

DATA COLLECTION FOR FARMERS MARKETS

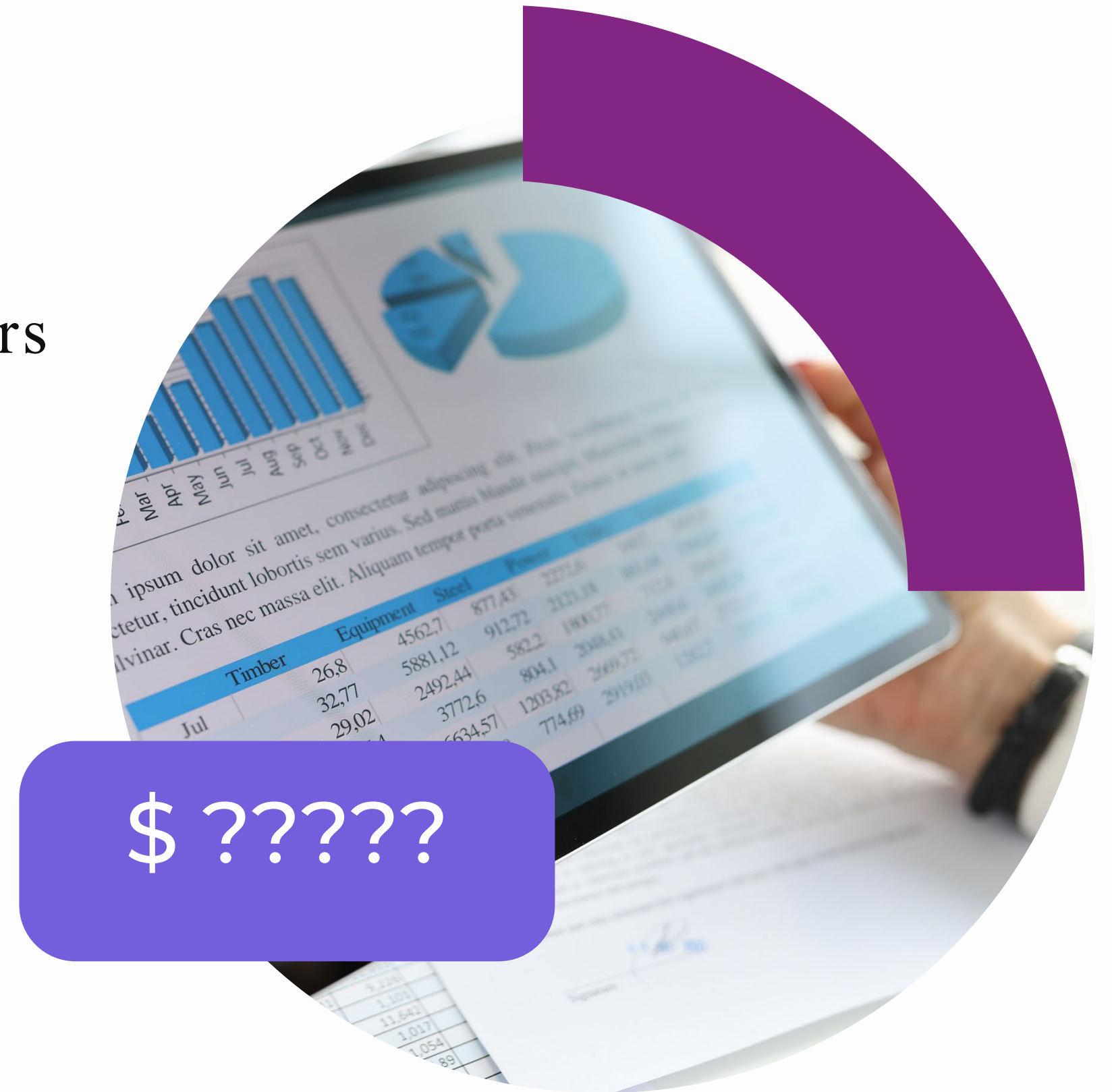
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Why collect data?

Data provides you with the information that will help you assess how the farmers market is doing and plan for the future!

- Provides a baseline from which to measure future change
- Helps identify trends
- Helps make informed decisions
- Helps answer key questions
- Shows the impact of your farmers market



Types of Data

Quantitative Data



Vendor & Customer Demographics

- # of Vendors per Day
- # per Vendor Category
- Average distance food travels to get to your market



Gross Sales Data

- Breakdown by vendor category (Ag, Prepared Food, Crafts, etc.)



Economic Impact Of the market on the community

- SNAP EBT & WIC & Senior FMNP sales to show support to food access
- # acres of land in Ag production supported

Types of Data

Qualitative Data



- Descriptions, anecdotes, opinions, quotes and interpretations



- Get new ideas about your market from customers
- “The Why” community partners & stakeholders should support the market



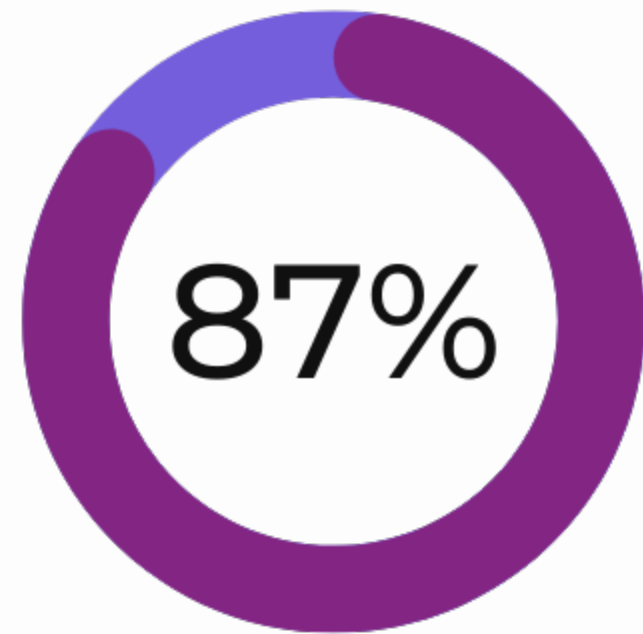
- Evaluate the impact of market decisions
- Helps make new decisions
- Tell your market’s story!



- Help illustrate overall health and performance of market for reports



What data to collect?



87% of visitors come to market to purchase fresh produce!

- Gross Sales
- Visitor Counts
- Visitor Surveys

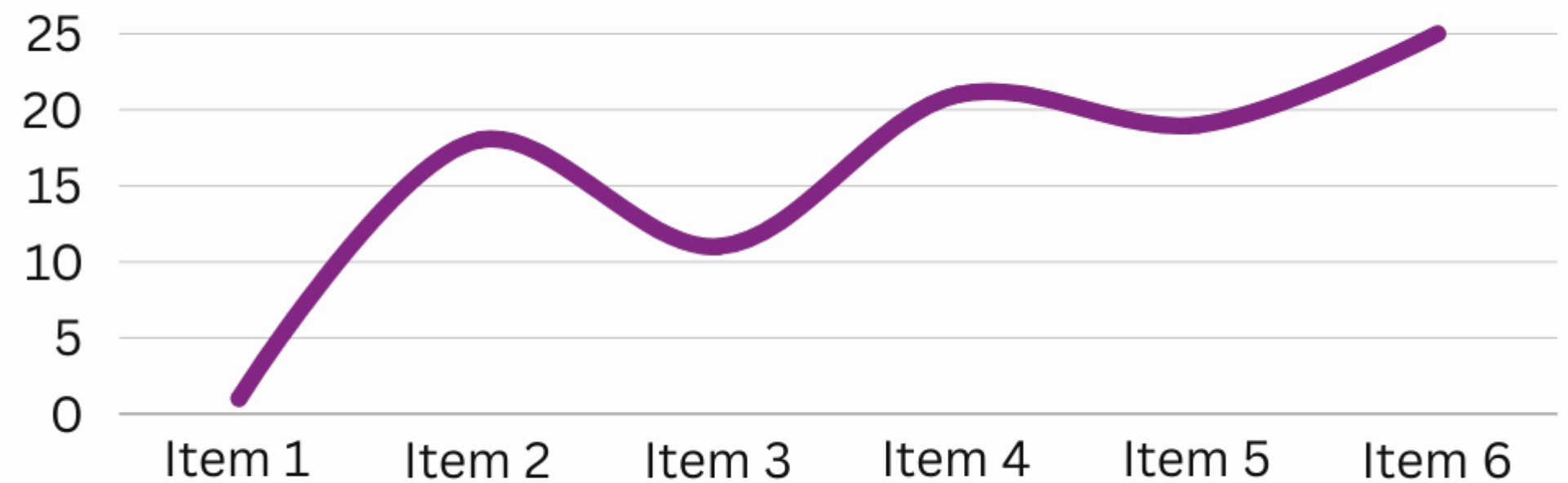
Collecting Gross Sales Data

Goal of farmers markets is to generate income for their vendors

- Tracking weekly sales, you will be able to assess market's health and viability
- Track whether activities you do to improve your market are having an economic impact!

5K

A Year Increase Rate



Collecting Gross Sales Data

After several years of tracking you see trends in your market season: week-to-week, month-to-month, & season-to-season

- Sales data will help with making decisions:
 - When to open/close for the season
 - When to host special events
 - When you need to boost advertising
 - Need new, more or diverse vendors?



How to collect sales data

Need 100% participation from ALL vendors

- Anonymous
 - You need a system to collect sales data
- Explain why you are collecting sales data
- Have a transparent process in place for how you use the data and will share data collected
- Report back to vendors how market is performing based on sales data



How & What to Collect

Collect weekly gross sales data

- Using paper slips completed by each vendor and turned in via vendor envelop to market
 - At same time collect SNAP EBT tokens, market tokens, POP tokens etc.
- Volunteer/market staff collects at end of market from each vendor
- Use a centrally located collection box
- Use online form (s) (Google Forms; Microsoft Forms; Survey Monkey, etc.)



How & What to Collect

Best practice for markets is to collect at minimum :

- Agricultural Sales
 - Produce
 - Meats, poultry, eggs, etc.
 - Value Added Products
- Prepared Food Sales
- Home-Based Vendors
- Craft Sales
- Self Care Product Sales
- Total Gross Sales

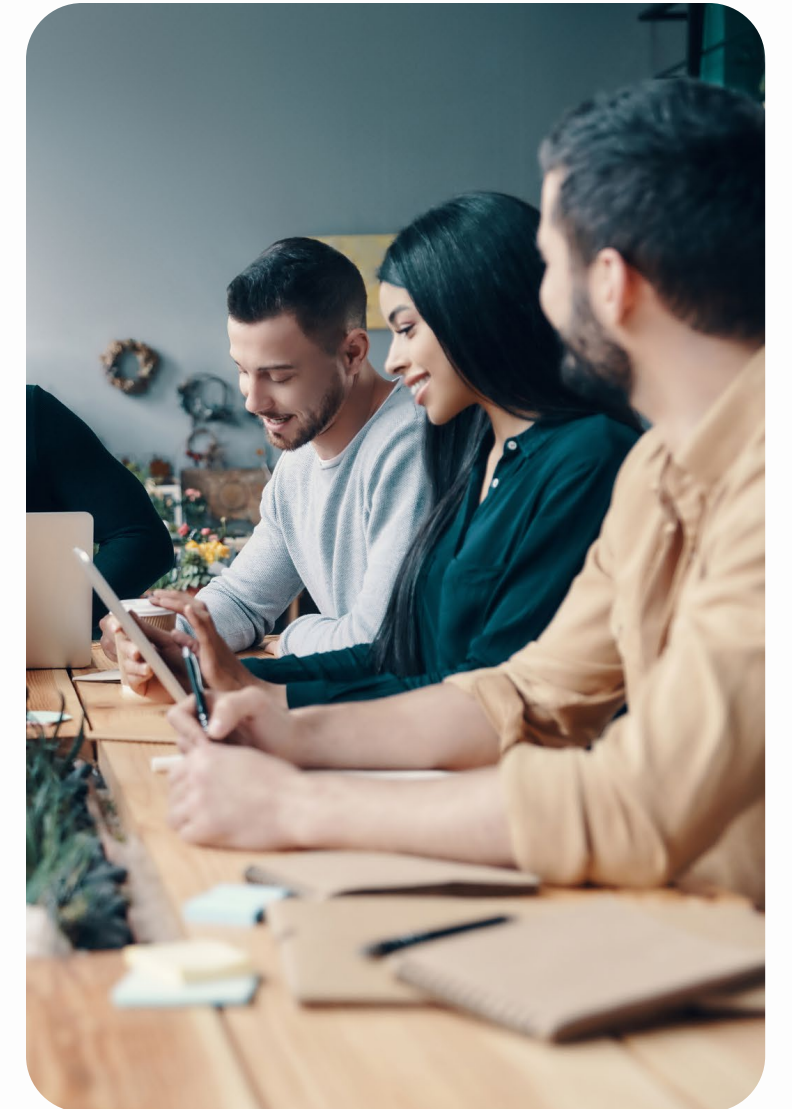


Looking at Sales Data

Get all the data into Excel spreadsheet(s) or Google Sheets which will enable you to see what is going on!

Recommended that you track by week, month & season:

- Gross sales totals
- Sales by category breakdowns and averages
- Number of vendors
- Average sales by vendor



Resource:

<https://farmersmarketmetrics.guide/resources/>

Visitor Counts

You are counting visitors to the market

- Some visitors may be shoppers, some aren't.
- Provide an indicator on how a market is doing
- Knowing that customer traffic is increasing, decreasing or holding steady = taking the pulse of the market
- Helps market and board make important decisions

It's important to prepare vendors, market staff & volunteers ahead of time!



Visitor Counts

Frequency of Counts:

- If you conduct just one count per season
 - You will get a basic understanding of how many visitors you have coming that particular day
- The more counts you have the more data you will have to work with to see patterns, anomalies, trends, etc.
- Aim to do at least two counts, preferably 3-4 counts, per season
 - Provide more data to see patterns and trends
 - Solid data helps vendors and market manager & leadership make good decisions



Visitor Counts

When to conduct counts:

- Consider choosing dates carefully and then repeat visitor counts on those same dates each year
 - Make notes about other factors that may have impacted the counts on date taken

Questions Visitor Counts Can Answer:

- Do visitors increase during events & afterwards?
- Are the hours of your market right?
- Rate/frequency people come into the market from different entrances
 - Helps drive vendor location



Logistics for Visitor Counts

Consider:

Does your market's layout affect your ability to conduct counts?

- Locate all points -of-entry
- Block off secondary entrances for that day

- Are there ways to conduct counts with technology or use manual click counters?
 - Phone apps; drones; counting cars; etc.
- If using market staff & volunteers, how many will you need to help you do the counts?
- What methodology will you use?

Methods

- Full Visitor Counts
 - attempt to count every single visitor attending market during one day
- Sample Counts
 - pick a certain time of each hour to conduct counting;
 - final count is adjusted with a multiplier to get estimate of how many visitors market during that hour
- Walk Through Counts
 - when one or more counters walk through the market at predetermined time and take a headcount of each person that's at the market at that time

Methods

Who to Count

- Will you count just adults or also children?
- Some markets count older children as long as they look like they may also be shoppers?
- Some markets count children separately!
- Don't count visitors that re -enter
- Don't count vendors
- Important to agree and to set standards so that counts are consistent between counters and comparable over time

Visitor Count Template available from the
Farmers Market Coalition:

<https://farmersmarketmetrics.guide/resources/>

Vendor Surveys

From The Farmers Market Coalition:

- Info collected tells who is benefitting from selling at your market
- How their farming/production practices benefit the community
 - Just 13 questions asked 1x year provide you data on the impact your market has on the land, local economy & local farmers

Resource:

<https://farmersmarketmetrics.guide/resources/>



Visitor Surveys

Understand more about your customers!

- Responses can help you understand who are your customers
- Responses can help test theories about your customers and the market
- Responses fill gaps and provide actual data
- Responses will help gain insight(s) that may be missed by market leadership and vendors

Visitor Surveys are typically done when visitor counts are done!



Visitor Surveys

Questions to ask:

- Who your customers are
 - demographics
 - where they live - Zip code
 - their shopping habits
- What customers want to see changed or held constant about the market
- Questions about the marketing/advertising
- Questions about programs and events

*It's important to let your visitors & vendors know when you are surveying!

*Keep the survey short!



Market Umbrella's Sticky Economic Evaluation Device (SEED)

SEED Survey - used to measure economic impact of your market on:

- your vendors
- host neighborhood
- surrounding region

Combined with visitor count on same date, data analysis uses a multiplier effect to create an impact report about spending for that day and the entire season by projecting those dollars being recirculated in the larger local economy.

SEED Survey asks questions about:

- the frequency with which the customer shops at the market
- if the market is their primary reason for visiting the neighborhood on that day
- how much they estimate they spent at the market
- if they think they will spend money elsewhere in the neighborhood that day
- if yes, how much
- customer zip code
- customer gender

SEED Tool Available from
marketshare:

[https://www.marketumbrella.org/
marketshare/organizations/signup](https://www.marketumbrella.org/marketshare/organizations/signup)

The Survey


- Pen and paper survey
 - Make multiple copies available
- Survey in Google Forms, Microsoft Forms or Survey Monkey
 - QR Code available that day only
- Dot Surveys - Charts & Dots
 - Each question with answer options on 1 chart

Data Analysis

- SEED Survey Tool- input your data online
SEED data analysis form
- Google Form , Microsoft Forms or Survey Monkey provide reports



Logistics for Visitor Surveys

- Recruit surveyors to help administer survey or answer questions on what is happening
 - Market staff
 - Volunteers
 - Board members
 - Training your surveyors 15-30 minutes before survey is to start
 - Location - think comfortable
 - Shaded area or a tent
 - Table with chairs
 - Water cooler & cups or water bottles
 - “Thank you” items for taking the survey
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Resources:

- Farmers Market Coalition
 - <https://farmersmarketmetrics.guide/>
 - <https://farmersmarketmetrics.guide/resources/>
- Farmers Market Metrics: A Toolkit for Collecting & Using Data
 - https://www.nofavt.org/sites/default/files/files/resources/farmers_market_metrics_final_0.pdf
- Results of Dot Survey, USDA Outdoor Farmers Market
 - <https://www.ams.usda.gov/sites/default/files/media/Results%20of%20DOT%20Survey%20-%20USDA%20Outdoor%20Farmers%20Market.pdf>





THANK
YOU

For questions, contact Christina at
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