



## MARKET DATA COLLECTION “HOW-TO”

### Farmers' Markets and Mobile Markets

By December 31<sup>st</sup>, year-end market data for farmers' markets, mobile markets, farm stands, and CSAs is due to the New Mexico Farmers' Marketing Association. **Market Data is important, and it is not the same as Double Up Food Bucks data!** Market data allows us to advocate for farmers and their retail sites at the state legislature, to win grants that help New Mexico's farmers, and more.

**Providing the NMFMA with year-end market data is mandatory for all NMFMA member farmers' markets, mobile markets, farm stands, and CSAs.**

Here is an overview of the information we ask from each farmers' market and mobile market outlet (farm stands and CSAs have their own form) for the May to October season. Below you will find some suggestions on collecting this data.

- 1) **ABOUT YOUR MARKET**
- 2) **CUSTOMER COUNT**
- 3) **MARKET DAYS**
- 4) **VENDOR DAYS**
- 5) **PERCENT OF FARMERS AND RANCHERS**
- 6) **SALES FIGURES**

### DATA COLLECTION OVERVIEW

#### 1) ABOUT YOUR MARKET

In this section we ask the basics, like your name, and the name of your market.

#### 2) CUSTOMER COUNT

We need to know how many customers visited your market for the season.

On the Market Data Form, you will be asked for a Customer Count and will supply a **single grand total** for each day of the week that your market is open. **For markets that meet more than once a week**, you will need to calculate this grand total for each day of the week that your market operates (i.e., a number for Saturday and a number for Tuesday).



**The following method is our recommendation for calculating the Customer Count:**

Count your customers during at least four random days during the season (or once a month), calculate the average, then multiply the average by the total number of days your market was open on that day of the week.

Here is an example for calculating the Customer Count for a sample market that is open on Saturdays from May 13 through October 31, or 24 weeks:

Customer Count #1	200
Customer Count #2	210
Customer Count #3	15
Customer Count #4	30
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Total	455
Average	114 (455/4, rounded up)
<b>CUSTOMER COUNT (This is the number you will provide in the Market Data)</b>	<b>2,736</b> (114 * 24 weeks)



**HINT!** Consider having a volunteer be in charge of calculating this number each of the four market days. Each time they count they will get better at it.



**HINT!** There are a variety of ways to count customers, here are two possibilities:

1) Count the actual number of customers present at your market once each hour and write it down, average the counts at the end of the day, then multiply that count by the number of hours your market was open that day.

2) With a counter clicker (available at most office supply stores), click the number of people that walk into your market's main entrance for the entire market day. If you have more than one main entrance, you could post volunteers at each main entrance.

### 3) MARKET DAYS

How many days was your market open this season? Include each day of the week. For example, if your market is open on Saturday for 24 weeks between May and October, then your Total Market Days is 24. If it is open two days a week during that time, your Total Market Days is 48.



#### 4) VENDOR DAYS

We are looking for the number of days that all of your vendors were selling at your market through the whole season, total.



**HINT!** Every time your market meets, record the number of vendors that are selling that day (repeat vendors will be counted many times through the season). At the end of the season, total this number up for your Vendor Days. (For example: If you have 10 vendors present during each market for 24 markets, your Vendor Days will be 240.)

#### 5) PERCENT OF FARMERS AND RANCHERS

We will ask you the approximate percent of your vendors that are farmers and ranchers (not craftspeople, bakers, processed food vendors, etc) during the season.

#### 6) SALES FIGURES

**These numbers are very important and, like all of the market data we request, they are required. This is the most important information that we collect. Outlets that do not supply this number may lose their eligibility for promotional funds.**

You will be asked to provide:

1. Total agricultural sales in dollars (gross sales of fruits, vegetables, meat, egg, cheese, and honey)
2. Total non-agricultural sales in dollars (gross sales of processed foods, baked goods, and crafts)

**HINT!** You need to do this once each month, but consider doing it more often for a more accurate number! We've created a separate handout to help with this. Here's what we recommend:



- 1) Hand out the form we've created to your vendors once each month, or more often (one side of the form is in English, the other is in Spanish).
- 2) Collect the anonymous forms from your vendors. (You might do this when you stamp their WIC checks, redeem their Double Up Food Bucks tokens, or collect their vendor fees.)
- 3) Calculate the sales totals for each month, adding A and B to calculate "total agricultural sales" for the month, and C and D for "total non-agricultural sales."
- 4) At the end of the season, determine the average monthly sales amount, then multiple this by the number of months your market was open during the regular season (5 months, 6.5 months, 7 months, etc.). This will be your total sales for the season.