

# Metrics Software Reports Offered

## FMC's Top 7 Metrics

- Total market sales
- Total SNAP sales
- Total visitors
- Total volunteer hours contributed
- #/% of BIPOC-owned businesses
- #/% of farm vendors
- Acres cultivated by farmers

- Avg. producer distance to market
- Avg. \$ spent at market
- Avg. \$ spent nearby market
- Avg. visitors per day
- Total incentive sales
- Total market sales**
- Total senior FMNP sales
- Total SNAP sales**
- Total visitors**
- Total volunteer hours contributed**
- Total WIC FMNP sales
- # of employees
- # of events hosted
- # of farm employees
- # of full-time business owners
- # of full-time farm owners
- # SNAP eligible goods
- # of vendors
- #of SNAP transactions
- #/% of BIPOC-owned businesses**

- #/% of BIPOC-owned farms
- #/% of farm vendors**
- #/% of farmers under 35 years of age
- #/% of new or beginning farmers
- #/% of vendors under 35 years of age
- #/% of veteran-owned businesses
- #/% of veteran-owned farms
- #/% of women-owned businesses
- #/% of women- and minority-owned businesses
- #/% of women-owned farms
- % of visitors for whom market was primary reason to visit the area
- % of visitors who come to market weekly
- % of visitors who plan to shop nearby
- % of visitors who purchase fruits/vegetables
- Acres cultivated by farmers**
- Frequency of market visits
- Market models offered
- Vendor reported sales



FARMERS  
MARKET  
COALITION