



FARMERS MARKET COALITION

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Measuring a Successful National Farmers Market Week

Community Engagement

- **Proclamation from local elected officials:**

Markets that have strong relationships with elected officials are often more likely to get support from government agencies when they need it. National Farmers Market Week is a great opportunity to engage with elected officials, and a [proclamation](#) or [visit](#) is a wonderful way to mark a successful week!

- **Features in local print, TV and radio:**

Engagement with local media regularly leads to increased visitors and customers for your vendors. Compared to other weeks, has National Farmers Market Week provided more media coverage for your market? Media relations take time and energy but can be highly rewarding! You can find our Press Release and Op-Ed templates under [Member Only Resources](#).

Market Measurements

- **Visitor counts:**

Visitor counts are a crucial indicator and can help you analyze how weather, product seasonality, and outreach affect the success of your market. For some markets, doing a "full count" of everyone entering is beyond their usual capacity, but some markets may be able to assign a volunteer to an anchor vendor booth to tally how many people came in and out of their booth as a proxy for the number of visitors for the whole market. Others may be able to check the number and amount of card transactions at their Welcome Booth and compare it to the same time in the previous month or previous season. For small markets, handing out stickers to each and every person entering and then counting the number given out may be doable. And please share your ideas with us on how you measure your market.

- **Vendor sales:**

Ideally, NFMW leads to increased sales for vendors and more economic activity in your local food system. With a baseline of average vendor sales collected before National Farmers Market Week, you could measure how the promotion affected sales. Of course, not every market collects this data! For those who don't, handing out a slip of paper to vendors the week before to turn back into the market manager to indicate if their sales "increased, decreased, or stayed the same" during the week of NFMW is a good first step. For those markets that operate centralized card processing systems, they can check the average sale for this period and compare it to the previous month or the previous year.

- **Visitor surveys:**

Your market could also offer a dot survey or an online QR code survey asking visitors if they heard any advertising or saw any messages that drove them to the market this week in particular, without mentioning the National Farmers Market Week campaign.

Social Media Engagement

- **Average likes on posts:**

Using analytics already integrated into platforms like Instagram and Facebook, you can track engagement on your social media posts before, leading up to, during and after National Farmers Market Week. Did using hashtags and coordinated messaging increase your engagement on your social media?

- **Follower counts:**

This can be as simple as writing down how many followers your accounts have before and after National Farmers Market Week! Did your following grow faster than other weeks? How can you turn this audience growth into more visitors?