

# {Market Name} Data Collection Plan

## 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** data collection methods to 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.}	

**Notes**

# {Market Name} Data Collection Day Checklist

**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: