



October 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 next assignment is to take your original list of highlighted metrics to finalize your final list for 2015. The analysis and discussion with Darlene and with your own market community should help you refine the list. Use this form to highlight your final selections, using the last column to let us know how you expect to use this data- “share with vendors at end of year” or “present to city when renewing lease for space” or simply list the audience for each metric you chose. Feel free to add any comments at the end of the document.

\* 1 change: The metric *Pounds of food donated by vendors (estimated annually)* was inadvertently listed under Ecological Capital, yet is defined by the Project Team as a Social Capital metric. It is now listed under Social Capital metrics.

Please send the **highlighted** and completed table back to Darlene Wolnik at [Darlene@farmersmarketcoalition.org](mailto:Darlene@farmersmarketcoalition.org) by November 8, 2014. Thank you!



Capital	Metric	Suggested Audience	How do you intend to use this data?
<b>Economic</b>	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	
	Number of individuals employed by market vendor businesses (estimated annually)	USDA, agricultural organizations, economic development organizations	



Capital	Metric	Suggested Audience	How do you intend to use this data?
<b>Economic (cont'd)</b>	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 <10 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	
	Average number of SNAP transactions per month	USDA, public health organizations, anti-hunger organizations, economic development organizations, governmental agencies, market vendors	



Capital	Metric	Suggested Audience	How do you intend to use this data?
<b>Economic (cont'd)</b>	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	
	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	



Capital	Metric	Suggested Audience	How do you intend to use this data?
<b>Economic (cont'd)</b>	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	How do you intend to use this data?
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	
	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	



Capital	Metric	Suggested Audience	How do you intend to use this data?
<b>Ecological (cont'd)</b>	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	
<b>Social</b>	Percentage of agricultural producers at market <35 years old (est.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	
	Pounds or retail value of food donated by vendors (estimated annually)	social service agencies, public health organizations, anti-hunger organizations, agricultural organizations	



Capital	Metric	Suggested Audience	How do you intend to use this data?
	Number and type of educational materials being distributed through market monthly	municipalities, community development organizations,	
	Three top-selling fruits and top three selling 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	

## Notes