Market Metrics

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


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.

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

Data is analyzed and shared with consumers and policy makers.

Football leagues and local food initiatives are supported in public policy.

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

People (and farmers) are healthier and happier.

Southwest Community Farmers Market

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
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