

2023 FM360 MARKET METRICS SNEAK PEEK

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The Problem

Historically, not enough comparable data on farmers' markets

- Internal: farmers' market managers & boards
- External: farmers' market advocates & partners

Over 300 markets in MN, important part of the food system but hard to prove the actual impact without comparable data across markets



FM360 Goals

- 1) To provide farmers' **market managers** with the metrics they need to make more informed decisions for their markets to succeed
- 2) To provide **market advocates** with metrics to better articulate the value of farmers' markets, and the value of small and medium-sized farms, to Minnesota's food system



Guiding Principles

- Standardized method across markets
- Collaborative spirit
- Third party custodian of data
- Limit burden to market managers



Stakeholders

- Managers
- Vendors
- Customers



Your market. From every angle.



Methods

- Managers -- survey via email, with auto-fill
- Vendors -- survey via email, postcard in person
- Customers -- survey on-site, verbally & QR code



Growth

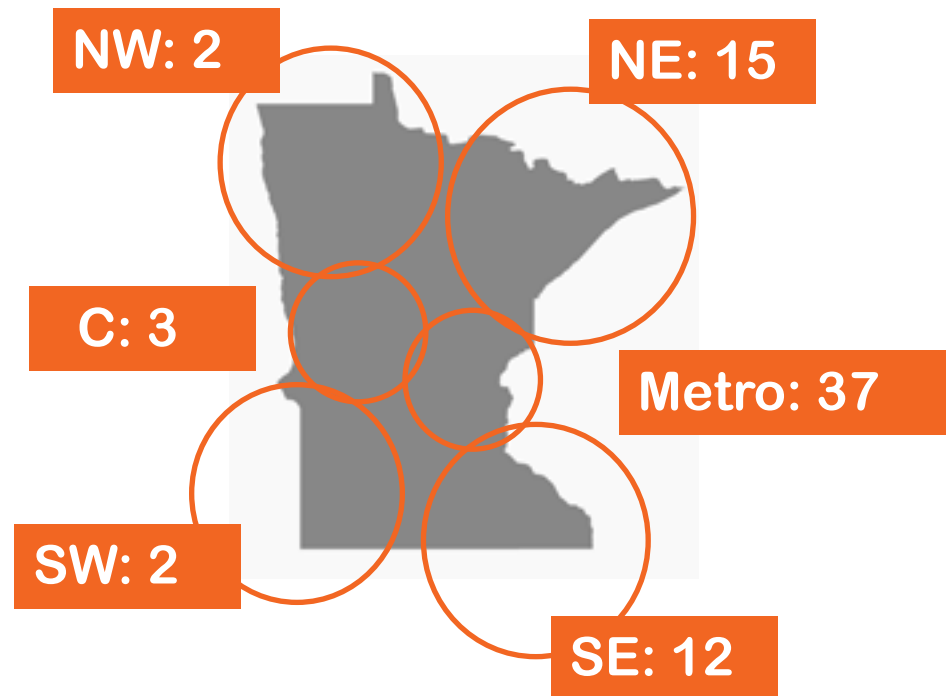
- Over 130 markets across MN have participated in the FM360 metrics service!



2016	2017	2018	2019	2020	2021	2022	2023
12	27	53	70	13	39	56	71



2023 Reach



2023 Sneak Peek

71

Participating
markets

489

Vendor
responses

3,773

Visitor
responses

130+

Participating markets
in MN since 2016



- Vendor survey distributed to 1,372 vendors
- 489 unique vendor responses
- 35.6% participation rate

- BIPOC vendors: 15.66% of responses
- BIPOC farmers: 11.11% of responses



2023 Sneak Peek

METRICS FROM 71
PARTICIPATING MARKETS



28%

FIRST TIME
VENDORS



12%

FARM VENDORS
LESS THAN 35 YO



52%

VENDORS DONATED
UNSOLD FARM PRODUCTS



30

MILES FARM
PRODUCTS TRAVELED



\$24.27

SPENT
PER VISIT



Market's Mission



Primary purpose of their farmers' market according to participating vendors & visitors:

	Vendors	Visitors
Access to healthy food	9%	19%
Community building	23%	16%
Opportunity for education & learning	0%	2%
Profitable marketplace for farmers & other vendors	22%	18%
Source of local foods & products	47%	45%



How you can help

Market managers:

- Share vendor lists as soon as possible
- Encourage vendors to take vendor survey
- Give customer survey staff high traffic location
- Take the manager survey!

Market advocates:

- Biggest need is funding for seasonal staff
- Finding folks to fill seasonal positions
- Encourage market participation



Thank you!



Your Market. From Every Angle.

FM360.UMN.EDU



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