

{Market Name} Data Collection Plan // 2019

Part 1: Once you've identified the metrics best for your market, use this sheet to outline your overall data collection strategy for the season. Review the [Farmers Market Metrics](#) methodologies to help define goals and the number of data collectors required. Delete any methods that won't be in use.

Season Dates: {X through X}

Data Collection Leader: {Name} {Phone} {Email}

| Method | Date (s) | Point Person | Number of Collectors Required | Collection Goals | Notes |
|-------------------------------------|------------------|--------------|-------------------------------|--------------------|-------|
| Market Day Report | Every Market Day | | 1 | | |
| Vendor Sales Slips | Every Market Day | | 1 | | |
| Event / Activity Participant Counts | Every Market Day | | 1 | | |
| Market Day Conditions | Every Market Day | | 1 | | |
| Data Entry | Every Market Day | | 1 | | |
| Vendor Survey | | | 1 | X% participation | |
| Visitor Count | | | X | X times per season | |
| Visitor Survey | | | X | X surveys | |
| Product Tally | | | 1 | X times per season | |
| Product Price Report | | | 1 | X times per season | |

| Collection Partners (Organization Name or Description) | Point of Contact | Email / Phone | Compensation | Notes |
|--|------------------|---------------|---|-------|
| {Boy Scouts, 4-H Club, Vendors' kids, University students, etc.} | | | {Card, stipend, tote bag, class credit, market bucks, etc.} | |
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Notes

{Market Name} Data Collection Day Checklist // 2019

Part 2: Enter the dates of your Survey and Tally days into the columns below. Farmers Market Metrics requires at least two data collection days per Survey or Tally per season, but you can choose to do as many more as you'd like. Add or delete columns as needed. Enter the point person, and due date for each item

| Visitor Surveys | {Date 1} | {Date 2} | {Date 3} | {Date 4} | {Date 5} |
|-----------------------------|------------------------------|----------|----------|----------|----------|
| Prep Materials | {Point Person} {Date Due} | | | | |
| Notify Vendors & Customers | | | | | |
| Data Collection | | | | | |
| Data Entry | | | | | |
| Thank You's or Compensation | | | | | |

Notes:

| Visitor Counts | {Date 1} | {Date 2} | {Date 3} | {Date 4} | {Date 5} |
|-----------------------------|------------------------------|----------|----------|----------|----------|
| Prep Materials | {Point Person} {Date Due} | | | | |
| Notify Vendors & Customers | | | | | |
| Data Collection | | | | | |
| Data Entry | | | | | |
| Thank You's or Compensation | | | | | |

Notes:

| Product Checklist | {Date 1} | {Date 2} | {Date 3} | {Date 4} | {Date 5} |
|-----------------------------|--------------------|----------|----------|----------|----------|
| Prep Materials | {Name} Date Due | | | | |
| Notify Vendors & Customers | | | | | |
| Data Collection | | | | | |
| Data Entry | | | | | |
| Thank You's or Compensation | | | | | |

Notes: