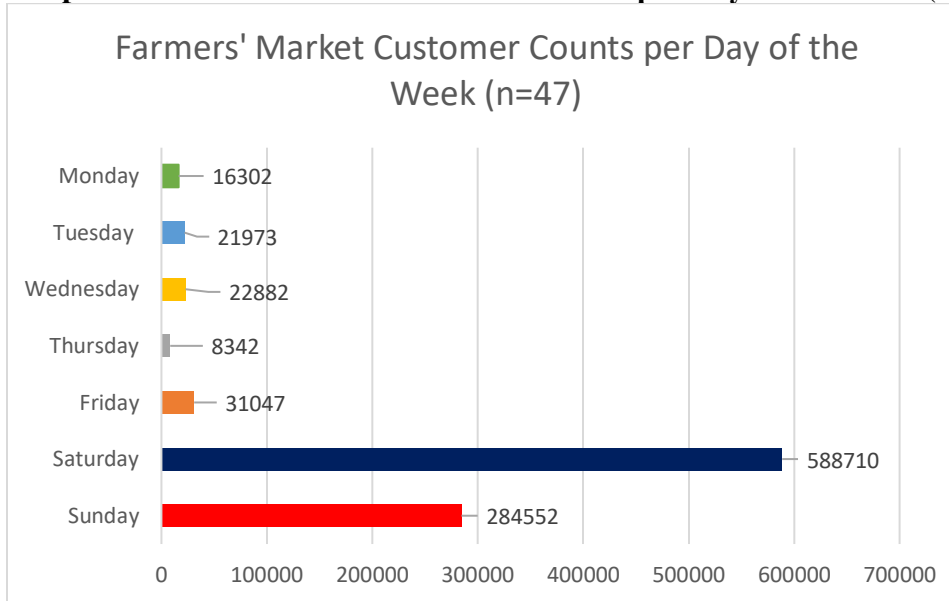


Table of Farmers' Market Customer Counts per Day of the Week and Total (n=47)

Monday	16,302
Tuesday	21,973
Wednesday	22,882
Thursday	8,342
Friday	31,047
Saturday	588,710
Sunday	284,552
TOTAL	973,808

Farm Stands & CSA Customer Counts

Farm Stands (13)	59,110
CSAs (3)	5,100

Total Customer Count: Farmers' Markets (973,808) + Farm Stands (59,110) + CSAs (5,100) = 1,038,018

Section 3: Sales**Farmers' Markets Agricultural Sales, Non-Agricultural Sales, and Total Sales (n=45)**

	Agricultural Sales	Non-Agricultural Sales	Total Sales
\$ Amount	\$12,176,661.07	\$5,588,226.49	\$17,764,887.56
% of Total	68.5%	31.5%	100%
Mean \$ Amount	\$270,592	\$124,183	\$394,775
\$ Amount Range	\$155 (Min.) - \$3,490,873 (Max.)	\$0 (Min.) - \$1,940,160 (Max.)	\$155 (Min.) - \$4,127,895 (Max.)
Standard Deviation	\$658,129	\$335,283	\$887,892

Farm Stands Agricultural Sales, Non-Agricultural Sales, and Total Sales (n=13)

	Agricultural Sales	Non-Agricultural Sales	Total Sales
\$ Amount	\$1,059,168.60	\$504,127.00	\$1,563,295.60
% of Total	68%	32%	100%
Mean \$ Amount	\$81,475	\$38,779	\$120,254
\$ Amount Range	\$300 (Min.) - \$357,325 (Max.)	\$0 (Min.) - \$165,142 (Max.)	\$300 (Min.) - \$522,467 (Max.)
Standard Deviation	\$107,833	\$56,745	\$149,991

CSA Agricultural Sales, Non-Agricultural Sales, and Total Sales (n=3)

	Agricultural Sales	Non-Agricultural Sales	Total Sales
\$ Amount	\$383,769.38	\$82,915.41	\$466,684.79
% of Total	82%	18%	100%
Mean \$ Amount	\$127,923	\$27,639	\$155,562
\$ Amount Range	\$3,215 (Min.) - \$325,554 (Max.)	\$3,000 (Min.) - \$74,915 (Max.)	\$19,700 (Min.) - \$720,800 (Max.)
Standard Deviation	\$173,101	\$40,955	\$213,795

Summary of Total Sales – Farmers’ Markets, Farm Stands, & CSAs

	Agricultural Sales	Non-Agricultural Sales	Total Sales
Farmers’ Markets (45)	\$12,176,661.07	\$5,588,226.49	\$17,764,887.56
Farm Stands (13)	\$1,059,168.60	\$504,127.00	\$1,563,295.60
CSAs (3)	\$383,769.38	\$82,915.41	\$466,684.79
TOTAL	\$13,619,599	\$6,175,269	\$19,794,868
% of Total	69%	31%	100%

Section 4: Vendor Information

Farmers’ Markets (n=47)

Total # of Unique Vendors at Markets: 3,834
Average # of Vendors Each Market Day: 28
Total Vendor Days (# of vendors per market day x # of market days during the year): 38,354
Approximate Percentage of Vendors at Farmers’ Markets that are Farmers & Ranchers: Average per market of 64%

Farm Stands & CSAs (n=16)

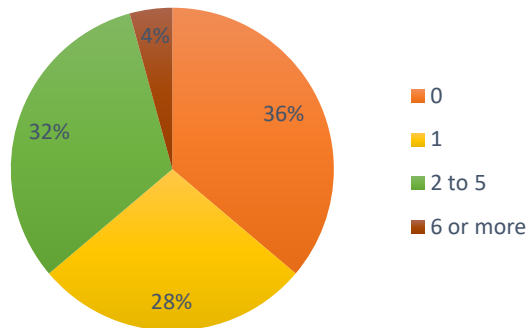
Total # of Vendors that Farm Stands and CSAs sourced from: 216 (Farm Stands) + 88 (CSAs) = 304 Vendors

Section 5: Farmers’ Market Staff & Volunteer Info

of Market Managers or Other Staff Paid for their Work during Market Season (n=47)

Category	N (%)
0	17 (36)
1	13 (28)
2-5	15 (32)
6 or more	2 (4)

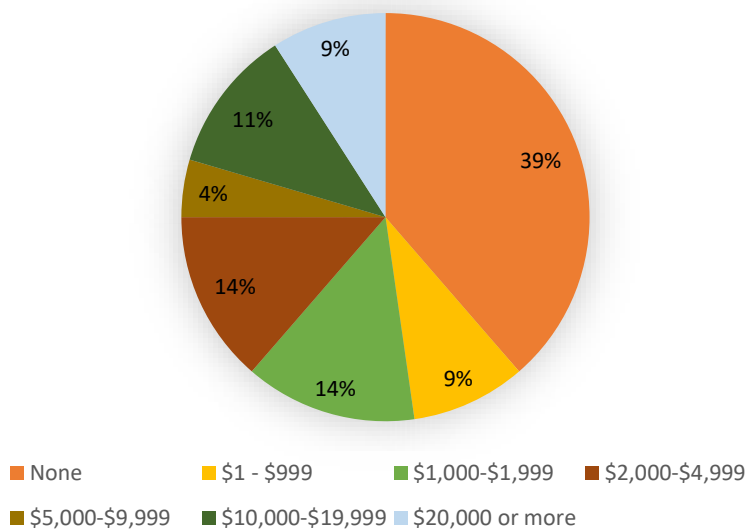
**# of market managers or other staff paid
for their work at the market (n=47)**



Market Manager Pay During 2024 (n=44)

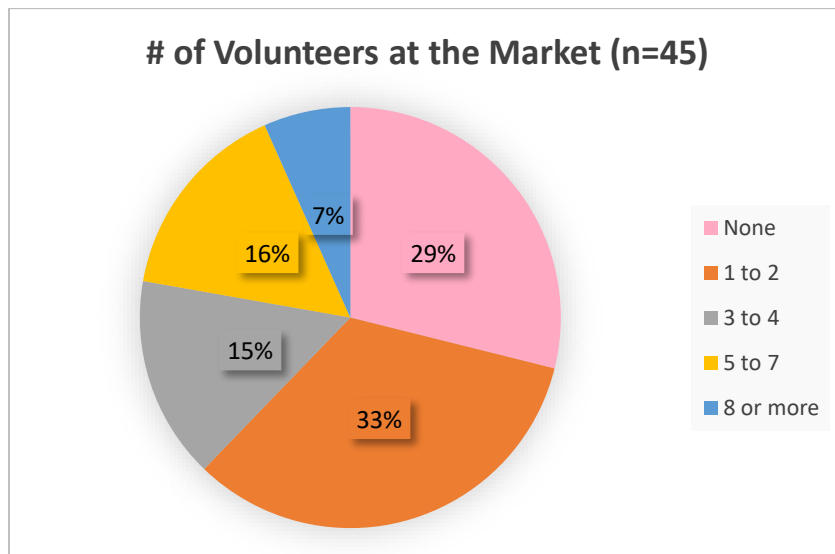
Category	N (%)
None	17 (39)
\$1 - \$999	4 (9)
\$1,000 - \$1,999	6 (14)
\$2,000 - \$4,999	6 (14)
\$5,000 - \$9,999	2 (5)
\$10,000 - \$19,999	5 (11)
\$20,000 or more	4 (9)

Market Manager pay during 2024 (n=44)



of Volunteers at each market 2024 (n=45)

Category	N (%)
None	13 (29)
1-2	15 (33)
3-4	7 (16)
5-7	7 (16)
8 or more	3 (7)



Vendor Fees

of Markets where Vendors can pay a fee for the entire season: 29

of Markets where Vendors can pay a daily fee: 40