



Timeline of Activities

Year One

August 2014

Market Activities:

- Attend Webinar: *An Introduction to the Farmers Market Coalition's Theory of Data Collection for Markets*, Sarah Blacklin, Sara Padilla and Professor Alfonso Morales, speakers.
- Complete Market Metrics Worksheet by August 30th.

September 2014-January 2015

Market Activities:

- Complete Market Profile and Market Tracking forms. With support from Project Team member Darlene Wolnik, markets will complete a set of questions via phone and online.
- Schedule and attend in-person_Metrics Selection Meeting (meeting 3-4 hours) Project Team member Darlene Wolnik will lead each market in a set of exercises and discussion to select the indicators they will collect throughout the project.
- Participate in ongoing communication by phone and email with Darlene Wolnik to finalize metrics selection and planning for data collection in 2015.

November 2014-March 2015

Market Activities:

- Create calendar and select data collection team. Working with Project Team member Darlene Wolnik, the primary market contact person will create a 2015 calendar and identify staffing for data collection work.
- Attend webinar (November). Proposed topic: *Who Cares? Matching the metrics with the right audience*

December 2014-April 2015:

Market Activities:

- Finalize data collection dates and team members, share 2015 calendar with market community and project stakeholders.
- Attend webinar (March). Proposed topic: *Methodology to the madness: Using well-crafted techniques and simple data collection strategies: for markets from markets*

April 2015-September 2015

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Market Activities:

- Complete data collection and upload data into FMC online portal.
- Contribute to report design (markets to offer feedback on proposed design). Review and update Market Profile as needed (online).
- Attend webinar (May). Proposed topics: *What Does It All Mean? Using the data internally and externally; Elevator Pitch: making the case with one picture or in one minute.*

September 2015 – December 2015

Market Activities:

- Disseminate reports to stakeholders, partners, and other relevant audiences.
- Provide feedback on Year One to FMC Project Team (November) during scheduled conference call (Markets/FMC Project Team/National Advisory Panel/Regional Teams).
- Attend webinar (September). Proposed topic: *Make the Medium Match the Message: Exploring different ways to use data*

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