

MEASURING MICHIGAN FARMERS MARKETS VENDOR ATTENDANCE



HOW TO COLLECT YOUR DATA

1. Determine what data to collect

Vendor attendance can be collected by simply recording the total number of vendors in attendance each market day or for a richer set of data, an attendance record for each vendor can be collected. If your market has the capacity, **collecting the attendance record for each vendor is recommended as this will better allow you to analyze your market's product diversity over the season.**

For example, you can calculate the average number of vendors per product category per day if you have an attendance record for each vendor.

Vendor attendance can also aid in tracking vendor booth fees, serve as evidence in discussions with a vendor violating the market's attendance policy, or provide a record of who was on site on any given date should an issue arise post-market day.



If your market would like to go beyond the vendor's primary product category to analyze your market's product diversity, then it is recommended to utilize a product tally checklist to track every product for sale by each vendor at your market.



For example, use a product tally checklist to report the average number of SNAP-eligible products for sale or the average number of fruit and vegetable types for sale. It is most likely not feasible to record this level of detailed information each market day. Therefore, **it is recommended to collect this level of product data only 2 - 4 times throughout the season** and take the average and/or report for key periods of the year like spring, summer, fall, and winter.

The Bath Farmers Market has a [Product Record Form](#) and the Farmers Market Coalition has a SNAP Eligible Goods [How to Guide](#) and [Checklist](#) to serve as an examples of how this type of data can be collected and analyzed.



2. Prepare for data collection

Decide how you are going to record your data at the market. If you are tracking attendance for each vendor, an attendance chart can easily be created using a row for each vendor accepted to the market and a column for each market day. This chart can be printed and used to collect your data each market day.

Vendor Name	Market Day 1 6/1/23	Market Day 2	Market Day 3	Market Day 4	Market Day 5
Great Apple Farm	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Alternatively, an online Google Form can be used that you (or a volunteer or staff member) can complete each market day from any smartphone or tablet at the market. **The Google Form responses will then automatically be entered into a Google spreadsheet eliminating the need to enter your data electronically after the market.** Vendor attendance can also easily be recorded as part of your daily Market Day Report.



3. Record your data!

During each market day, take a few minutes to record the information you've decided to collect.



HOW TO STORE, AGGREGATE, AND ANALYZE YOUR DATA

Store your data

If you used paper to collect vendor attendance, we recommend **transitioning the data to an electronic file after each market day** as part of your market close-out activities as paper record logs are susceptible to being lost, damaged, or accidentally discarded. **An Excel or Google Spreadsheet works well for storing this data.**

Try using [MIFMA's Excel Spreadsheet Template](#) for data storage.

If you used an online form, then your data should already be entered into an electronic file!

Aggregate your data

At the end of the season, aggregate the attendance data by calculating totals, averages, or percentages where appropriate. Some examples of what you may be able to calculate from your vendor attendance data include your **average number of vendors per market day** and the **total number of vendors supported by your market per season**. Using an Excel spreadsheet can help make these calculations easier. Examples of these type of calculations are pre-populated in [MIFMA's Data Entry Excel Template](#).

Analyze the data



Spend some time analyzing your data in ways that may help inform market decisions and determine if you've made progress toward goals set by your market.

- **Did your average number of vendors per market day increase from last year?**
- **Does your average number of vendors per product category or your product diversity align with the mission of your market?**
- **Did you see an increase in the average number of farm vendors your market supported or were you able to bring in additional vendors selling SNAP-eligible goods this year?**

Coupling your vendor attendance data with your vendor profile data will allow you to easily look at the averages for the number of vendors per product category. Creating graphs and/or charts of your data can also be helpful when identifying trends.

HOW TO PRESENT YOUR FINDINGS

Report your findings

Consider publishing your data in a report to share with a variety of audiences. Think about what information your sponsoring organization, market sponsors, vendors, market shoppers, etc. might like to know and build your report based on the audience you plan to share it with.

Try using [MIFMA's report and/or infographic templates](#) to share your data.

Share your data! Share your report and/or infographics with your target audience and congratulate yourself on a job well done!