



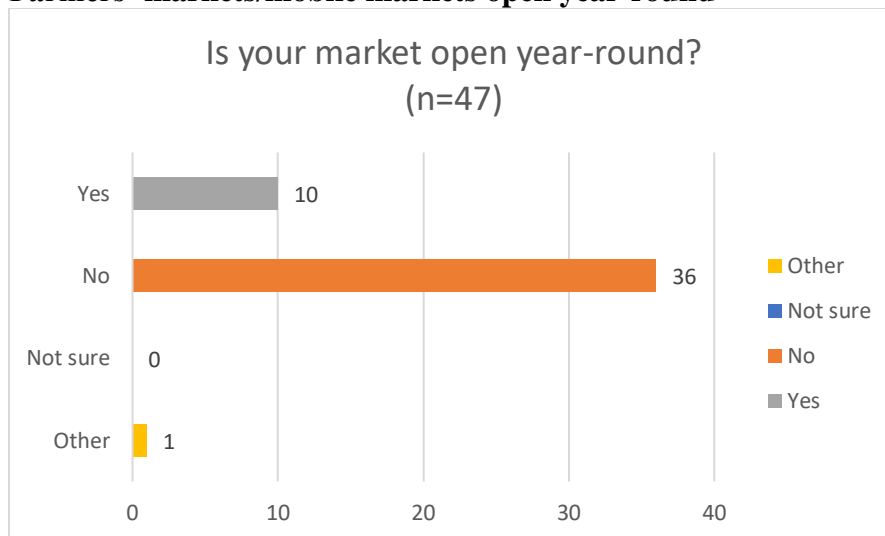
## ***New Mexico Farmers' Marketing Association (NMFMA) Market Data Survey Farmers' Markets, Mobile Markets, Farm Stands & CSAs 2024 Results***

### ***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)**

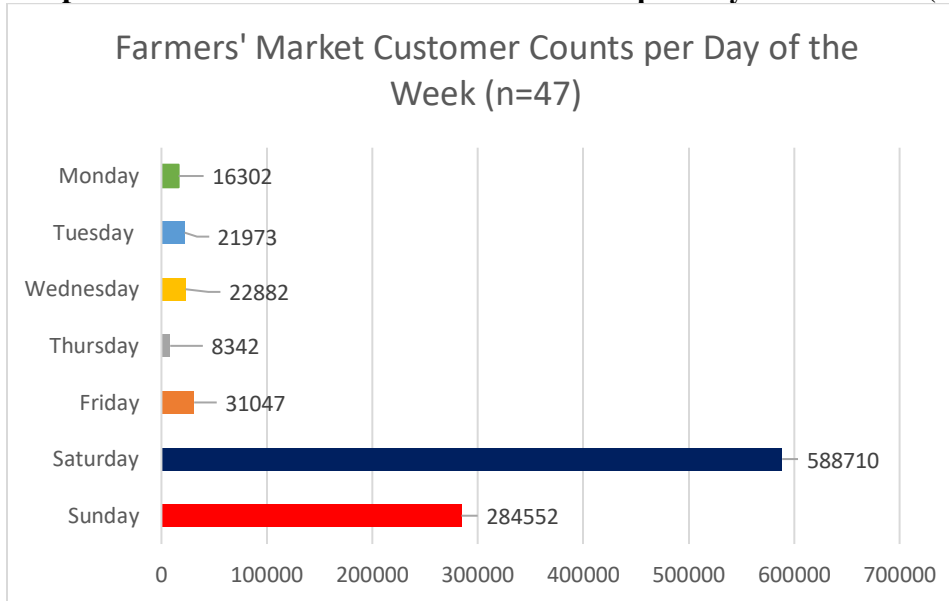
	<i>Farm Stands (13)</i>	<i>CSAs (3)</i>
Total # days	1703	132
Mean # days	131	44
Range	20 (Min.) – 363 (Max.)	4 (Min.) – 80 (Max.)
Standard Deviation	103.65	38.16

**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
<b>TOTAL</b>	<b>973,808</b>

**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)**

	<b>Agricultural Sales</b>	<b>Non-Agricultural Sales</b>	<b>Total Sales</b>
<b>\$ Amount</b>	\$9,322,810.19	\$7,805,055.42	\$17,237,865.61
<b>% of Total</b>	54.4%	45.6	100%
<b>Mean \$ Amount</b>	\$207,174	\$173,446	\$380,619
<b>\$ Amount Range</b>	\$155 (Min.) - \$2,236,445 (Max.)	\$0 (Min.) - \$2,853,851 (Max.)	\$155 (Min.) - \$4,127,895 (Max.)
<b>Standard Deviation</b>	\$443,145	\$522,779	\$830,226

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

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

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

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

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

	Agricultural Sales	Non-Agricultural Sales	Total Sales
<b>Farmers’ Markets (45)</b>	\$9,322,810.19	\$7,805,055.42	\$17,237,865.61
<b>Farm Stands (13)</b>	\$1,059,168.60	\$504,127.00	\$1,563,295.60
<b>CSAs (3)</b>	\$383,769.38	\$82,915.41	\$466,684.79
<b>TOTAL</b>	<b>\$10,765,748</b>	<b>\$8,392,098</b>	<b>\$19,157,846</b>
<b>% of Total</b>	56%	44%	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)*

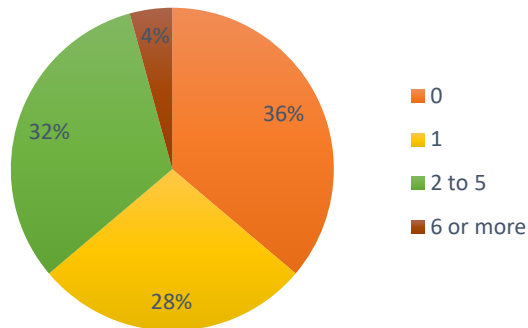
**Total # of Vendors that Farm Stands and CSAs sourced from:**  
216 (Farm Stands) + 88 (CSAs) = **304 Vendors**

#### 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)

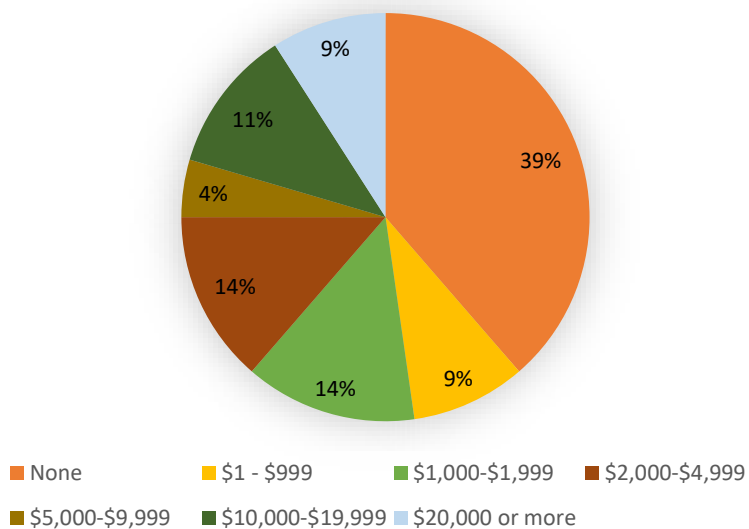
**# of market managers or other staff paid  
for their work at the market (n=47)**



**Market Manager Pay During 2024 (n=44)**

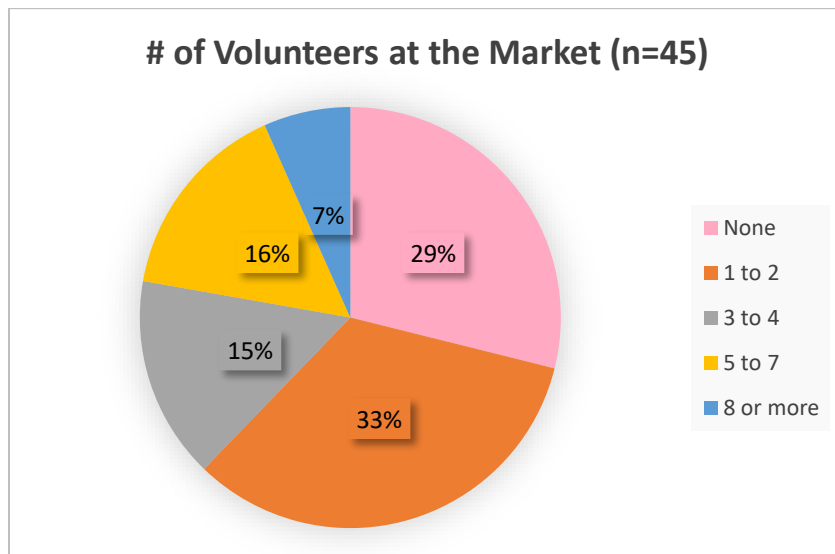
Category	N (%)
None	17 (39)
\$1 - \$999	4 (9)
\$1,000 - \$1,999	6 (14)
\$2,000 - \$4,999	6 (14)
\$5,000 - \$9,999	2 (5)
\$10,000 - \$19,999	5 (11)
\$20,000 or more	4 (9)

**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*