



## Farmers Market Metrics

# 2017 Metrics Table

This table presents twelve of the metrics used in the Farmers Market Coalition's **Farmers Market Metrics Training**, with recommended data collection methods, instruments, and frequency noted. To further highlight the range of benefits that markets bring to their communities, metrics are categorized by the type of benefit, or *capital* that each represents.



**Economic Capital**  
identifies financial rewards, including job creation and built infrastructure



**Social Capital**  
facilitating social inclusion, bridging and bonding, and civic engagement



**Human Capital**  
acquiring knowledge, skills, habits and capacity to make healthy choices



**Ecological Capital**  
restoration, conservation or stewardship of natural resources

Metric	Collection Method	Collection Instrument	Collection Frequency	Capital	Reporting Context
* Average distance in miles traveled from farm to market	Document Review	Vendor Application	Once per season		{X} miles is the average distance food travels from farm to our market. That's fresh! Most food eaten in the U.S. has traveled nearly 2,500 miles.
* Agricultural acres owned, leased, or managed by market vendors	Document Review	Vendor Application	Once per season		{X} acres of diversified farmland is kept in production by our vendors. America loses an acre of farmland every hour to development.
Number of employees supported by market vendors	Document Review	Vendor Application	Once per season		{X} employees are supported by our vendors' businesses. These local businesses create new, meaningful employment opportunities.
* Number of vendors	Document Review	Vendor Application	Once per season		{X} local businesses are supported by our market, including {X} farms. The farmers market serves as an incubator, providing the opportunity for new farmers to enter into the agricultural marketplace, and a space for small business to grow.
Number of new or beginning farmers	Document Review	Vendor Application	Once per season		Our market supports {X} new or beginning farmers as vendors, helping to build the next generation of American farmers.

\* Starred items are FMC's recommended 'common metrics.'

Citations for context statements are available at [farmersmarketcoalition.org](http://farmersmarketcoalition.org)













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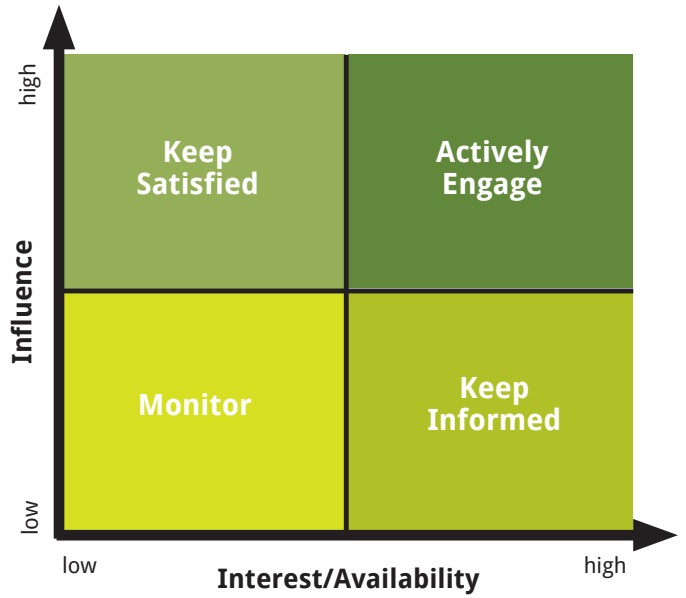
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Metric	Collection Method	Collection Instrument	Collection Frequency	Capital	Reporting Context
* Estimated number of visitors	Observation	Visitor Count Record	2-4 times per season	 	{X} people come visit the market on an average market day. Farmers market visitors enjoy 2.5 times more social interactions than they would at a supermarket.
* Total market sales and/or total vendor sales	Survey	Vendor Sales Slip	Every market day		The market generated {\$X} in sales directly to local farms and businesses. Sales at locally owned businesses infuse 3 times more back into the local economy than chain retailers.
Average spent by visitors at neighboring businesses on market days.	Survey	Visitor Survey	2-4 times per season		{X} average is spent at neighboring businesses by market visitors on market days. Local businesses benefit from customers that the farmers market draws to the area.
Total amount of SNAP sales	A. Document Review	A. Payment Processor Report	Every market day	 	{X} in SNAP federal nutrition assistance benefit sales. Accepting SNAP helps the market attract new customers for our vendors, while ensuring that our low-income neighbors have access to fresh, local food.
	B. Survey	B. Vendor Sales Slip			
Average number of SNAP-eligible goods available per market day	Observation	Product Checklist	2-4 times per season		The market is integral to healthy food access in the neighborhood, and offers an average of {X} types of fresh, local, SNAP-eligible goods per market day.
Number of food education events & activities hosted	Observation	Event & Activity Log	Every market day	 	{X} events and activities were hosted by the market. More than just a place to shop, the market is an educational center where visitors learn about agriculture, try new fruits and vegetables, and take home seasonal recipes.
Number of volunteer hours contributed	Observation	Volunteer Log	Every market day	  	Our community values the market, and contributed {X} volunteer hours last year to ensure it ran smoothly.



**Farmers Market Metrics / Audience**

Identify four of the audiences listed on the first page, who fall in the 'Actively Engage' sector of the stakeholder map to the right. Write the audiences in the grey boxes below. Circle the type of capital that will be of most interest to each target audience, and list the most relevant metrics for each.



**Target Audience 1:**



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**Target Audience 2:**



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**Target Audience 3:**



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**Target Audience 4:**



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