Farmers Market Metrics
Empowering market managers to collect & share market impacts. Make data WORK for you!

A program of the Farmers Market Coalition

Farmers Market Metrics features:

**STANDARDIZED METRICS & METHODS**

To facilitate the sharing of comparable, longitudinal data among partners, researchers, and funders.

2017 Metrics Table (continued)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Collection Method</th>
<th>Collection Resource</th>
<th>Collection Frequency</th>
<th>Capital</th>
<th>Reporting Context</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated number of visitors</td>
<td>Observation</td>
<td>Visitor Count Record</td>
<td>2-4 times per season</td>
<td>$</td>
<td>(8) people come visit the market on an average market day. Farmers market visitors enjoy 2-3 times more social interactions than they would at a supermarket.</td>
</tr>
<tr>
<td>Total market sales and/or total vendor sales</td>
<td>Survey</td>
<td>Vendor Sales Slip</td>
<td>Every market day</td>
<td>$</td>
<td>The market generated $X in sales directly to local farms and businesses. Sales of locally owned businesses inflows 2-3 times more back into the local economy than their retailers.</td>
</tr>
<tr>
<td>Average spent by visitors at neighboring businesses on market days</td>
<td>Survey</td>
<td>Visitor Survey</td>
<td>4-8 times per season</td>
<td>$</td>
<td>(8) 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.</td>
</tr>
<tr>
<td>Total amount of SNAP sales</td>
<td>A. Document Review</td>
<td>A. Payment Processing Report</td>
<td>Every market day</td>
<td>$</td>
<td>(8) in SNAP federal nutrition assistance benefit sales. Accepting SNAP helps the market attract new customers for our vendors, while ensuring that our low-income neighbors have access to fresh, local food.</td>
</tr>
<tr>
<td>Average number of SNAP-eligible goods available per market day</td>
<td>Observation</td>
<td>Product Checklist</td>
<td>2-4 times per season</td>
<td>$</td>
<td>The market is integral to healthy food access in the neighborhood, and offers an average of 20 types of foods local, SNAP-eligible goods per market day.</td>
</tr>
</tbody>
</table>
Farmers Market Metrics features:

TRAINING & PEER TO PEER SUPPORT

Create a data collection & communication plan tailored for your market with the help of FMC staff, other market managers, and industry experts.

Collection Resources
- Vendor Survey
- Visitor Count Record
- Visitor Survey
- Vendor Sales Slip
- Product Price Report
- SNAP Eligible Goods Checklist

Farmers Market Metrics features:

PAPER AND/OR WEB-BASED DATA ENTRY TOOLS

Data entry can take place directly into the web forms or via printable versions of the forms, to accommodate the preferences of each user.
Farmers Market Metrics features:

**AUTOMATED REPORTING**

To facilitate the sharing of authentic, compelling messaging on the offerings and impacts of markets.

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**AUTOMATED ANALYSIS**

To help strengthen management practices, improve programming & maximize resources.
Farmers Market Metrics features:

**DATA CONTROL & ACCESSIBILITY**

Safely store data in a centralized space, and grant viewing rights to partners or export datasets as needed.
Seven City of Pittsburgh Farmers Markets

June, July and August of 2017

The following data represents a snapshot of the impact that the seven farmers markets managed by the City of Pittsburgh had during the summer of 2017. The markets included are Beechview, Carrick, East Liberty, Mellon Square, North Side, South Side, Squirrel Hill.

**74 total vendors** were supported by the City-managed markets.

*The market allows new and small businesses to enter the marketplace.*

**30 miles** average distance food travels from farm to our market.

*That’s fresh! Most food eaten in the U.S. has traveled nearly 1,500 miles.*

**48% of visitors** came to the neighborhood specifically to visit the market.

*Our markets attract residents from across the region.*

**62% of visitors** come to the market at least twice per month.

*Visitors enjoy 2.5 times more social interaction than at a supermarket.*

**29.5k visits** to our markets took place from in June, July and August.

*Our market connects families to farmers weekly.*

**$26 average** is spent by market shoppers at neighboring businesses.

*Businesses benefit from customers drawn to the area on market days.*

The farmers markets accept cash, credit cards & SNAP EBT through the **Just Harvest Fresh Access** program. $15,893 in 661 SNAP transactions were redeemed at these markets in the summer of 2017.

Learn more at:
pittsburghpa.gov/events/farmers-market

Stay in touch!

✉️ (412) 255-2493 Special Events Hotline

@PghEventsOffice

@PghEventsOffice

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Data was collected through document review, market observation, and surveys.

This report was created with Farmers Market Metrics, a program of the Farmers Market Coalition.
## City-Managed Markets Summer Snapshot

### SNAP and Food Bucks Sales

<table>
<thead>
<tr>
<th>Market</th>
<th>Beechview</th>
<th>Carrick</th>
<th>East Liberty</th>
<th>Mellon Square</th>
<th>North Side</th>
<th>South Side</th>
<th>Squirrel Hill</th>
<th>Market Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amount</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>$29</td>
<td>$155</td>
<td>$937</td>
<td>$112</td>
<td>$1,038</td>
<td>$588</td>
<td>$72</td>
<td>$3,631</td>
</tr>
<tr>
<td>July</td>
<td>$151</td>
<td>$476</td>
<td>$1,829</td>
<td>$70</td>
<td>$2,060</td>
<td>$453</td>
<td>$1,348</td>
<td>$6,387</td>
</tr>
<tr>
<td>August</td>
<td>$258</td>
<td>$733</td>
<td>$1,315</td>
<td>$137</td>
<td>$1,653</td>
<td>$321</td>
<td>$1,459</td>
<td>$5,876</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$438</td>
<td>$2,164</td>
<td>$4,081</td>
<td>$319</td>
<td>$4,751</td>
<td>$1,362</td>
<td>$3,579</td>
<td>$15,893</td>
</tr>
</tbody>
</table>

### Percentage of Market Visits Resulting in SNAP Transactions

<table>
<thead>
<tr>
<th>Market</th>
<th>Beechview</th>
<th>Carrick</th>
<th>East Liberty</th>
<th>Mellon Square</th>
<th>North Side</th>
<th>South Side</th>
<th>Squirrel Hill</th>
<th>Market Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>June-August</td>
<td>4.9%</td>
<td>3.3%</td>
<td>3.6%</td>
<td>0.4%</td>
<td>3.1%</td>
<td>4%</td>
<td>1.3%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

### Market Visits

<table>
<thead>
<tr>
<th>Market</th>
<th>Beechview</th>
<th>Carrick</th>
<th>East Liberty</th>
<th>Mellon Square</th>
<th>North Side</th>
<th>South Side</th>
<th>Squirrel Hill</th>
<th>Market Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>235</td>
<td>331</td>
<td>1,344</td>
<td>2,565</td>
<td>1,810</td>
<td>533</td>
<td>1,733</td>
<td>8,551</td>
</tr>
<tr>
<td>July</td>
<td>154</td>
<td>551</td>
<td>1,804</td>
<td>--</td>
<td>1,768</td>
<td>535</td>
<td>4,785</td>
<td>9,597</td>
</tr>
<tr>
<td>August</td>
<td>182</td>
<td>865</td>
<td>1,608</td>
<td>1,983</td>
<td>2,315</td>
<td>601</td>
<td>3,847</td>
<td>11,401</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>571</td>
<td>1,747</td>
<td>4,756</td>
<td>4,548</td>
<td>5,893</td>
<td>1,669</td>
<td>10,365</td>
<td>29,549</td>
</tr>
</tbody>
</table>

### Estimated Economic Activity

<table>
<thead>
<tr>
<th>Market</th>
<th>Carrick</th>
<th>East Liberty</th>
<th>Mellon Square</th>
<th>North Side</th>
<th>South Side</th>
<th>Squirrel Hill</th>
<th>Combined Average / Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average spent at market per visit</td>
<td>$18</td>
<td>$29</td>
<td>$15</td>
<td>$26</td>
<td>$15</td>
<td>$28</td>
<td>$24</td>
</tr>
<tr>
<td>Estimated total vendor revenue for July-August</td>
<td>$31,446</td>
<td>$137,924</td>
<td>$68,220</td>
<td>$153,218</td>
<td>$25,035</td>
<td>$290,220</td>
<td>$706,063</td>
</tr>
<tr>
<td>Percentage of shoppers who spend money at neighboring businesses before or after their market visit</td>
<td>7%</td>
<td>17%</td>
<td>6%</td>
<td>29%</td>
<td>9%</td>
<td>33%</td>
<td>17%</td>
</tr>
<tr>
<td>Average spent at area businesses by market shoppers per visit</td>
<td>$17</td>
<td>$28</td>
<td>$23</td>
<td>$36</td>
<td>$32</td>
<td>$21</td>
<td>$26</td>
</tr>
<tr>
<td>Estimated revenue at neighboring businesses from market shoppers for July-August</td>
<td>$2,079</td>
<td>$22,639</td>
<td>$6,276</td>
<td>$61,523</td>
<td>$4,807</td>
<td>$71,829</td>
<td>$169,153</td>
</tr>
<tr>
<td>Percentage of shoppers who came to the area specifically to visit the market</td>
<td>60%</td>
<td>50%</td>
<td>0%</td>
<td>80%</td>
<td>33%</td>
<td>65%</td>
<td>48%</td>
</tr>
</tbody>
</table>

### Market Visitors

**How often do you shop at a farmers market?**

- First time: 3%
- Weekly: 24%
- Every other week: 17%
- Monthly: 16%
- Bi-monthly: 13%
- Rarely: 12%
- Once per year: 8%

**In which zipcode do you live?**

![Map of Pittsburgh with zipcodes]

**How did you first learn about the market?**

- I don’t remember: 10%
- I happened by: 9%
- I heard something: 7%
- I read something: 6%
- I saw something: 5%
- I didn’t learn: 1%

![Map of Pittsburgh with zipcodes]