Choosing the Data

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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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?

Farmers markets & CSAs growth/decline/retooling

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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



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

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

farmersmarketmetrics.guide

So what does data look like?

2011					2012						2013				2014				2015									
Dates	8:30	9:30	10:30	11:30	Total	Dates	8:30	930	10:30	11:30	Total	Dates	8:30	9:30	10:30	11:30	Total	Dates	8:30	9:30	10:30	11:30	Dates	8:30	9:30	10:30	11:30	Total
12-Feb	210	264	194	122	790	11-Feb	105	158	138	105	506	9-Feb	151	162	192	103	608	8-Feb	135	144	152	148 57	9 14-Feb	50	100	146	160	450
12-Mar	120	201	254	188	763	10-Mar	116	283	291	185	876	9-Mar	175	225	242	188	830	8-Mar	190	230	326	350 109	6 7-Mar	79	135	150	165	525
2-Apr	117	203	269	211	800	31-Mar	95	290	232	233	850	30-Mar	200	268	326	249	1043	15-Mar	150	276	324	235 98	5 14-Mar	63	78	183	190	51
9-Apr	180	232	257	137	806	7-Apr	200	281	306	263	1050	6-Apr	179	202	283	269	933	22-Mar	205	311	325	270 111	1 21-Mar	108	183	180	190	66
16-Apr	197	226	238	222	883	14-Apr	189	286	304	266	1045	13-Apr	369	259	269	258	1155	29-Mar	85	132	150	90 49	7 28-Mar	70	163	145	130	50
23-Apr	152	264	278	222	916	21-Apr	190	295	313	278	1076	20-Apr	192	260	268	259	979	5-Apr	148	302	289	227 9	6 4-Apr	115	215	290	365	98
30-Apr	168	275	281	229	953	28-Apr	154	268	267	268	957	27-Apr	246	338	267	219	1070	12-Apr	233	291	325	360 120	9 11-Apr	135	250	320	280	98
7-May	224	259	261	257	1001	5-May	205	246	248	243	942	4-May	211	215	301	160	887	19-Apr	109	223	270	375 97	7 18-Apr	159	275	315	330	107
14-May	145	254	225	249	873	12-May	293	304	307	312	1216	11-May	250	268	380	325	1223	26-Apr	230	441	370	260 130	1 25-Apr	215	295	175	152	83
21-May	163	262	274	255	954	19-May	214	341	345	288	1188	18-May	163	247	258	203	871	3-May	236	268	378	303 118	5 2-May	164	361	492	376	139
28-Jun	168	359	264	217	1008	26-May	226	326	319	151	1022	25-May	265	342	352	255	1214	10-May	157	457	312	314 124	0 9-May	185	257	330	280	105
4-Jun	198	296	289	226	1009	2-Jun	201	251	270	242	964	1-Jun	198	292	296	252	1038	17-May	212	318	301	245 107	6 16-May	192	224	280	300	99
11-Jun	181	263	248	218	910	9-Jun	254	296	252	200	1002	8-Jun	196	222	278	184	880	24-May	250	500	350	298 139	8 23-May	180	230	298	314	102
18-Jun	189	245	247	220	901	16-Jun	219	298	301	230	1048	15-Jun	259	298	265	155	977	31-May	186	276	280	270 101	2 30-May	170	212	200	285	86
25-Jun	196	297	248	222	963	23-Jun	191	355	254	203	1003	22-Jun	233	296	302	189	1020	7-Jun	200	270	291	305 100	6 6-Jun	150	246	296	348	104
2-Jul	433	387	293	231	1344	30-Jun	257	282	250	242	1031	29-Jun	240	294	298	202	1034	14-Jun	357	263	251	270 114	1 13-Jun	185	233	225	201	84
9-Jul	199	266	263	220	948	7-Jul	203	203	195	123	724	6-Jul	243	263	260	192	958	21-Jun	138	177	250	285 85	0 20-Jun	200	222	216	200	83
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23-Jul	195	240	212	146	793	21-Jul	222	231	242	181	876	20-Jul	222	285	244	260	1011	5-Jul	254	370	390	355 136	9 4-Jul	211	298	440	263	121
30-Jul	253	276	249	128	906	28-Jul	174	24	246	236	680	27-Jul	266	321	376	256	1219	12-Jul	260	327	361	350 129	8 11-Jul	193	274	301	276	104
6-Aug	178	239	246	169	832	4-Aug	187	238	21	225	671	3-Aug	207	232	229	186	854	19-Jul	195	281	288	280 104	4 18-Jul	215	250	290	270	102
13-Aug	207	248	224	159	949	11-Aug	215	215	225	232	887	10-Aug	175	265	235	237	912	26-Jul	218	274	304	290 108	6 25-Jul	279	280	295	270	112
20-Aug	205	225	281	236	947	18-Aug	177	220	230	221	848	17-Aug	198	237	318	249	1002	2-Aug	183	263	236	219 90	1 1-Aug	220	264	240	250	97
3-Sep	185	287	249	144	865	1-Sep	249	291	266	200	1006	31-Aug	238	278	294	208	1018	16-Aug	165	237	271	252 92	5 8-Aug	180	260	270	255	96
10-Sep	155	231	234	288	908	8-Sep	215	225	239	222	901	7-Sep	171	223	400	239	1033	23-Aug	198	307	280	222 100	7 15-Aug	179	235	285	270	96
17-Sep	112	131	123	105	472	15-Sep	188	261	370	211	1030	14-Sep	218	255	330	305	1109	30-Aug	159	246	230	272 90	7 22-Aug	174	165	230	215	78
24-Sep	121	220	223	248	812	22-Sep	235	323	432	263	1253	21-Sep	177	299	405	264	1145	6-Sep	205	279	221	240 94	6 29-Aug	170	205	220	240	83
1-Oct	105	202	302	301	910	29-Sep	186	192	282	221	881	28-Sep	237	355	350	425	1367	13-Sep	186	242	321	215 96	4 5-Sep	170	200	250	240	86
8-Oct	89	238	282	281	890	6-Oct	126	207	246	231	810	S-Oct	197	267	250	189	903	20-Sep	283	239	299	240 100	1 12-Sep	110	195	230	250	78
15-Oct	115	315	255	257	942	13-Oct	198	246	302	298	1044	12-Oct	128	174	268	277	847	27-Sep	276	325	340	330 127	1 19-Sep	142	180	210	250	78
22-Oct	250	264	288	251	1053	20-Oct	217	313	318	276	1124	19-Oct	190	289	270	230	979	4-Oct	178	258	275	300 101	1 26-Sep	51	184	198	239	67
29-Oct	0	0	0	0	0	27-Oct	142	241	246	292	921	26-Oct	180	200	231	355	966	11-Oct	130	252	276	240 89	8 3-Oct	90	115	185	190	58
19-Nov	285	322	350	240	1197	17-Nov	304	297	299	184	1084	23-Nov	325	351	424	300	1400	18-Oct	150	235	320	300 100	5 10-Oct	146	250	295	315	100
26-Nov	223	333	343	316	1215	24-Nov	199	264	312	255	1030	30-Nov	344	443	315	290	1392	25-Oct	200	250	350	350 115	0 17-Oct	185	225	240	285	93
10-Dec	280	310	339	320	1249	8-Dec	311	402	344	196	1253	14-Dec	326	363	380	355	1424	1-Nov	100	153	170	155 57	8 31-Oct	198	220	245	295	. 95
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																		22-Nov	236	257	270	270 103	3 21-Nov	180	256	312	295	104
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																		13-Dec	236	280	330	340 118	6 12-Dec	185	245	315	355	110
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Who Shops at a Mature Farmers' Market?

Lyclia Zepeda and Kathryn A. Carroll JE. Classifications D12, Q13 Keywords Agricultural markets, consumer expenditures, market saturation

Growth in the number of farmers' markets is slowing. As of August 2017, there were 8,687 markets, double the number from 10 years ago but only a 0.2% growth from the previous year (U.S. Department of Agriculture, 2018), indicating that growth in the number of markets has leveled off. Many parts of the country, particularly in urban areas, are witnessing a saturation of farmers' markets. Producers complain that maintaining a presence at multiple markets has increased costs more than it has added revenues (Zepeda and Reznickova, 2018). These vendors question whether adding markets increases the number of shoppers or just makes it more convenient for those customers currently shopping at farmers' markets.

With the number of farmers' markets leveling off, what do we know about the shoppers who visit these established, marture markets? What are they buying? What are impediments to further growth? We conducted a survey of shoppers at one of the oldest and largest producer-only farmers' markets in the country to find out.

About the Survey

The Madison, Wi, Dane County Farmers' Market (DCFM) is 45 years-old, the oldest and most popular of 11 markets in a city of 200,000 and one of the oldest and largest farmers' markets in the United States. This established, mature market sees thousands of visitors each summer Saturday and is restricted to four blocks of sidewalk around the capitol building. Given the space restrictions, high foot traffic, and flat fee for a stall, it has consistently had a vendor waiting list of about 10 years. Despite this, many current vendors complain that their revenues are not proportional to the foot traffic.

Given concerns about market saturation at this mature market, the DCFM manager requested that we conduct a consumer survey to find out who is buying, how much they are buying, and the obstacles to purchasing more. The DCFM board reviewed, modified, and approved the questionnaire in January 2015, and the University of Wisconsin human subjects internal review board approved the protocol and questionnaire (Zepeda and Carroll, 2016). The DCFM board agreed to fund participant incentives in the form of \$1 coupons for DCFM products. Ultimately, \$732 in coupons were distributed to participants. Thus, the only cost to DCFM went straight to vendors. All other costs for the project were provided free of charge. The authors and 15 volunteer enumerators collected data from February 7 through December 19, 2015, at all four DCFM sites: late winter market, Staurday summer market, and early winter market.

We chose enumeration to ensure a high response rate, a representative sample, and because pre-testing showed that enumeration was faster than self-administration. Enumerators used tablets displaying a Qualitics survey. They approached customers at random, asked them to participate in a DCFM-approved survey, screened for consumers over 18 years, obtained informed consent, and distributed a \$1 DCFM coupon. In total, 732 questionnaires were completed. Overall response rate was high: 62.4%.

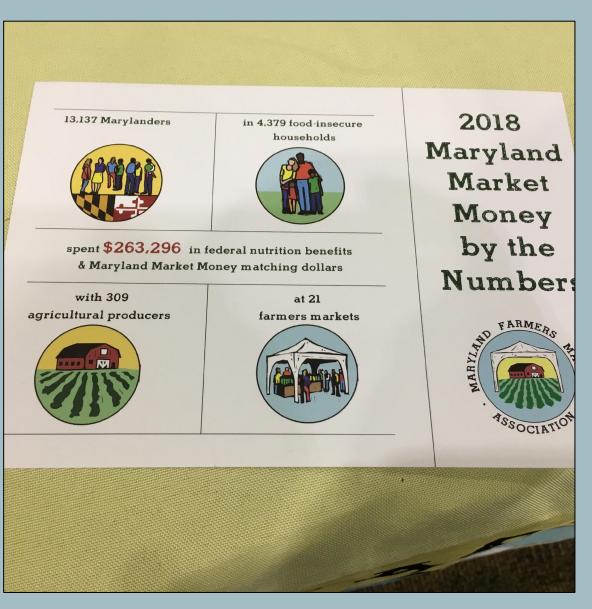
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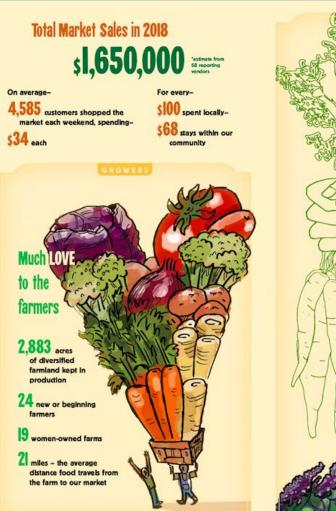
So what does data look like?

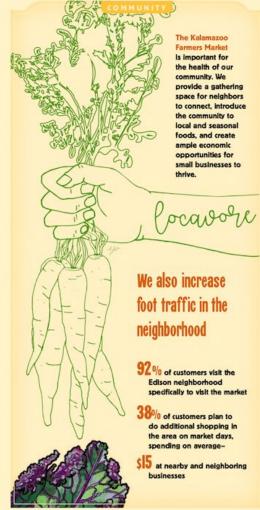




"Story PLUS Data"







specifically to visit the market



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, (fmcPlacehoderPaymentMethods).



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 of diversified farmland in production by vendors America loses an acre of farmland every

hour to development

360 acres

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



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 @@threepoints



Hampton Blvd Farmers Market



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.

00 16

August 9 · 0

4 Shares OD 12

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 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.

6 Shares

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 thoughtprovoking question to make visitors really give a moment to what the tweet is saying.

READ MORE





FARMERS MARKET METRICS

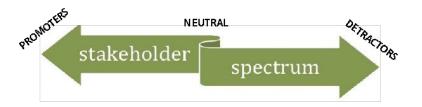
a program of the Farmers Market Coalition

Metrics Selection & Communications Planning Worksheets

By completing this packet, you'll create a brief communications strategy for your market, targeting 4 main types of stakeholders, and data collection plan for the season. It's recommended that you read Farmers Market Metrics Training Units One through Three before completing the worksheets. (farmersmarketcoalition.org/metrics)

Step 1: Stakeholder Spectrum

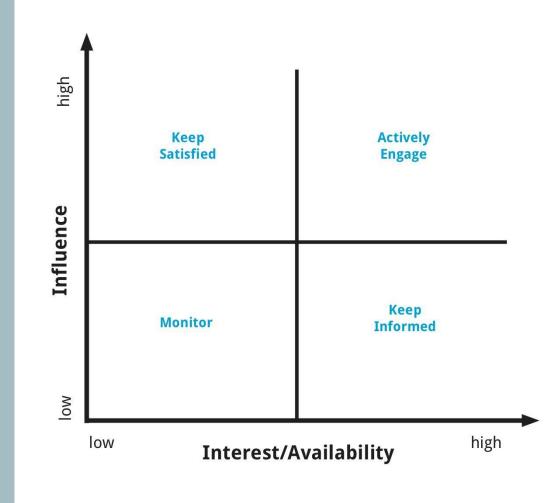
List any groups, individuals or stakeholders with whom your market interacts. These stakeholders may be supportive of the market, detractors of the market, or somewhere on the spectrum in between. List promoters at the top, detractors at the bottom, and any neutral, slighly skeptical stakeholders Stakeholders may indude neighbors of the market, vendors, nearby businesses, facebook followers, church congregations, public officals local schools hospitals commu nity groups, et c



Choosing which Metrics to gather should be done collaboratively - and with an eye to what data will be used that season.

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



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Visitor Survey

Market Day Report

Visitor Count

SNAP Eligible Goods

Vendor Sales

Vendor Sales – Anonymous

MARKET

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

Number of vendors:

Briefly describe the event:

of SNAP transactions: _____

Number of Farm Vendors:

\$ 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 Cool Cold

What was the weather like today?

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

trying to attract? Select one: All Market Shoppers New Market Shoppers SNAP Recipients College Students Teens ESL Communities Coupon Program Participants

Was there a target population you were

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:



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
- Public transit a
 Other

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

Off-site

Total number of participants:

Participants under 18:

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

Visitor Survey Data is the next place



Prospective Users v Training v Troubleshoe

Data Collection Methods: VISITOR SURVEY

Vendor Profile	How to Prepare	How do I do it?	What should					
Visitor Survey								
Market Day Report	Ideally, Visitor Surveys should be conducted on the same days a							
Visitor Count	This makes it easier to know if the market collected a represent, responses based on the attendance that day. If it's not possible							
SNAP Eligible Goods	both the Visitor Count and Visitor Surveys on the same day, the							
Vendor Sales	week following a Visitor Count is the next best approach. This w							
Vendor Sales – Anonymous	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 day	ys in one season. A mark	et season is usually					
	weeks. If you want to collect data for a year round market,							
	two separate data co	ellection; one set in the su	ummer/fall season					

the year.

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

another in the winter/spring season, for a total of 4-8 data college

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

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.

Ч

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
- c. Taxi / paid rideshare
- d. Bus or other public transportation
- e. 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

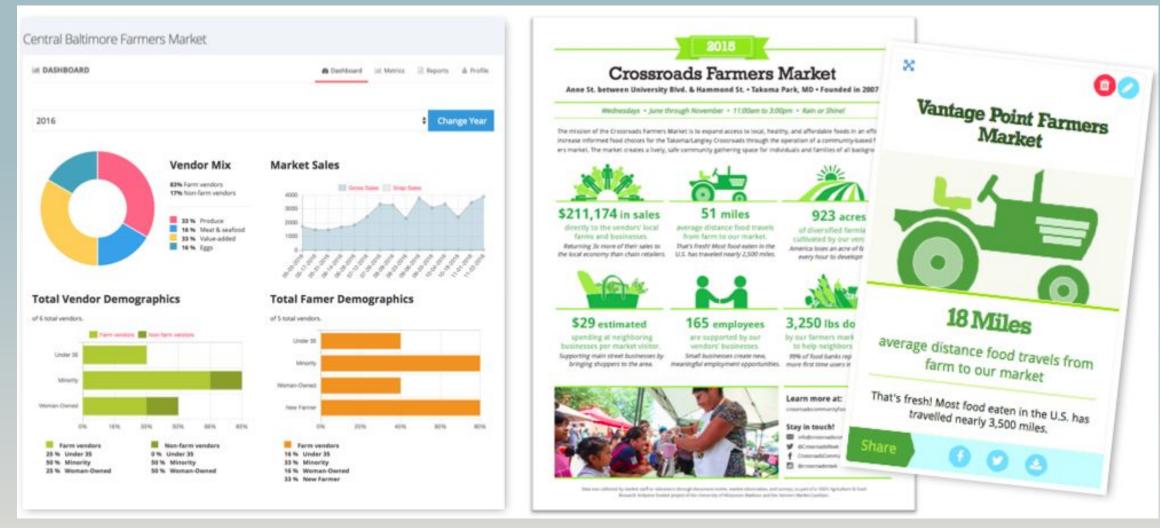
Created primarily for state employees as part of an employee wellness campaign

Typology will help our partners



2018 Farmers Market Coalition | farmersmarketcoalition.org

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