



Farmers Market Metrics Metrics Selection Guide

Collecting data is only the first step, as that data crafts the story of your market or market organization. In order to provide strong context and narrative to the story, thoughtful selection of metrics, or data points that count or value progress towards a goal, is necessary.

FMC defines the word **metrics** as the final format that is used to share with audiences. You collect data (i.e. survey responses or counting something) from a population (those responding to a survey or those you are counting) to analyze (finding an average across all responses), which then becomes a graphic or number to share (metric).

FMC created the Data Collection Guide to organize metrics based on the area of capital generated by that metric. Economic capital identifies financial rewards, including job creation and built infrastructure; social capital measures the facilitation of social inclusion, bridging and bonding, and civic engagement. Human capital is represented by the acquisition of knowledge, skills, habits and capacity to make healthy choices. Ecological capital measurements highlight the restoration, conservation, and stewardship of natural resources.

By thinking about which capital areas you would like measure your impact and progress within, consider the following questions:

- What story are we trying to tell with data?
- What types of information do we need to prove that story?
- Which capital areas best fit our goal(s)?
- What capital area(s) might certain stakeholders prioritize?
- What capital areas are abundant at our market? What capital areas need to be generated at our market?

The data collection table has three columns: Type of Capital, FMC Metrics, Reporting Widgets and Dashboards Offered. The first column indicates which capital area each metric corresponds to, and the second column sorts FMC's metrics by the corresponding capital area. Then, the last column displays reporting widgets and dashboards within Metrics.

Examining the metrics you do collect, plan to collect, and would like to collect through the lens of capital measurement ensures that you collect well-rounded data that accurately and holistically represents your market to your stakeholders. Keep in mind that you have complete control over which metrics are displayed to which audience, and you can choose to arrange or provide the same metrics in a variety of ways or contexts.

While collecting your data, you can view real-time data dashboards, generate reports, and share out individual widgets at any time to highlight progress, keep internal records, or support business decisions. After collecting your data, you can choose to download corresponding reporting widgets and data dashboards to your selected metrics within Farmers Market Metrics software. Data dashboards and reporting widgets can be saved as high-quality images or shared directly to social media.

For more data collection and Farmers Market Metrics resources, please visit farmersmarketmetrics.guide.



Farmers Market Metrics Metrics Selection Guide



Type of Capital	FMC Metrics			Reporting Widgets and Dashboards Offered
Economic	<input type="checkbox"/> Average spending per shopper per visit** <input type="checkbox"/> Visitor shopping plan (by product & payment amount)** <input type="checkbox"/> Visitor plans to shop nearby the market** <input type="checkbox"/> Average visitor spending at nearby businesses** <input type="checkbox"/> Market primary reason for visit** <input type="checkbox"/> Reason for market visit** <input type="checkbox"/> Frequency of market visits** <input type="checkbox"/> Number and varieties of SNAP eligible goods ^{PC}	<input type="checkbox"/> Total volunteer hours contributed* <input type="checkbox"/> Number of full-time farm owners ^{VP} <input type="checkbox"/> Number of full-time business owners ^{VP} <input type="checkbox"/> Number of women-owned businesses ^{VP} <input type="checkbox"/> Number of veteran-owned businesses ^{VP} <input type="checkbox"/> Number/Percentage of BIPOC-owned businesses ^{VP} <input type="checkbox"/> Number of vendors ^{VP} <input type="checkbox"/> Number of farm vendors ^{VP} <input type="checkbox"/> Number of employees ^{VP}	<input type="checkbox"/> Number of farm vendors certified organic or in 3-year transition ^{VP} <input type="checkbox"/> Number of new/beginning farm vendors (>10 yrs. farming experience) ^{VP} <input type="checkbox"/> Number of farm vendors under 35 years old ^{VP} <input type="checkbox"/> Vendor sales* <input type="checkbox"/> Number of vendors present* <input type="checkbox"/> Number of farm vendors present* <input type="checkbox"/> Number of SNAP EBT transactions* <input type="checkbox"/> Total SNAP EBT processed* <input type="checkbox"/> Total market sales (by currency type)*	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 SNAP transactions # of vendors #/% 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
Social	<input type="checkbox"/> Total number of visitors# <input type="checkbox"/> Average visitors per day# <input type="checkbox"/> How visitor heard about market** <input type="checkbox"/> Activities and outreach at/leading up to event* <input type="checkbox"/> Services offered at market*	<input type="checkbox"/> Number of employees ^{VP} <input type="checkbox"/> Number of vendors ^{VP} <input type="checkbox"/> Number of farm vendors ^{VP} <input type="checkbox"/> Market primary reason for visit** <input type="checkbox"/> Reason for market visit** <input type="checkbox"/> Total volunteer hours contributed*	<input type="checkbox"/> Number of vendors present* <input type="checkbox"/> Number of farm vendors present* <input type="checkbox"/> Number of SNAP EBT transactions* <input type="checkbox"/> Total SNAP EBT processed*	
Intellectual	<input type="checkbox"/> Increased fruit and vegetable knowledge** <input type="checkbox"/> Increased fruit and vegetable purchasing** <input type="checkbox"/> Increased fruit and vegetable preparation** <input type="checkbox"/> Increased fruit and vegetable consumption** <input type="checkbox"/> Services offered at market* <input type="checkbox"/> Activities and outreach at/leading up to event*	<input type="checkbox"/> Total volunteer hours contributed* <input type="checkbox"/> Average production site to market distance ^{VP} <input type="checkbox"/> Number of full-time farm owners ^{VP} <input type="checkbox"/> Number of full-time business owners ^{VP} <input type="checkbox"/> Number of new/beginning farm vendors (>10 yrs. farming experience) ^{VP}	<input type="checkbox"/> Number of farm vendors under 35 years old ^{VP} <input type="checkbox"/> Number of women-owned businesses ^{VP} <input type="checkbox"/> Number of veteran-owned businesses ^{VP} <input type="checkbox"/> Number of BIPOC-owned businesses ^{VP}	
Ecological	<input type="checkbox"/> Method of visitor transportation** <input type="checkbox"/> Visitor zip code** <input type="checkbox"/> Visitor shopping plan (by product & payment amount)**	<input type="checkbox"/> Number of vendor-owned or -leased agricultural acres ^{VP} <input type="checkbox"/> Number of acres in agricultural production ^{VP} <input type="checkbox"/> Number of farm vendors ^{VP}	<input type="checkbox"/> Average production site to market distance ^{VP} <input type="checkbox"/> Number of farm vendors certified organic or in 3-year transition ^{VP}	



Market Day Data Collection Form*

Collected every market day
 Data often prioritized by stakeholders and other funders
 Tracks vendor attendance, incentive token use, weather, and market activities

Visitor Survey**

Collected 2-4 times/season
 Data used to guide operations at the market
 Tracks visitor attitudes, mode of transportation, and plans to shop at and outside the market

Visitor Count#

Collected 2-4 times/season
 Data desired for both internal and external stakeholder decision-making
 Tracks number of visitors per market day

SNAP Eligible Product Checklist^{PC}

Collected 2-4 times/season
 Data sought by many audiences, especially local and state food security agencies
 Tracks availability and variety of SNAP-eligible goods at the market

Vendor Profile^{VP}

Collected once/year
 Data illustrates community impact of the market
 Tracks rich vendor demographic information

