

MEASURING MICHIGAN FARMERS MARKETS

CENTRAL TERMINAL SALES



HOW TO COLLECT YOUR DATA

1. Prepare for Data Collection

Many farmers markets process various payment methods, such as SNAP Bridge Cards and possibly even credit cards, through a central terminal, or a single, centrally located electronic point-of-sale device operated by the market. In exchange for payment, markets distribute an alternative currency, such as tokens or paper scrip, that customers can use to shop with vendors who don't have their own point-of-sale devices.



Maintaining records of your central terminal sales and the alternative currency distributed is vital for the market to record as the market is financially responsible for the currency in circulation.

If your market accepts multiple forms of payment (SNAP and credit or debit) or participates in nutrition incentive programs such as Double Up Food Bucks, it is important to keep track of each different type of payment separately.

Each transaction processed should be recorded at the market, especially if you are distributing an incentive such as Double Up Food Bucks tokens, as there is no other record of these transactions since they are not processed through an electronic device. This is a requirement of the Double Up Food Bucks program.

The first step in preparing for data collection will be to decide how you are going to record each transaction. The [Double Up Food Bucks Customer Transaction Record](#) is one example to get you started. This transaction record could be adapted to record the payment methods accepted at your market.

Beyond recording each sale, your market could also collect additional data about the transaction such as asking each customer if this is the first time using their SNAP Bridge Card at your market to determine how many new SNAP customers the market is attracting.

2. Start Tracking Central Terminal Sales!

Using your customer transaction record, document each transaction processed during the market using your central terminal device. Make sure to record the market date at the top of each log so you know which market date the transactions were processed. It is recommended to start a new customer transaction record each market day and to calculate the totals at the bottom of each page making it easier to total all sales for the day. For any payment methods processed through an electronic point-of-sale device, it is good practice to compare your calculated total sales from your transaction record with the total sales recorded by your device to ensure transactions were recorded accurately and totals were summarized correctly.



HOW TO STORE, AGGREGATE, AND ANALYZE YOUR DATA

Store your data

If you recorded your central terminal sales on paper at the market, we recommend transitioning the data to an electronic file after each market as part of your market close-out activities as paper record logs are susceptible to being lost, damaged, or accidentally discarded. To avoid the need to transfer each transaction individually, total the dollar value of each payment method distributed at each market, the total number of transactions each market day, and any other metrics you gathered. Transfer the totals per market day, instead of each individual transaction, to your electronic file. An Excel or Google Spreadsheet works well for storing this data. Keep your paper logs in a safe space or scan them in electronically in case you need to refer back to a specific transaction or set of transactions later in the season.

Try using
[MIFMA's Data Entry Excel Template](#) for data storage.

Aggregate your data

At the end of the season, consider calculating averages and/or market season totals for each piece of data you collected. Some examples of calculations to perform include the total number of SNAP transactions, the total amount of SNAP or Double Up Food Bucks tokens distributed, the average amount of SNAP tokens distributed per market day, and the total number of first-time SNAP customers. Additionally, redemption rates can be calculated using the total amount redeemed from your vendor redemption records or vendor sales slip.

EXAMPLE:

SNAP REDEMPTION RATE
FOR THE MARKET SEASON =



TOTAL AMOUNT
OF SNAP TOKENS

REDEEMED

VS

DISTRIBUTED

Using an Excel spreadsheet can help make these calculations easier. Examples of these types of calculations are pre-populated in [MIFMA's Data Entry Excel Template](#).



Analyze the data



Take a look at your market data at the end of the season and try comparing it to other data you've collected to identify trends. Did the total number of SNAP transactions per market day increase throughout the market season or compared to last year? Are customers redeeming their tokens or paper scrip purchased? Are they using their incentives? How do your redemption rates compare to last season? Spend some time analyzing your data to determine if you've made progress toward goals established for your market such as bringing in new customers using SNAP benefits. Through your food assistance programs, are you bringing in new customers to your market or serving loyal returning customers? How many new SNAP customers did you bring in over the course of the season? Creating graphs and/or charts of your data can also be helpful when identifying trends.

HOW TO PRESENT YOUR FINDINGS

Report your findings

Consider publishing your data in a report to share with a variety of audiences. Think about what information your sponsoring organization, market sponsors, vendors, market shoppers, etc. might like to know and build your report based on the audience you plan to share it with. Try using [MIFMA's report and/or infographic templates](#)!

Share your findings!

Share your report and/or infographics with your target audience and congratulate yourself on a job well done!



517-432-3381



480 Wilson Rd., Room 172
East Lansing, MI 48824



mifma.org

