

Market Metrics

Market Metrics is an online tool that allows farmers market managers to easily collect and communicate data about the health benefits brought about by the market. The tool also aggregates comparable inputs nationwide, allowing for accurate analysis and informed public policy decisions regarding food access and public health.

FOR MARKET MANAGERS

1 Enter basic farmers market characteristics, such as number of vendors, goals, and capacity for data collection.

2 A menu of indicator options will appear. Select desired indicators.

3 Use provided data collection strategy to gather data from vendors and customers. Input data weekly, biweekly, or monthly.

4 Print a summary report on market impacts, complete with automatically generated charts and infographics. Continue to monitor market data from year to year.

***** Share the summary report with private and public partners, customers, investors, and local politicians to demonstrate the important work your market is doing.

***** Use the new support and partner investments to grow your market. Get more fresh food to more people.

FOR POLICY MAKERS

Comparable data is aggregated from thousands of farmers markets across the country.

Data is analyzed and shared with consumers and policy makers.

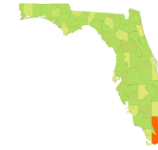
Well-informed legislative decisions regarding food and health are possible.

Farmers markets and local food initiatives are supported in public policy.

People (and farmers) are healthier and happier.

Southwest Community Farmers Market

Miami, FL



Providing Food Access to 6 Zip Codes

Southwest Community Farmers' Market is a small but diverse market offering seasonal fruits and vegetables, farm fresh eggs, desserts and more. General description of the market's activities, events,

56% Increase in SNAP Redemptions

Southwest Community Farmers' Market is a small but diverse market offering seasonal fruits and vegetables, farm fresh eggs, desserts and more. General description of the market's activities, events,

356 Varieties of Fruits and Vegetables

Southwest Community Farmers' Market is a small but diverse market offering seasonal fruits and vegetables, farm fresh eggs, desserts and more. General description of the market's activities, events,

\$14,000 in Produce Sales

Southwest Community Farmers' Market is a small but diverse market offering seasonal fruits and vegetables, farm fresh eggs, desserts and more. General description of the market's activities, events,

9,491 Acres of Farmland in Production

Southwest Community Farmers' Market is a small but diverse market offering seasonal fruits and vegetables, farm fresh eggs, desserts and more. General description of the market's activities, events,