Data Collection Comfort Among US Farmers Markets

In most cases, the comfort level for building a sustained data collection culture at a farmers market falls into one of four clusters:

Data collection comfort and use. Those organizations that:	Estimated percentage of market organizations in U.S. (by FMC and state and network leaders)	Current strategy used by FMC and its partners to assist the market operators
Group 1: Collect data methodically and use it regularly for external social media, for funders, or for annual reports to their community.	Estimated to be about 10% of U.S. market operators.	Sharing the pros and cons of all software and data management systems currently in use across U.S. Metrics software subscriptions and other infographic support, National Farmers Market Week Toolkit, amplification of reports via FMC social media.
Group 2: Collect data sporadically and usually only on request by their funders, rarely using it for their own communications or for internal analysis.	Estimated to be about 25% of the U.S. organizations.	Work with funders to ease/better understand data collection requirements, offer collection templates and refined metrics list. Share case studies of Group 1 graphics and uses. Sharing the pros and cons of all software and data management systems currently in use across U.S. Support from partners in collecting data is very helpful.
Group 3: Collect data regularly but use only for internal analysis and decision-making This group does not use data management software or systems, often managing the data in an informal way. Usually very resistant to any input from network leaders in changing their system.	Estimated to be roughly half or about 45% of U.S. organizations.	Offer data collection templates, refined metrics list, and strategies for more analysis. Support their ability to make analysis more useable to their market community. Webinars and templates focused on how and why to become a more proactive data-driven market.
Group 4: Almost no data collection comfort. Even though this group does have it, it doesn't see it as "data." Sees no need to publish it to their stakeholders, or assumes a data collection process will be too difficult for their market(s) to adopt	Estimated to be about 20% of the market operators,	Webinars and templates focused on how and why to become a more proactive data-driven market. Seek out their data-driven vendors (often certified organic or multi-channel businesses) that would welcome data from these markets to assist their own business planning. General market-level capacity building support also needed