WELCOME!
RESEARCH TERMS

Total
Range
Average
Median
Mode

Population (N)
Sample (n)
Data v. Information
Quantitative v. Qualitative
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.

**2016 Impact Statement**

- **88,000** Market-Goers
- **72** Number of farmers and food artisans
- **26** Full all-ages community events
- **1,799** Dollars in fresh fruits and vegetables provided to low-income residents
- **20** Local musicians and bands donated their performances
- **99.6%** Average miles produce traveled from farm to QFM (vs. 1,200 from farm to supermarket)
- **20** Booth spaces donated to local nonprofits
- **30** Dollars market-goers report spending at area bun businesses on market day
- **1,759** Acres of farms and preserved by QFM
- **7,059** Pounds of fresh produce donated to area food banks

**2016 Sponsors**
EDUCATING SHOPPERS
Advocacy

White = Elected officials
Blue = market manager or board member
Green = WSFMA Executive Director
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 it N/A (Not Applicable).

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

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Description</th>
<th>Estimated Number</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.a</td>
<td>Total number of project beneficiaries/stakeholders reached</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.b</td>
<td>Of the total number that was reached, the number that reported buying, selling, aggregating, storing, producing, and/or distributing locally or regionally produced agriculture products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.c</td>
<td>Of the total number that was reached, the number that gained</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: 2017 FMPP proposal narrative
South Perry Farmers Market
(Spokane)
Does data change your mind?

Why or why not?
Fit
Measurable
Documented
Answers a question
Transparent
Aggregate-able
CAPACITY VARIES – DO WHAT FITS!

More market capacity

- Market association
- Older market
- Larger market
- City-run
- Main Street Program
- University partners
- Food access

Less market capacity

- Single market
- New market
- New manager
- Small or very small market
- Volunteer-run
- “Informal” systems
“Market Vitals”
Project
## THE “MARKET VITALS” PROJECT

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

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

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!

Please!

Oh, OK.

Kari Carlson

Local Roots Farm
“Don’t measure with a micrometer what you cut with a chainsaw.”
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
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

www.tableau.com
www.infogr.am
www.tagxedo.com
www.wordle.net
https://batchgeo.com
USDA’S “LOCAL FOODS DATA”

Direct and Intermediated Marketing of Local Foods in the United States
Sarah A. Low
Stephen Vogel

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/
SECOND EDITION 2016

www.wafarmersmarkettoolkit.org

2. ORGANIZATIONAL BLUEPRINTS

3. FARMERS MARKET DATA

4. HUMAN RESOURCES

5. FINANCES, FUNDRAISING & BUSINESS MANAGEMENT

6. HAPPY VENDORS, HAPPY MANAGERS

TIMELY INFORMATION, TIPS, AND TEMPLATES TO BUILD YOUR MARKET ORGANIZATION

By Colleen Donovan & Karen Kinney
2017 RMA Teams
How often do you shop at this farmers market?

- Twice a week or more
- Weekly
- Twice a month
- Once a month
- Once or twice a season
- This is my first visit
- Other

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)
Core F’Mkt Shoppers
Occasional Shoppers
Non-Farmers Mkt Shoppers
Everett Farmers Market: 42% Regular, 19% Occasional, 13% First Time
Olympia Farmers Market: 45% Regular, 33% Occasional, 17% First Time
South Perry Farmers Market: 45% Regular, 26% Occasional, 26% First Time
Wenatchee Valley Farmers Market: 53% Regular, 27% Occasional, 14% First Time
Kent Farmers Market: 46% Regular, 28% Occasional, 23% First Time
Proctor Farmers' Market: 59% Regular, 26% Occasional, 13% First Time

Preliminary: Not for Distribution yet (3-2018)
What is your primary reason for shopping at this farmers market today?

- Healthy food
- Environmentally friendly food
- Tasty food
- Affordable food
- Support a local farmer
- Flowers
- Atmosphere
- Seeing friends
- Crafts
- Prepared foods
- Other

Preliminary: Not for Distribution yet (3-2018)
Primary Reason "To Support a Local Farmer"

- Everett FM
- Olympia FM
- South Perry FM
- Wenatchee Valley FM
- Kent FM
- Proctor FM
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?

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)
Importance of SNAP Sales

Preliminary: Not for Distribution yet (3-2018)
Importance of FMNP to Sales

Preliminary: Not for Distribution yet (3-2018)

Not important at all  2  3  4  Very important
Is Food Access in FM Mission? (n=68)

Preliminary: Not for Distribution yet (3-2018)

- 75% No
- 21% Food access is included in mission
- 4% Food access is primary mission
Is "Healthy" in FM Mission? (n=68)

19% = Yes
81% = No
Is "Farm" in FM Mission? (n=68)

- Yes: 75%
- No: 25%
THANK YOU!

Colleen Donovan
Ellensburg, WA
colleendonovan509@gmail.com