



August 2014

Dear Market Leaders,

This table contains the first round of metrics identified and refined by the Farmers Market Metric Project Team. The metrics included have been used recently or suggested by markets or food system researchers. We did our best to limit this list to the metrics that we believe can be collected in the time span we have defined for this pilot and for which the Project Team can realistically design data collection tools.

The selected metrics are arranged according to the four types of benefits they offer to the market and to the community: **Economic, Social, Human, and Ecological**. These four areas of capital reflect the theory of data collection that the Farmers Market Coalition believes is relevant to markets and have been used by many other researchers. It is important to note that *human capital* is defined as skills, knowledge and capacity to make healthier/healthy choices. It is not intended to represent impacts on physical health. We have also indicated audience (s) likely to be interested in each metric.

Your first assignment is to review the table and **bold** those metrics that your market is presently collecting. Next, highlight in **yellow** those metrics that you might want to collect for this pilot but are not presently collecting. Try to limit your choices to 3-6 new metrics. We encourage you to select metrics that represent as many of the four areas of capital as possible. At the bottom of the table there is space to add metrics that you think should be considered that are not in the table. Please let us know if you think a crucial metric is missing. Add any notes to the Notes section at the end of the table, or use the Market Notes column included with each metric.

Don't worry - this will not serve as your "final" choice for the metrics that your market will collect; final selection will take place as each market works with team member Darlene Wolnik this fall season. This is a working document to initiate the metrics selection process.

Please send the **highlighted** and **bolded** table back to Darlene Wolnik at Darlene@farmersmarketcoalition.org by August 30, 2014. Thank you!



Metrics Table – 2014

Capital	Metric	Suggested Audience	Market Notes
Economic	Average total spending per shopper per visit	USDA, economic development organizations, agricultural organizations, market vendors	
	Total vendor sales at market (estimated annually)	USDA, economic development organizations, agricultural organizations, market vendors	
	Sales tax revenue generated from market sales (where applicable) (estimated annually)	economic development organizations, municipalities, merchant groups	
	Dollars spent at neighboring businesses by market shoppers on market days (estimated annually)	economic development organizations, municipalities, merchant groups	
	Dollar amount of debit/credit sales per market day (estimated annually)	economic development organizations, market vendors	



Capital	Metric	Suggested Audience	Market Notes
Economic (cont'd)	Number of individuals employed by market businesses (estimated annually)	USDA, agricultural organizations, economic development organizations	
	Number of vendors who sold through the market at least once per year (estimated annually)	USDA, agricultural organizations, economic development organizations, shoppers	
	Farm vendor sales (estimated annually)	USDA, economic development organizations, agricultural organizations, market vendors	
	Average number of visitors per market day	economic development organizations, municipalities, neighborhood organizations, market vendors	
	Percentage of farm vendors with <3 years farming experience (estimated annually)	USDA, agricultural organizations, economic development organizations, shoppers	
	Percent of customers who were first time visitors (estimated annually)	municipalities, economic development organizations, market vendors	



Capital	Metric	Suggested Audience	Market Notes
Economic (cont'd)	Average number of SNAP transactions per month	USDA, public health organizations, anti-hunger organizations, economic development organizations, governmental agencies, market vendors	
	Total dollar amount of SNAP benefits redeemed annually	USDA, public health organizations, anti-hunger organizations, economic development organizations, governmental agencies, market vendors	
	Total dollar amount of WIC FMNP redeemed annually	USDA, public health organizations, anti-hunger organizations, economic development organizations, governmental agencies, market vendors	
	Total dollar amount of WIC/CVV redeemed at the market annually	USDA, public health organizations, anti-hunger organizations, economic development organizations, governmental agencies, market vendors	
	Number of SNAP/EBT customers participating in incentive campaign monthly	USDA, public health organizations, anti-hunger organizations, economic development organizations, governmental agencies, market vendors	



Capital	Metric	Suggested Audience	Market Notes
Economic (cont'd)	Number of SNAP/EBT customers using benefits on more than one market day	USDA, public health organizations, anti-hunger organizations, economic development organizations, governmental agencies, market vendors	
	Number of SNAP-eligible goods available at market on an average week	USDA, public health organizations, anti-hunger organizations, economic development organizations, governmental agencies, market vendors, shoppers	
	Senior FMNP redeemed annually	USDA, public health organizations, social service agencies, anti-hunger organizations, economic development organizations, market vendors	
	Number or percentage women-owned producer businesses selling at least once at the market (estimated annually)	USDA, agricultural organizations, economic development organizations	
	Number of socially disadvantaged vendors (USDA definition, estimated annually)	USDA, agricultural organizations, economic development organizations	



Capital	Metric	Suggested Audience	Market Notes
Ecological	Number of food products for sale unique to the region (estimated annually)	chefs, agriculture organizations, environmental organizations, restaurants/intermediate buyers, shoppers	
	Number of farm vendors with organic certification (or in 3 year transition) selling at market (estimated annually)	USDA, agriculture organizations, environmental organizations, restaurants/intermediate buyers, shoppers	
	Number of products sold as Certified Organic or certified by other third-party sustainability criteria (estimated annually)	agriculture organizations, public health organizations, restaurants/institution buyers, market vendors, shoppers	
	Number of different fruits and vegetable crops available for sale annually	agricultural organizations, environmental organizations; public health organizations, restaurants/intermediate buyers, shoppers	



Capital	Metric	Suggested Audience	Market Notes
Ecological (cont'd)	Percentage of shoppers walking, bicycling, carpooling, driving or taking public transportation to the market (estimated annually)	social service agencies, municipalities, public health organizations, neighborhood associations	
	Pounds of food donated by vendors (estimated annually)	social service agencies, public health organizations, anti-hunger organizations, agricultural organizations	
	Average distance in miles traveled from product origin (eg. farm) to market (estimated annually)	agricultural organizations, environmental organizations, market vendors, shoppers	
	Acres in agricultural production by market vendors (estimated annually)	USDA, agricultural organizations, economic development organizations,	
	Average hours from harvest to point of sale (estimated annually)	USDA, agricultural organizations public health organizations, market vendors, restaurants/intermediate buyers, shoppers	



Capital	Metric	Suggested Audience	Notes
Social	Percentage of agricultural producers at market who are <35 years old, (estimated annually)	USDA, agricultural organizations	
	Number of volunteer hours contributed (estimated annually)	municipalities, community development organizations,	
	Percentage of shoppers from represented zip codes (estimated annually)	economic organizations, municipalities, business associations	
Human	Number of food education events held (including cooking demonstrations) (estimated annually)	extension offices, community centers, public health organizations,	
	Number and type of educational materials being distributed through market monthly	municipalities, community development organizations,	
	Three top-selling fruit or vegetables (estimated annually)	public health organizations, agricultural organizations, market vendors, shoppers	
	Number of youth <18 participating in market events (estimated annually)	social service agencies, youth organizations	



Capital	Metric	Suggested Audience	Notes



Notes