



Farmers Market Metrics Population Impact Table

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).

We created the Population Impact Table to organize metrics based on the group of people you'd like to collect data on, or the study population. For example, if you'd like to collect data to make decisions related to the vendors at your market, you would study the vendor population through metrics like varieties of goods available, number of acres in agricultural production, or the demographics of your vendors.

By thinking about which populations you would like to collect data on, consider the following questions:

- What story are we trying to tell with data?
- What types of information do we need to prove that story?
- Where can we find and collect that information?
- To whom are we telling this story? Who would be interested in this story?

The data collection table has three columns: Population Impacted, Data Collected, Reporting Widgets and Dashboards Offered. The first column indicates which population you are studying through data collection, and the second column sorts FMC's metrics by the population. Then, the last column displays reporting widgets and dashboards within Metrics.

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.

Beginning the data collection process by clarifying the narrative, populations you wish to study, and audience ensures that you can justify the need for data collection to stakeholders, effectively collect that data, and easily share out the results to various groups of stakeholders. Examining the metrics you do collect, plan to collect, and would like to collect through the lens of populations ensures well-rounded data collection that accurately and holistically represents your market.

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



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Population Impacted	Data Collected			Reporting Widgets and Dashboards Offered
Vendor	<ul style="list-style-type: none"> • Number of vendor-owned or -leased agricultural acres • Number of acres in agricultural production • Average production site to market distance • Number of farm vendors under 35 years old • Number of BIPOC-owned businesses 	<ul style="list-style-type: none"> • Number of vendors • Number of farm vendors • Number of employees • Number of farm vendors certified organic or in 3-year transition • Number of women-owned businesses • Number of full-time farm owners • Number of full-time business owners 	<ul style="list-style-type: none"> • Number of new/beginning farm vendors (>10 yrs. farming experience) • Number of veteran-owned businesses • Vendor reported sales • Total sales by payment/incentive type • Number of SNAP eligible vendors • Varieties of SNAP eligible goods 	<ul style="list-style-type: none"> 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
Shopper	<ul style="list-style-type: none"> • Total number of visitors • Average visitors per day • Market primary reason for visit • Reason for market visit • Visitor shopping plan (by product & payment amount) • Visitor plans to shop nearby the market • Method of visitor transportation 	<ul style="list-style-type: none"> • Visitor zip code • Average spending per shopper per visit • Average visitor spending at nearby businesses • Market primary reason for visit • Reason for market visit • Frequency of market visits • How visitor heard about market 	<ul style="list-style-type: none"> • Increased fruit and vegetable knowledge • Increased fruit and vegetable purchasing • Increased fruit and vegetable preparation • Increased fruit and vegetable consumption • Total sales by payment/incentive type 	<ul style="list-style-type: none"> # 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
Market Operator	<ul style="list-style-type: none"> • Vendor sales • Number of vendors present • Number of farm vendors present • Temperature • Weather 	<ul style="list-style-type: none"> • Total market sales (by currency type) • Number of SNAP EBT transactions • Total SNAP EBT processed 	<ul style="list-style-type: none"> • Total volunteer hours contributed • Services offered at market • Activities and outreach at/leading up to event 	<ul style="list-style-type: none"> Acres cultivated by farmers Frequency of market visits Market models offered Vendor reported sales

