



# FMC Metrics Table

Farmers Market Metrics is a complete evaluation and data communication system that empowers market operators to tell their markets' stories. This Table outlines the type of data and the reporting graphics that are automatically populated within the Metrics software, but this Table is free for any market or local food researcher to use without being subscribed to Metrics.

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).

In order to better understand the data collection process, our Metrics Table breaks down what you can report based on when and how data is collected. This step is important in planning for when you'll need extra volunteers or data collectors, or when you may allocate more time to data management, or need to bring materials or extra technology to the market.

At this stage, it's important to ask:

- How often will we collect data?
- Do we have the capacity to collect the data we want?
- What forms and materials will we need before, during, and after data collection?
- Are we utilizing the tools we already have efficiently?
- Do the metrics we can collect align with the metrics our stakeholders would like to collect?
- What additional support do we need in order to collect data?

The metrics table has three columns: How to Collect, Data Collected, Reporting Widgets/Dashboards. The first column outlines the various forms (market day data, visitor survey, SNAP-eligible product checklist, vendor profile, and visitor counts), the frequency at which they are to be completed, and a quick overview of the types of data collected in each form.

The second column shows explicitly which data points are collected on each form which ensures you know how, when, and where to collect the data you would like.

The last column displays real-time data dashboards and the fully customizable reporting widgets that are available to subscribers within Farmers Market Metrics.

Throughout this process, it is wise to include stakeholders in the discussion to show how market resources may be allocated due to data collection. Community partners and organizations, as well as secondary and post-secondary schools, may be sources of volunteers qualified for and/or interested in assisting with data collection.

For more data collection and Farmers Market Metrics resources, please visit [farmersmarketmetrics.guide](https://farmersmarketmetrics.guide).

# FMC Metrics Table



How to Collect	Data Collected			Reporting Widgets and Dashboards Offered
<p><b>Market Day Data Collection Form</b> Collected every market day Data often prioritized by stakeholders and for business operations Tracks vendor attendance, incentive token use, weather, and market activities</p>	<ul style="list-style-type: none"> <li>• Vendor sales</li> <li>• Number of vendors present</li> <li>• Number of farm vendors present</li> <li>• Temperature</li> </ul>	<ul style="list-style-type: none"> <li>• Total market sales (by currency type)</li> <li>• Number of SNAP EBT transactions</li> <li>• Total SNAP EBT processed</li> <li>• Weather</li> </ul>	<ul style="list-style-type: none"> <li>• Total volunteer hours contributed</li> <li>• Services offered at market</li> <li>• Activities and outreach at/leading up to event</li> </ul>	<ul style="list-style-type: none"> <li>Avg. producer distance to market</li> <li>Avg. \$ spent at market</li> <li>Avg. \$ spent nearby market</li> <li>Avg. visitors per day</li> <li>Total incentive sales</li> <li>Total market sales</li> <li>Total senior FMNP sales</li> <li>Total SNAP sales</li> <li>Total visitors</li> <li>Total volunteer hours contributed</li> <li>Total WIC FMNP sales</li> </ul>
<p><b>Visitor Survey</b> 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</p>	<ul style="list-style-type: none"> <li>• Average spending per shopper per visit</li> <li>• Average visitor spending at nearby businesses</li> <li>• Market primary reason for visit</li> <li>• Reason for market visit</li> <li>• Frequency of market visits</li> <li>• How visitor heard about market</li> </ul>	<ul style="list-style-type: none"> <li>• Increased fruit and vegetable knowledge</li> <li>• Increased fruit and vegetable purchasing</li> <li>• Increased fruit and vegetable preparation</li> <li>• Increased fruit and vegetable consumption</li> </ul>	<ul style="list-style-type: none"> <li>• Market primary reason for visit</li> <li>• Reason for market visit</li> <li>• Visitor shopping plan (by product &amp; payment amount)</li> <li>• Visitor plans to shop nearby the market</li> <li>• Method of visitor transportation</li> <li>• Visitor zip code</li> </ul>	<ul style="list-style-type: none"> <li># of employees</li> <li># of events hosted</li> <li># of farm employees</li> <li># of full-time business owners</li> <li># of full-time farm owners</li> <li># SNAP eligible goods</li> <li>#of SNAP transactions</li> <li># of vendors</li> <li>#/% of BIPOC-owned businesses</li> <li>#/% of BIPOC-owned farms</li> <li>#/% of farm vendors</li> <li>#/% of farmers under 35 years of age</li> <li>#/% of new or beginning farmers</li> <li>#/% of vendors under 35 years of age</li> <li>#/% of veteran-owned businesses</li> <li>#/% of veteran-owned farms</li> <li>#/% of women-owned businesses</li> <li>#/% of women- and minority-owned businesses</li> <li>#/% of women-owned farms</li> <li>% of visitors for whom market was primary reason to visit the area</li> <li>% of visitors who come to market weekly</li> <li>% of visitors who plan to shop nearby</li> <li>% of visitors who purchase fruits/vegetables</li> </ul>
<p><b>SNAP Eligible Product Checklist</b> 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</p>	<ul style="list-style-type: none"> <li>• Number of SNAP eligible vendors</li> <li>• Varieties of SNAP eligible goods</li> </ul>			
<p><b>Vendor Profile</b> Collected once/year Data illustrates community impact of the market Tracks rich vendor demographic information</p>	<ul style="list-style-type: none"> <li>• Number of vendor-owned or -leased agricultural acres</li> <li>• Number of acres in agricultural production</li> <li>• Average production site to market distance</li> <li>• Number of farm vendors under 35 years old</li> <li>• Number of BIPOC-owned businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Number of vendors</li> <li>• Number of farm vendors</li> <li>• Number of employees</li> <li>• Number of farm vendors certified organic or in 3-year transition</li> <li>• Number of women-owned businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Number of full-time farm owners</li> <li>• Number of full-time business owners</li> <li>• Number of new/beginning farm vendors (&gt;10 yrs. farming experience)</li> <li>• Number of veteran-owned businesses</li> </ul>	
<p><b>Visitor Count</b> Collected 2-4 times/season Data desired for both internal and external stakeholder decision-making Tracks number of visitors per market day</p>	<ul style="list-style-type: none"> <li>• Total number of visitors</li> <li>• Average visitors per day</li> </ul>			<ul style="list-style-type: none"> <li>Acres cultivated by farmers</li> <li>Frequency of market visits</li> <li>Market models offered</li> <li>Vendor reported sales</li> </ul>

