

# Choosing the Data

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Because your work matters...

...but it is not visible to everyone.

# Professional Development for Ohio Farmers Market Managers and OSU Extension Educators on Creating a Culture of Data Collection for Sustainability Planning for Markets and Farmers

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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

If these are the issues.....

Farmers markets & CSAs growth/decline/retooling

Market location instability

SNAP/vouchers/incentives programs are multiplying w/partners expecting more impact.

Increase in technology for food and farming

Corporate takeover of  
“local”

Rural places are losing population

Overall food shopping fragmentation and increased interest in healthy food, and decreased loyalty to long-time brands

## ... Which metrics work?

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For farmers markets, the term “metrics” is used to list the specific impact being measured

Most often used in 2023

Total market sales  
Total SNAP sales  
Total visitors  
Total volunteer hours contributed  
#/% of BIPOC-owned businesses  
#/% of farm vendors  
Acres cultivated by farmers

Avg. producer distance to market

Avg. \$ spent at market

Avg. \$ spent nearby market

Avg. visitors per day

Total incentive sales

**Total market sales**

Total senior FMNP sales

**Total SNAP sales**

**Total visitors**

**Total volunteer hours contributed**

Total WIC FMNP sales

# of employees

# of events hosted

# of farm employees

# of full-time business owners

# of full-time farm owners

# SNAP eligible goods

# of vendors

#of SNAP transactions

**#/% of BIPOC-owned businesses**

#/% of BIPOC-owned farms

**#/% of farm vendors**

#/% of farmers under 35 years of age

#/% of new or beginning farmers

#/% of vendors under 35 years of age

#/% of veteran-owned businesses

#/% of veteran-owned farms

#/% of women-owned businesses

#/% of women- and minority-owned businesses

#/% of women-owned farms

% of visitors for whom market was primary reason to visit the area

% of visitors who come to market weekly

% of visitors who plan to shop nearby

% of visitors who purchase fruits/vegetables

**Acres cultivated by farmers**

Frequency of market visits

Market models offered

Vendor reported sales



FARMERS  
MARKET  
COALITION

[farmersmarketmetrics.guide](https://farmersmarketmetrics.guide)



So what does data look like?

# MISSISSIPPI MARKET BULLETIN



MISSISSIPPI DEPARTMENT OF AGRICULTURE & COMMERCE • CINDY HYDE-SMITH, COMMISSIONER

JANUARY 2018 • NUMBER 11

## Eat Local Movement Benefitting Farmers Markets

**62 miles from origin**

**119 farmers and vendors in 2017**





The Mississippi Farmers Market Association (MFA) is proud to announce that 62 miles from origin is the average distance from the farm to the fork for the produce sold at farmers markets in Mississippi. This statistic is a testament to the commitment of farmers and vendors to providing fresh, locally sourced products to their communities.

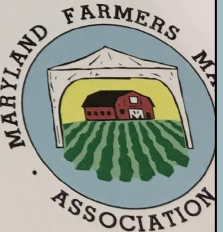
The MFA is committed to supporting local agriculture and promoting the benefits of eating locally. By purchasing from local farmers, consumers can enjoy fresher, tastier produce while also supporting the local economy and reducing their carbon footprint.

With 119 farmers and vendors participating in 2017, the MFA has a strong network of local producers. This network allows consumers to find a wide variety of fresh, seasonal products at farmers markets across the state.

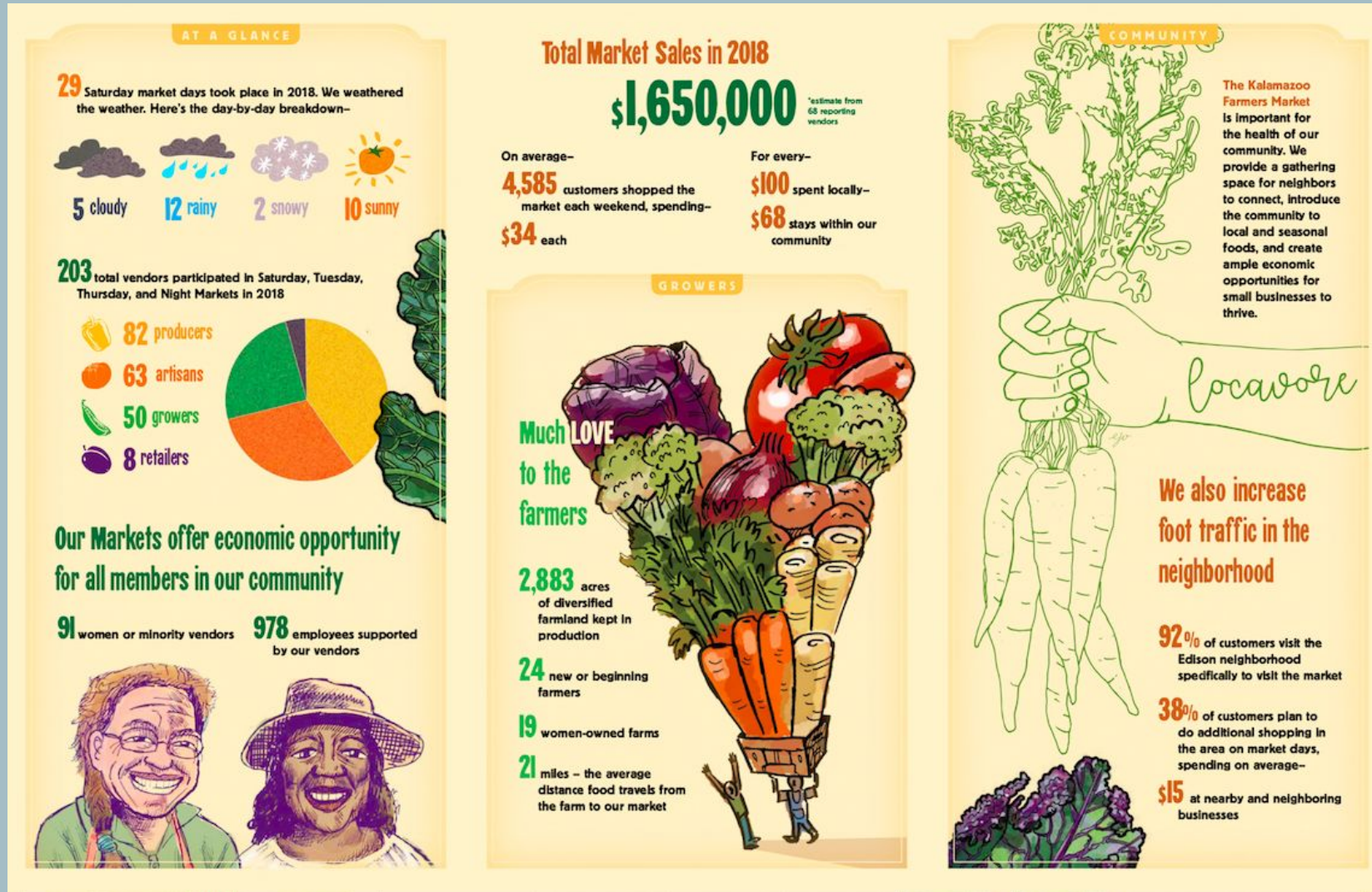
The MFA is dedicated to ensuring that all consumers have access to fresh, locally sourced produce. Through its various programs and initiatives, the MFA works to connect consumers with local farmers and vendors, making it easier than ever to buy local.

## 2018 Maryland Market Money by the Numbers

|  |  |
|--|--|
| <p>13,137 Marylanders</p>               | <p>in 4,379 food-insecure households</p>  |
| <p>spent <b>\$263,296</b> in federal nutrition benefits &amp; Maryland Market Money matching dollars</p>                   |  |
| <p>with 309 agricultural producers</p>  | <p>at 21 farmers markets</p>              |



# “Story PLUS Data”







Keeping it LOCAL and FRESH! That's what we're all about! Come see us Wednesdays 3-7 pm at the Church of the Good Shepherd, 7400 Hampton Blvd in Norfolk.



We have updated stats based on our current vendor lineup. Check this out! #farmersmarketweek We do have vendors from Suffolk, Surry County and even Williamsburg, but this is the average.

## Hampton Blvd Farmers Market



**21 miles**

average distance food travels from farms and kitchens to our market

That's fresh! Most food eaten in the U.S. has travelled nearly 1,200 miles.

## Hampton Blvd Farmers Market



**11 miles**

average distance food travels from farms and kitchens to our market

That's fresh! Most food eaten in the U.S. has travelled nearly 1,200 miles.

16

4 Shares

6 Shares

**Holiday 3**

## Five Points Market

8049 Main St, Ellicott City, MD 21043, USA  
Friday - Year round - 3:00 pm to 7:00 pm

With more than 8 vendors, our Growers Market provides the best of local produce, meat, plants and baked goods each Friday - Year round - 3:00 pm to 7:00 pm. Enthusiasm, education and a social gathering spot are all part of what makes Five Points Market unique. To best serve our shoppers, the market accepts, (fmcPlaceholderPaymentMethods).



**19 miles**

average distance food travels from farm to our market

That's fresh! Most food eaten in the U.S. has travelled nearly 1,200 miles



**360 acres**

of diversified farmland in production by vendors

America loses an acre of farmland every hour to development



**2 businesses**

are supported by our markets, over the course of the year

the market allows new and small businesses to enter the marketplace



**2 of our vendors**

are women-owned businesses

Our market offers economic opportunity to all members of our community



**14 employees**

are supported by our vendors' businesses

Small businesses create new meaningful employment opportunities



**\$120**

In total market sales for the season

Small businesses benefit



The market is supported by a volunteer Board of Directors elected directly from the market vendors, as well as a paid Market Manager. All of the elected volunteer and paid positions ultimately answer to the membership.

**Learn More At:**  
<http://www.market5.com>

**Stay in touch:**  
✉ [market5@gmail.com](mailto:market5@gmail.com)  
@threepoints

## Williamsburg Farmers Market

Virginia- Tracy Herner runs a #TuesdayTweets campaign at her Williamsburg Farmers Market in historic Williamsburg, Virginia. Each week she shares a Metric, and precedes the metric with a thought-provoking question to make visitors really give a moment to what the tweet is saying.

READ MORE



WFM @WilliamsburgFM · Jun 26

Wonder how many acres it takes to bring the market to life each Saturday?  
#keepingfarmersfarming #tuesdaytweets #KnowledgelsPower

### Williamsburg Farmers Market



**3,075 acres**

of diversified farmland in  
production by vendors.

America loses an acre of farmland every  
hour to development.

2015



**8,535 visitors**  
 come for fresh food and a  
 welcoming community every year.  
*Visitors enjoy 2.5 times more social  
 interaction than at a supermarket.*

**Ruston Farmers Market**


2015



**28 miles**  
 average distance food travels  
 from farm to our market.  
*That's fresh! Most food eaten in the  
 U.S. has traveled nearly 2,500 miles.*

**Ruston Farmers Market**

2015



**\$88,058 in sales**  
 directly to the vendors' local  
 farms and businesses.  
*Returning 3x more of their sales to  
 the local economy than chain retailers.*

**Ruston Farmers Market**

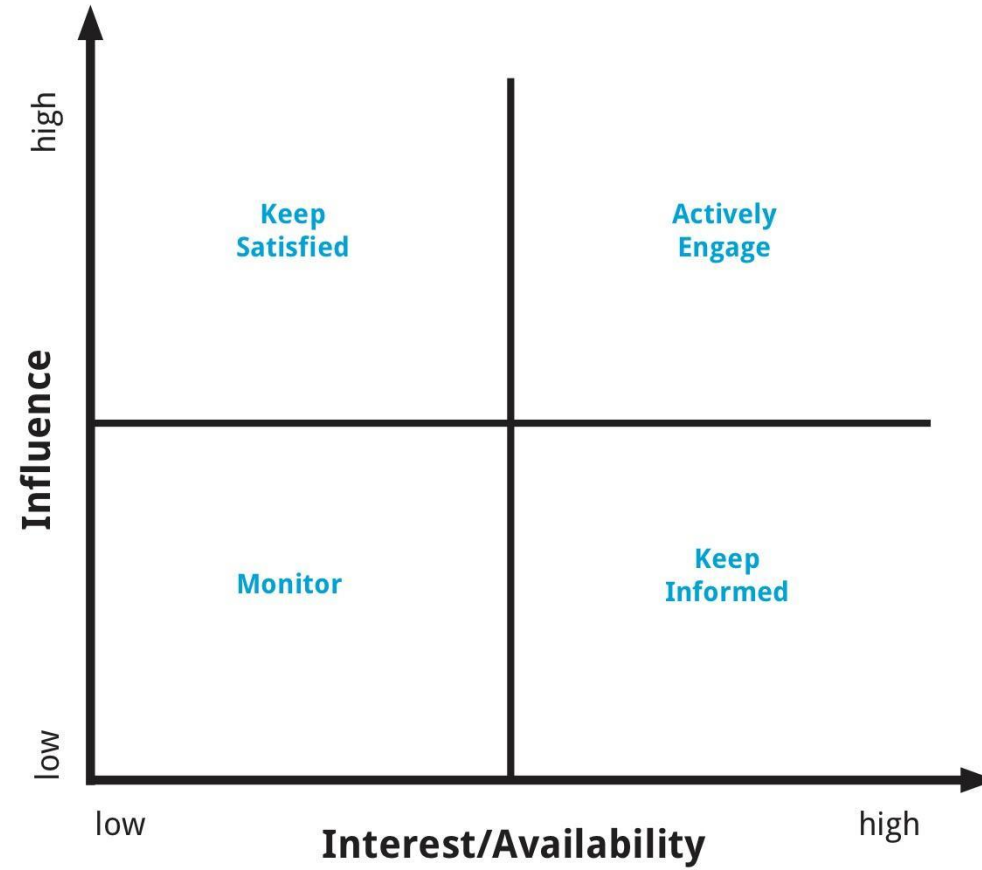
*Good Health*  
**STARTS INSIDE**

*Gibson's*  
**NATURAL GROCER**



## Step 2: Audience Map

Select four of the audiences who fall in the 'Actively Engage' sector of the stakeholder map to the right. Write the audiences in the grey boxes on the following page.



# Market Day Data is the best place to start



[Vendor Profile](#)

[Visitor Survey](#)

[Market Day Report](#)

[Visitor Count](#)

[SNAP Eligible Goods](#)

[Vendor Sales](#)

[Vendor Sales - Anonymous](#)



## Market Day Report: <Market Name>, <Market Date>

Number of vendors: \_\_\_\_\_

Number of Farm Vendors: \_\_\_\_\_

# of SNAP transactions: \_\_\_\_\_

\$ of SNAP tokens distributed: \_\_\_\_\_

How many volunteer hours were worked in preparation for and during the market day? \_\_\_\_\_

What was the temperature like today?

- Hot
- Warm
- Cool
- Cold

What was the weather like today?

- Sunny
- Cloudy
- Rainy
- Windy
- Snowing

Did you have any activities or outreach at or leading up to the market? Select all that apply:

- Chef/cooking Demonstration
- Taste Tests / Sampling
- Nutrition Education
- General Outreach
- Activities for Kids
- Contest
- Promotion
- Health Fair
- Gardening Demonstration
- Market Tours

Briefly describe the event:

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Was there a target population you were trying to attract? Select one:

- All Market Shoppers
- New Market Shoppers
- SNAP Recipients
- College Students
- Teens
- ESL Communities
- Coupon Program Participants
- Voucher Program Participants

Were there community partners supporting this activity? Select an option

- None
- Faith-Based organizations
- Primary or secondary school
- University or college
- Healthcare facility
- Bank
- Business
- Restaurant
- Non-Profit
- Government
- Community group
- Economic development group
- Grocery or other food retailer
- Other

Names of community partners:

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Were there any outreach activities for this activity? Select an option:

- Flyer distribution
- Food demonstration
- Public speaking event
- Food to door
- Radio advertising
- Public transit ads
- Other

Was this activity/outreach at the market or off-site? Select an option:

- At market
- Off-site

Total number of participants:

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Participants under 18:

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Once this page is completed, be sure to add this data into your Metrics account.

# Visitor Survey Data is the next place



Prospective Users ▾ Training ▾ Troubleshooter

Data Collection Methods:

## VISITOR SURVEY

- [Vendor Profile](#)
- [Visitor Survey](#)
- [Market Day Report](#)
- [Visitor Count](#)
- [SNAP Eligible Goods](#)
- [Vendor Sales](#)
- [Vendor Sales – Anonymous](#)

How to Prepare    How do I do it?    What should

Ideally, Visitor Surveys should be conducted on the same days as the Visitor Count. This makes it easier to know if the market collected a representative responses based on the attendance that day. If it's not possible both the Visitor Count and Visitor Surveys on the same day, the week following a Visitor Count is the next best approach. This week closer relationship between the attendance and the number of method used in FM Metrics is to collect survey data for at least 2, preferably over 4 days in one season. A market season is usually 12 weeks. If you want to collect data for a year round market, you will use two separate data collection; one set in the summer/fall season and another in the winter/spring season, for a total of 4-8 data collection points per year.

### Step 1: Identify Sample Size, Selection Interval and Number of Collectors

The term *sample size* means the number of surveys needed to provide a reasonably representative amount of responses. The sample size table below will provide a 90% confidence level, with 5% margin of error at a level that most researchers would find adequate. You will set the

## Visitor Survey

{Enter Name of Your Market}

{Date of Survey}

Our goal is to receive {X} number of completed visitor surveys today. Please ask every {X} visitor who crosses the survey line if they'd complete the survey with you.

+

1. Was the farmers market a primary reason you came to (local neighborhood/area name) today.

Circle one: Yes / No

2. How did you get to the market today? Circle one.

- a. Personal vehicle
- b. Walking
- c. Bicycle
- d. Two-wheeled motor vehicle
- e. Taxi / paid rideshare
- f. Bus or other public transportation
- g. Other

3. What is your home zip code? \_\_\_\_\_

4. What will you buy at the farmers market today?

|                    |                    |                 |                     |
|--------------------|--------------------|-----------------|---------------------|
| Produce            | Meat and Seafood   | Dairy           | Eggs                |
| Plants and Flowers | Value-Added Goods* | Prepared Foods* | Crafts/Art/Services |
| Alcohol            |                    |                 |                     |

3. How much money have you spent, or do you plan to spend at the market today? *Money includes cash, credit/debit, and SNAP, WIC-FMNP, WIC-CVV, and Senior FMNP vouchers.*

\$ \_\_\_\_\_

## Show why each market site is unique.

### **Charlottesville City Market (established 1973)**

Run by City Parks & Rec. assisted by friends of market org

Saturday mornings  
Paid staff, full-time, year-round

Parking lot

100 – 110 vendors

Downtown, 43,475 population

20,001 - 30,000 square feet

Permanent roadway signs, parking deck, surrounded by shops, restaurants, downtown businesses

### **OnTheSquareVA Farmers Market (established 2018)**

State Sponsored – Governor's office supported but run by non-profit

Friday lunch time  
Paid staff, part-time, seasonal

Grassy area surrounded by state agencies — very little parking

16-25 vendors

Downtown of City with 227,000 population

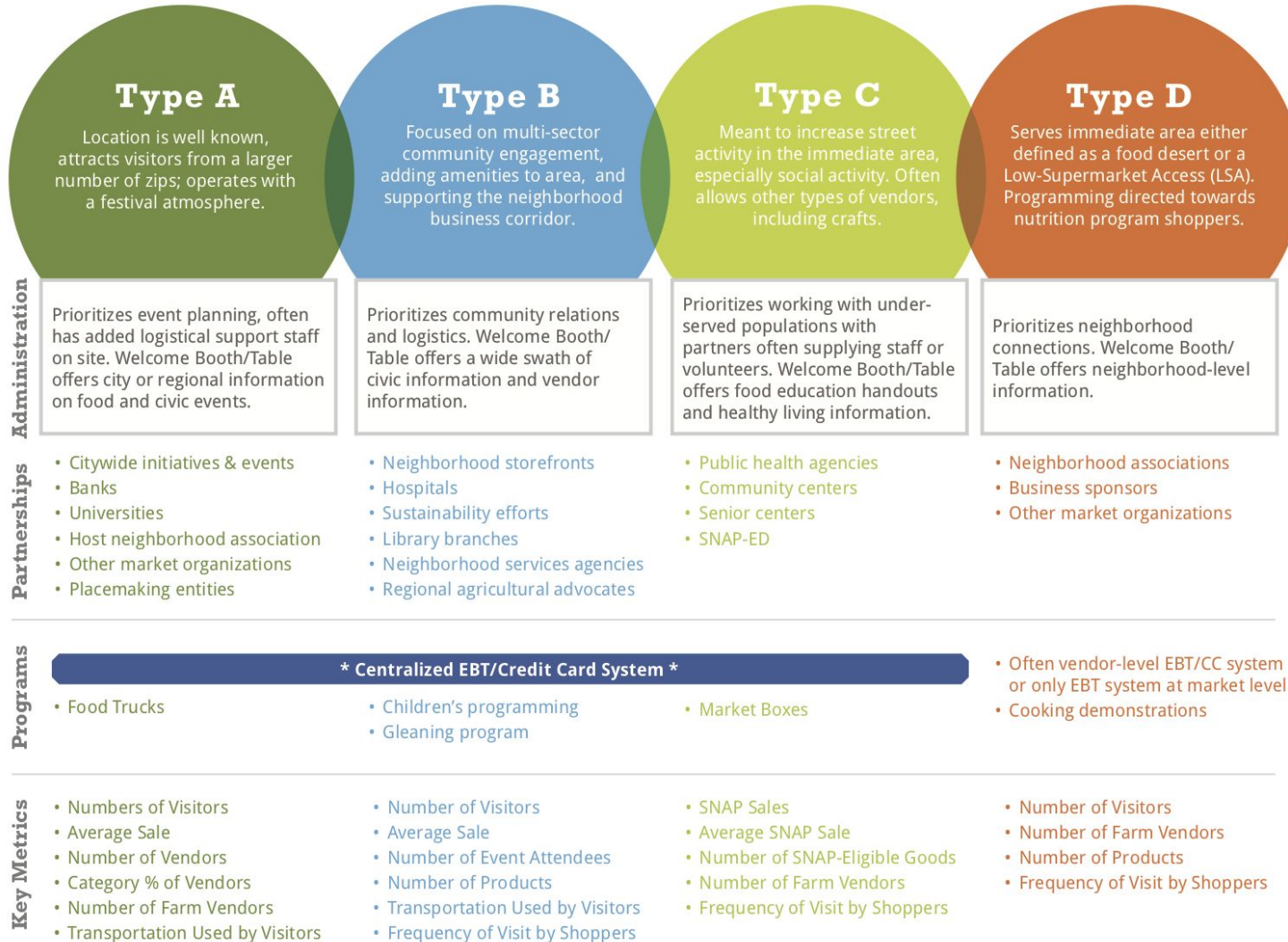
1 - 10,000 square feet

Created primarily for state employees as part of an employee wellness campaign



# Typology will help our partners

## Farmers Market Clusters



# Reports available with subscription



Farmersmarketmetrics.guide