

GRADUATED MENU OF FARMERS MARKET METRICS



Welcome to MIFMA's guide to data collection at Michigan farmers markets!

This document is a tool for market managers that want to collect, analyze, and share data from their farmers market. This document was created to help market managers collect data to advocate for their market, apply for funding opportunities, and share their market's successes. These metrics are broken down into beginning and advanced categories for ease of use, so whether you're a novice at data collection or an expert, you can use this document to help measure your Michigan farmers market!

GETTING STARTED

1. Set your goals and identify metrics

Keeping your market's mission in mind, **set goals for your market season and identify the individuals and resources needed to help your market meet those goals.** Identify metrics using the tables on the next page that will demonstrate your progress in advancing toward your goals and metrics that will be of interest to your target audience including market sponsors, funders, supporters, and customers.



We recommend starting with metrics that can be obtained from collecting vendor attendance, customer counts, and visitor surveys, and then adding more metrics as you have the capacity to do so.

2. Create your data collection plan

Create your data collection plan **based on your market's capacity to complete the data collection methods for the metrics you plan to collect, analyze, and report on.** Do not invest in collecting data you do not intend to use. Build your data collection schedule and identify your team of data collectors, securing volunteers as needed. An example of planning visitor counts and visitor surveys can be found in the following [Metrics Worksheet](#).

3. Communicate with your farmers and vendors


The data collection process will go smoother and farmers and vendors will be more likely to cooperate with data collection efforts if they understand why you are collecting the data and how it will be used. Here is an example letter you can send to your vendors to communicate your intentions: [Vendor Letter](#).



Communicate with your farmers and vendors prior to the start of the market season to explain how the data will help you better run the market and show the impact the market has on the community.


VENDOR ATTENDANCE

Documents the **number of vendors that participate in your market** each week and throughout the season and your market's product diversity

Frequency	Possible metrics to report	How to collect this data and resources
<p>Every Market Day</p> 	<ul style="list-style-type: none"> • Average number of vendors per day • Average number of vendors per product category per day • Total number of vendors supported by your market per season • Average number of farm vendors supported by your market per day 	<ul style="list-style-type: none"> • MIFMA Vendor Attendance Fact Sheet • Bath Farmers Market Product Record Form • Farmers Market Coalition's (FMC) SNAP Eligible Goods Data Collection Method

VISITOR COUNT

Documents the **number of visitors attending during the market day**. Visitor Counts are of great interest to a variety of audiences and are often needed when calculating other market metrics. If visitor counts are collected on all 4 market days, you will be able to run MIFMA's Farmers Market Metrics Model to calculate the economic impact of your farmers market within your county. Additional information collected from visitor surveys can also help improve the accuracy of the model.¹

Frequency	Possible metrics to report	How to collect this data and resources
<p>At least 4 market days spread throughout the season. Recommended to collect this data on the following market days:</p> <ul style="list-style-type: none"> • 3rd market day • Busy day – holiday, event, etc. • Regular market day • 3rd to last market day² • Every Market Day 	<ul style="list-style-type: none"> • Average number of visitors per market day (estimated) • Average number of visits per market season (estimated) • The time during your market day when your market is the busiest and the slowest 	<ul style="list-style-type: none"> • MIFMA Visitor Counts Fact Sheet • Farmers Market Coalition's (FMC) Visitor Count Worksheet Template 

¹ Link to MIFMA's Farmers Market Metrics Model coming soon!

² Recommended collection days developed by Farm 2 Facts in collaboration with the University of Wisconsin-Madison: <https://farm2facts.org/>

VISITOR SURVEY

Provides **information about the behavior of your visitors**; what they are buying, their behavior in the area surrounding your market, and their demographics including where they are coming from.

Frequency	Possible metrics to report	How to collect this data and resources
<p>At least 4 market days spread throughout the season. Recommended to collect this data on the following market days:</p> <ul style="list-style-type: none"> • 3rd market day • Busy day – holiday, event, etc. • Regular market day • 3rd to last market day² • Every Market Day 	<ul style="list-style-type: none"> • Percent of customers who were first time visitors (<i>estimated</i>) • Average dollars spent per visitor per visit (<i>estimated</i>) • Average dollars spent at neighboring businesses by visitors (<i>estimated</i>) • Percentage of visitors walking, bicycling, carpooling, ridesharing, or taking public transportation to the market • Percentage of visitors from represented zip codes (<i>estimated</i>) 	<ul style="list-style-type: none"> • <u>MIFMA Visitor Survey Fact Sheet</u> • <u>MIFMA's Suggested Visitor Survey modified from the Farmers Market Coalition's (FMC) Farmers Market Metrics Customer Survey</u>

MARKET DAY REPORT

Documents day-to-day market information. This data can be used to compare against other data to identify trends and is often of great interest to individuals associated with the market.


Frequency	Possible metrics to report	How to collect this data and resources
<p>Every market day</p>	<ul style="list-style-type: none"> • Average volunteer hours at the market • Market weather • Estimated customer attendance at market events and programs 	<ul style="list-style-type: none"> • <u>MIFMA Market Day Report Fact Sheet</u> • <u>Farmers Market Coalition's (FMC) Market Day Report Collection Form</u>



² Recommended collection days developed by Farm 2 Facts in collaboration with the University of Wisconsin-Madison: <https://farm2facts.org/>



VENDOR SALES SLIPS

Documents the **sales of your vendors** showing the impact of your market on their businesses and on the local and statewide economies.

Frequency	Possible metrics to report	How to collect this data and resources
<p>Every market day</p> 	<ul style="list-style-type: none"> Average market sales per vendor (and by product category if not collected anonymously) Total market sales overall Total market sales by payment method (Credit/Debit, Cash, SNAP, Double Up, WIC Project FRESH, Senior Market FRESH) Total SNAP/Double Up Food Bucks redeemed Total Annual Sales by Product Category 	<ul style="list-style-type: none"> <u>MIFMA Vendor Sales Fact Sheet</u> <u>Farmers Market Coalition's (FMC) Vendor Sales Slip</u> <u>Farmers Market at the Capitol Sales Slip</u>

VENDOR PROFILES

Vendor profiles provide data about **the food grown and produced at the market and the individuals involved as it relates to economic, ecological, intellectual, and social capital.** An opportunity to collect data from vendors outside of the busy market environment.

Frequency	Possible metrics to report	How to collect this data and resources
<ul style="list-style-type: none"> Once per season Recommended to include data points in your vendor application at the beginning of the season 	<ul style="list-style-type: none"> Average distance in miles traveled from product origin to market Total cultivated and grazed acres by market vendors Number of individuals employed by market businesses (estimated) Total number of women-owned businesses selling at the market Total number of socially disadvantaged vendors selling at the market (USDA definition) Percentage of vendor businesses at the market with at least one owner < 35 years old Average years in the farming industry per vendor Total number of farm vendors with organic certification (or in 3-year transition) selling at the market 	<ul style="list-style-type: none"> <u>MIFMA Vendor Profile Fact Sheet</u> <u>Farmers Market at the Capitol Vendor Application Survey</u> <u>Farmers Market Coalition's (FMC) Vendor Survey</u> 


MARKET PROGRAMS INVENTORY

Documents the **utilization and impact of programs held at the market.**

Frequency	Possible metrics to report	How to collect this data and resources
Every market day (when a market program occurs)	<ul style="list-style-type: none"> Total number of market programs held Total number of food education programs held Total number of youth-specific programs held Total number of visitors participating in programs 	<ul style="list-style-type: none"> <u>MIFMA Market Programs Fact Sheet</u> <u>Farmers Market Coalition's (FMC) Market Day Report Worksheet</u>

CENTRAL TERMINAL DISBURSEMENTS/SALES³

Maintain **records of your central terminal sales and the alternative currency(s) distributed** to gain insight into the impact and utilization of the program(s). Additionally, it is vital for the market to record central terminal sales as the market is financially responsible for the currency in circulation.

Frequency	Possible metrics to report	How to collect this data and resources
Every market day 	<ul style="list-style-type: none"> Total number of SNAP/Double Up Food Bucks transactions Total number of first time SNAP users Total SNAP/Double Up Food Bucks distributed SNAP/Double Up Food Bucks redemption rate 	<ul style="list-style-type: none"> <u>MIFMA Central Terminal Sales Fact Sheet</u> <u>Double Up Food Bucks Customer Transaction Record</u>

VOLUNTEER HOURS

Track volunteer hours to understand the scope of volunteer labor at your market for future planning purposes and to communicate your community's investment in the market.

Frequency	Possible metrics to report	How to collect this data and resources
Every market day (with volunteers present)	<ul style="list-style-type: none"> Total number of volunteer hours contributed Using the value of volunteer time as published annually by Independent Sector, the value of volunteer investment in your market 	<ul style="list-style-type: none"> <u>MIFMA Volunteer Hours Fact Sheet</u> <u>Farmers Market Coalition's (FMC) Market Day Report Worksheet</u>

³ Note: If your market runs the Double Up Food Bucks program, this metric is required and should be considered a beginning metric.



HOW TO USE YOUR DATA

➤ Data Entry

After the market day/season, the data you collected should be entered into a tool that allows you to store your data and analyze your findings and recognize trends (spreadsheets, tables, documents, etc.)

Try using [MIFMA's Data Entry Excel Template!](#)

➤ Analysis

Once entered, look for trends in your data. For example:

- Did you see higher customer counts when certain vendors attended?
- Did your vendors report higher sales on busier/event days?
- How many customers were first-time visitors at the start of the season compared to the end of the season?

Creating graphs and/or charts comparing data can be helpful to visualize trends.

➤ Reporting

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 your audience.

Try using [MIFMA's report and/or infographic templates](#) to share your data.

➤ Share your findings!



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