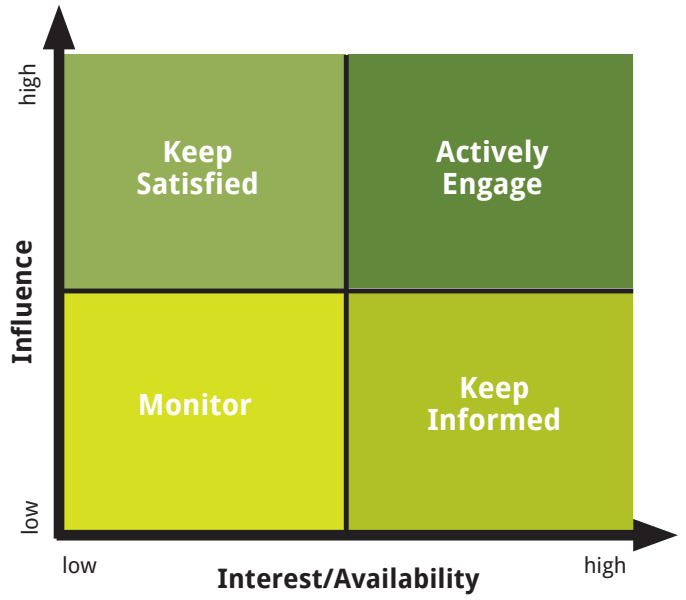




**Farmers Market Metrics / Audience**

Identify four of the audiences listed on the first page, who fall in the 'Actively Engage' sector of the stakeholder map to the right. Write the audiences in the grey boxes below. Circle the type of capital that will be of most interest to each target audience, and list the most relevant metrics for each.



**Target Audience 1:**



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**Target Audience 2:**



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**Target Audience 3:**



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**Target Audience 4:**



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