

Indicators for Impact:

Farmers Markets as Leaders in Collaborative Food System Data Collection and Analysis



GLOSSARY OF TERMS

Introduction

The purpose of this document is to facilitate a common language among members of the *Indicators for Impact* project team, its nine pilot market sites, regional teams and external advisors. The team is comprised of Farmers Market Coalition staff and external advisors and University of Wisconsin-Madison faculty and students. This glossary provides brief, clear, and current definitions of terms related to farmers markets and measurement and data collection, arranged alphabetically. The list is not exhaustive, but is intended to include terms that are relevant to the *Indicators for Impact* pilot project with a start date of April 1, 2014. It includes a brief list of references from which the project team identified relevant definitions and terms.

General Terms

audience

The individual, organization, or sector that will use the data represented by the indicators. Examples might include municipalities, public health entities (i.e., hospitals or health insurers), agriculture advocates, or economic development agencies. Some indicators may be of interest to only one audience, while others may be of interest to multiple audiences.

beginning farmer

A beginning farmer is one which substantially participates in the operation of the farm or ranch and has not operated a farm or ranch for not more than 10 consecutive years.

capital

The range of assets that contribute to wealth, encompassing the financial, natural, social, individual, built, intellectual, and political dimensions of a community or region. For the purposes of this pilot project, we focus on wealth through the lenses of economic, ecological, social (community), and human (health) systems.

- o **economic capital** is defined by measures such as an increase in vendor sales, creation of employment opportunities, or addition of sales to neighboring businesses
- o **ecological capital** includes land use patterns, acres in sustainable production, crop

Indicators for Impact:

Farmers Markets as Leaders in Collaborative Food System Data Collection and Analysis

diversity, distance and time from harvest to final consumer, and certified or noncertified sustainability or conservation practices.

- o **human capital** includes knowledge, skills, motivation and capacity to make healthy/healthier choices

- o **social capital** includes social inclusion, cohesion and support, civic engagement and political participation.

craftspersons and service providers

Those businesses and organizations engaged in the creation and sale of non-edible artwork, craft, or related services such as knife sharpening or other activities as permitted by market rules. A market may limit craft products to only those that are agriculturally-related.

farmer

A farmer is the person, family member, or family company (employee) that grows, raises, catches or gathers food and / or processes value-added foods derived from on-farm inputs.

farms

Agricultural enterprises actively involved and invested in the planting, growing, and harvesting of agricultural product on owned, rented, leased, or share-cropped land. This includes ranchers, dairymen, fishermen, and producers who sell value-added products made from their own farms' products (see below for definition of value-added).

Farm businesses may also engage in the production and sale of prepared or processed foods using ingredients they have grown or raised, as well as sell home-made crafts and or provide services at market, but would be classified as agricultural enterprises if their primary business activity is the growing, raising, and/or harvesting of raw foods.

food businesses

Those businesses not involved in the production of raw agricultural products as their primary enterprise, but who are actively involved and invested in the creation of value-added foods, baked goods, and hot, ready-to-eat foods product sold at the market. These could be referred to as *food microenterprises* if they have 10 or fewer FTE employees annually. Products include:

- o **value-added (or "processed") foods**: Processed or value-added foods such as baked goods, pickles, condiments, jams, and charcuterie.

- o **ready-to-eat ("hot") foods**: Freshly made food that is available for immediate consumption on-site at market.

goal

A goal is the desired end result of a project; a specific measurable accomplishment; and requires focused action over a significant period of time. For this project goals are action statements written in the present tense.

impact

Impacts are the broader changes that occur within the community related to its economic status, individual and community health, and/or natural environment as a result of program outcomes. Impacts also define which group(s) are affected-- vendors, shoppers, neighboring businesses, project partners, etc. In many cases, impacts will be experienced by more than one group.

Indicators for Impact:

Farmers Markets as Leaders in Collaborative Food System Data Collection and Analysis

indicator

An indicator compares a metric with a baseline or expected result, providing information on the state of, or change in, the people, places, or systems that are being measured. It provides evidence that a certain condition exists, or that certain results have (or have not) been achieved, enabling decision-makers to measure progress toward the achievement of intended goals, outputs, or outcomes.

methodology

Methodology refers to the research strategy that defines how data is collected and analyzed.

- o **Quantitative** data collection methods are used for that which can be precisely measured like counting shoppers or numbers of SNAP sales per day and may include paper or video interviews, online surveys, pre-and post-tests, clinical measurements, observation checklists, or review of existing records.

- o **Qualitative** methods capture characteristics of what is being observed such as a market neighbor's perception of the market, personal experience of vendors. They may include paper or video interviews, dot surveys, focus groups, open-ended survey questions, case studies, field notes, and review of meeting minutes or news articles.

metric

A metric compares two or more specific units of measurement, often expressed as {Number of X} per {Unit of time or space}. In a market context, a metric might be expressed as "Total producer sales per year" or "Total shopper visits per day." Metrics might also be represented as percentages, increases, or decreases; when two or more metrics are compared (for example "Total producer sales this year" and "Total producer sales last year"), they are interpreted as indicators of change in producer income.

outcome

An outcome is the short-term and intermediate change that occurs in learners, visitors, program participants, etc., as a result of the activity, program or experience. Examples include acquisition of skills or knowledge, a change in behavior or policy, or overall improvement to social, environmental, economic, or civic conditions. When distinguishing between outputs and outcomes, it is helpful to think of outcomes as the difference your outputs made in the community, which may take a year or more to effectively measure.

output

An output is the accomplishment of an activity or creation of a product, which can be described or quantified. Examples of outputs might include a publication created, a workshop hosted, the number of participants in an activity, or establishment of a new partnership.

reliability

Reliability is the degree to which an assessment tool produces stable and consistent results.

shopper

A shopper is the person or persons who purchase items for sale at a farmers market using cash, credit/debit and/or EBT/SNAP and/or other vouchers.

Indicators for Impact:

Farmers Markets as Leaders in Collaborative Food System Data Collection and Analysis

small business

Defined by the Small Business Act[1] as “enterprises that are engaged in the business of production of food and fiber, ranching and raising of livestock, aquaculture, and all other farming and agricultural related industries... which is independently owned and operated and which is not dominant in its field of operation” and which, notwithstanding any other provision of law, and “has annual receipts not in excess of \$750,000”.

socially disadvantaged farmer or rancher

A farmer or rancher who is a member of a socially disadvantaged group “whose members have been subject to racial or ethnic prejudice because of their identity as members of a group, without regard to their individual qualities. These groups consist of the following:

- Native Americans (American Indians, Eskimos, Aleuts, and Native Hawaiians)
- Asian Pacific Americans
- Blacks or African Americans
- Native Hawaiians or other Pacific Islanders
- Hispanic Americans

For a business entity to classify as “socially disadvantaged,” at least 50 percent ownership in the business must be held by socially disadvantaged individuals.”

system change

System change refers to the overarching social, environmental or community change that is expected or intended as a result of achieving or making progress toward achieving a goal. For this project, system changes were drafted based on the the *Whole Measures for Community Food Systems Fields and Practices*. These fields reflect a vision for whole communities seen through the lens of community food system development.

validity

Validity refers to how well a test measures what it is purported to measure. For a test to be reliable, it also needs to be valid.

value-added (or “processed) farm products are farm products made from raw ingredients, a majority of which are grown and produced by the Farmer. These products include all farm products that must in some way be processed *including cheeses, dairy, meats, viticulture, dried fruits and vegetables, juices, jam, or other processed agricultural and livestock food products*. Some processed farm products are not processed by the farmer but are processed products which the vendor made from raw ingredients purchased from a local farmer which have been cooked, canned, dried, baked, preserved, or otherwise significantly treated.

vendor

The person, family member, or family company (employee) that sells goods at the farmers market.

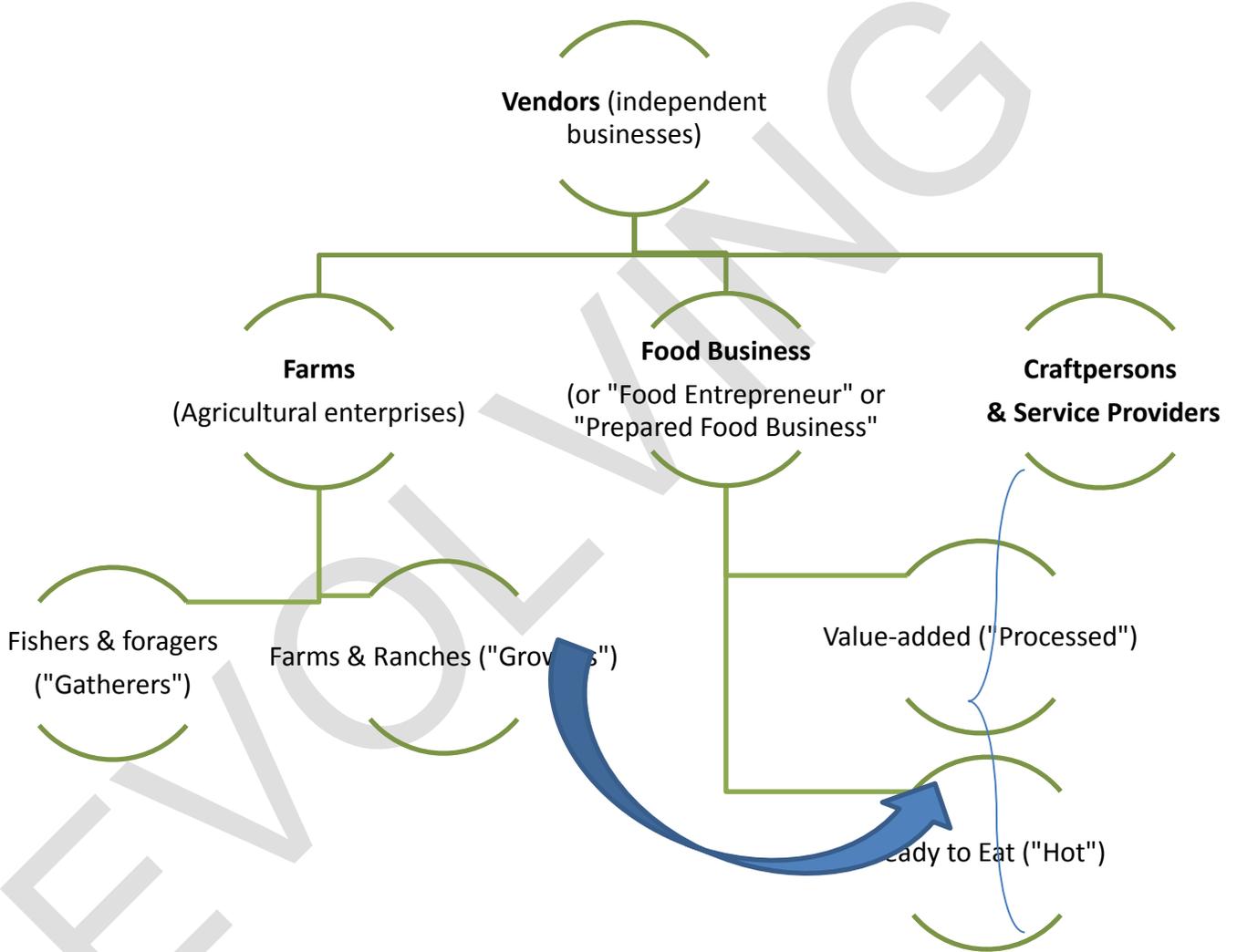
visitor

The person who visits a market; may or may not be a shopper, but will be included in visitor counts.

Indicators for Impact:

*Farmers Markets as Leaders in Collaborative Food System
Data Collection and Analysis*

**Proposed Categorization of Farmers Market Businesses
& Definitions (12/19/2014)**



Note that Ag enterprises can also sell non-food craft and provide services as part of their business

Indicators for Impact:

Farmers Markets as Leaders in Collaborative Food System Data Collection and Analysis

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