Using Metrics to Connect with Influencers

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Farmers Market Coalition

Strengthening farmers markets for the benefit of farmers consumers, communities.

Resources, Programs, Networking & Advocacy

farmersmarketcoalition.org
Using Market-Level Data for National Messaging

2018 National Farmers Market Week
August 5-11, 2018

Let’s celebrate Farmers Markets! National Farmers Market Week is a great opportunity to show the nation how much value markets bring to their communities. With fun events, special lectures, and activities, the week helps to boost market attendance and visibility — while at the same time being a lot of fun! However, we know that it can be a bit of work to plan a festive week like this, so FMAC offers plenty of resources, tools, and frameworks to help you plan for market programming, vendors, and attendees alike for planning and participating in National Farmers Week.

How are markets across the country celebrating National Farmers Market Week? Check out these market features:
National Farmers Market Week Trivia Challenge!

1. How many farmers markets are in the US (listed in the USDA Directory)
2. How many years has National Farmers Market Week been celebrated?
National Farmers Market Week 2018

FMC Message Focus
Supporting small farmers at farmers markets & the economic importance of farmers markets.

Message distilled into language that centered our content to resonate with influencers, organizations:

“Put your money where your farmer is”

“Shake that hand that feeds you”
Market Network Leaders

Did you know it's #FarmersMarketWeek? Farmers markets and your local farmers support consumer and community health year-round. Show your support and ‘Shake the Hand that Feeds You!’
#FarmersMarketWeek #NFMW2018

The Food Trust
@thefoodtrust

The Food Trust, a nonprofit founded in 1992, strives to make healthy food available to all. Follow us on Instagram, Facebook, LinkedIn and Snapchat!
Farming Advocates

Good, local food for you, and opportunities for local farmers to thrive: A win-win!

FarmersMkt Coalition @FMCorp
According to a 2017 @youngfarmers survey, farmers markets & CSAs are responsible for the highest proportion of new & young farmer sales.
Environmental Leaders

American Water

It’s time to celebrate #farmersmarketweek! Through August 11, visit to show how much value these markets bring to our American Water communities. Learn more about what makes farmers markets great via the @FMCorng:
farmersmarketcoalition.org/national-farmers...
Network Leaders

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NATIONAL FARMERS MARKET WEEK
August 5-11, 2018

PUT YOUR MONEY WHERE YOUR FARMER IS

Shop at Farmers Markets: Support Farmers

Traditional Retailer  farmers Market

Where does your food dollar go?

Traditional Retailer

Farmers Market

85 cents

of your food dollar

and only

15 cents

goes to the farmer.

What you save:

100% of your food dollar.

FMC’s Infographic's Facebook stats (shared over 1,500 times, with a reach of 210,000) Twitter's #FarmerMarketWeek hashtag usage: 4,819 posts, with approximately 38.2 million impressions.
Using national message with market-level data
What percentage of overall income/sales do farmers/vendors derive from sales at farmers markets?

“I think that would be a really compelling stat for markets to use at the market level when promoting the value of shopping at markets to their communities. To know that farmers/vendors earn an average of 75%, or 50%, or even 25% of their sales/income from market would make a great case for why these farmers rely on support from their communities.”
Farmers Market Week in Virginia

The collective impact of 7 farmers markets in the Richmond VA area. Markets make a difference in their communities!

The seven markets are Birdhouse Farmers Market, The Carytown Farmers Market, Chesterfield County Farmers Market, Goochland Farmers Market, Lakeside Farmer’s Market, Manakin Market and South of the James Farmers Market.

Virginia Farmers Market Association
Farmers Market Coalition Virginia Department of Agriculture and Consumer Services

18 Likes 4 Comments 8 Shares

Oldest

Write a comment...
Farmers Market Week in Virginia

Celebrating Farmers Market Week
August 1, 2018

Sharing the press release we send you all have a wonderful Farmers Market Week.

Celebrating Farmers Market Week 2018
August 5-11, 2018

National and Virginia Farmers Markets Week is observed each year during the second week in August. This week each year that the Virginia Farmers Market Coalition joins other organizations across the Commonwealth and the nation to celebrate the significant contributions of farmers markets.

We're excited to kick off this week of events at the 2018 National Farmers Market Week "Lady at OnTheSquareVA Market" event in Richmond and 2018 Virginia Farmers Market Association (VAFMA) "Their recognition of the event will help to gain interest in the creation of this Commonwealth Level Program and to encourage local officials across Virginia to support and invest in farmers market operations with accessible farmers markets.

In 2017 VAFMA launched their Farmers Market Metrics program in collaboration with the Farmers Market Coalition (FMC). This program teaches farmers market managers how to collect, analyze and share data on the impact of their markets. In return, the participating markets share their aggregated data with VAFMA and FMC.

The pilot group of 7 markets in the Capital region recently published their initial data for 2017 and the results are impressive.

Virginia Farmers Market Association

This preliminary data from 7 markets in Southwest Virginia's Farmers Markets. Participating markets include Brookside Farmers Market, Carriage Farm Market, Chestnut Hill Farmers Market, City Market Farmers Market, Lakeside Farmers Market, Marshall Consumer Market & South of the James Market.

- 5,527 acres of diversified farmland in production by vendors.
- 32 miles average distance food travels from farm to market.
- 132 businesses are supported by these markets, over the course of the year.

America loses an area of farmland every hour to development.

That's 600 acres of farmland every hour in the U.S. has traveled nearly 2,000 miles.

The markets allow new and small businesses to enter the marketplace.
Visitor Count Week 2019

• VAFMA is coordinating a statewide visitor count week during Farmers Market Week in 2019
  • To understand how many people Virginia’s farmers markets serve
  • To help us amplify the economic contribution findings from our Metrics Program
• Please Join Us! Commit to conducting a visitor count during farmers market week
Visitor Count Week 2019

- During Farmers Market Week
- Choose one market day
- Count visitors using Farmers Market Metrics methods -- full or sample count
- Share your total count number with VAFMA and FMC
- We will share aggregated data
- Use the visitor count packet included in your conference materials
Sharing Metrics: Market Examples
Add context & tag relevant stakeholders

• Virginiafarmersmarkets America loses 175 acres of farmland an hour! 🌕 ( @americanfarmlandtrust )

Your local farmers markets are helping to preserve farmland in your area. For example, the seven Richmond, VA markets in our metrics program support 5,927 acres of diversified farmland in production.
Occasionally tag engaged influencers
Add metrics to your content calendar

Example From:

It's FOOD HUB Friday! The U.S. Department of Agriculture reports the average age of the American farmer is now 58.5 years old. We're working hard to reduce the age of career farmers to boost local economies & revitalize rural communities. The average age of the Appalachian Harvest Food Hub farmer is in the 35-43 year range! #livingbetterlocally #transformingAppalachia

FOOD HUB Friday!
To answer your questions about our Appalachian Harvest Food Hub, we have created FOOD HUB FRIDAYS! Every Friday in April & May, we'll share information with you. Thanks for your interest and support!
Repost metrics with new context

Example From:
Share metrics in progress

Example From:

“Proud of our market metrics! Numbers are growing each week”
Share metrics in speeches

• How many of you like seeing farmland?
• How many of you like to support the local economy?
• How many of you have been to a farmers market?

Metrics help connect people to why it’s meaningful to shop farmers markets
Share metrics with sponsors

Example From:

Thanks to Performance Food Group, RVAg was able to provide 13 Chefs Demos at Manakin Market in 2017.

Although customer traffic remained flat during 2017, our sales grew by 25%!!!
Even simple metrics can tell a story

Source: Columbia Farmers Market Annual Report
Share with Vendors and Stakeholders
Share with Boards, Bosses, and Decision Makers

81
Produce Varities

The seasonal fruits and vegetables at our market are the freshest around.

120
Employees

Small businesses create new, meaningful employment opportunities.

are supported by our vendors' businesses.
Make it fun and personalized

**Visitors**
4,871
Come visit the market on an average market day.

Visitors enjoy 2.5 times more social interaction than at a supermarket.

**Acres**
1,976
America loses an acre of farmland every hour to development.

of farmland in production by our vendors.
Farmers Market Metrics Program

• Join the Farmers Market Metrics Program
• January/February 2019
• Free

• You Receive Access to:
  • Farmers Market Metrics system
  • Webinars, Monthly Data Clinics & Training Guides

• Data Requirements:
  • Vendor data – 11 questions added to your vendor application
  • Visitor Counts 4 times per season