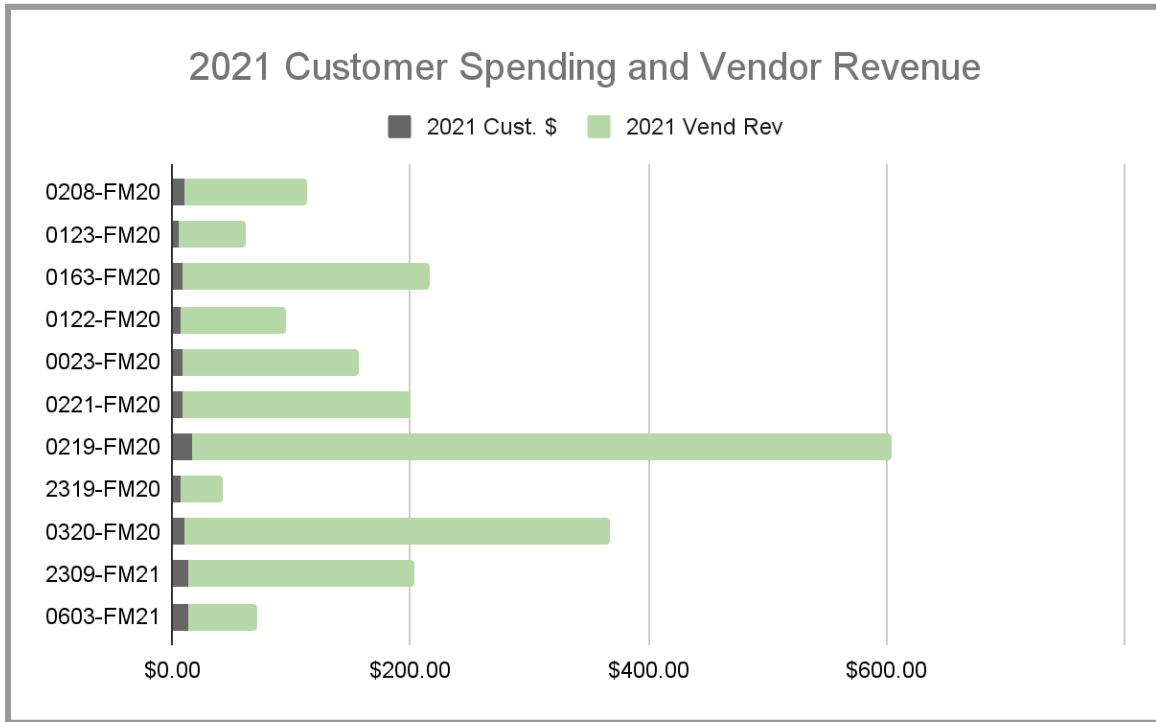


2021 Dashboards for Localized Information Exchange Markets

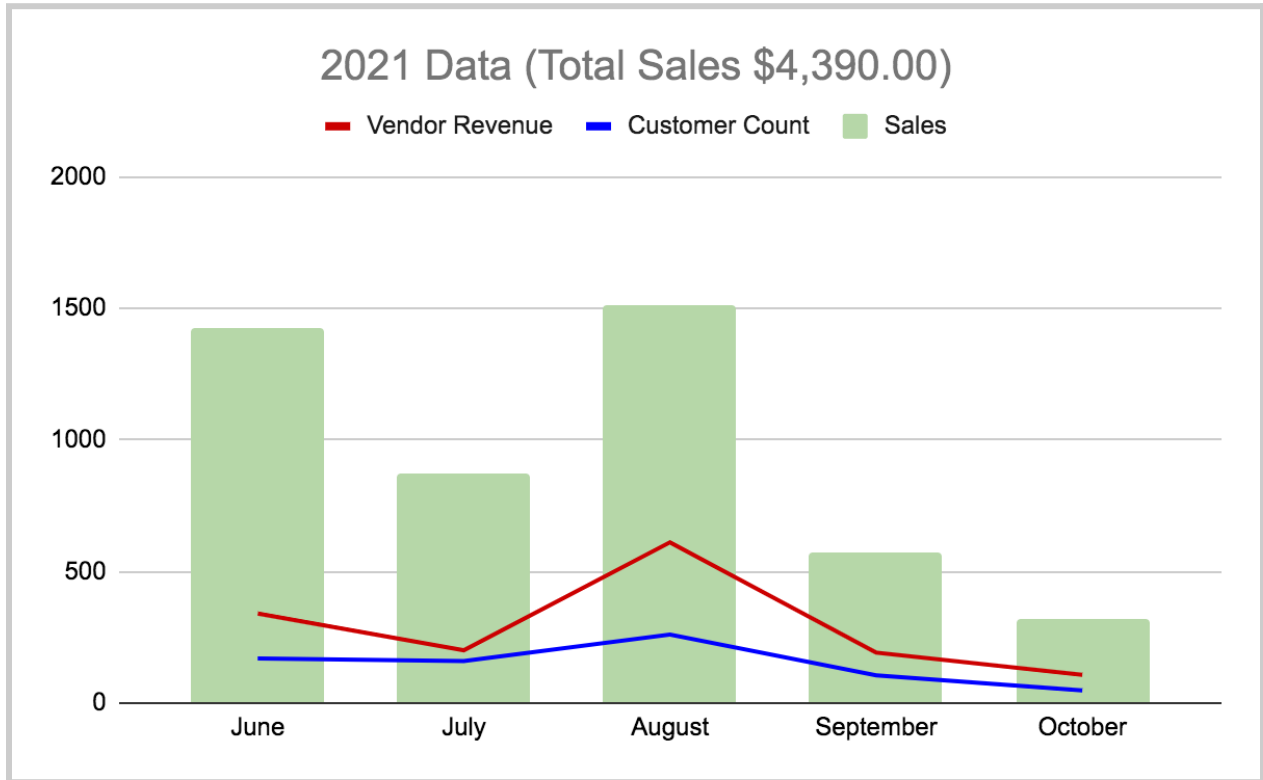


Market	2021 Data Report		2019 Data Report		% Change	
	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Customer	Vendor
0208-FM20*	\$10.51	\$103.32	\$6.60*	\$155.13*	59.24%	-33.40%
0123-FM20	\$6.07	\$56.51	\$4.90	\$30.25	23.88%	86.81%
0163-FM20	\$9.16	\$207.40	\$5.81	\$39.53	57.66%	424.66%
0122-FM20	\$6.89	\$89.56	\$9.71	\$60.67	-29.04%	47.62%
0023-FM20	\$8.19	\$149.36	\$7.79	\$43.73	5.13%	241.55%
0221-FM20	\$9.12	\$190.91	\$1.82	\$12.12	401.1%	1,475.17%
0219-FM20	\$17.40	\$587.77	\$65.00	\$135.42	-73.23%	334.03%
2319-FM20	\$7.11	\$35.56	\$3.18	\$15.91	123.58%	123.51%
0320-FM20	\$10.30	\$358.15	\$13.50	\$462.96	-23.70%	-22.64%
2309-FM21	\$14.02	\$189.86	\$17.04	\$284.09	-17.72%	-33.17%
0603-FM21*	\$12.86	\$58.03	\$7.47*	\$86.67*	169.04%	-8.97%
AVERAGE	\$10.15	\$184.22	\$12.98	\$120.59	63.27%	239.56%

*Source numbers are from earliest data available. This market was not in operation in 2019 or did not complete the 2019 Census.

0122-FM20

2021 Reported Data:



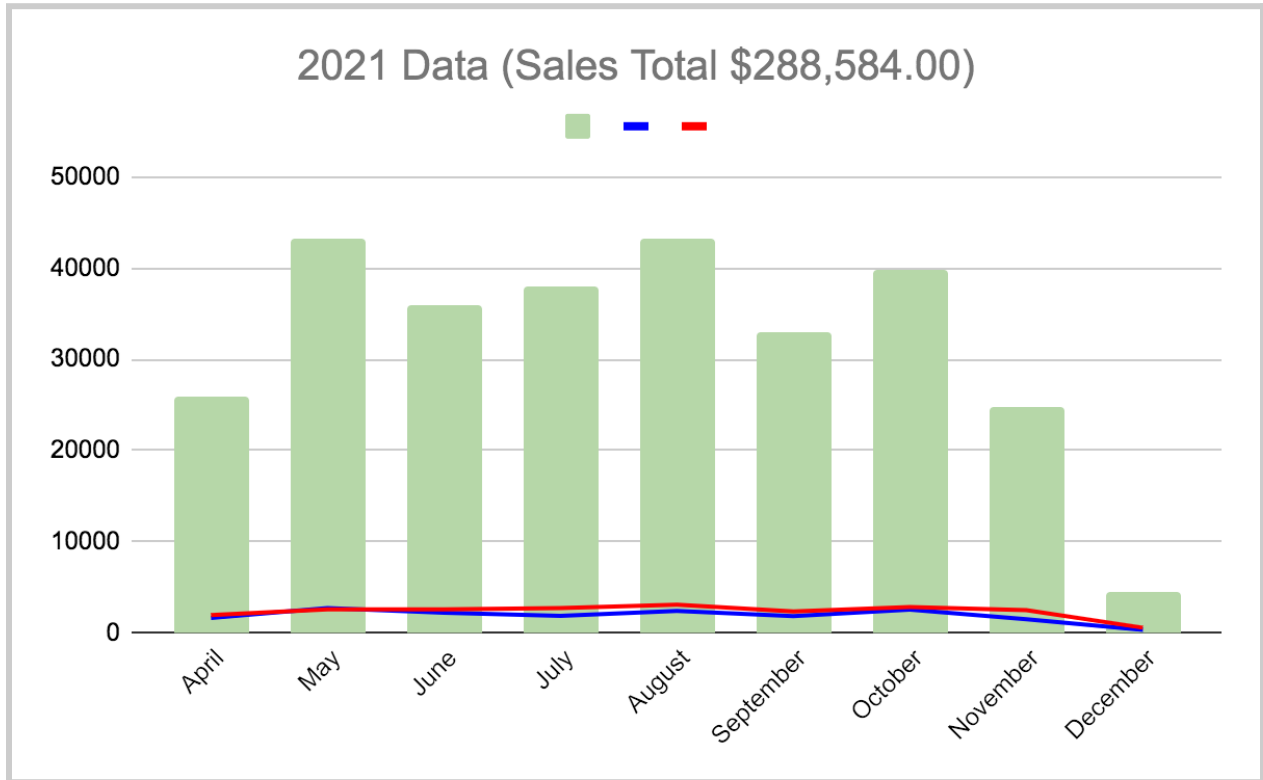
2019 Data Report		2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$9.71	\$60.67	\$7.30	\$67.30	\$6.89	\$89.56
% Annual Change 2019-2020		% Annual Change 2020-2021		Avg % Change 2019-2021	
Customer	Vendor	Customer	Vendor	Customer	Vendor
-24.82%	10.93%	-5.62%	33.08%	-29.04%	47.62%

Analysis:

Although the average customer spending is down trending, vendor revenue generation has increased over the past two years. This may be due in part to the increased amount of customers attending the farmers market on a weekly basis.

0219-FM20

2021 Reported Data:



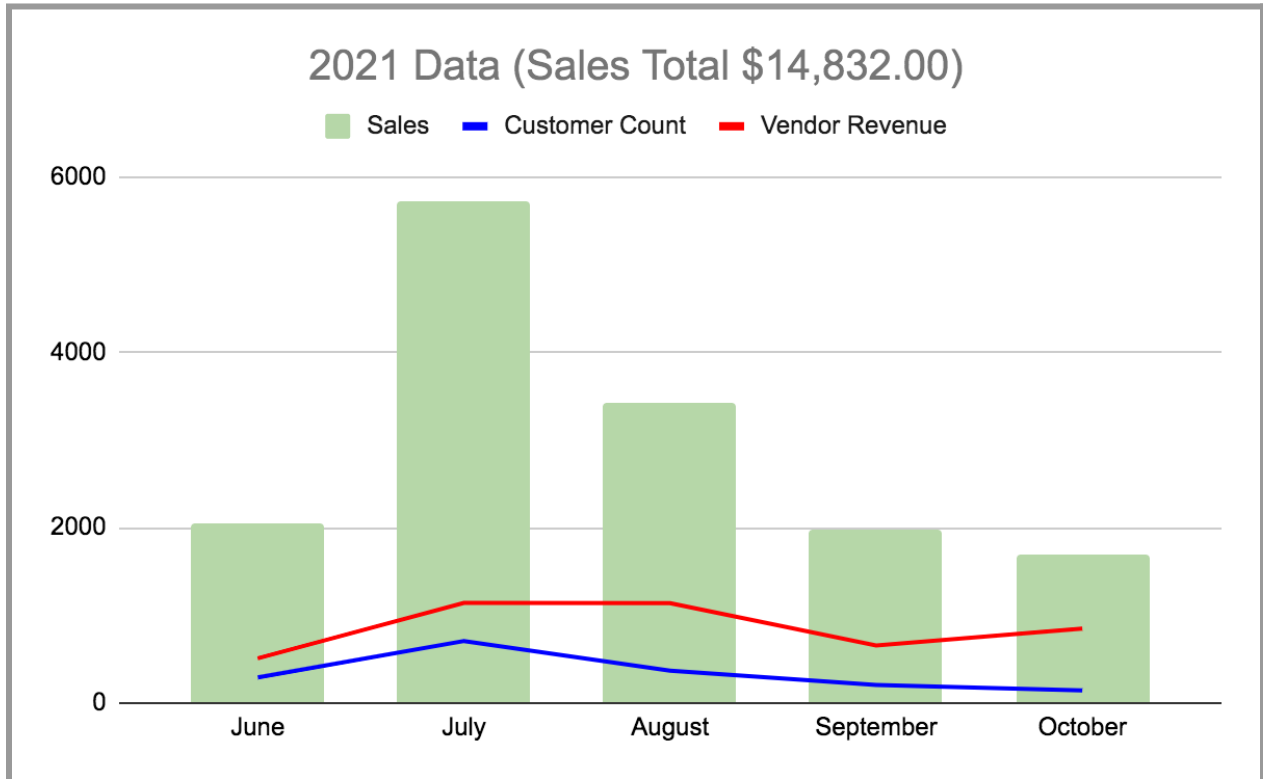
2019 Data Report		2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$65.00	\$135.42	\$11.49	\$564.84	\$17.40	\$587.77
% Annual Change 2019-2020		% Annual Change 2020-2021		Avg % Change 2019-2021	
Customer	Vendor	Customer	Vendor	Customer	Vendor
-82.32%	317.10%	51.44%	4.06%	-73.23%	334.03%

Analysis:

This market has seen consistent trends over the past two years for customer spending related to vendor revenue generation. Additionally, they have been able to secure consistent sales from many demographic groups including tourists and low income families. The market manager and farmers have improved their data collection and reporting skills to more accurately represent the market's success.

0221-FM20

2021 Reported Data:



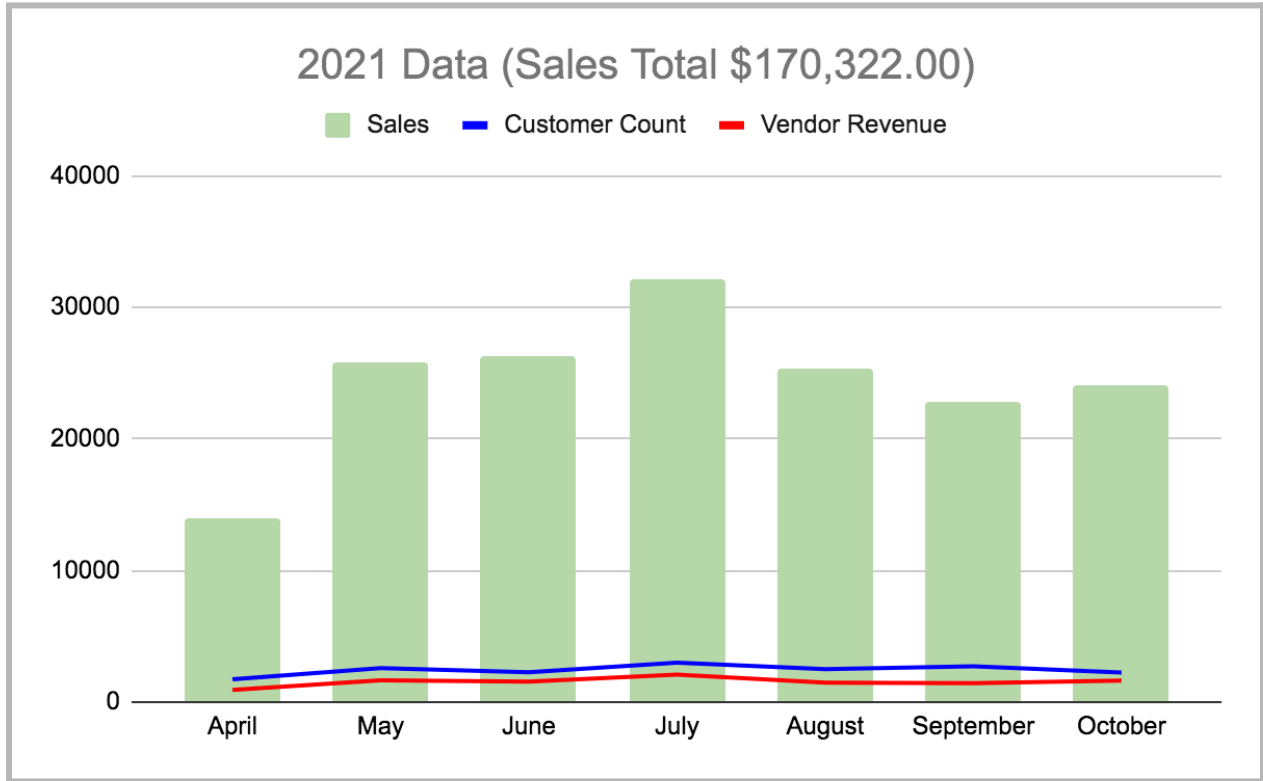
2019 Data Report		2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$1.82	\$12.12	\$10.61	\$205.91	\$9.12	\$190.91
% Annual Change 2019-2020		% Annual Change 2020-2021		Avg % Change 2019-2021	
Customer	Vendor	Customer	Vendor	Customer	Vendor
482.97%	1,598.93%	-14.04%	-7.28%	401.1%	1,475.17%

Analysis:

The customer spending and vendor revenue were both lower overall in 2021, the market manager believes this is at least partially due a COVID-19 spike midsummer which caused other local events to cancel. Early sales and customer counts seem to indicate that the coinciding local events increased traffic and revenue to the market. Without these events, the market began seeing less revenue from August to the end of the season.

0320-FM20

2021 Reported Data:



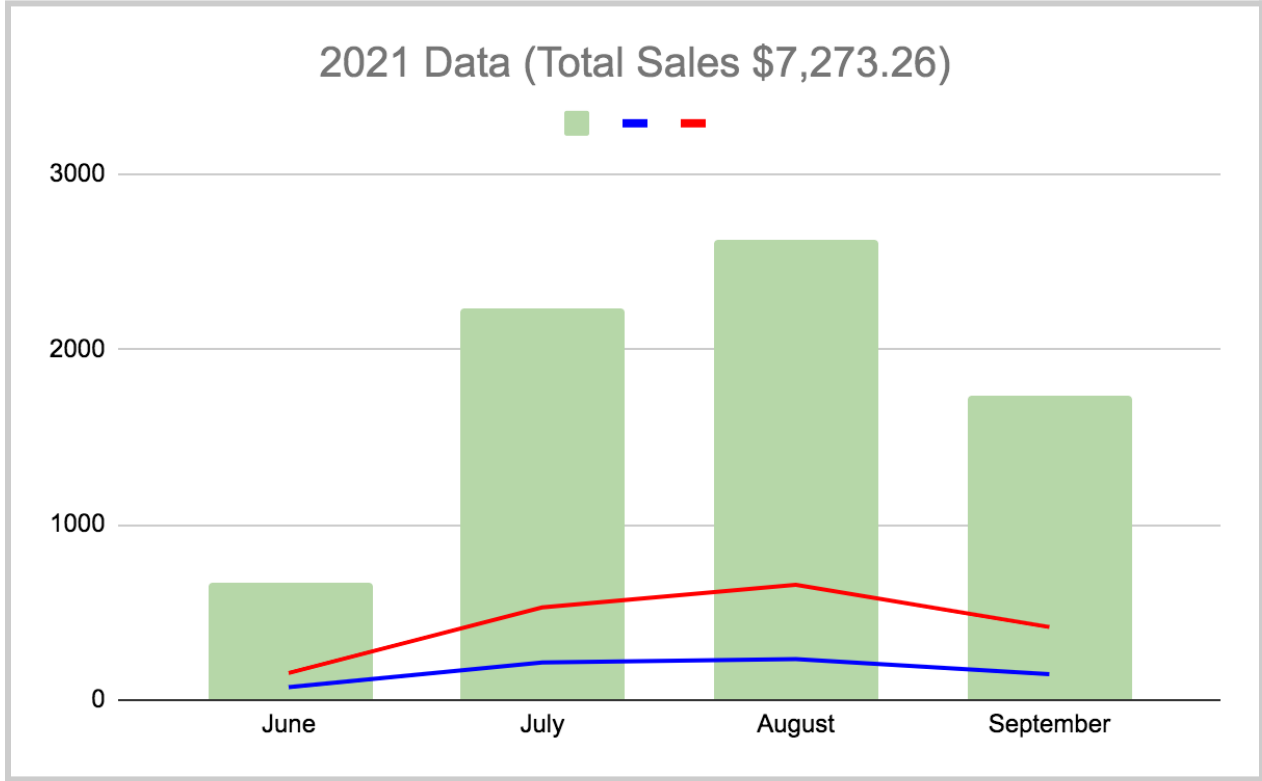
2019 Data Report		2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$13.50	\$462.96	\$13.39	\$176.22	\$10.30	\$358.15
% Annual Change 2019-2020		% Annual Change 2020-2021		Avg % Change 2019-2021	
Customer	Vendor	Customer	Vendor	Customer	Vendor
-0.81%	-61.94%	-23.08%	103.24%	-23.70%	-22.64%

Analysis:

This market was impacted heavily by the COVID-19 pandemic due to management implementing precautions to keep patrons and vendors safe. Although the customer spending and vendor revenue have not yet recovered to pre-pandemic numbers, the data trend indicates revenue is increasing and customer counts are consistent.

0208-FM20

2021 Reported Data:



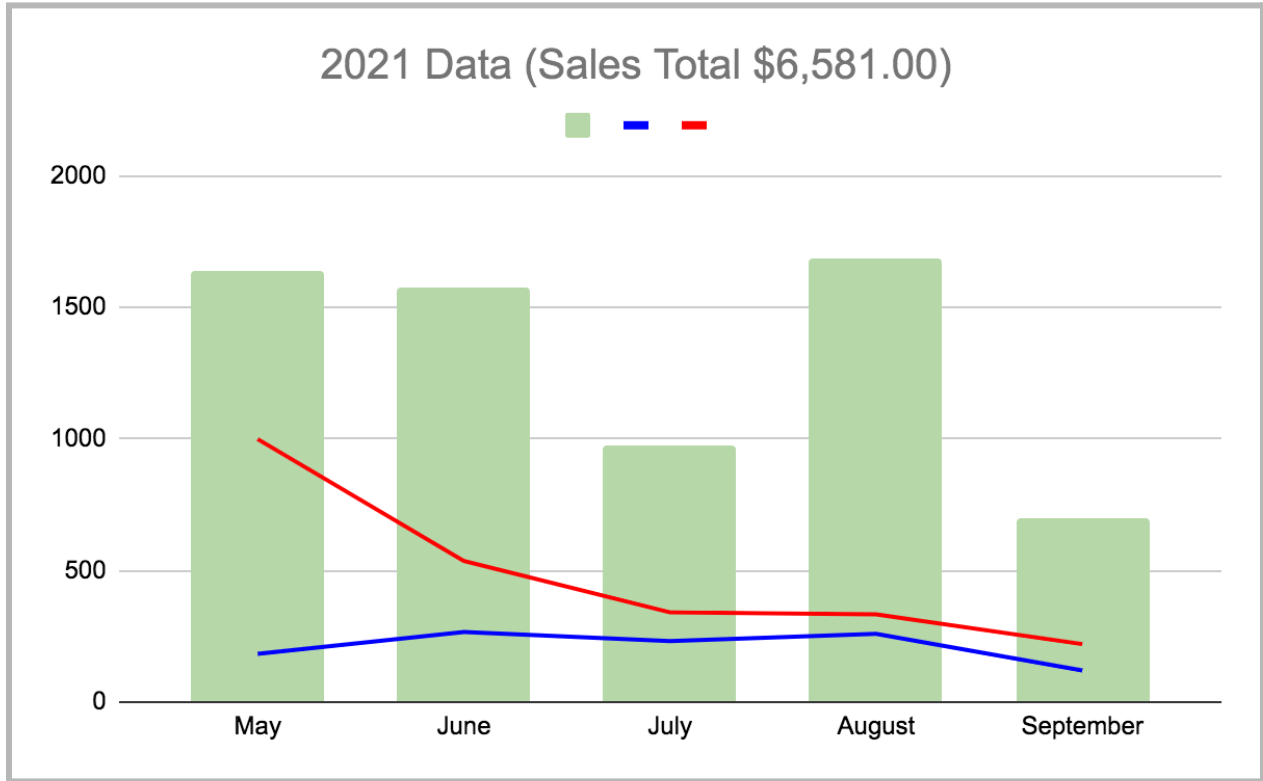
2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$6.60	\$155.13	\$10.51	\$103.32
% Annual Change 2020-2021			
Customer Spending		Vendor Revenue	
59.24%		-33.40%	

Analysis:

This market was started in 2020. The customer spending has increased, but the vendor revenue has decreased despite having fewer vendors at the market and a longer season. More data is needed to identify the causation of this trend.

0123-FM20

2021 Reported Data:



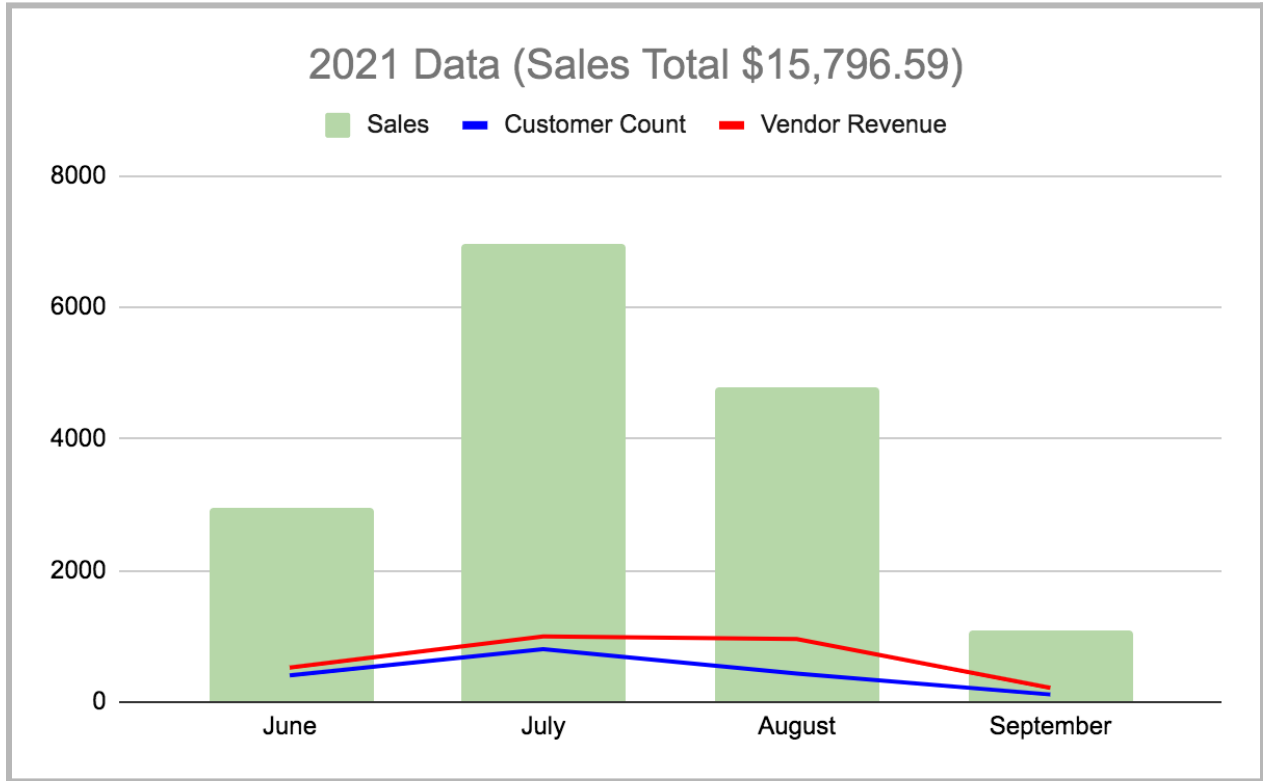
2019 Data Report		2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$4.90	\$30.25	\$6.97	\$45.94	\$6.07	\$56.51
% Annual Change 2019-2020		% Annual Change 2020-2021		Avg % Change 2019-2021	
Customer	Vendor	Customer	Vendor	Customer	Vendor
42.24%	51.87%	-12.91%	23.01%	23.88%	86.81%

Analysis:

Early season vendors at this market seem to do well individually, as seen in comparing 2020 and 2021 data trends. The market was able to extend their season by one month which seems to have increased sales in addition to other assistance provided to the market. Vendors at this market are actively seeking ways to reinvest in their community.

0163-FM20

2021 Reported Data:



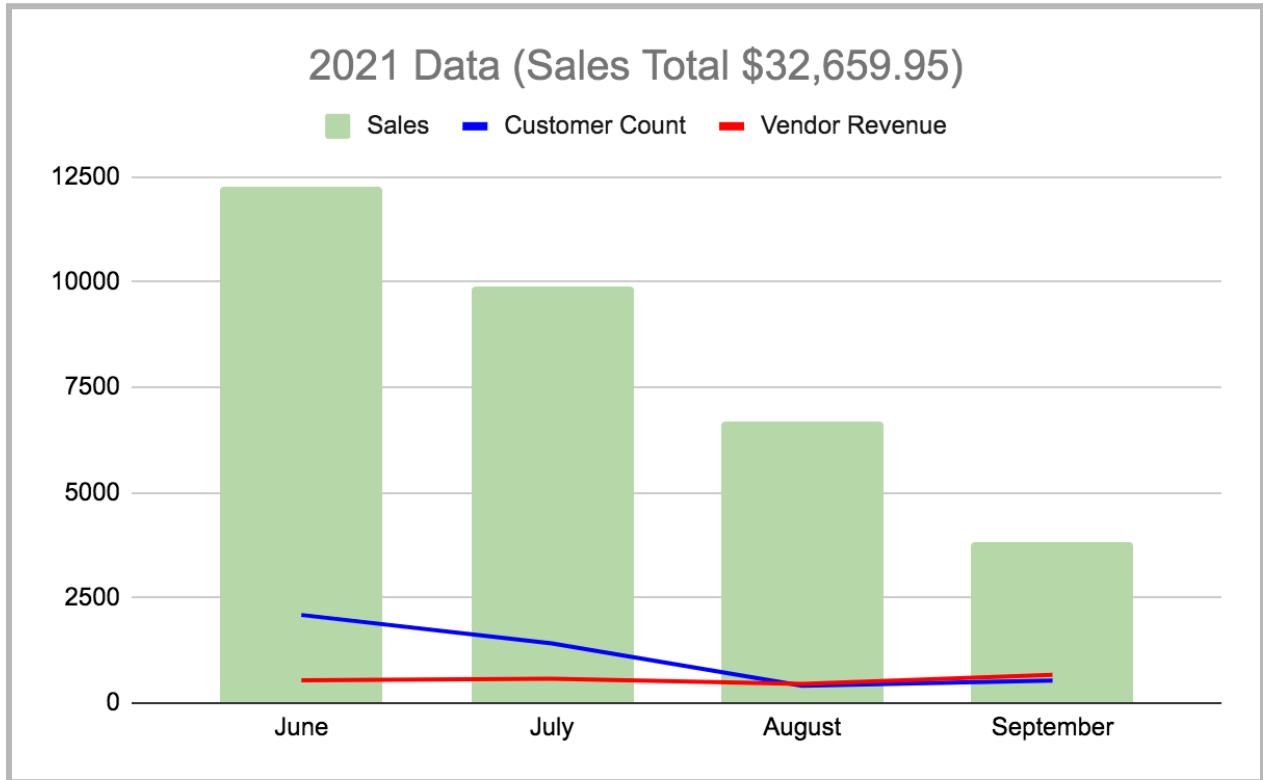
2019 Data Report		2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$5.81	\$39.53	\$6.98	\$139.58	\$9.16	\$207.40
% Annual Change 2019-2020		% Annual Change 2020-2021		Avg % Change 2019-2021	
Customer	Vendor	Customer	Vendor	Customer	Vendor
20.14%	253.10%	31.23%	48.59%	57.66%	424.66%

Analysis:

This market has utilized resources to take advantage of tourism to West Virginia during the COVID-19 pandemic. Along with the technical assistance provided by the Localized Information Exchange Program and the Market Manager Peer Network, this market has increased vendor participation, customer participation and market revenue for 2020 and 2021.

0023-FM20

2021 Reported Data:



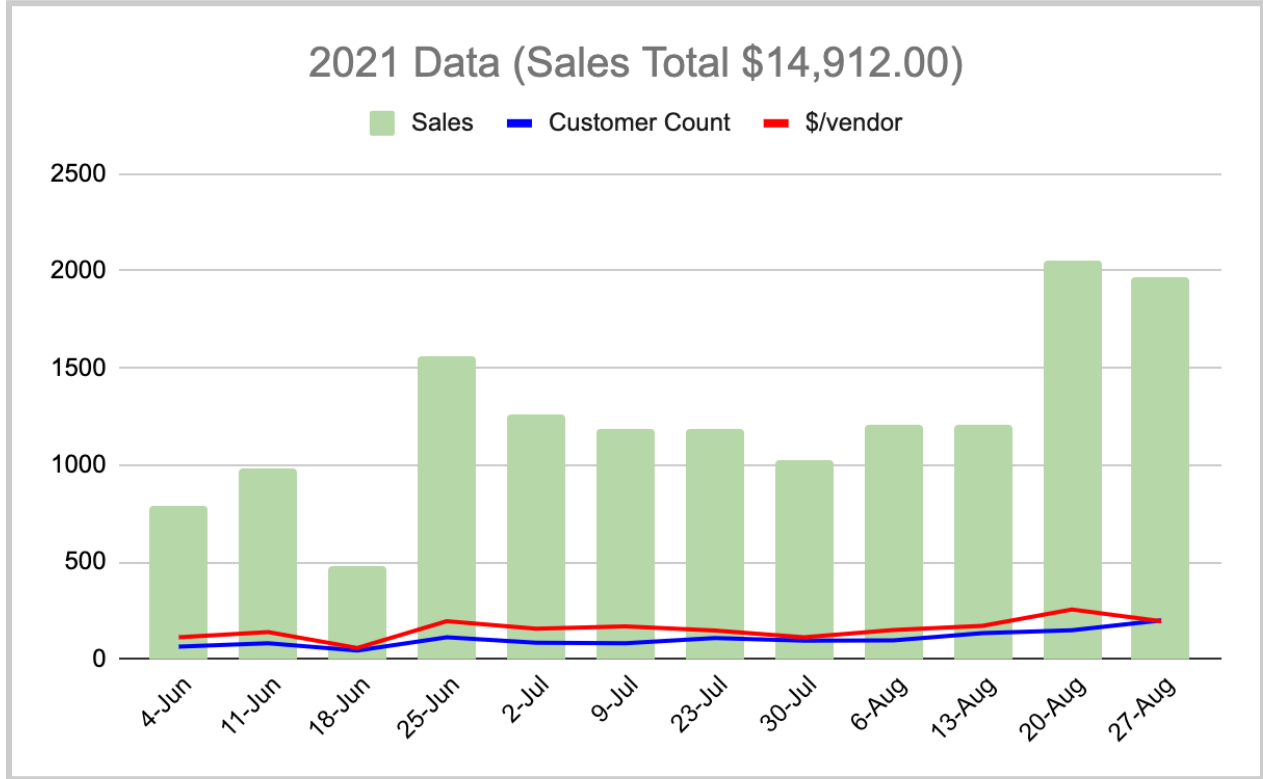
2019 Data Report		2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$7.79	\$43.73	\$9.08	\$158.77	\$8.19	\$149.36
% Annual Change 2019-2020		% Annual Change 2020-2021		Avg % Change 2019-2021	
Customer	Vendor	Customer	Vendor	Customer	Vendor
16.56%	263.07%	-9.80%	-5.93%	5.13%	241.55%

Analysis:

This market saw a minor reduction in customer spending in 2021 which led to a lower vendor revenue average. There were also several weeks in August and September that the market was unable to open due to inclement weather and illness. Data indicates that customers consistently attended the market, although they did not spend as much later in the season.

2319-FM20

2021 Reported Data:



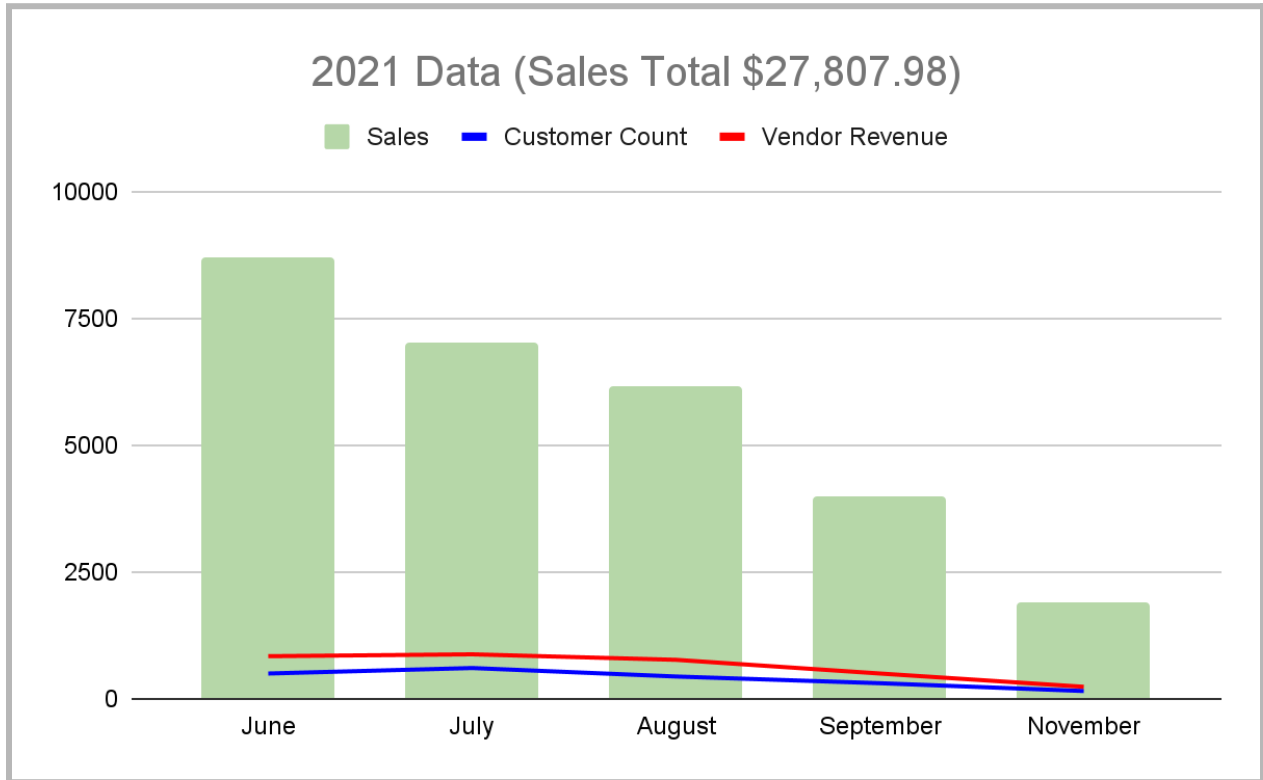
2019 Data Report		2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$3.18	\$15.91	\$12.02	\$156.26	\$7.11	\$35.56
% Annual Change 2019-2020		% Annual Change 2020-2021		2 Year % Change 2019-2021	
Customer	Vendor	Customer	Vendor	Customer	Vendor
277.99%	882.15%	-40.85%	-77.24%	123.58%	123.51%

Analysis:

Despite the pandemic and many logistical challenges faced by the market manager, this market continued to succeed.

2309-FM21

2021 Reported Data:



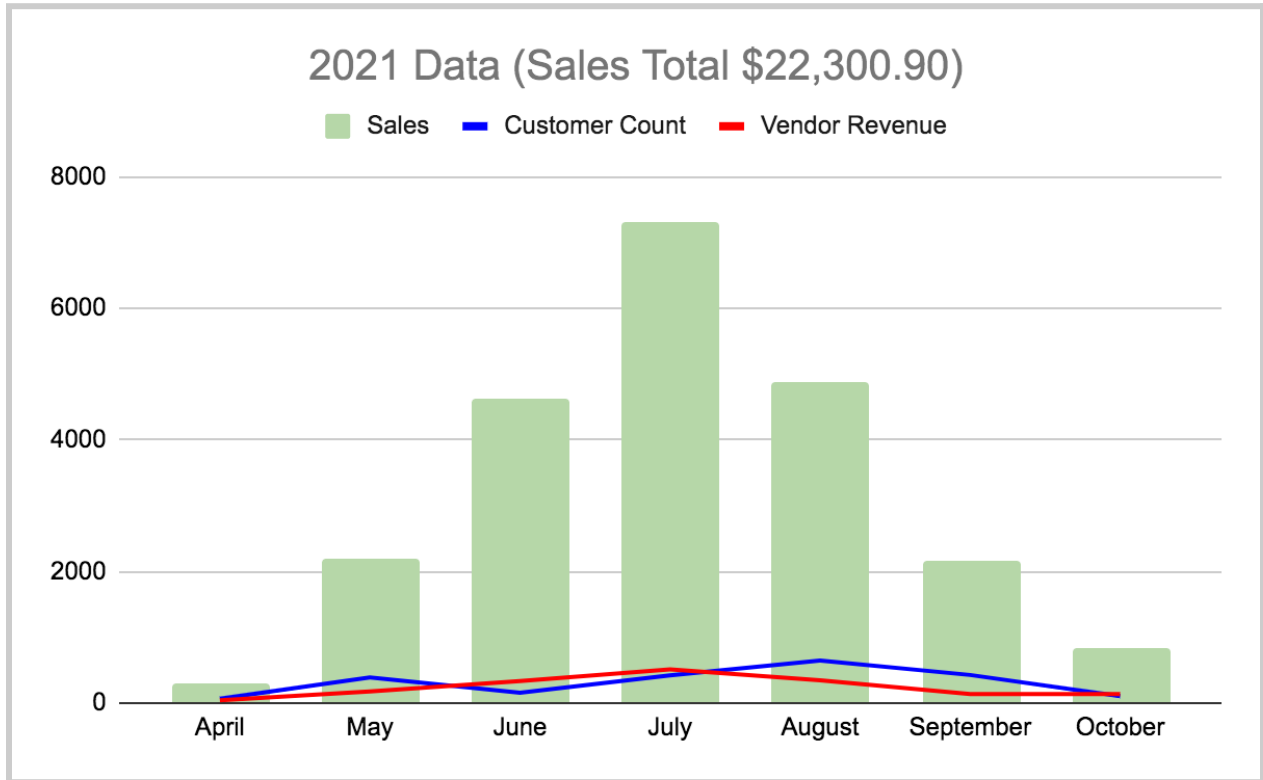
2019 Data Report		2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$17.04	\$284.09	\$16.24	\$405.90	\$14.02	\$189.86
% Annual Change 2019-2020		% Annual Change 2020-2021		Avg % Change 2019-2021	
Customer	Vendor	Customer	Vendor	Customer	Vendor
-4.69%	42.88%	-13.67%	-53.22%	-17.72%	-33.17%

Analysis:

This market is primarily used as a local food access point for individuals within the surrounding community. In 2020 and previous years, the market was able to use promotional materials to attract more customers. The market was able to continue providing food access, but the lack of promotional materials in 2021 may have been a contributing factor in the customer spending and revenue decline seen in the data trends.

0603-FM21

2021 Reported Data:



2017 Data Report		2020 Data Report		2021 Data Report	
Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev	Avg Cust. \$	Avg Vend. Rev
\$4.78	\$63.75	\$7.47	\$86.67	\$12.86	\$58.03
% Annual Change 2017-2020		% Annual Change 2020-2021		Avg % Change 2019-2021	
Customer	Vendor	Customer	Vendor	Customer	Vendor
56.28%	35.95%	72.19%	-33.04%	169.04%	-8.97%

Analysis:

This market has seen an increase in customer spending and participating vendors. The market manager believes this is due to the increased tourism, and plans to implement programs targeted towards this new demographic in 2022. However, increasing the number of vendors seems to have impacted vendor revenue.