

YOUR FARMERS MARKET DATA

WSFMA WORKSHOP: MARCH 12, 2018

Colleen Donovan



WELCOME!



RESEARCH TERMS

Total

Population (N)

Range

Sample (n)

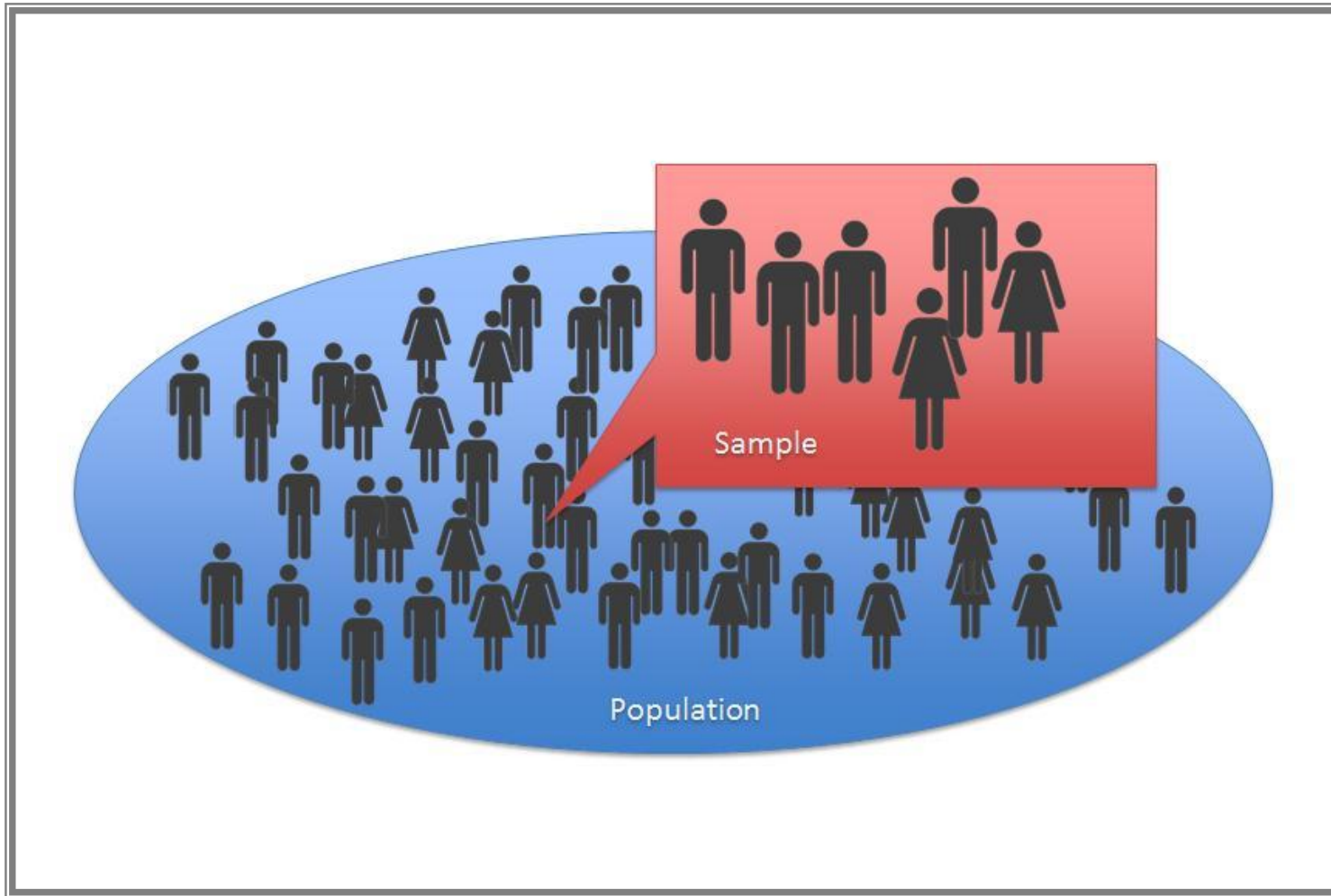
Average

Data v. Information

Median

Quantitative v. Qualitative

Mode



SAMPLE

Random

Convenience

Representative

CONFIDENTIAL

VS

ANONYMOUS

What story do
you want to tell?

To whom?

These Roots

Run Deep



FIND IT AT THE
Farmers Market

WHO'S INTERESTED IN YOUR DATA?

- Chamber of Commerce
- Downtown Association
- Tourism/Agritourism
- Small Business Advocates
- Food Policy Councils
- Anti-hunger/Food Access Groups
- Farmer Groups
- Extension
- WA State Dept of Agriculture
- Farmers Market Week Organizers
- FM Associations
- Local Foundations, Civic Groups
- Teachers, Child Care Centers
- Senior Centers
- Media



Congratulations, Queen Anne! You Did This.



-
- METROPOLITAN MARKET
 - AEGIS LIVING
 - AXIOM DESIGN
 - LIZ PETRELLO
 - QUEEN ANNE MANOR
 - HOMESTREET BANK
 - COLLECTIONS CAFE
 - HOMEGROWN
 - ZEEK'S PIZZA
 - W. COMMERCIAL
 - WHOLE FOODS
 - STORYTILE FOODS
 - CUPCAKE ROYALE
 - EMERALD BAY EQUITY
 - SIP & SHIP
 - UMPOUA BANK
 - MARQUEEN GARAGE

2016 Sponsors

EDUCATING SHOPPERS



Advocacy

White = Elected officials

Blue = market manager or board member

Green = WSFMA Executive Director



Bremerton Farmers Market

FUNDRAISING

15. ACHIEVABILITY

This section includes the outcome indicator evaluation plan.

Outcome Indicators

Complete all Outcomes and Indicators that are relevant to the project with baseline and/or estimated realistic target numbers. If an outcome indicator does not apply, check t N/A (Not Applicable).

Outcome 1: To Increase Consumption of and Access to Locally and Regionally Produced Agricultural Products.

Indicator	Description	Estimated Number	N/A
1.a.	Total <u>number</u> of project beneficiaries/stakeholders reached		<input type="checkbox"/>
1.b.	Of the total number that was reached, the <u>number</u> that reported buying, selling, aggregating, storing, producing, and/or distributing locally or regionally produced agriculture products		<input type="checkbox"/>
1.c.	Of the total number that was reached, the <u>number</u> that gained		<input type="checkbox"/>

Source: 2017 FMPP proposal narrative



arket
WATERFRONT PLACE
A PART OF EVERETT

REDEEM HERE
EBT



Eating more
vegetables ju

Clean Air
Zone
No Smoking
No Vaping

GET
TOKENS
HERE

SHARE
A
Bag

MARKET MANNERS
FOR DOGS AND THEIR OWNERS

- KEEP YOUR MASTER ON A SHORT NON-EXPANDABLE LEASH. EXPANDABLE LEASHES ARE NOT ALLOWED WHILE WALKING THROUGH THE MARKET.
- STAY COOL AT ALL TIMES AND UNDER CONTROL.
- STEER CLEAR OF OTHER PATRONS AND VENDORS.



**South Perry
Farmers
Market**
(Spokane)



**Does data change
your mind?**

Why or why not?

F – Fit

M – Measurable

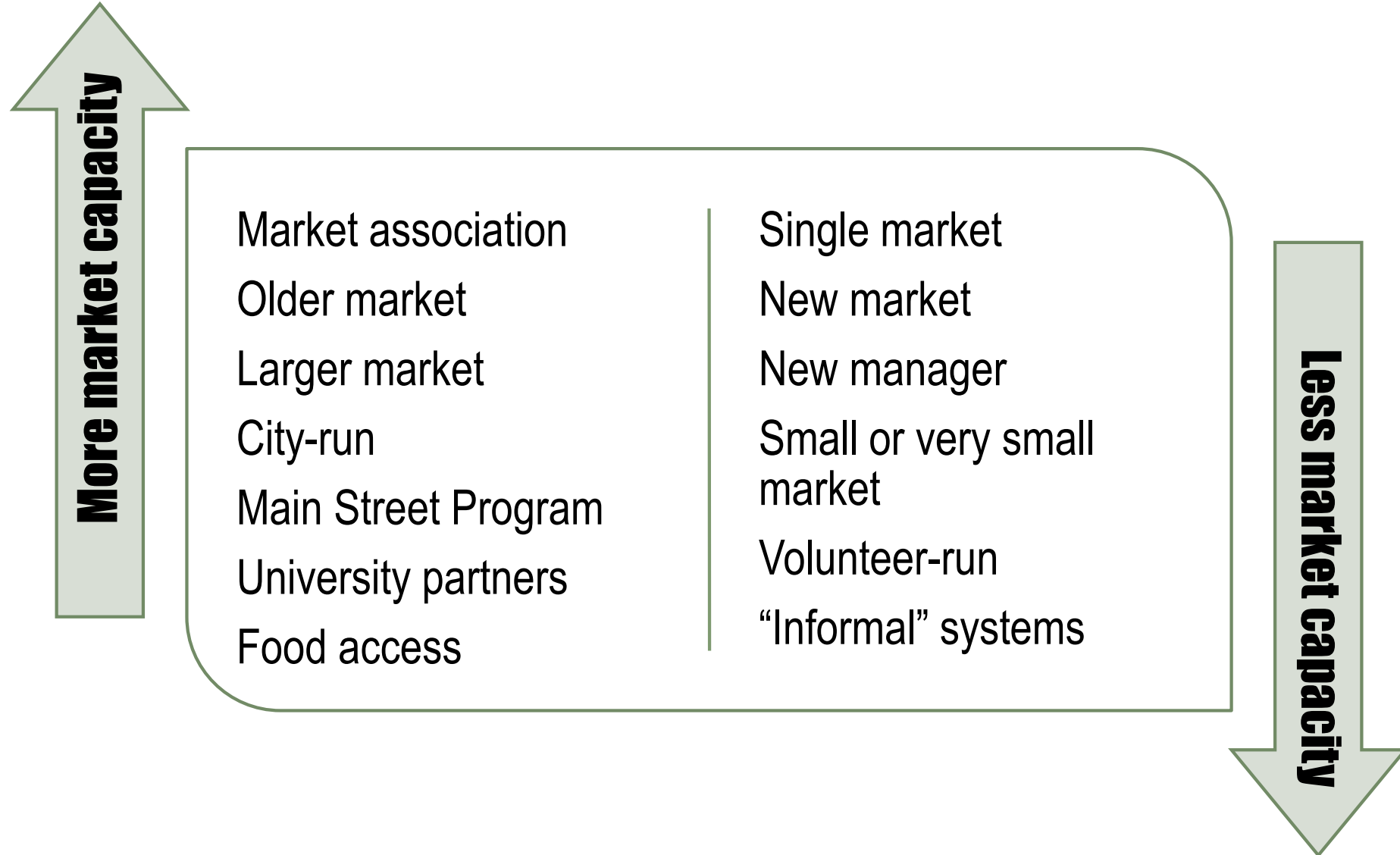
D – Documented

A – Answers a question

T – Transparent

A – Aggregate-able

CAPACITY VARIES – DO WHAT FITS!



THE “MARKET VITALS” PROJECT

<http://www.wafarmersmarkettoolkit.org/chapter-3/>

	MARKET VITAL statistic	DEFINITION - per season	ideas on HOW VITAL CAN BE USED to help markets	ideas on HOW IT CAN BE COLLECTED
¹	Shopper Count	Total # of visitors, of all ages, who come to market during market hours per season.	Recruiting/informing vendors about customer base; fund-raising; monitoring trends.	Clicker method at the entrances or a walk around the market every 30 minutes. The key is to be consistent.

COLLECTING SALES FROM VENDORS?

Please!

Oh, OK.



Kari Carlson

Local Roots Farm

What are your market policies?

If you do want to collect sales information:

- Set expectations early.
- Explain (repeatedly) why it is important.
- Think through how you collect sales data.
- Be rigorous about protecting vendor privacy.
- Share what you learn!

”Don’t measure with a micrometer what you cut with a chainsaw.”



DOCUMENTATION

- Vendor application (and survey?)
- Roster of vendors
- Market day data: *vendors, products, shoppers, volunteers, conditions*
- WIC/Senior & SNAP
- Event records
- Special projects – *photos, video, interviews, RMAs*
- End of Season report
- WSFMA Application

DOCUMENTATION

Date

+

Description of context

+

Who recorded info?

What decision
do you want to
make? Info?

TRACKING TRENDS



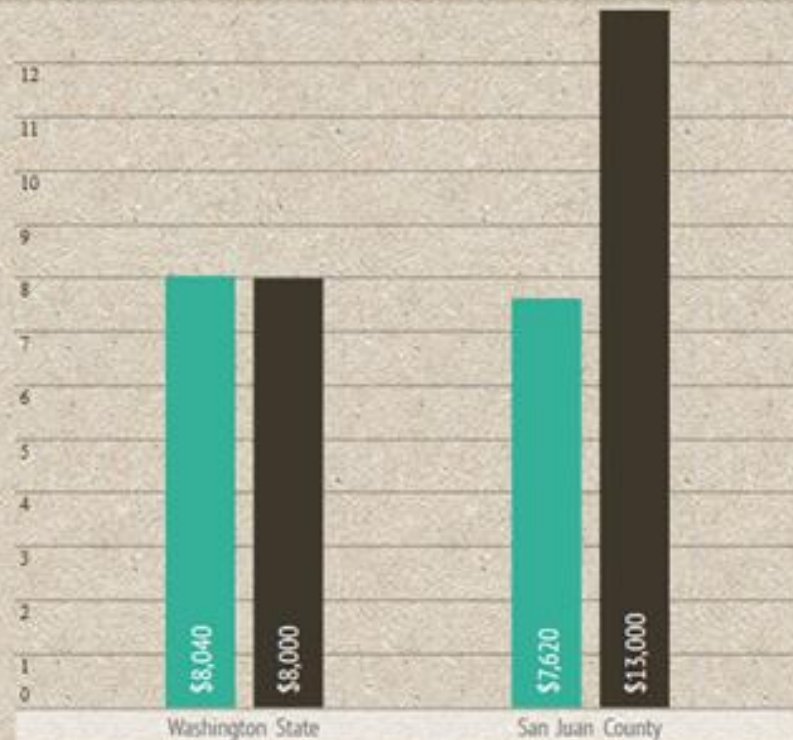


Share Results

IMPORTANCE OF DIRECT MARKETING

Average direct sales for direct marketing farms

Source: USDA Census of Agriculture



2007 2012

Legal
Fair
Doable
Signage?
Training
Funding?
Objective
Technology?
Customers
Information

www.tableau.com

www.infogr.am

www.tagxedo.com

www.wordle.net

<https://batchgeo.com>

USDA'S "LOCAL FOODS DATA"

United States
Department of
Agriculture

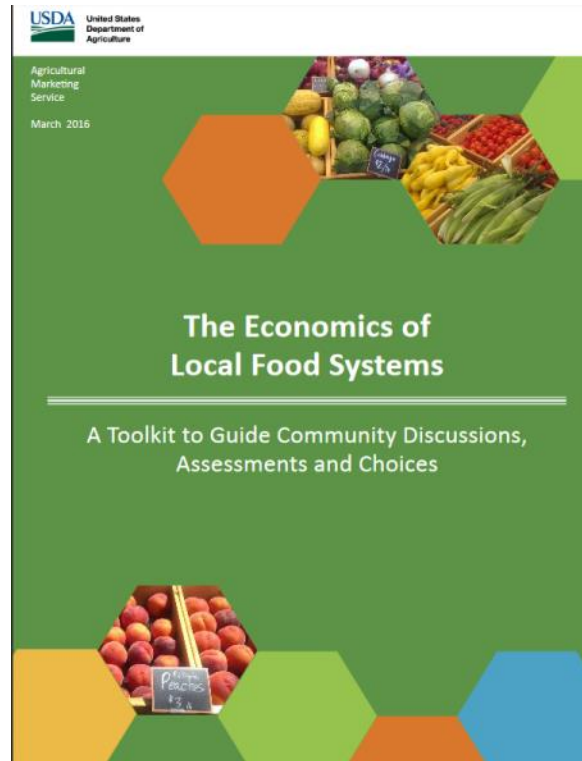
Economic
Research
Service

Economic
Research
Report
Number 128
November 2011



Direct and Intermediated Marketing of Local Foods in the United States

Sarah A. Low
Stephen Vogel



OMB No. 0535-0259; Approved Expires 03/31/2019

2015 LOCAL FOOD MARKETING PRACTICES SURVEY

The information you provide will be used for statistical purposes only. In accordance with the Confidential Information Protection provisions of Title V, Subtitle A, Public Law 107-347 and other applicable Federal laws, your responses will be kept confidential and will not be disclosed in identifiable form to anyone other than employees or agents. By law, every employee and agent has taken an oath and is subject to a jail term, a fine, or both if he or she willfully discloses ANY identifiable information about you or your operation. Response to this inquiry is voluntary.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB number is 0535-0259. The time required to complete this information collection is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Form: 15-A650L
(03-17-2016)
Project Code: 683 OIR: 153835
SMatKay_3835

United States
Department of
Agriculture

National Agricultural
Statistics Service

USDA/NASS
National Operations Division
3700 Page Ave., STE 400
St. Louis, MO 63132-9902
Phone: 1-888-424-7626
Fax: 855-415-3667
E-mail: nass@nass.usda.gov

Please make corrections to name, address, and ZIP code, if necessary.

1. In 2015, did this operation (name on label):
 - grow any crops, including field crops, fruits, vegetables, nursery/greenhouse, or other specialty crops; or
 - cut any hay, or
 - have any livestock, aquaculture, poultry, or honey bees; or
 - sell any agricultural products?

0900 1 Yes - Continue 3 No - Go to Section 9 on page 16
2. In 2015, did this operation produce and sell any crops, livestock, poultry, or agricultural product directly to a(n):
 - CONSUMER: Farmers markets, on-farm stores or farm stands, roadside stands or stores, CSA (Community Supported Agriculture), online marketplaces; or
 - RETAIL MARKET: Supermarkets, supercenters, restaurants, catorers, independently owned grocery stores, food cooperatives; or
 - INSTITUTION: K-12 schools, colleges or universities, hospitals, workplace cafeterias, prisons, foodbanks; or
 - INTERMEDIATE MARKET: Businesses or organizations in the middle of the supply chain marketing locally- and/or regionally-branded products, such as distributors, food hubs, brokers, auction houses, wholesale and terminal markets, and food processors?

0901 1 Yes - Continue 3 No - Go to Section 9 on page 16
3. Were any of the products that this operation produced and sold directly to a consumer, a retail market, an institution, or an intermediate market in 2015 food for humans to eat or drink?

INCLUDE	EXCLUDE
• Edible agricultural products for human consumption	• Hay
	• Christmas trees
	• Nursery products
	• Cut flowers

0902 1 Yes - Continue 3 No - Go to Section 9 on page 16

<https://www.ams.usda.gov/market-news/local-regional-food>

Farmers Market Coalition's Market Metrics Project



Market Evaluation Background >

Metrics >

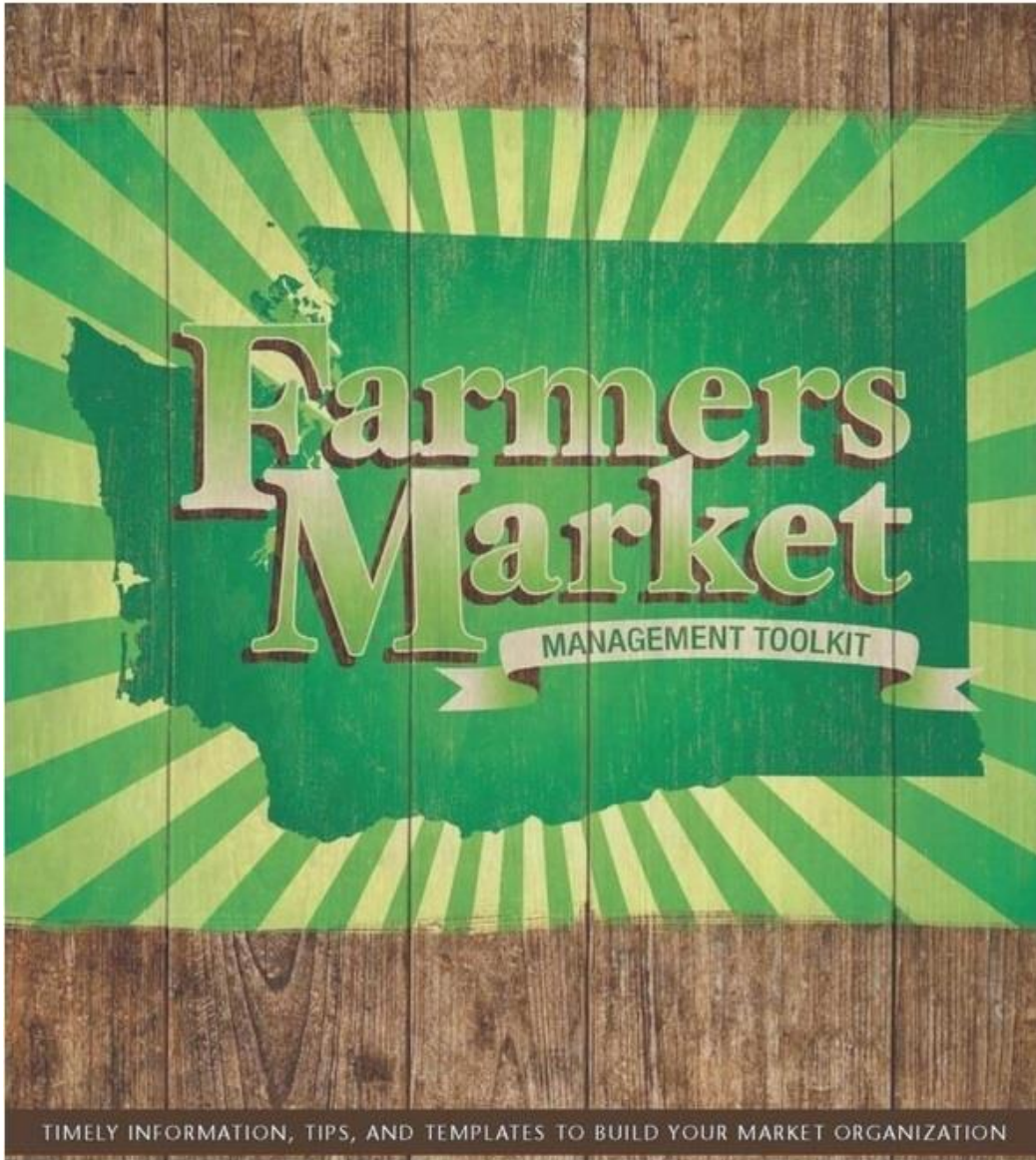
Data Collection Methods >

Data Entry >

Analysis and Reporting >

Data Management Portals >

<https://farmersmarketcoalition.org/programs/farmers-market-metrics/>



www.wafarmersmarkettoolkit.org

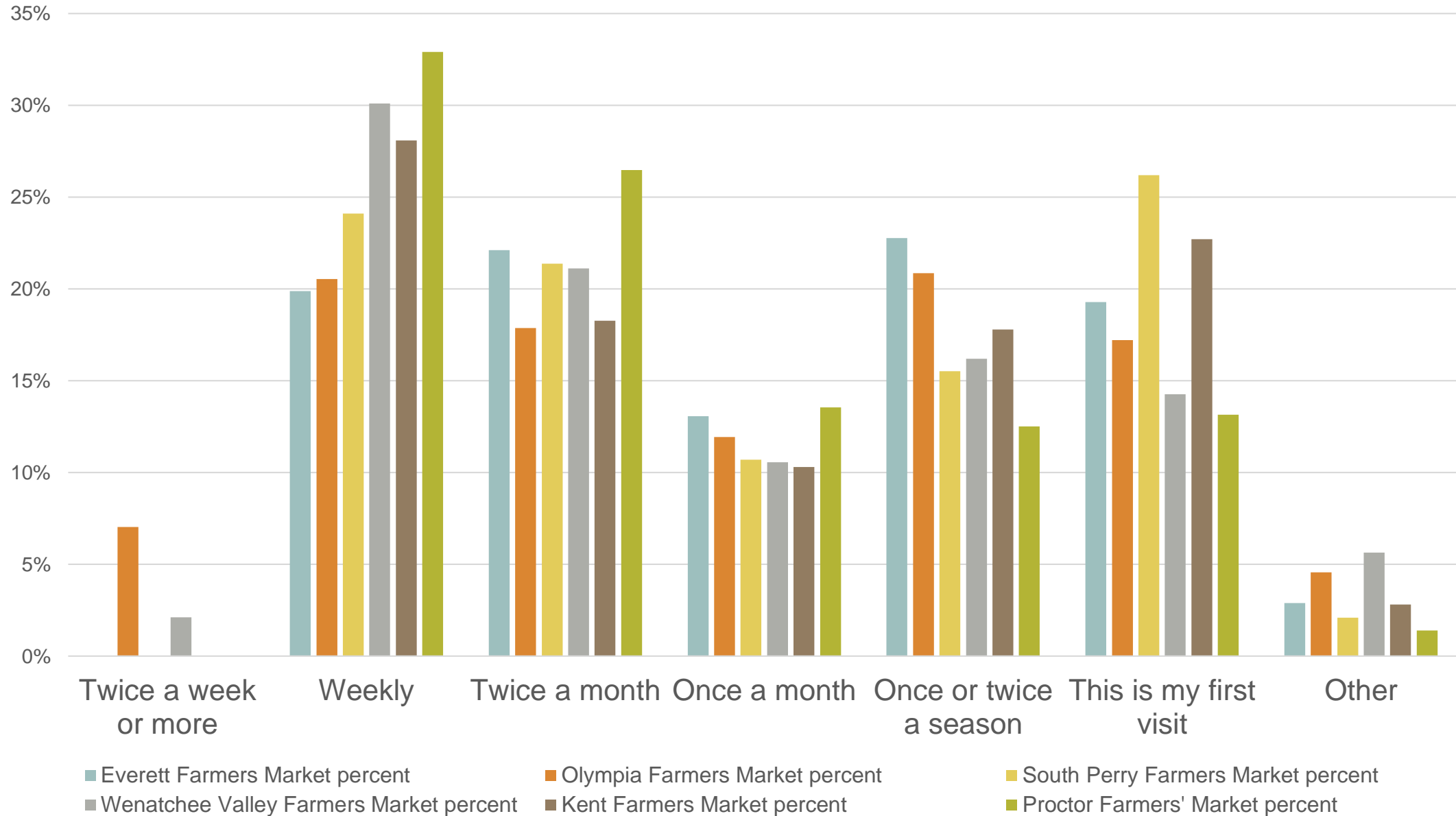
- 2. ORGANIZATIONAL BLUEPRINTS
- 3. FARMERS MARKET DATA
- 4. HUMAN RESOURCES
- 5. FINANCES, FUNDRAISING & BUSINESS MANAGEMENT
- 6. HAPPY VENDORS, HAPPY MANAGERS





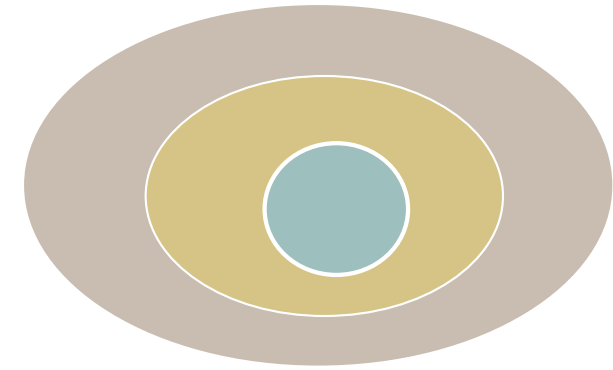
2017 RMA Teams

How often do you shop at this farmers market?



Preliminary: Not for Distribution yet (3-2018)



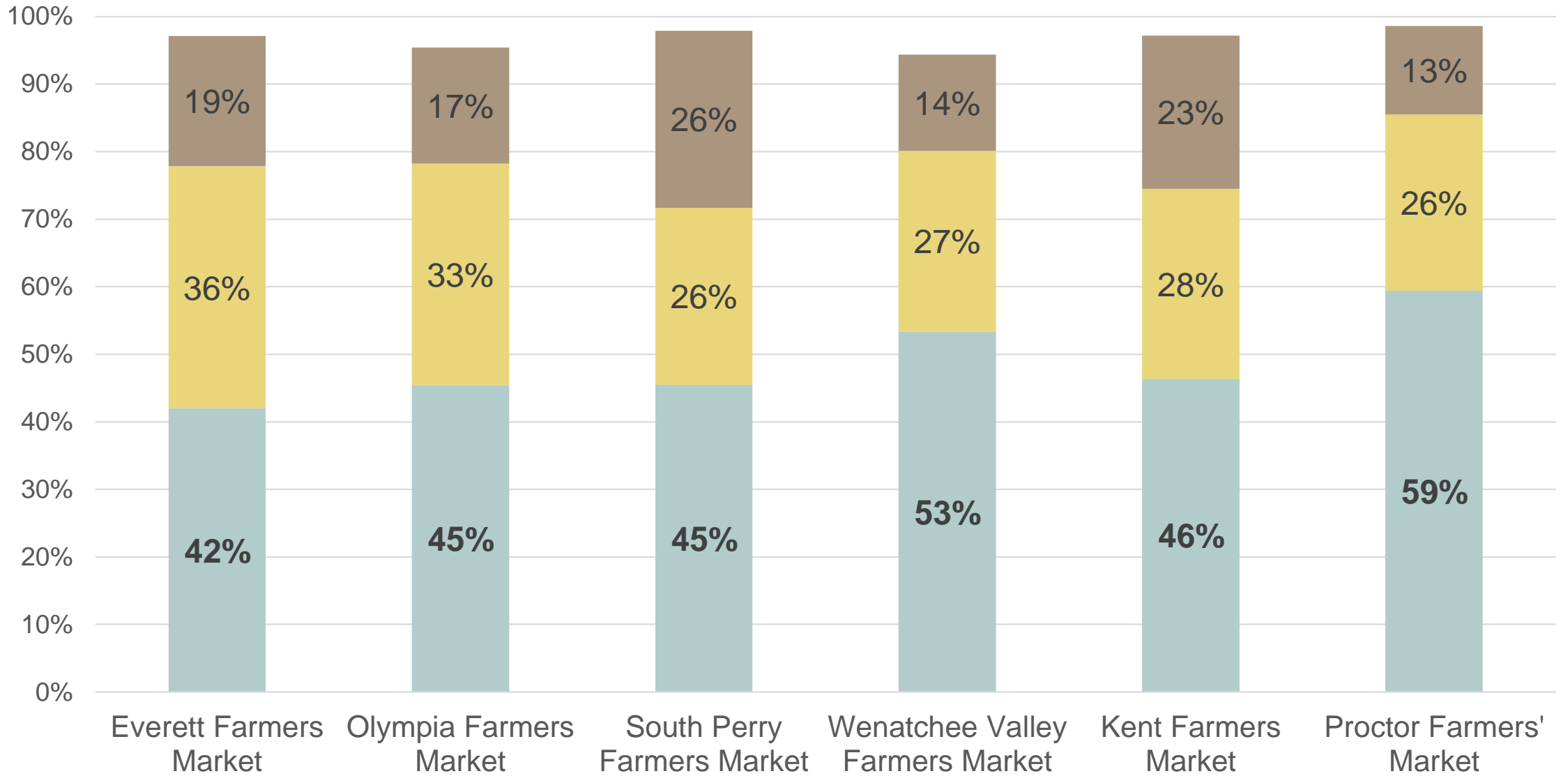


Core F'Mkt
Shoppers

Occasional
Shoppers

Non-Farmers
Mkt Shoppers





Regular

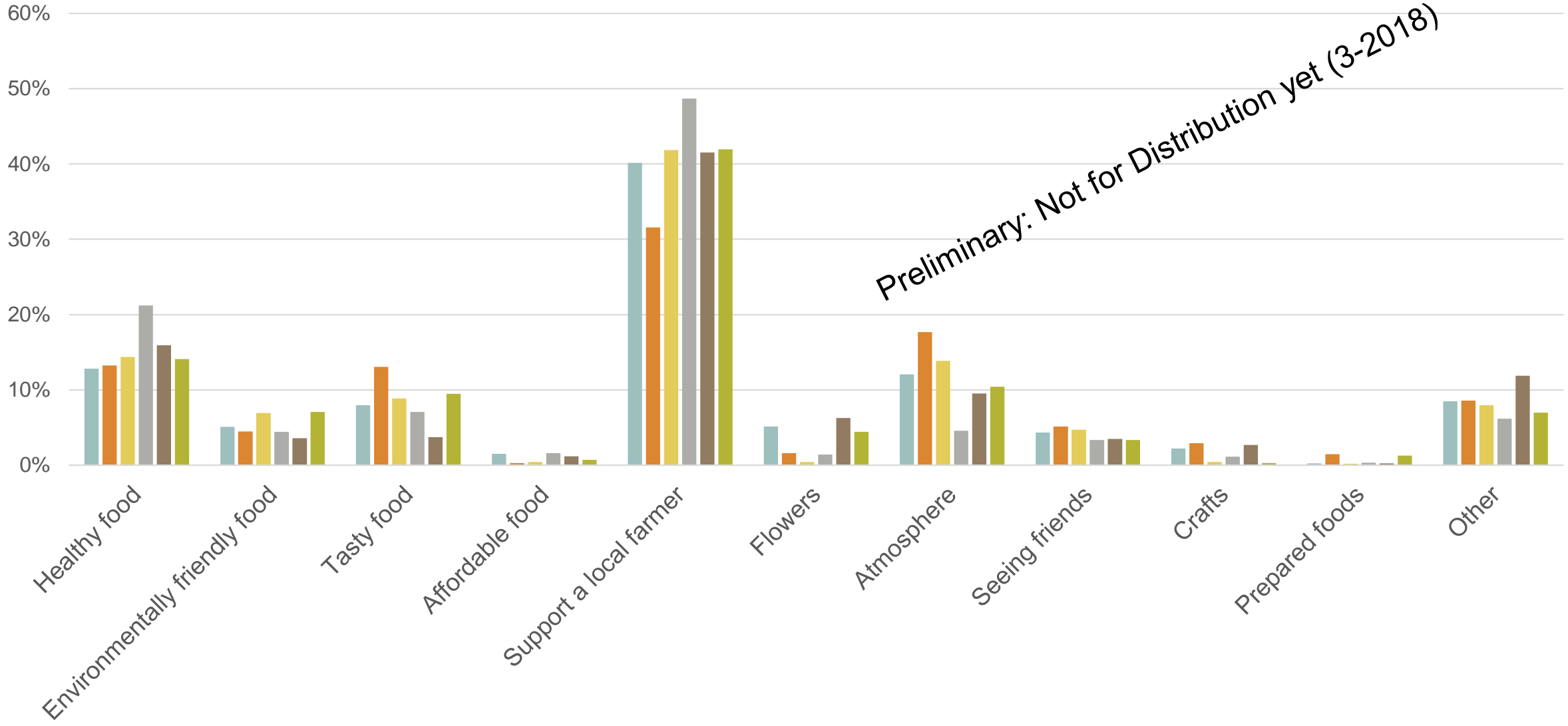
Occasional

First Time

Preliminary: Not for Distribution yet (3-2018)



What is your primary reason for shopping at this farmers market today?



Everett Farmers Market percent
 Olympia Farmers Market percent
 South Perry Farmers Market percent
 Wenatchee Valley Farmers Market percent
 Kent Farmers Market percent
 Proctor Farmers' Market percent





Preliminary: Not for Distribution yet (3-2018)



SUPPORT

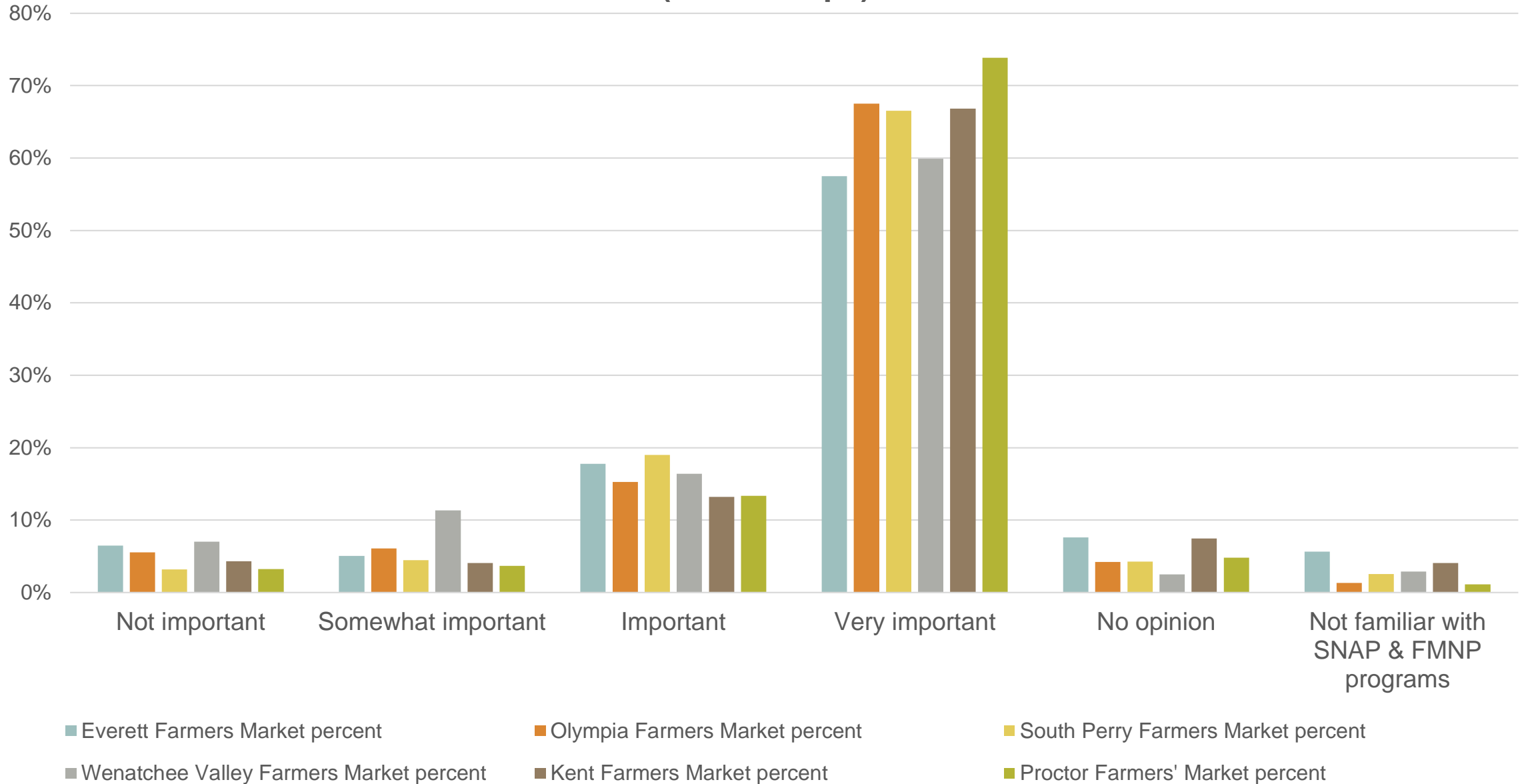


**YOUR LOCAL
FARMERS**

COMMENTS & OBSERVATIONS

- Signage – leading to market
- Signage – within market
- Signage – in booths
- Educational activities?
- Do you want shoppers to linger?
- Layout
- Vendor mix
- Vendor (& product) quality
- Role of prepared foods?
- Resellers?
- Safety issues

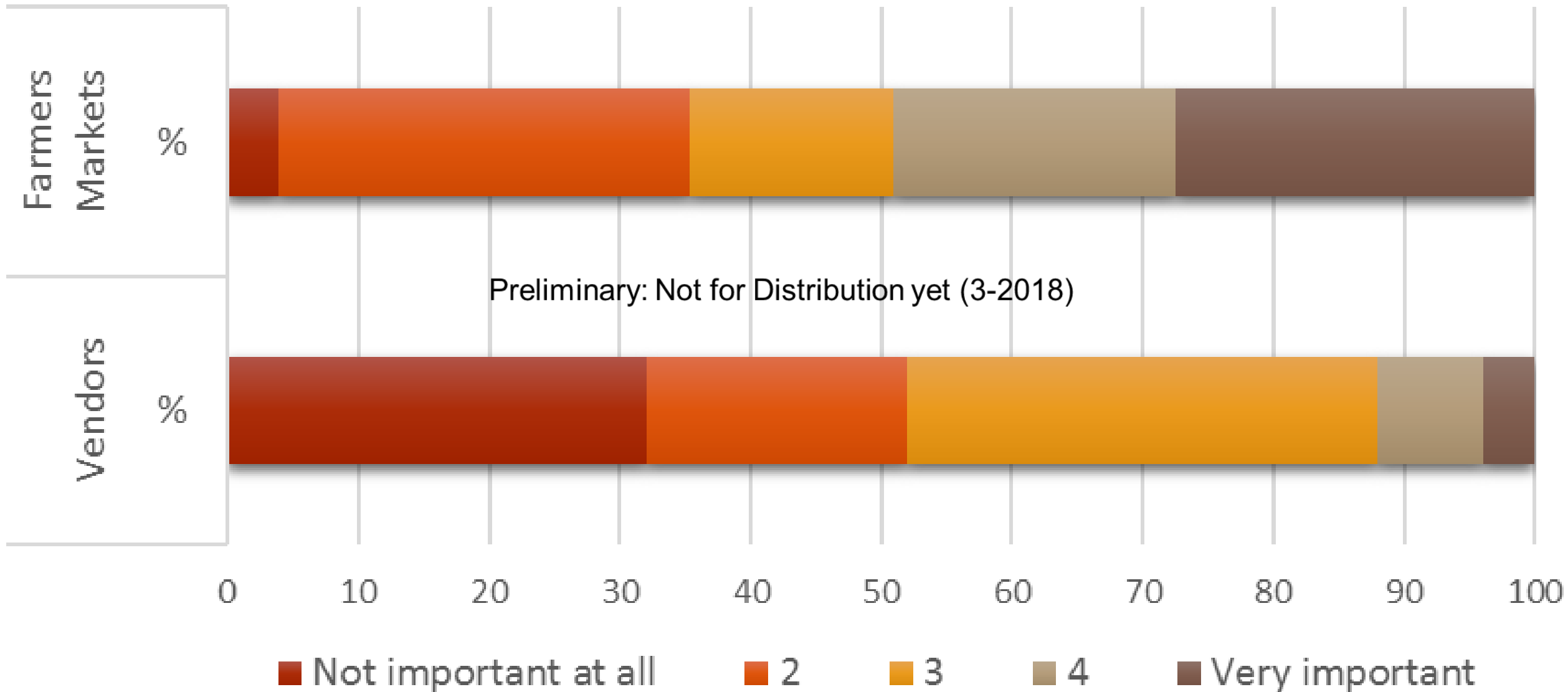
How important is it to you that low income people can shop at this farmers market with SNAP EBT (food stamps) or WIC / Senior FMNP?



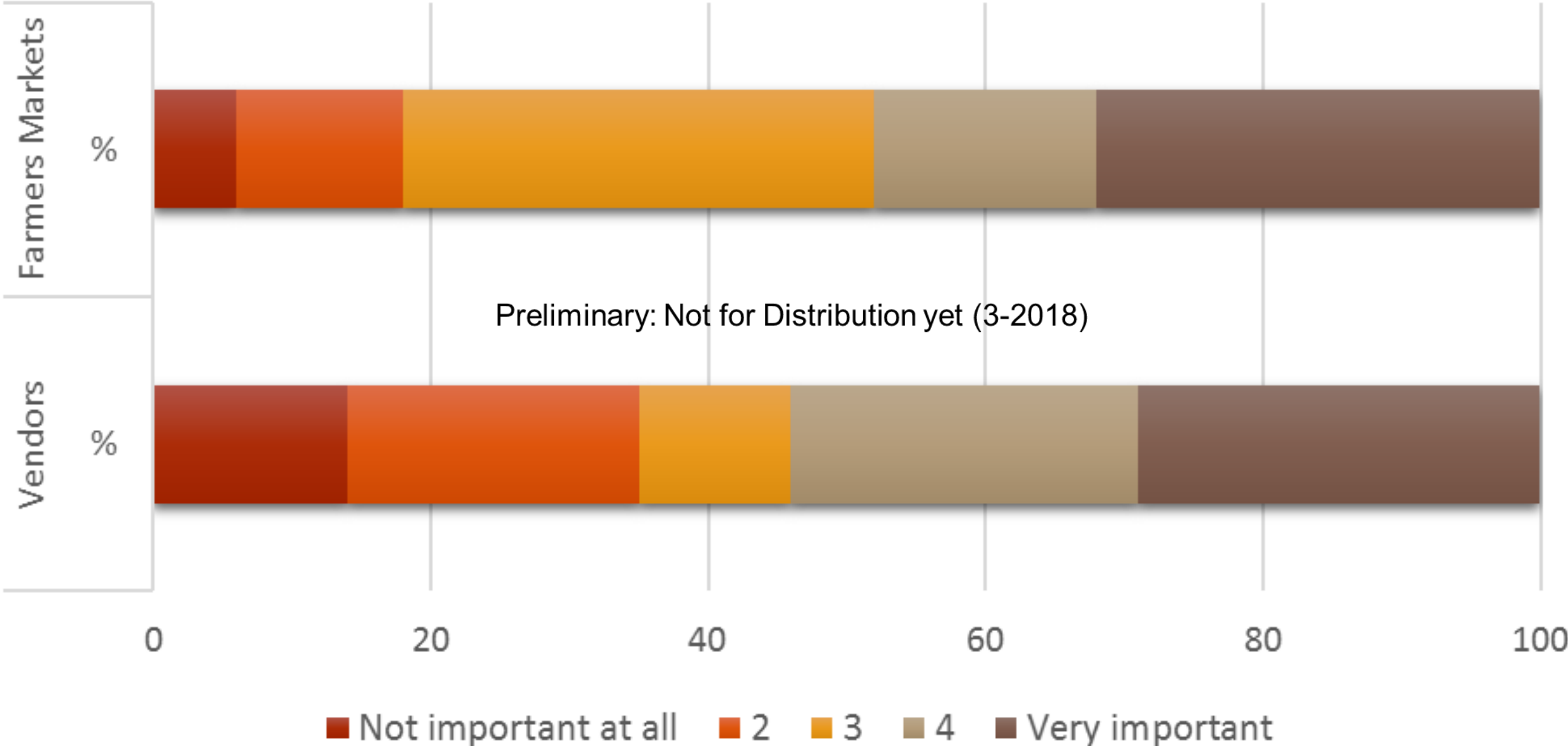
Preliminary: Not for Distribution yet (3-2018)



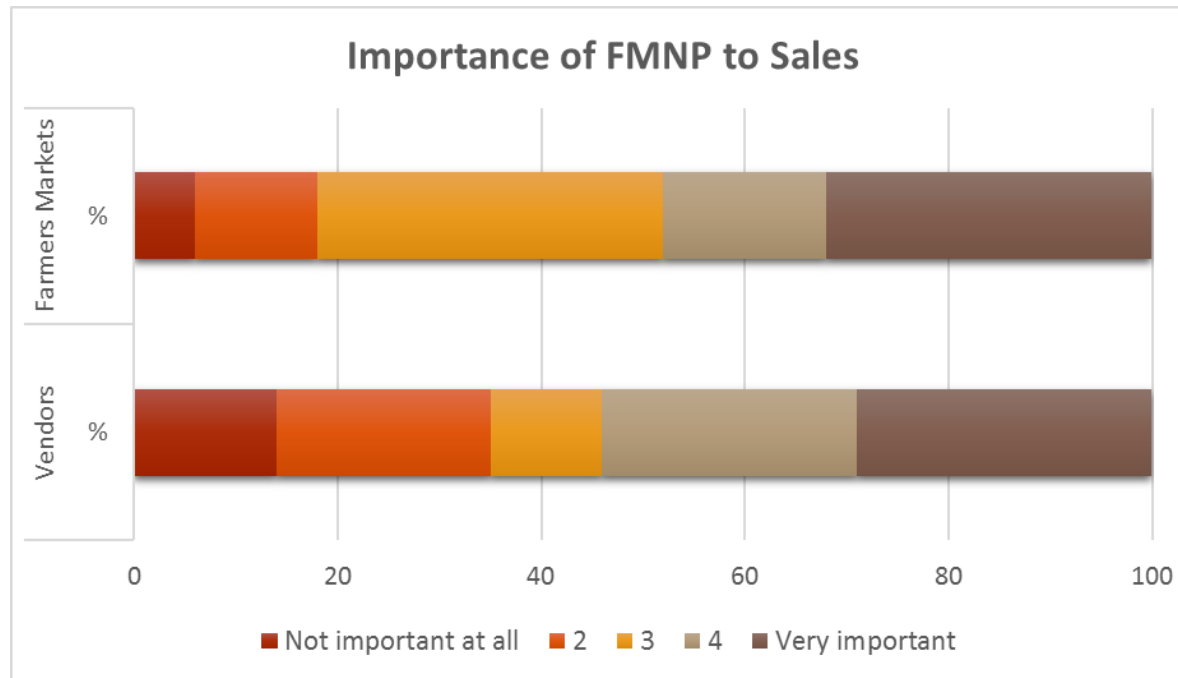
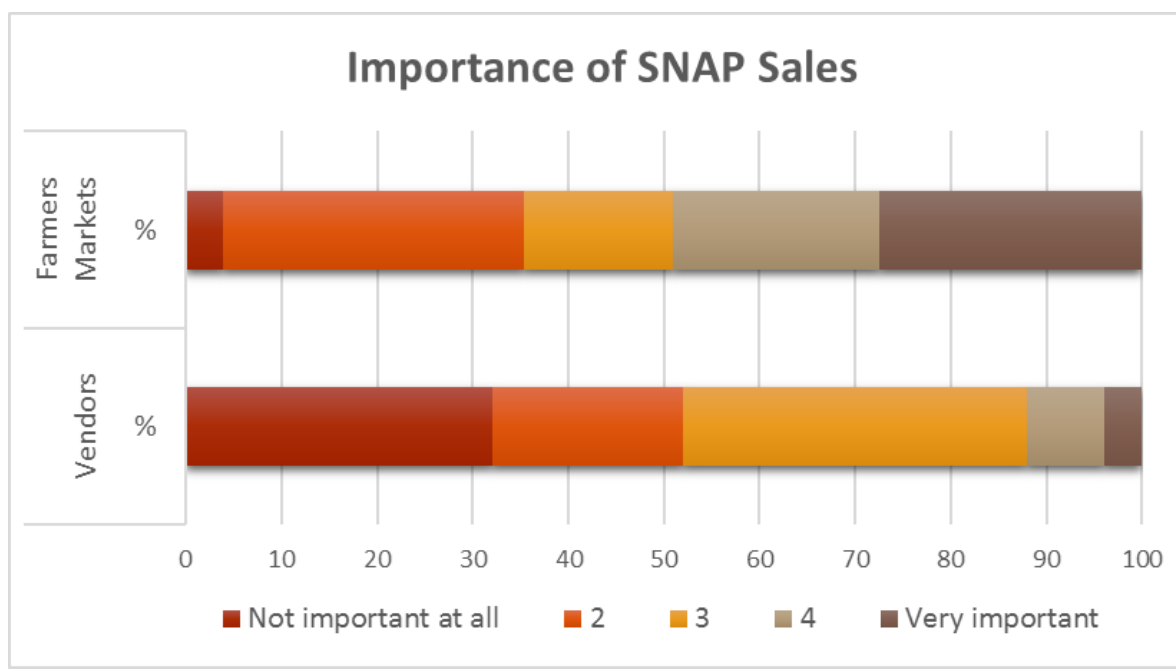
Importance of SNAP Sales



Importance of FMNP to Sales

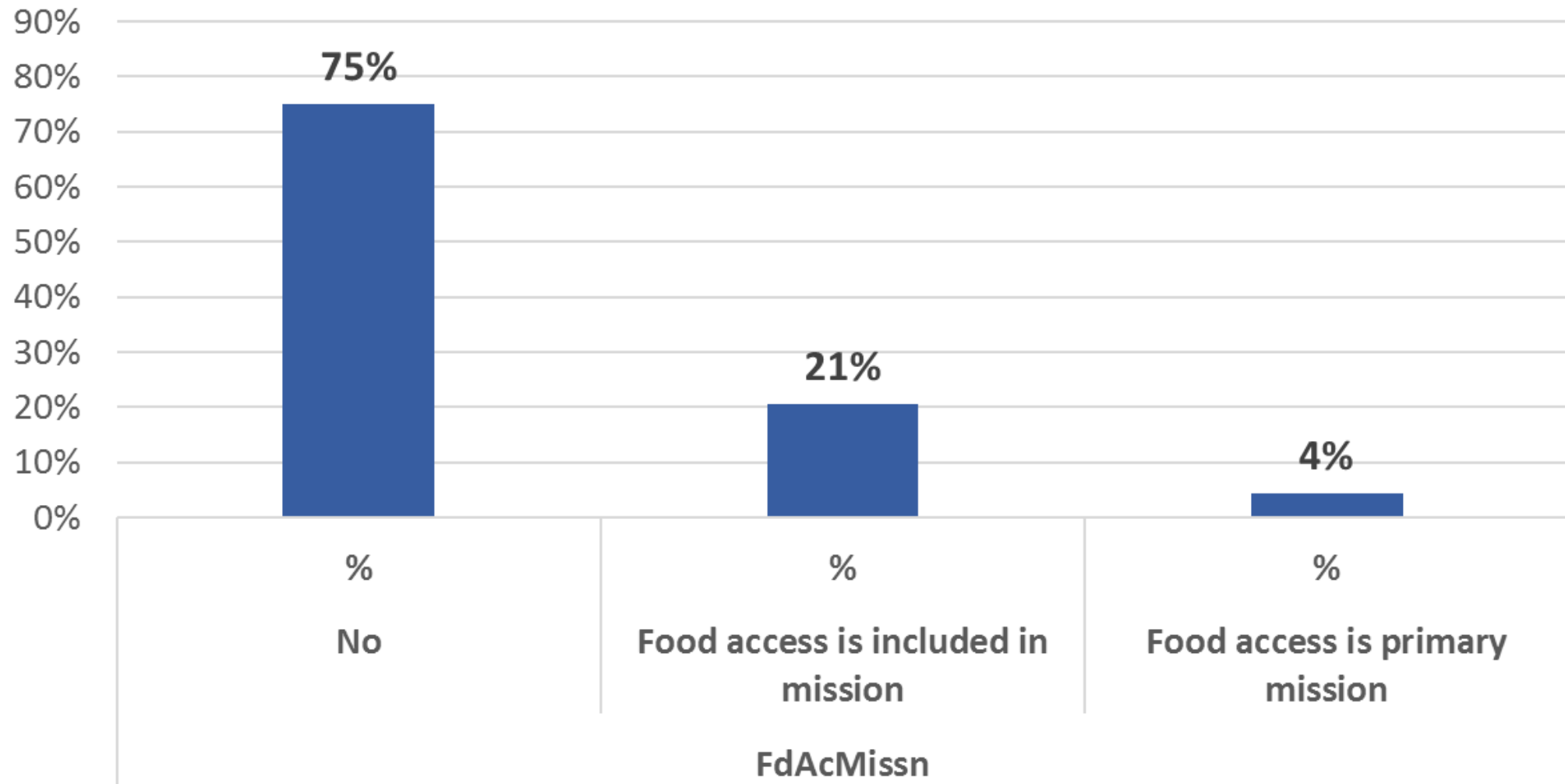


Preliminary: Not for Distribution yet (3-2018)

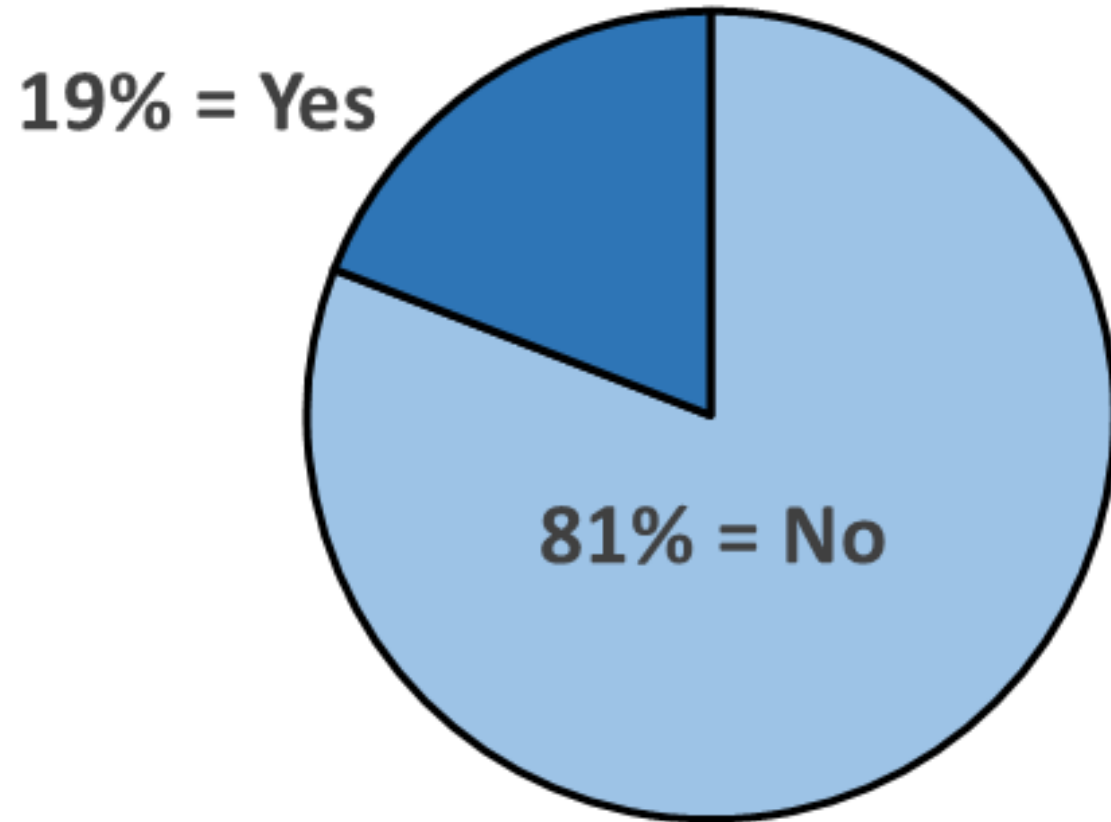


Is Food Access in FM Mission? (n=68)

Preliminary: Not for Distribution yet (3-2018)

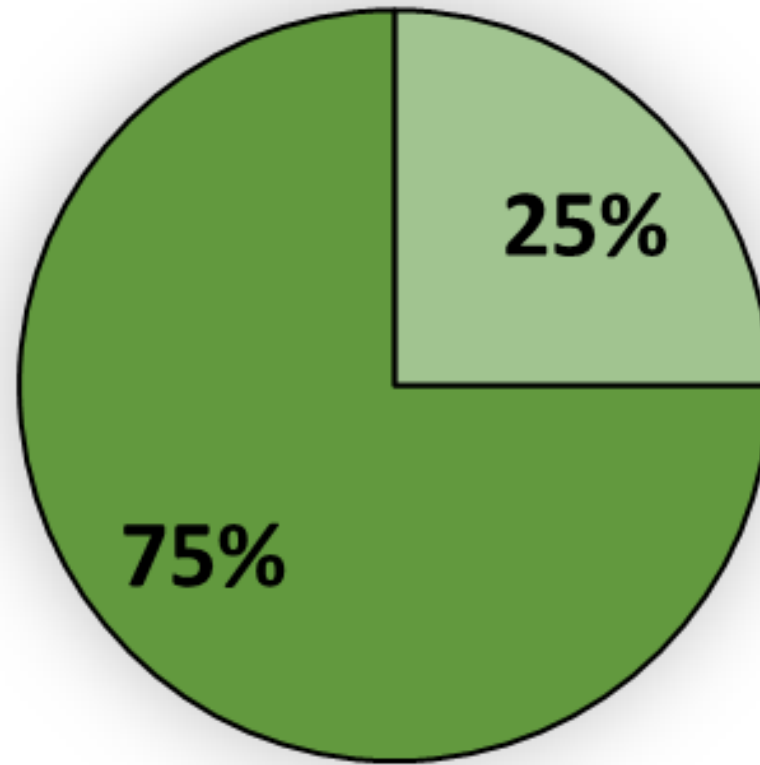


Is "Healthy" in FM Mission? (n=68)



Preliminary: Not for Distribution yet (3-2018)

Is "Farm" in FM Mission? (n=68)



□ No % □ Yes %



THANK YOU!

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