

MARKET DAY REPORT

This form should be completed for each date the market occurs at a given location.

0. Today's Date:	Your Name/Role:
1. Market Name:	
2. Day of the Week:	3. Open Hours:
4. Weather Conditions:	
<div style="display: flex; justify-content: space-between;"><div><input type="checkbox"/> Sunny <input type="checkbox"/> Cloudy</div><div><input type="checkbox"/> Windy <input type="checkbox"/> Rainy</div><div><input type="checkbox"/> Smoky/Hazy <input type="checkbox"/> Snowing</div></div>	
5. What types of programming occurred at the market today? <i>Select all that apply and further describe below as needed.</i>	
<div style="display: flex; justify-content: space-between;"><div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">c</div><div>Cooking Demo</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">c</div><div>Nutrition Education</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">c</div><div>Health Screening/Health Fair</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">c</div><div>Exercise Classes</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">c</div><div>Live Entertainment (music, dance)</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;"><input type="checkbox"/></div><div>Children's Activities</div></div></div><div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;"><input type="checkbox"/></div><div>Senior Activities</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;"><input type="checkbox"/></div><div>Educational Demonstrations (Gardening, Art, etc.)</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;"><input type="checkbox"/></div><div>Special Events (Festivals, Themed Days, etc.)</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;"><input type="checkbox"/></div><div>Market Tours</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;"><input type="checkbox"/></div><div>Other:</div></div></div></div>	
6. Describe any programming that occurred today:	
7. How many vendors were present today in each category? <i>Enter the number of vendors by primary product type.</i>	
<div style="display: flex; justify-content: space-between;"><div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Dairy and eggs</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Bread & baked goods</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Fruits & vegetables</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Meat, seafood, & poultry</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Condiments & sauce</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Beverages (non-alcoholic)</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Alcoholic beverages</div></div></div><div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Prepared foods</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Other foods</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Plants & flowers</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Body care</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Art & crafts</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Community groups</div></div><div style="display: flex; align-items: flex-start;"><div style="width: 10px; text-align: center;">___</div><div>Other:</div></div></div></div>	
Total number of vendors present today: <i>The total should equal the total from above:</i>	
8. Total daily visitors*: <i>Include all ages.</i>	
9. Number of general volunteers* who worked in prep for & on this day:	10. Total general volunteer* hours worked in prep for & on this day:



This template was created by Farmers Market Coalition, the national entity supporting farmers markets in the U.S. Edit or adapt the template as needed and share with us at info@farmersmarketcoalition.org. Find more resources at farmersmarketcoalition.org and farmersmarketevaluation.org.

SNAP-EBT TRANSACTIONS*:

These questions refer to the number and dollar amount of SNAP-EBT distributions and transactions from your market's central terminal, not how much was spent/redeemed with vendors.

11. **Number of SNAP-EBT transactions*:**

12. **Number of 1st-time SNAP-EBT customers:**

13. **Total SNAP-EBT \$ distributed* to customers:**

MARKET SPENDING*:

This question refers to spending of all currency types with all vendors, as measured through daily vendor sales logs, and/or token or alternative currency redemption forms.

14. **Total dollar amount vendors redeemed, by currency:** _____ Cash
_____ Credit cards
_____ SNAP-EBT
Use the fields relevant for your market and delete the rest. _____ SNAP-EBT/Nutrition Incentives
_____ Produce Prescription Program(s)
_____ Senior FMNP (Farmers Market Nutrition Program)
_____ WIC FMNP (Farmers Market Nutrition Program)
_____ Power of Produce Program(s)
_____ Market- or community-specific food assistance/nutrition programs
_____ Other (specify) _____

_____ TOTAL

15. **Other Notes About the Market Day:**

Include anything else that's helpful to remember—successes, challenges, follow ups needed. Examples: nearby community festival impacted market access, several no-show vendors today, biggest crowd at the beginning of market, forgot the tent weights for SNAP terminal booth.

***INSTRUCTIONS & GLOSSARY:**

Q#	Term	Definition
8.	Visitors, Daily	<p>Estimated total visitors in a market day, to be conducted on a day that represents “normal” market attendance, avoiding bouts of unusual market activity (such as opening or closing minutes of the market, or major events). Methods include:</p> <ul style="list-style-type: none"> ● Full count. Each person who enters the market is deemed a unique visitor and counted upon entry. Requires data collectors stationed at every market entrance for the entire duration of the market. This is the most time- and resource-intensive visitor count method. ● Timed entry count. Each person who enters the market is deemed a unique visitor and counted upon entry. Requires data collectors stationed at every market entrance for a defined time each hour (usually a 10- or 20-minute interval). This is the most popular visitor count method. ● Walkthrough count. Data collectors walk through and count everyone in the market during a particular interval. This method uses a calculation based on an assumed average stay for patrons <i>of your particular market</i>, multiplied by the counting interval. For this reason, architects of other methods are leery of using it. <p>See also: FMC's "Counting Visitors at Markets" (May 2017).</p>
9. 10.	General Volunteers	<p>Include those one-time or repeat volunteers who did NOT have a named staff role specified in the definitions below.</p> <ul style="list-style-type: none"> ● Market Manager. The lead person on site at a given location on a market day, whether paid or volunteer. They may have a different title at your market, but please consider them the market manager for this form. Your organization may employ one or more person with this role. ● Direct Staff. Includes anyone other than the market manager(s) whose role was entirely dedicated to the market(s). This may include market assistants, food navigators, and similar roles. May be paid or volunteer. ● Indirect Staff. Includes bookkeepers, administrators, fundraisers, facilities, and similar support personnel, for whom the farmers market was only a portion of their role in the Market Organization. May be paid or volunteer.
11.	Transactions	<p>Number of SNAP-EBT (or other alternative currency) transactions, as measured from your market's Central Terminal.</p>
14.	Spending (or Redemptions)	<p>Dollar value of SNAP-EBT (or other alternative currency) spent with vendors, as measured through daily vendor sales logs, and/or alternative currency redemption forms. Note this is different from the dollar value of Distributions.</p>