

Daily Market Log

Date: _____

Market name: _____

Farm name: _____

Observer name: _____

Photo of market stall

Photo of prices (if applies)

Weather Observations

Time: _____

Weather 1: _____

Weather 2: _____

Time: _____

Weather 1: _____

Weather 2: _____

Time: _____

Weather 1: _____

Weather 2: _____

Weather Keys:

Weather 1:

- 1: Below 60 F (cold/chilly)
- 2: 61-84 F (pleasant)
- 3: 85+ F (hot!)

Weather 2:

- 1. No rain
- 2. Passing showers
- 3. Constant rain

Number of items at market today: _____

Total number of vendors (all types): _____

Number of vendors selling mainly vegetables: _____

Other significant notes: _____

Instructions on back

Daily Market Log Instructions

PLEASE NOTE: For this project, it is incredibly important that all data collection is done in a consistent and precise format so that individual farm and market data can be combined and compared. Therefore, there are detailed descriptions of how to collect observations below.

Weather Observations: At each market, observe the weather. If the weather changes drastically during the day, please make a note about at what time it shifted. For example, if the morning starts off chilly and raining, you would enter “1” and “3” for “Weather 1 Key” and “Weather 2 Key” from the key below. If at noon the sun comes out and it warms up, you would enter “2” and “1,” respectively. You only need to record the weather once if it stays consistent.

Weather 1 Key:

- 1: Below 60 F (cold/chilly)
- 2: 61-80 F (pleasant)
- 3: 81 F (hot!)

Weather 2 Key:

1. No rain
2. Passing showers
3. Constant rain

Number of items at market today: This is how many items the farm had available at market that day. If tomatoes were for sale by the pound and by the quart, that is 2 items. It is basically a count of the Squares that you programmed on the Grid for that market.

Total number of vendors (all types): Total number of vendors at that market on that day, including your farm. This includes all types of vendors. We track this to identify the market size. You get the number by counting vendors at the market. IF you are at one of the IFM markets, a tally sheet will be provided to you by the market manager.

Number of vendors mainly selling vegetables: Total number of vendors selling *mainly* vegetables at the market, including your farm. “Mainly vegetables” is determined by volume or selection. We track this to identify the number of competitors at a market. You get the number by counting vendors at the market. IF you are at one of the IFM markets, a tally sheet will be provided to you by the market manager.

Example 1: A fruit farm or a flower farm also have 2-6 kinds of vegetable but mainly sell fruit or flowers, you DON'T count them as a vegetable farm.

Example 2: A farm has only tomatoes, but a large number of them. You DO count them as a vegetable farm.

Example 3: A vegetable farm that only has 3-5 items, you DO count them.

Other significant notes: Please note any other significant notes about the market. Was attendance unusually high or low? Did 2 buses filled with tourists stop at the market? Was the farm's main market person sick or missing? Did the farm get a different spot at the market (better or worse)? Please note anything unusual or significant.