How did we get to 38?
Metrics and More

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The Hidden Cost of Farmers’ Markets

The Inefficiency of Local Food
capital noun: Economic / Ecological / Human / Community
Choosing a metric.
Evaluation process

1. Goal
2. Audience
3. Indicators
4. Metrics
5. Methods
6. Training & Resources
7. Collect Data
8. Analysis & Reports
9. Engage Stakeholders
Systems Change

Healthy people
Strong communities
Vibrant farms
Thriving local economies
Sustainable ecosystems
**Goal**

- The condition you wish to achieve, stated in present tense

**Indicators**

- Something that must be changed to achieve progress toward goal

**Metrics**

- How progress is specifically counted or valued
An example

- **Systems Change**: Vibrant farms and rural livelihoods
  - **Goal 1**: The market serves as a retail incubator for beginning farmers/ranchers
    - **Indicator**: Market's ability to attract and serve new farm vendors
      - **Metric**: Percentage (%) of farm vendors with 10 or fewer years of farming experience
Our process

• Identify assumption about farmers markets
• Identify existing data sets and measures
• Identify and document research tools and the methods used in each study
• Map Systems change > metrics process
• Prioritize metrics and narrow pilot list
metric noun /ˈme-trik/

a data point that compares two or more specific units of measurement; timebound and quantifiable
Common metrics:

- Total Vendor Sales
- Acres in Agricultural Production by Vendors
- Average Number of Visitors per Market Day
- Average Distance in Miles Traveled from Point of Production to Market
Secondary Metrics

• Sales per foot$^2$ of selling space per market day
• Average percent of weekly grocery shopping completed at the market
• Average total spending per shopper visit
• Number of SNAP-eligible goods available in an average week
• Average hours from harvest to point of sale
• Internal organization benchmarks
More Metrics?
Matching Metrics with Methods
Methodological challenges

- Real/perceived vendor reluctance to share information
- Making the annual time period consistent
- Response rate to surveys
- Truly random samples
- Time burden on vendors
- Training needs of surveyors/observers
- Consistent use of terminology
- Data entry: BORING!
Questions
References