



Michigan Farmers Market Metrics Portal 2018 Data Collection Expectations

Using the online Michigan Farmers Market Metrics Portal is a great data management opportunity for you and your farmers market! We encourage you to use the portal to its full capacity and also understand that it may take time to get there. The Michigan Farmers Market Association (MIFMA) will pay for your use of the portal in 2018 **if you are able to meet these data collection expectations**. Below you will find a list of the sections that are **required**. We encourage managers to populate the portal monthly. Add detail and non-required sections as you become more comfortable with the portal.

Please contact Michelle Gagliardi, MIFMA Special Projects Associate, with any questions about data collection and entry. She can be reached at metrics@mifma.org or 517-432-3381.

Vendor Profiles

Vendor profiles are intended to be managed by each vendor. If market managers are still maintaining vendor profiles, please visit the FMC website to learn how to add, update and remove vendor profiles from your market. Complete updates for all seasonal vendors **before** you begin entering data into the portal for the 2018 season. Add daily vendors as able. This is necessary to complete the **Vendor Profile** portion of the portal. To reduce duplicate entries, be sure to check if a vendor you are adding already has a profile.

Farmers Market Metrics Data Required

1. **Market Registration/Updates** – Complete required fields within the portal
 - a. Returning Markets:
 - i. must update their existing market profile to reflect 2018 information
 - b. New Markets
 - i. Selecting MIFMA as a Network:

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1. When you log in the portal takes you to the *Market* page where each market under you operating organization is listed. Next to each market type in the name of the network (Michigan Farmers Market Association), select the correct record and hit *Enter*.
 - ii. When registering a market that operates multiple days:
 1. Create a distinct profile for each day
2. **Vendor Attendance** – Record each market day
3. **Visitor Counts** – Required a minimum of once per month through the end of the market season or end of the year if year-round. For markets that operate two days a week, collect data for each, once a month.
 - a. For example: If your market operates on Tuesday and Saturday, be sure to do visitor counts on a Tuesday **and** a Saturday each month.
4. **Visitor Surveys** – A sample size for each market will be calculated at a 95% confidence level with a confidence interval of 10 based on total market population. For most markets this is about **100 surveys total**. Surveys must be distributed **throughout** the season to unique visitors to ensure an accurate representation. We recommend distributing surveys on days that you take visitor counts.
5. **Market Sales** – Will be populated through use of the Vendor Sales Slip Record. Collect this data to the best of your ability understanding that not every vendor will report daily
 - a. Vendor Sales Slip Record required fields (collected each market day, completed by each vendor)
 - total sales by each currency: cash, WIC FMNP (Project FRESH in Michigan), Senior FMNP (Senior/Market FRESH in Michigan), Credit/Debit, SNAP EBT, Double Up Food Bucks, and Hoophouses for Health. Add additional incentives or vouchers (for example, Prescription for Health) if you have them.

If you are unable to meet these expectations but still wish to use the Farmers Market Metric Portal, please contact us to discuss user fees.