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| 0.  | **Today’s Date:** |  **Your Name/Role:** |
| 1. | **Market Name:**  |  |
| 2. | **Day of the Week:** |  | **3.**  | **Open Hours:** |
| 4. | **Weather Conditions:** | * Sunny
* Cloudy
 | * Windy
* Rainy
 | * Smoky/Hazy
* Snowing
 |
| 5. | **What types of programming occurred at the market today?***Select all that apply and further describe below as needed.* | * Cooking Demo
* Nutrition Education
* Health Screening/Health Fair
* Exercise Classes
* Live Entertainment (music, dance)
* Children's Activities
 | * Senior Activities
* Educational Demonstrations(Gardening, Art, etc.)
* Special Events (Festivals, Themed Days, etc.)
* Market Tours
* Other:
 |
| 6. | **Describe any programming that occurred today:**  |
| 7. | **How many vendors were present today in each category?** *Enter the number of vendors by primary product type.*  | \_\_\_\_Dairy and eggs\_\_\_\_Bread & baked goods \_\_\_\_Fruits & vegetables\_\_\_\_Meat, seafood, & poultry \_\_\_\_Condiments &sauce \_\_\_\_Beverages (non-alcoholic)\_\_\_\_Alcoholic beverages | \_\_\_\_Prepared foods \_\_\_\_Other foods \_\_\_\_Plants & flowers \_\_\_\_Body care\_\_\_\_Art & crafts\_\_\_\_Community groups\_\_\_\_Other: |
| **Total number of vendors present today:***The total should equal the total from above:* |
| 8. | **Total daily visitors\*:***Include all ages.* |  |
| 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:* |  |

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| **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:***Use the fields relevant for your market and delete the rest.* | \_\_\_\_\_Cash \_\_\_\_\_Credit cards \_\_\_\_\_SNAP-EBT \_\_\_\_\_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:**

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| **Q#** | **Term** | **Definition** |
| **8.** | **Visitors, Daily** | 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:* **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 *of your particular market,* multiplied by the counting interval. For this reason, architects of other methods are leery of using it.

See also: FMC's ["Counting Visitors at Markets"](https://farmersmarketcoalition.org/wp-content/uploads/gravity_forms/1-66fc51da018bd946fb1dfb74f4bea1e7/2017/05/VisitorCountWolnikFMC2017.pdf) (May 2017).  |
| **9.****10.** | **General Volunteers** | Include those one-time or repeat volunteers who did **NOT** have a named staff role specified in the definitions below.* **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.
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| **11.** | **Transactions** | Number of SNAP-EBT (or other alternative currency) transactions, as measured from your market's Central Terminal. |
| **14.** | **Spending (or Redemptions)** | 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. |