

This is a template for markets to use for explanation of a market-level data collection project that includes asking for vendor information. A version of this is being used for the AFRI Indicators for Impact project.

Dear Market Community,

As we busily prepare for what we hope will be the best farmers market season ever, we are excited to share with you some good news.

This season, you may see some surveys being conducted at market. They will be short and not interfere with the flow of customer traffic in any way. We will share what we learn with you as the project progresses, and you are welcome to ask questions about the process. As part of the project, vendors will be asked certain questions on a small number of topics, including things like farm acreage (if applicable), gross sales at market, or the number of crops and varieties you offer for sale. This information will allow us to understand more about what the market can do to meet the needs of shoppers, and help us to better support vendor business operations.

Please be sure that we will do our very best to ask questions at appropriate times during the market day and season and will be tactful with what information we request. All information you provide is confidential and will be compiled into aggregate statistics. No individual business information will be released without written consent from the business owner.

Why are we asking for this information? Sometimes we take for granted that everyone understands the significant economic and social benefits that our market offers the community, but not everyone sees it this way. Additionally, as the market continues to grow, we may compete for space, parking, and the right to be taken seriously by the people who make decisions about how land is used and tax dollars are spent. We need to better articulate the role this market plays in our economy and community if we want to see it thrive, and we can only do that with your help.

Your cooperation, accuracy, and honesty in responding to any surveys or research questions in this year is critical to helping this market understand its impacts and communicate its value to potential partners and funders. We greatly appreciate your cooperation, and look forward to working with you to make 2015 the best {name of farmers market} season yet.

Please stay tuned for further updates about this project and how you can help. Thank you in advance for your assistance.

Learn more about the national Farmers Market Metrics project on the Farmers Market Coalition website: www.farmersmarketcoalition.org/farmers-market-metrics.

Sincerely,