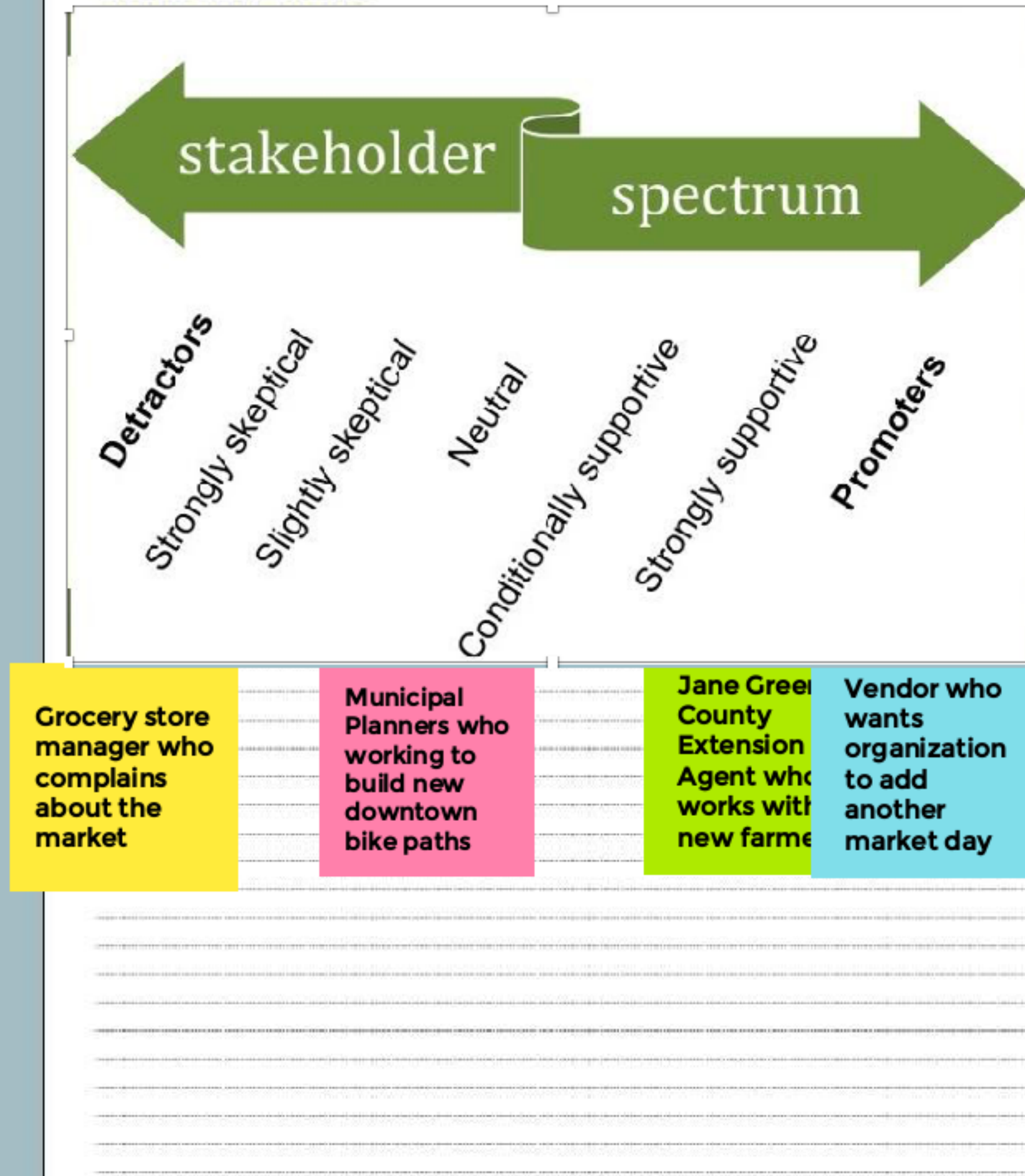


Using individual post-it notes, have your team write down as many people that your market would like to communicate data to in the next few months or season. Audiences to consider include specific extension agents, board members, new farmers, anchor vendors, area funders focused on education or ecological issues, print media, statewide farmers market leaders, at-risk residents, neighboring businesses, town leaders.

Choosing which Metrics to gather should be done collaboratively - and with an eye to what data will be used that season.

Have each person then place their post-it notes on the spectrum.

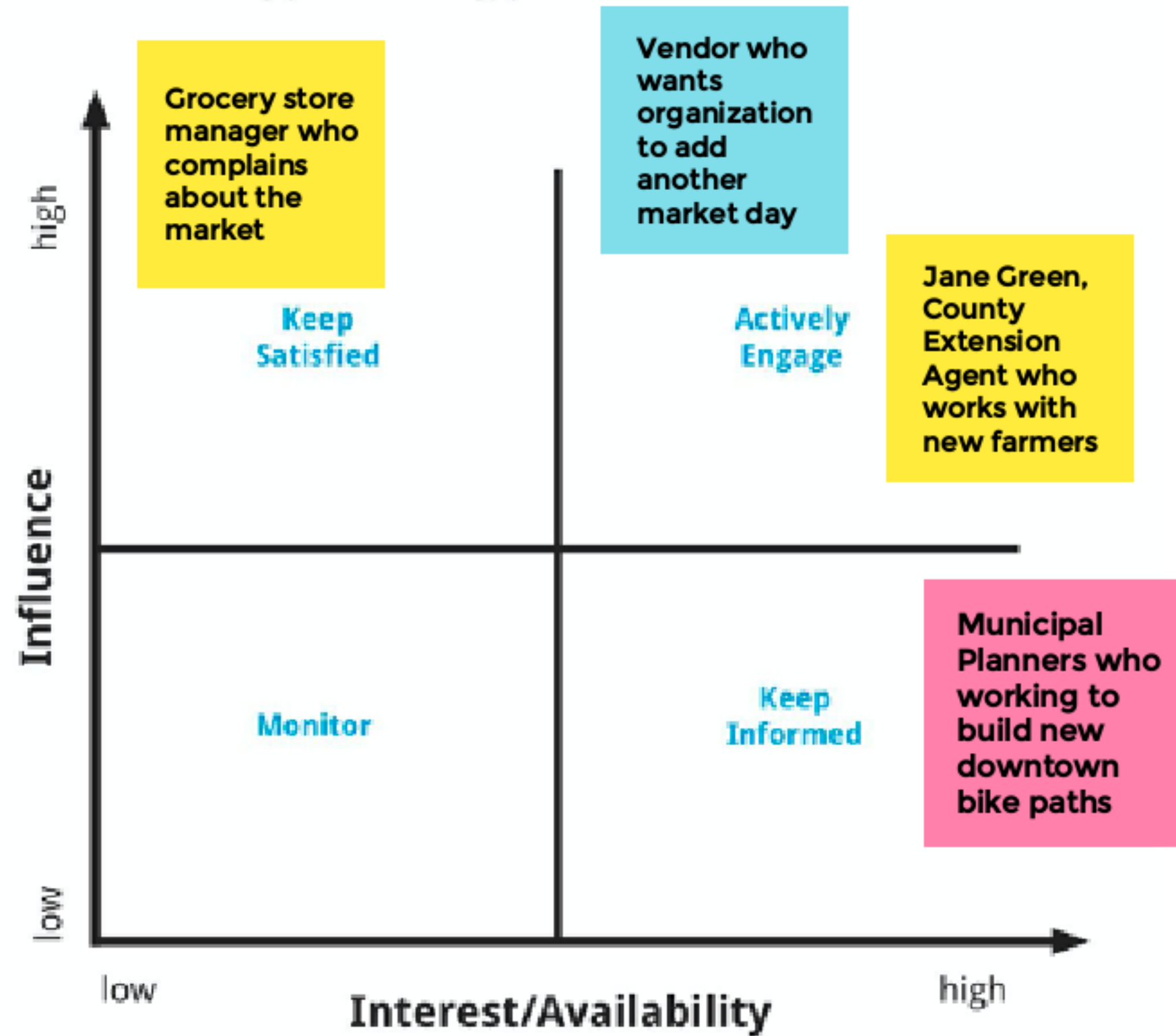


FUNDER!
focused on increasing black-owned businesses and shoppers

Use this space to help decide which of the audiences the market might focus on. By placing each post-it within the influence and interest area that best suits it, it makes clear the engagement level needed for each.

Step 2: Audience Map

Select four of the audiences who fall in the 'Actively Engage' sector of the stakeholder map to the right. Write the audiences in the grey boxes on the following page.



Next steps:

Based on the exercise, decide which audiences are the most important to work with:

copy the post it notes from the Actively Engage quadrant here:

**Jane Green,
County
Extension
Agent who
works with
new farmers**

**Vendor who
wants
organization
to add
another
market day**

Next, decide which metrics will help explore the issues these audiences want to tackle. The best case scenario would be if the metrics that worked for both were the same.