FM360

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Historically, not enough comparable data on farmers markets

Internal: lack of data for market managers to use that is comparable across markets
External: lack of data for farmers market advocates to illustrate to policy makers the importance of farmers markets to Minnesota’s food system

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
• Standardized method across markets
• Collaborative spirit
• Third party (University FM360) as custodian of data • Limit burden to market managers
• Managers
• Vendors
• Customers

Your market. From every angle.

• Managers -- survey via email
• Vendors -- survey distributed & collected in person
Customers -- dot survey at 2 market dates per season

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- Managers -- survey via email, with auto-fill
- Vendors -- survey via email, in person outreach
- Customers -- streamlined dot survey (digital help)
• FM of MPLS, original collaborators
• MFMA, outreach, grant writing assistance, staff support • MN Dept. of Agriculture, cost-share program • MN Dept. of Health, assisting with rural growth • RSDPs, support for participation in new regions • Compeer, support for program development
Scope of participation

2016 2017 2018 2019

2020 2021 2022
#markets 12 27 53 70 12 30 56 #unique vendors 614 877 937 1,308 432 916

#vendor surveys complete #dot survey 186 (30%) 149 (17%) 355 (38%) 291 (30%) 508 (32%) 215 (50%) 291 (39%) 529 (31%)

participants 2,729 4,225 12,600 11,200 -- 2,170 ** 4,743 ** #manager

surveys completed -- 26 50 62 11 40 27 ** digital dot survey

* based on shared lists
• 123 total markets since 2016 (!)
• Almost 1/3 of MN markets
• Reconnect with past markets (pre-covid) • Connect with new markets
• On-site vendor outreach to supplement digital • Regional coordinator strategy
• Help us spread the word!

• Managers can help by encouraging other managers to participate next year
• If your market hasn’t participated yet, reach out • Vendor lists
Data collection opportunities
• Partners & communication
• FM360 Forum 2022: 3pm Monday 12/12

Building a foundation, it’s all progress. Grassroots data collection is messy. That’s ok!

Celebrate Minnesota Farmers Markets
• Young
• Diverse
• Stewards