



## Why Should Farmers Markets and Market Vendors Collect Data?

Farmers markets serve many audiences in a variety of ways. Effective data collection and reporting helps markets and vendors achieve their goals and strengthen relationships in their communities. Markets collect data to show their value to vendors, partners, and community members. There are several benefits to collecting data and they include:

- Data collection promotes communication between markets and their partners, and when markets report their data, it is an opportunity to earn respect and increase a sense of legitimacy among existing stakeholders, while advancing new relationships.
- Data collection improves decision-making for both new and existing markets and markets can use the information to improve their economic success, reduce environmental impacts, and improve organizational processes.
- Data collection helps market managers respond to questions about their market from the media, policy makers, and stakeholders.
- Data collection and analysis helps to tell the story about the benefits of the market within the community, which advocates can use to increase understanding, support, and funding for their market.
- Data collection and analysis from many markets will identify the benefits of farmers markets to regional and national economies, environments, and communities.
- Data collection may encourage vendors to perform their own record keeping, which would help them advance their business goals.
- Farm 2 Facts network of farmers markets allows market managers to compare their results with other farmers markets providing insight about how markets compare across a range of data points and across multiple market seasons

In short, the process and product of data collection supports many goals for farmers markets. Please contact Alfonso Morales, Farm 2 Facts Founder, if you have any questions.

E-mail: [morales1@wisc.edu](mailto:morales1@wisc.edu)