



MEASURING MICHIGAN FARMERS MARKETS MARKET DAY REPORT

HOW TO COLLECT YOUR DATA

1. Get organized

Before you start recording market day information, take some time to plan what day-to-day information you'd like to record and how you're going to record it. A few key pieces of information can go a long way when analyzing market data, so we recommend recording information like vendor attendance, weather, volunteer support, and market events and programs. The Farmers Market Coalition has a great [Market Day Report template](#) to help get you started. Your Market Day Report can also be a great spot to record vendor and customer feedback, post-market day action items, and materials to be re-ordered, keeping all your records from each market day in one spot.

2. Record Your Data!

Performing a Market Day Report is recommended for every market day in the season. Take a few minutes before, during, and after the market to record the information you've decided to collect.



HOW TO STORE, AGGREGATE, AND ANALYZE YOUR DATA

Store your data

Paper records that are completed at the market are susceptible to being lost, damaged, or accidentally discarded. **If you record Market Day data on paper, we recommend transitioning your data to an electronic file as part of your market day close-out activities.** An Excel or Google spreadsheet works well for storing this data. Try using MIFMA's Data Entry Excel Template for data storage. For a more advance technology solution, consider making a Google Form that you (or a volunteer or staff member) can complete and submit each market day from any smartphone, tablet or computer. The Google Form responses will then automatically be entered into a Google spreadsheet which you can use for analysis, too.

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

Aggregate your data

At the end of the market day or season, consider calculating averages and/or totals for each piece of applicable data you collected in your market day report. Some examples of what you may be able calculate from your market day data include the number of vendors selling on more than one market day, the percentage of market days with a particular weather type, the total number of volunteer hours, the total number of attendees at market events, etc. Using an Excel spreadsheet can help make these calculations easier. These 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. How was the weather on days with fewer visitors? Did you see an increase in visitor counts when certain vendors were present or during special events? Were vendor sales higher on market days with special events? Creating graphs and/or charts of your data can be helpful when identifying trends. Market day data can add richness to other data you've collected and explain trends you may be seeing.



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 or what you are asking of them and build your report based on the audience you plan to share it with.

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

Share your findings!

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