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Technical Report 33

**Vender/Grower and
Crop/Product Survey for
Santa Fe and Albuquerque
Growers' Markets
1996 and 1998**



Agricultural Experiment Station • Cooperative Extension Service
College of Agriculture and Home Economics

Vendor/Grower and Crop/Product Survey for Santa Fe and Albuquerque Growers' Markets: 1996 and 1998

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Direct farm marketing places the consumer in direct contact with the grower, resulting in greater freshness and quality of vegetables and fruit on the kitchen table. By contrast, the fruit in many grocery stores are often picked less than fully mature for shipping purposes, so the fruit tends to have less sugar. Many vegetables, like tomatoes, are bred for tougher skins, which improve shipping quality but are less desirable on the kitchen table. Direct marketing also results in a greater share of the consumer's food dollar going to local growers, which in turn means more money returned to the community.

One of the most popular direct marketing methods, especially for smaller growers in northern New Mexico, is the growers' market. Although fruits and vegetables remain the mainstay of growers' markets, many vendor/growers (hereafter referred to as "vendors") are now selling animal products like meat, cheese, and eggs. Some vendors have included value-added products such as jellies, ristras, corn products, vinegars, honey, and pastries. Nursery products such as bedding plants, potted plants, and cut flowers also have become popular.

OBJECTIVES

There are approximately 26 growers' markets in New Mexico, six of which are located in the Albuquerque area. The largest market in the state is the Santa Fe Area Farmers' Market (held in the rail yard near the train depot on Guadalupe Street). One of the oldest markets is the Albuquerque Growers' Market (7605 Central Avenue NE).

One purpose of this study was to document both the number of vendors and the different types of products at these markets in 1996 and 1998. The survey suggests gaps in the market that growers can capitalize on. Also, comparison of the 1996 and 1998 data shows the decline or growth of the markets in both numbers of vendors and types of products. In 1998, the researcher also gathered price data.

Growers with small farms in the Santa Fe and Albuquerque areas can use this data to capitalize on gaps in the market in terms of type and timing of products. Data on prices received can provide a baseline for vendors to evaluate potential profitability of different products.

METHODS

The survey was first used in mid-summer of 1996. The 1998 survey was conducted throughout the growing season.

At both markets, the surveyor visited each booth at approximately the same time (7-8 a.m.). Markets were evaluated on Tuesdays (once in Santa Fe and twice in Albuquerque) and Saturdays. Using a hand-held audio recorder, each booth's crop or product was described. The data were then transcribed to paper. Crop and product frequency data were then calculated, as were the number of vendors at each market on each day.

No attempt was made to quantify how much of any particular crop or product was available from each vendor or the number of buyers at each market.

Neither was data collected on the amount of produce or products still unsold by the end of the day.

The same technique was used in 1998 except that prices for the various crops and other products also were included. Prices were only noted if they were visible in the booth. Also, the surveyor only noted prices at the beginning of the day and not prices that may have dropped by the end of the day to sell remaining inventory.

As there has been a lot of consumer interest in organically grown produce, the surveyor noted whether the products were certified organic.

RESULTS AND DISCUSSION

Vendors

The number of vendors (47) attending the Santa Fe Area Farmers' Market on Tuesday, 8/4/98, was 25 percent less than the number of vendors (63) attending the same market on 8/13/96 (table 1). The reason for the decrease in vendors is unknown, but part of the decrease may be attributed to factors like change in location of the market (which was at the Sambusco Plaza parking lot in 1996), bad weather, availability of seasonal produce, fewer buyers, or less vendor interest in selling on Tuesdays.

A similar decrease occurred at the Albuquerque market (table 2). The number of vendors (11) attending the Albuquerque market on Tuesday, 7/14/98, was 21 percent less than the number of vendors (14) attending the same market on Tuesday, 7/16/96. There was, however, a 20 percent increase in the number of vendors (54) attending the market on Saturday, 8/29/98, compared with those attending (45) on Saturday, 8/31/96. There was a slight increase in the number of vendors (98) attending the Saturday market (8/15/98) in Santa Fe than on Saturday, 8/24/96 (94, table 1).

Throughout the season, more vendors (from 49 to 221 percent more) attended the Saturday markets in both Santa Fe and Albuquerque than attended Tuesday markets (table 3). This may be attributed to the fact that most vendors have weekday jobs and farm only part-time and/or farm on small farms, or they are busy farming during the week. Some buy-

ers with weekday jobs may also find it more convenient to shop on Saturdays, thus limiting the number of buyers that a vendor can target on Tuesdays.

The number of vendors attending a growers' market affects both the vendor and the buyer. Usually, the greater the number of vendors, the greater the quantity and diversity of produce and other products at market. Quantity and diversity usually attract more buyers. But more vendors means more competition, usually resulting in lower prices.

The fewer the vendors, the fewer buyers attend. Because fewer vendors means less product diversity, many buyers continue to shop at local grocery stores. Competition may or may not be less among vendors when there are few vendors. For example, in the spring there are fewer vendors, but many of them could be selling the same products—salad greens or bedding plants, for example—so competition still could be stiff.

In 1996, vendors at the Santa Fe market sold an average of 5.2 types of crops/products, while vendors at the Albuquerque market sold an average of 6.4 different types of items. During 1998, the average was similar for both markets, 5.7–5.8 items/vendor, from about mid-July to the end of the season. The least product diversity was at the Santa Fe market in May and June of 1998 (2.7 items/vendor). This, of course, can be attributed to fewer crops being available during this time of the year.

An average of 5.5 percent of the vendors at the Albuquerque market sold certified organic products. A slightly lesser percentage of products at the Santa Fe market (3.4 percent) were certified organic. These averages were calculated across the entire marketing season.

Fruit and Nut Crops

The 1996 growing season was a relatively poor year for fruit crop production. At the Santa Fe market, vendors had no yellow apples, apricots, sour cherries, sweet cherries, nectarines, or raspberries (though only two days were surveyed), and vendors had few green apples (cooking), chokecherries, white grapes, peaches, pears, and plums (table 1). Red apples were in good supply and moderate amounts of purple grapes were available. The poor

fruit season was associated primarily with killing frosts late in the spring. The situation was similar at the Albuquerque market during the same year (table 2).

The 1998 growing season saw an abundance of fruit, especially at the Santa Fe market (table 2). Many vendors sold apricots, sweet cherries, peaches, pears, and purple plums, as well as red apples. There were moderate amounts of grapes (white and purple) and nectarines. Fewer vendors sold yellow apples, sour cherries, chokecherries, piñons, yellow plums, and raspberries.

There were no apricots or sour cherries and few sweet cherries or nectarines at the Albuquerque market in 1998. As in Santa Fe, there was an abundance of red apples, peaches, pears, and purple plums at the Albuquerque market.

Vegetables

In terms of vendor numbers, the most popular vegetable sold at the Santa Fe market was red tomato, followed by zucchini squash (green), slicer cucumbers, carrots, yellow straightneck squash, green chile, green beans, and cherry tomatoes (table 1). White onions, leaf lettuce, beets, spinach, and red radishes were consistent sellers throughout the season.

The red tomato was also the most popular vegetable at the Albuquerque market (table 2). Green beans, slicer cucumbers, green chile, and bell peppers were also popular. Consistent sellers across the season included pinto beans, cantaloupe, carrots, garlic, onions (red and white), yellow straightneck squash, zucchini squash (green), and green scallop squash.

Other Crops

Because the Santa Fe market opened in May, vendors could capitalize on the extended market season by selling bedding plants, potted plants, cut flowers, and ornamentals (table 1). Many vegetable and fruit crops are not available at this time, so these crops helped extend the marketing season. Potted plants were most popular early in the season, while sales of cut flowers picked up in mid-July. Orna-

mental corns were sold singly or in ristras, harvest wreaths, or corn dolls. Chicos and atolé, which use corn flour, also were sold. None of these crops and products seemed to be quite as popular on the Albuquerque market.

Herbs also were more popular at the Santa Fe market than at the Albuquerque market. The most popular was basil followed by dill. Herbal vinegars also were popular.

Animal Products

The most popular animal products sold on the Santa Fe market were eggs, followed by lamb (frozen). No beef, lamb, or chicken were found at the Albuquerque market.

Value-Added Products

At the Santa Fe Area Farmers' Market, value-added products were particularly popular, especially pastries, salsas, jams, and honey. Again, the Albuquerque market tended to have few or none of these products.

Other crops and products were found in small quantities on the Santa Fe market, but they were not included in this survey. These minor products included apple wood chips, asparagus beans, biscochitos (a traditional anise cookie), black raspberries, broom corn, burritos, cactus, catnip toys, cough syrups, elephant garlic, jujube fruit, massage oils, mizuma, mulch, panocha, peacock feathers, pickling cucumbers, rhubarb, rice grass and other ornamental grasses, rutabaga, safflower, salad mixes, stews, strawflowers, sugar beets, sweet onions, and various wood crafts (such as willow chairs, walking sticks, and bird houses).

Minor products found on the Albuquerque market included almonds, bee pollen, bitter melon leaves, black beans, blankets, garbanzo beans, kidney beans, natural dog treats, navy beans, peanuts, quince, sweet potatoes, wheat grass juice, whipped honey, and young coconuts.

Pricing

The percentage of vendors displaying prices at the Santa Fe market varied from 28.2 to 45.3 per-

cent over the growing season. More vendors displayed their prices when there were lots of vendors and late in the summer. The percentage of Albuquerque market vendors displaying prices declined steadily over the growing season from 45.5 to 19.5 percent.

Customers use displayed prices as an important tool in comparison shopping as they walk through a market. Many consumers bypass vendors who don't post prices because of the hassle of competing with other buyers for the vendor's attention.

On the whole, price was given as price per standard unit of measure (table 4). Crops or products were sold by the ounce, pound, or volume (such as pint, quart, half gallon, or bushel); number (such as one or a dozen); or bunch. This uniformity is helpful in comparison shopping. Consumers had some difficulty comparing prices of fruits like apples when they were sold by the pint or quart, because consumers couldn't determine how many fruits could be packed in the container. The biggest problem for comparison shoppers was produce sold by the bag, plastic baggie, or basket because there was no way of comparing in standard units of measure how much the containers held.

CONCLUSIONS

Vendors could capitalize on a number of opportunities at both the Santa Fe and Albuquerque markets with crops and products that either may not be sold there or are in short supply. Such opportunities could include raspberries at the Santa Fe market, and blackberries, apricots, sweet and sour cherries, and nectarines at the Albuquerque market. As these fruits (except sour cherries) are available in most grocery stores at the same time and often command a high price (sweet cherries, raspberries, blackberries), vendors may wish to consider them in their cropping mix.

Only one vendor sold asparagus on the Santa Fe market. He was selling the asparagus for \$4/pound at the market, though asparagus was selling for only \$1/pound in local grocery stores at the time. Although the surveyor did not determine whether the vendor sold his entire crop at this price, he obviously had a monopoly on asparagus at the market.

Other opportunities for vegetables at the Santa Fe market include cauliflower, fava beans, new potatoes, pumpkins, red cabbage, and white icicle radishes.

Vegetables that might be exploited on the Albuquerque market include Armenian cucumbers, arugula, baby carrots, black-eyed peas, cauliflower, edible podded peas, fava beans, habaero chile peppers, kohlrabi, red cabbage, snow peas, spinach, Swiss chard, tomatillo, turnips, white icicle radishes, yellow tomatoes, and yellow wax beans. **Although all these crops may be in short supply at the market, the demand may not exist for some of them, so vendors should exercise caution when expanding cropping mixes.**

The price ranges documented in this survey are based on prices fixed by the growers early in the morning, but the surveyor did not record whether or not prices dropped later in the morning if produce failed to move. Prices listed are also for the whole season. Prices tended to drop with a greater supply later in the season. The surveyed prices can, however, be used as a guide in determining crop budgets.

An interesting exception to typical price were tomatoes, which sold at the Santa Fe market on 5/23/98 for \$3/pound. This was an unusually high price, but the price was possible because the tomatoes were greenhouse tomatoes from Taos and were the only tomatoes sold on the market that day. Thus, growers could consider using greenhouses or row covers for growing produce for early markets with higher prices.

Table 1. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Santa Fe Area Farmers' Market.

# Vendors date crop/day	63 8/13/96 Tuesday	94 8/24/96 Saturday	58 5/23/98 Saturday	64 6/13/98 Saturday	89 7/18/98 Saturday	47 8/4/98 Tuesday	98 8/15/98 Saturday	110 9/12/98 Saturday	47 11/7/98 Saturday
Apples (red)	2	11			5	8	12	26	16
Apples (green)		2			2	2			
Apples (yellow)								1	3
Apricots					18	11	8	2	
Arugula	4	1	4	2	4	2	4	4	
Asparagus			1						
Beans (green)	17	16			8	10	21	7	2
Beans (yellow)		1			4	9	6	1	
Beans (purple)		1			1	2	6	4	
Beans (dry)	2	1	2		1				
Beans (pinto)			4	1	1	1	1	1	6
Beans (fava)		1			1		1	1	1
Beans (bolito)			2					1	2
Beets	11	9		1	19	6	13	9	3
Beet greens				3	4		2		
Blackeye peas								1	
Broccoli	1	3		1	4	2	3	1	
Cabbage (green)	5	6			3	3	6	7	1
Cabbage (red)							1	1	
Cantaloupe	3	6				1	1	10	
Carrots	14	11			15	7	23	13	6
Carrots (baby)		1		1		1			
Cauliflower					1			1	
Cherry (sour)				1	1				
Cherry (sweet)				3	13	3			
Chile (green)	15	10				4	11	21	1
Chile (red)	1	3	3	1	2	3	2	2	4
Chile (jalapeño)	1	3						9	
Chile (yellow hot)		4					1	6	
Chile (roasted)		1						1	
Chile (red powder)		2	5	1	4	2	6	5	6
Chile (green, powder)			2			1		1	1
Chile (rista)		9	2		1		1	5	3

Table 1. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Santa Fe Area Farmers' Market (cont'd).

# Vendors date crop/day	63 8/13/96 Tuesday	94 8/24/96 Saturday	58 5/23/98 Saturday	64 6/13/98 Saturday	89 7/18/98 Saturday	47 8/4/98 Tuesday	98 8/15/98 Saturday	110 9/12/98 Saturday	47 11/7/98 Saturday
Chokecherry		1		1	2		2		
Collards				1	1		3	2	
Corn (sweet)	7	8			1	1	4	13	
Corn (blue, ears)	1					1	1	1	
Corn (Indian, ears)	1	1			1		1	1	4
Corn (chicos)	2	3	3	1	3	2	3	3	4
Corn (atolé)					1			1	
Corn (dolls)		2	1	1	2	1	1	1	1
Corn (popcorn ristra)		2	1		1	2			2
Corn (large ear wreaths)		2							
Cucumber (slicer)	17	22			4	6	20	24	1
Cucumber (lemon)	1	6				1	6	7	
Cucumber (Armenian)	3	4			2	3	6	6	
Cut Flowers (fresh)	16	24	8	2	20	16	25	25	1
Cut Flowers (dry)	6	5			1		2		1
Cut Flowers (statice)		3			1	2	6	3	
Eggplant (purple)	5	12				1	5	11	
Eggplant (white)		1						4	
Garlic	6	7			6	2	5	7	1
Garlic oil	1				1	1	1		1
Garlic (ristra)	1				1	1	1	2	
Gourds	1	3	2	1	2		3	2	3
Grapes (white)	1	2						5	
Grapes (red/purple)		4						5	
Kale	3	2	1	3	7	3	2	6	3
Kohlrabi		1		1	3	1	2	1	
Leek	1	2			1		2		1
Lettuce (leaf)	5	2	7	7	14	1	7	8	2
Lillies (bulbs)		1	2	1				1	
Luffa sponge			1	1					
Melon (honeydew)		4						4	
Melon (persian)							1		
Mushrooms (large)		1		1					1
Mustard	1		1		1		2		
Nectarines					1		6		

Table 1. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Santa Fe Area Farmers' Market (cont'd).

# Vendors date crop/day	63 8/13/96 Tuesday	94 8/24/96 Saturday	58 5/23/98 Saturday	64 6/13/98 Saturday	89 7/18/98 Saturday	47 8/4/98 Tuesday	98 8/15/98 Saturday	110 9/12/98 Saturday	47 11/7/98 Saturday
Okra		2				1		4	
Onion (red)		3			2	4	4	7	6
Onion (white)	10	8		3	13	9	11	11	3
Onion (yellow)	1	7			1			1	5
Onion (bunch)			5	1	3	3	2	3	1
Orchids		1	1	1			1	1	
Pak choy	1		1			2		2	2
Parsley (reg)	2			1	2			2	
Parsley (Italian)					1			2	
Peaches	1	3			9	11	20	28	3
Pears		3			1	1	3	12	
Peas (English)					6	1	1	1	
Peas (snow)	1	1		1	2	1	2		
Peas (edible pod)				6	1			1	
Peas (dry)					1				1
Pepper, bell (green)	7	13				1	3	12	
Pepper, bell (red/purple)		3					1	7	
Pepper, bell (yellow)		1						6	
Piñon	2	2						1	1
Plants (potted)	5	7	18	6	14	5	11	9	1
Plants (bedding)			4						
Plum (purple)	2	3			2	5	6	21	
Plum (yellow)		1				1		1	
Potato (white)		3			2		3	7	4
Potato (red)		1				1	3	5	3
Potato (new)	1				1	1			
Potato (blue)		1						4	
Potato (fingerling)		1				1	2	3	3
Pumpkins (reg)	2	4						1	1
Pumpkin (Jack-B-Little)	2	2						2	1
Purslane	1				2	2			
Radish (red, cherry)	6	7	3	4	6	4	3	7	1
Radish (white, icicle)						1			
Radish (white, winter)		1	1	1				1	1

Table 1. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Santa Fe Area Farmers' Market (cont'd).

# Vendors date crop/day	63 8/13/96 Tuesday	94 8/24/96 Saturday	58 5/23/98 Saturday	64 6/13/98 Saturday	89 7/18/98 Saturday	47 8/4/98 Tuesday	98 8/15/98 Saturday	110 9/12/98 Saturday	47 11/7/98 Saturday
Radish (black, winter)		1							
Raspberries						1	1		
Spinach	1	1	5	6	7	3	2	4	1
Squash (yellow, straightneck)	3	14			20	16	11	16	
Square (yellow, crookneck)					3	3	5	2	
Squash (green, zucchini)	21	16			20	16	23	20	
Squash (yellow, zucchini)		5					6	8	
Squash (green, scallop)	1	10			4	3	9	11	
Squash (yellow, scallop)					3	1	2		
Squash (roly poly)	2	9			6	5	5	11	
Squash (winter)		5				2		3	2
Squash (acron)		4				1		7	1
Squash (spaghetti)		3				1		3	2
Squash (butternut)		1						7	1
Squash (flower)		1			5	2	1	1	
Sunflower (dry heads)	1	3						1	
Sunflower (fresh cut)		2					1	2	
Swiss chard (green)	2	3	1	3	10	4	9	7	
Swiss chard (red)		1					1		
Tomatillo	1	3				1	2	2	
Tomato (red)	17	24	1		2	4	17	40	2
Tomato (green)	1	4				1	1	8	1
Tomato (yellow pear)		1					2	11	
Tomato (paste)							1	4	
Tomato (red cherry)		9				3	8	18	
Tomato (yellow)		5					2	4	1
Tomato (orange)		2						3	
Turnips	4	7			5	2	5	8	
Watermelon	2	4						6	

Table 1. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Santa Fe Area Farmers' Market (cont'd).

# Vendors date crop/day	63 8/13/96 Tuesday	94 8/24/96 Saturday	58 5/23/98 Saturday	64 6/13/98 Saturday	89 7/18/98 Saturday	47 8/4/98 Tuesday	98 8/15/98 Saturday	110 9/12/98 Saturday	47 11/7/98 Saturday
Herbs/sprouts									
Basil	4	8	1		15	8	14	12	
Burdock root	1								
Chives				1	1	1	1	1	
Cilantro	2	1		1	3	3			
Chicory	1				1				
Dill	3	5	1		4	4	4	1	
Herbs (dry)	4	6	7	2	2	1	2	2	2
Herbal oils	1	1	1	1	1	1	2	2	2
Herbal vinegars		5	3	1	3	2	3	4	
Lavender				2	1				
Lambsquarters					2	1			
Mint	1	1	1		2	2	1	3	
Oregano			2	2	1	1			
Rosemary	1	1	1						
Sage	1		1	1		2	2	1	
Sprouts	1	1	1		2	1	1	1	1
Summer savoy			2						
Thyme			2			1			
Animal products									
Beef			1	1			1		2
Chicken			1		1	1	1	1	1
Eggs	1	2	3	2	1	2	1	1	
Lamb			2	1	2		1	2	
Value added products									
Beeswax candles		2	1	1	1				
Big sage smug logs	1		1			4	4	4	
Bread	3	3	1	1					
Cider		1	1	1	2	1	3	5	3
Crafts		2		1					
Dry fruit			2				1	1	
Goat milk & cheese	1	1	1		1	1	1	1	1
Harvest wreath	5	7	3		2	1	5	4	2
Honey	3	2	2	2	2		2	2	2
Honey sticks				1	1			1	1

Table 1. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Santa Fe Area Farmers' Market (cont'd).

# Vendors date crop/day	63 8/13/96 Tuesday	94 8/24/96 Saturday	58 5/23/98 Saturday	64 6/13/98 Saturday	89 7/18/98 Saturday	47 8/4/98 Tuesday	98 8/15/98 Saturday	110 9/12/98 Saturday	47 11/7/98 Saturday
Hot tamales		1			1		1		
Jelly	2	4	8	2	3	3	8	9	5
Pastries	1	7	5	3	6	2	8	8	3
Pickles	2	3	2						
Red worms	1	1	1	1	1	1	1	1	
Salsas	2	5	2		3	2	1	5	
Smoothies	1	1	1		1	1	1	1	1
Soaps		1	2	1	1				
Soups	1	1							

Table 2. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Albuquerque Growers' Market, Albuquerque.

# Vendors Date Day	Albuquerque Growers' Market						
	14 7/16/96 Tuesday	45 8/31/96 Saturday	11 7/14/98 Tuesday	32 7/25/98 Saturday	18 8/11/98 Tuesday	54 8/29/98 Saturday	41 10/3/98 Saturday
Apples (red)		8		2	4	11	15
Apples (green)		2	1			1	
Apples (yellow)			2	5			
Arugula	2						
Beans (green)	3	10		1	3	13	4
Beans (yellow)					1		
Beans (purple)							
Beans (dry)	2	2					1
Beans (pinto)	1	3	3	3	4	3	7
Beans (fava)					1	1	1
Beans (bolito)					1	1	
Beets	3	4	3	4	4	3	
Beet greens		1					
Blackeye peas					1	3	
Blackberry				1	1		
Broccoli	1	3			1	2	1
Cabbage (green)		1			1	1	1
Cabbage (red)	1						
Cantaloupe	2	8	2	2	2	8	3
Carrots	2	6	2	5	5	3	4
Carrots (baby)	1						
Cauliflower		2			1	1	
Cherry (sweet)				1			
Celery		1					1
Chile (green)		3			3	11	7
Chile (red)	2		2	1		1	5
Chile (jalapeño)	1	5		2	2	3	3
Chile (habenero)		1					1
Chile (cayenne)		2					
Chile (yellow hot)	2	2		1	2	4	3
Chile (roasted)		1				2	
Chile (red powder)	1	2	2	2	3	4	4
Chile (green, powder)				3	1	1	1
Chile (rista)		2					4
Chokecherry						1	
Collards		2		1		1	
Corn (sweet)	3	3		2	2	7	2
Corn (blue, ears)	1	1					
Corn (Indian, ears)	1		1	1			2
Corn (chicos)	1	1				2	1
Corn (atolé)	1	1					

Table 2. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Albuquerque Growers' Market, Albuquerque (cont'd).

# Vendors date crops/days	Albuquerque Growers' Market						
	14 07/16/96 Tuesday	45 8/31/96 Saturday	11 7/14/98 Tuesday	32 7/25/98 Saturday	18 8/11/98 Tuesday	54 8/29/98 Saturday	41 10/3/98 Saturday
Corn (chaquegue)	1			1			
Cucumber (slicer)	3	10	1	3	4	11	3
Cucumber (lemon)		2				1	1
Cucumber (Armenian)		2					
Cut flowers (fresh)		1	1	3	2	3	1
Cut flowers (dry)		1					1
Cut flowers (statice)			1	1	1	2	1
Eggplant (purple)		3				2	4
Eggplant (white)		1				1	2
Figs		1					1
Garlic	3	6	4	7	4	6	5
Garlic oil							
Garlic (ristra)			1				
Gourds	1	2		1		1	2
Grapes (white)		3				5	2
Grapes (red/purple)		2			1	4	2
Kale	2	1		1		1	
Kohlrabi	2	2	1				
Leek		1				1	2
Lettuce (leaf)	3	1		1		1	2
Luffa sponge		1					
Melon (honeydew)		2			1	5	2
Melon (Persian)		1				2	
Mustard		2					
Nectarines		1			1	2	
Okra		5	1	3	1	4	4
Onion (red)	3	4	3	4	3	5	4
Onion (white)	1	5	3	3	3	6	5
Onion (yellow)		1	1	4	1	1	1
Onion (bunch)		1	1	1	1	1	1
Pak choy		1					
Parsley (reg.)				1		1	1
Parsley (Italian)		2					
Peaches		4		4	6	18	6
Pears	1	6				9	5
Peas (English)	2			1	1	2	2
Peas (snow)		1				1	
Peas (edible pod)		2				1	
Peas (dry)				1	1	1	1

Table 2. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Albuquerque Growers' Market, Albuquerque (cont'd).

# Vendors date crops/days	Albuquerque Growers' Market						
	14 7/16/96 Tuesday	45 8/31/96 Saturday	11 7/14/98 Tuesday	32 7/25/98 Saturday	18 8/11/98 Tuesday	54 8/29/98 Saturday	41 10/3/98 Saturday
Pecans			1				
Pepper, bell (green)		5			2	11	8
Pepper, bell (red/purple)		2				2	3
Pepper, bell (yellow)		1					
Piñon		1					1
Plants (potted)		1		3		2	2
Plants (bedding)	1						
Plum (purple)	1	3	1	4	6	9	4
Plum (yellow)		1					
Potato (white)	1	2			3	2	3
Potato (red)	1	2	1	2		4	2
Potato (new)					2		
Pumpkins (reg.)		1					4
Pumpkins (Jack-B-Little)							1
Purslane		1		1			
Radish (red, cherry)	1	1		1	1	1	1
Radish (white, icicle)		2				1	
Radish (white, winter)		1					
Raspberries		1				1	1
Parsley (reg.)				1		1	1
Parsley (Italian)		2					
Peaches		4		4	6	18	6
Pears	1	6				9	5
Peas (English)	2			1	1	2	2
Peas (snow)		1				1	
Peas (edible pod)		2				1	
Peas (dry)				1	1	1	1
Pecans			1				
Pepper, bell (green)		5			2	11	8
Pepper, bell (red/purple)		2				2	3
Pepper, bell (yellow)		1					
Piñon		1					1
Plants (potted)		1		3		2	2
Plants (bedding)	1						
Plum (purple)	1	3	1	4	6	9	4
Plum (yellow)		1					
Potato (white)	1	2			3	2	3
Potato (red)	1	2	1	2		4	2

Table 2. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Albuquerque Growers' Market, Albuquerque (cont'd).

# Vendors date crops/days	Albuquerque Growers' Market						
	14 07/16/96 Tuesday	45 8/31/96 Saturday	11 7/14/98 Tuesday	32 7/25/98 Saturday	18 8/11/98 Tuesday	54 8/29/98 Saturday	41 10/3/98 Saturday
Potato (new)					2		
Pumpkins (reg.)		1					4
Pumpkins (Jack-B-Little)							1
Purslane		1		1			
Radish (red, cherry)	1	1		1	1	1	1
Radish (white, icicle)		2				1	
Radish (white, winter)		1					
Raspberries		1				1	1
Spinach					1	1	1
Squash (yellow, straightneck)	3	5	1	4		6	2
Squash (yellow, crookneck)			2	1		2	
Squash (green, zucchini)	3	6	2	7	4	9	5
Squash (yellow, zucchini)	4	3	1		3	2	
Squash (green scallop)	1	5	1	2	2	4	2
Squash (yellow, scallop)	1	1					
Squash (Roly-Poly)	2	2	2	2	2	3	
Squash (winter)		1					3
Squash (acorn)		1					2
Squash (spaghetti)		1					
Squash (butternut)							2
Sunflower (dry heads)		2					1
Sunflower (fresh cut)	1	1					
Swiss chard		4				1	
Swiss chard		1		1			
Tomato (red)	2	20	4	4	5	18	13
Tomato (green)		4				2	2
Tomato (yellow pear)		1		1	1	2	1
Tomato (paste)		1			1	2	
Tomato (red cherry)	1	3			2	5	3
Turnips		1	2	2			
Watermelon		6				8	4

Table 2. Number of vendors and crop frequency data for select marketing days in 1996 and 1998, Albuquerque Growers' Market, Albuquerque (cont'd).

# Vendors date crops/days	Albuquerque Growers' Market						
	14 07/16/96 Tuesday	45 8/31/96 Saturday	11 7/14/98 Tuesday	32 7/25/98 Saturday	18 8/11/98 Tuesday	54 8/29/98 Saturday	41 10/3/98 Saturday
Herbs/sprouts							
Basil		1				2	2
Cilantro	1					1	1
Dill	3	1	3	4	3	1	2
Herbs (dry)				2		1	
Lavender	1						
Lambquarters	1						
Mint	1	1		1		1	1
Oregano	1						1
Rosemary		1	1	1			2
Sage	1	1	1			1	2
Sprouts				1		1	
Summer savoy		1					
Thyme	1					1	
Animal products							
Eggs	1	2		1	1		
Value-added products							
Beeswax					1		
Beeswax candles		1				1	1
Big sage smug logs				1		1	
Bread	1	1		1		1	
Candy		1		1			
Cider							1
Cleaning products		1					
Crafts		1					
Harvest wreath		1					1
Honey		1		1	1	2	2
Honey sticks		2		1	1	1	1
Jelly				1	1	1	1
Muffins	1	1	1	1		1	
Pastries		4		3	3	3	3
Tortillas		1					

Table 3. Effects of day of week on number of vendors at two growers' markets.

Market	Date/# of vendors		Difference # of vendors	Percent increase
	Tuesday	Saturday		
Santa Fe	8/13/96 (63)	8/24/96 (94)	31	49
Santa Fe	8/4/98 (47)	7/18/98 (89)	42	89
Santa Fe	8/4/98 (47)	8/15/98 (98)	51	109
Albuquerque	7/16/96 (14)	8/31/96 (45)	31	221
Albuquerque	7/14/98 (11)	7/25/98 (32)	21	191
Albuquerque	8/11/98 (18)	7/25/98 (32)	14	78
Albuquerque	8/11/98 (18)	8/29/98 (54)	36	200

Table 4. Price ranges for select crops and products at three growers' markets in Santa Fe and Albuquerque, 1998.

Crops	Santa Fe	Albuquerque
Apples (red)	\$0.50/each; \$3/pt; \$2.50/1/3/bushel	\$0.25/pt; \$0.25-\$0.50/lb; \$4/1/4 bushel
Apples (yellow)	\$12/bushel	\$3/qt
Apricots	\$2/qt; \$1-\$2/basket; \$0.99/lb; \$1/20	\$0.50/qt; \$0.50/lb
Arugula	\$1.50-\$2/bunch; \$5-\$8/lb	
Asparagus	\$4/lb	
Beans (green)	\$4/lb	\$1-\$1.50/lb; \$3/1/4 bushel
Beans (yellow)	\$4/lb; \$2/pt	
Beans (pinto)		\$1.25/lb; \$6.50/10 lb
Beans (bolito)	\$2/bag	
Beets	\$1.75-\$2/bunch	\$1/bunch
Beet greens	\$4-\$8/lb	
Blackeye pea	\$0.50-\$1/lb	
Blackberry		\$3/qt
Cabbage (green)		\$0.50/lb
Cantaloupe	\$1-\$1.50 each	\$2/each; \$1/2
Carrots	\$1-\$2/bunch	
Carrots (baby)	\$1-\$2/bunch	
Cherry (sour)	\$1/pt	
Cherry (sweet)	\$1.50-\$3/pt; \$6/qt; \$2/box	
Celery	\$2/bunch	\$0.50/each
Chile (green)	\$1/3; \$3/lb; \$15/bushel	\$0.80/lb; \$1/basket
Chile (red)	\$2/pt; \$6/bag	\$4.50/bag; \$6/gal
Chile (jalapeños)	\$1/10; \$1/pt	
Chile (yellow hot)	\$1/pt; \$2/basket	\$1/basket
Chile (roasted)	\$3.50/baggie	
Chile (red powder)	\$4/baggie	\$2/1/2 lb
Chile (green, powder)		\$1.50/baggie
Chokecherry	\$3/basket	
Collards	\$3/lb	\$0.50/bunch
Corn (sweet)	\$1/3; \$3/doz; \$0.35/ear	\$3/doz.
Corn (Indian, ears)	\$0.50-\$1/each	
Corn (chicos)	\$6/lb; \$6/baggie	
Cucumber (slicer)	\$0.50-\$1/each; \$1/3; \$1.50/lb	\$0.75/lb; \$1/6
Cucumber (lemon)	\$1/qt; \$1/1/2 gal	
Cucumber (Armenian)		
Cut Flowers (fresh)	\$1-\$2.50/bunch; \$1.50/6; \$3/12	\$3/bunch
Cut Flowers (statice)	\$0.10/stem; \$2.50-\$3/bunch	\$5/bunch
Eggplant (purple)	\$1.50-\$3/lb; \$0.75/each	
Garlic	\$5/lb; \$1/3-4	\$1/bunch; \$1/qt
Garlic oil	\$5/2 oz; \$12.50/8 oz	
Garlic (ristra)		\$5-\$10/each
Grapes (red/purple)	\$1.50/lb	
Kale	\$1.25-\$2/bunch; \$3/lb	\$0.50/bunch
Kohlrabi		
Leek	\$4/bunch	\$1/bunch
Lettuce (leaf)	\$4-\$8/lb; \$2/bunch	\$0.50/bunch
Melon (honeydew)	\$2-\$2.50 each	

Table 4. Price ranges for select crops and products at three growers' markets in Santa Fe and Albuquerque, 1998 (cont'd).

Crop	Santa Fe	Albuquerque
Mustard	\$1/bunch; \$3/lb	
Nectarines	\$2/box	
Okra		\$1.25/lb
Onion (red)	\$0.75-\$2/bunch; \$1/pt; \$2/lb	\$1/bunch
Onion (white)	\$1-\$2/bunch; \$0.75 each; \$1/pt	\$0.50/bunch; \$0.50/lb; \$1/1/2 gal
Onion (bunch)	\$0.75-\$2/bunch; \$6/lb	\$0.25-\$0.75/bunch
Pak choy	\$2/bunch	
Parsley (reg)	\$1-\$1.50/bunch	\$0.50/bunch
Parsley (Italian)	\$1.50/bunch	
Peaches	\$1-\$2/pt; \$3/qt; \$1.30/lb	\$0.50-\$0.80/lb; \$1/3; \$1/3 lb
Pears	\$2/pt	\$0.50/pt; \$1/3 lb
Peas (English)	\$2/pt	
Peas (snow)	\$4-\$4.50/lb	\$2.50/lb
Peas (edible pod)	\$4/lb	\$2/1/2 gal
Pecans		\$5/lb; \$3/bag
Pepper, Bell (green)	\$0.75 each; \$1/2; \$3/lb; \$1/pt	\$1/3-5
Pepper, Bell (red/purple)		\$1/3
Plum (purple)	\$1/pt; \$2.50/qt; \$1.50/basket	\$0.50-\$1/qt; \$0.50/pt
Potato (white)	\$1.50-\$2/lb; \$9/10 lb; \$2/basket	\$2/20 lb
Potato (red)		\$2.25/8 lb
Potato (new)	\$2/pt	
Potato (fingerling)	\$3/lb; \$15/10 lb	
Pumpkins (reg)		\$0.15/lb
Radish (red, cherry)	\$0.50-\$1/bunch; \$2/lb; \$1/10	\$0.50/bunch
Radish (white, winter)	\$2/2; \$2/lb	
Raspberries		\$2.10 pt
Spinach	\$4-\$8/lb; \$2-\$5/bag	\$0.75/bunch
Squash (yellow straightneck)	\$0.25/each; \$2-\$4/lb; \$1/3-4	\$0.50/lb
Squash (green, zucchini)	\$1.50-\$2/lb; \$1/3-4; \$1/1/2 gal	\$0.50/lb
Squash (yellow, zucchini)	\$1/2-3	\$0.50/lb
Scallop (green scallop)	\$0.50/each; \$1/3	\$0.25/small; \$.50/large
Squash (roly poly)	\$1/2-3; \$2/1/2 gal	
Squash (acorn)	\$0.75-\$1/lb	
Squash (butternut)	\$1/lb	
Squash (flower)	\$0.25/each	
Sunflower (fresh cut)	\$0.75/stem	
Swiss Chard (green)	\$1-\$2/bunch; \$3-\$4/lb; \$0.25/3 leaves	\$0.50/bunch
Tomatillo	\$1-\$2/lb	
Tomato (red)	\$2-\$3/lb; \$1-\$2/pt; \$2/gal	\$0.50-\$0.75/lb; \$0.75/pt; \$1.50/basket
Tomato (yellow pear)	\$2-\$3.50/lb	
Tomato (paste)	\$1/5	\$0.80/lb; \$1/pt
Tomato (red cherry)	\$2.50-\$4/lb; \$2.50/pt	\$0.75-\$0.95/lb
Tomato (orange)	\$2/lb	
Turnips	\$1-\$2/bunch	
Watermelon	\$4-\$5/each	

Table 4. Price ranges for select crops and products at three growers' markets in Santa Fe and Albuquerque, 1998 (cont'd).

Crops	Santa Fe	Albuquerque
Herbs/sprouts		
Basil	\$0.50-\$2/bunch	\$0.50/bunch
Chives	\$1-\$1.50/bunch	
Cilantro	\$1.50/bunch	\$0.50/bunch
Dill		\$0.50/bunch
Lavender	\$1-\$4/bunch	
Mint	\$0.50-\$1.50/bunch	
Oregano	\$1-\$1.50/bunch; \$0.10/stem	
Rosemary	\$1.50/bunch	
Sage		\$1/bunch
Sprouts	\$1/4 oz	\$1-\$1.50/_ lb; \$2-\$4/lb
Summer savoy	\$1.50/bunch	
Thyme	\$1.50/bunch	
Animal products		
Eggs		
Value-added products		
Big sage smug logs	\$2-\$3 each	
Cider	\$2-\$3/1/2 gal	
Dry fruit	\$4/4 oz	
Honey sticks		
Jelly		\$4.10/jar (raspberry)

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