

Market Metrics for Iowa Farmers Market Association Members

[Farmers Market Metrics \(Metrics\)](#) is “a complete evaluation & data communication system that empowers market operators to tell their market’s story.” It’s a tool for our IFMA Member markets to be able to collect, analyze and share data on their markets to better engage with customers, funders, and the community as a whole.

Iowa Farmers Market Association has a working partnership with the NE Iowa RC&D and Healthy Harvest of North Iowa to pilot the Market Metrics program at Farmers Markets in Iowa. **The main benefit to our markets: participating markets can access the system for just \$40/market per year (over the typical \$252).** We work to support participating markets to understand how to use the Market Metrics system, support one another in the learning process, and collect data sets in a consistent way on a state-wide scale.

Market Metrics could work for any sized market that is looking to tell their story better, and make decisions based on quantitative data instead of qualitative experiences or memories.

If you would like to take advantage of this program, here are your next steps:

1. Make sure you are **signed up as an [Iowa Farmers Market Association member](#)** (\$20 per year).
2. Once you are a confirmed member of IFMA, you should receive your [Farmers Market Coalition \(FMC\) login](#) information (Note: All IFMA members are automatically members of FMC).
3. Use your FMC credentials to sign up for Metrics through FMC - this will cost \$40 for your market to participate per year, which will be **paid directly to FMC via their online cart** - you should select the "Metrics: Network Participant Op Org" option, and choose Iowa Farmers Market Association your network option.
4. Review and collect all the information for [this list of questions](#) - **you will need these answers to set up your Metrics account.**

Email iowametrics@gmail.com once you have signed up and/or for questions as they arise. We will host a webinar with all participating markets in March. You may check out this video for more information: <https://youtu.be/uUm6coaRKBQ>.

FAQ:

Who is Market Metrics for? Any markets that are looking to collect and organize data on their markets.

What data do I have to collect? You are welcome to collect as much or as little data as your market is comfortable with and has capacity for. We do ask that any markets participating in the pilot collect a daily market report (i.e. the weather and a vendor count) at each market, and do a customer count during National Farmers Market Week in August. We encourage you to explore adding vendor profiles, sales data, and more to your data collection, but that is up to you.

Where do I collect the data? There is an easy-to-use system for you to enter your data into, but if you are more of the “paper-and-pencil” type person/group, then collect it there, and use one of FMC’s bulk import templates to enter it into the system at once (and maybe even find an intern or volunteer to help!).

How do I receive the data sets? You can always download spreadsheets of the data you have imported, but FMC Market Metrics makes it easy to build customizable reports of your market, [such as the examples provided](#). You can easily download “widgets” for social media posts or generate a full report to present to your funders.

