

## Growing Hope's Farmers Market Evaluation Services



Those who frequent or engage in farmers markets intrinsically know the multitude of positive impacts they have in their communities. Whether increasing healthy food access, supporting local agricultural producers, or revitalizing downtowns, the benefits are many. While farmers markets may be as old as communities themselves, in the last 10 years the farmers market sector has boomed, with thousands more markets popping up across the country. To sustain this growth and sustain the markets themselves, it is imperative that markets understand their impact. Growing Hope is proud of our extensive market evaluation, and that by consistently using tools to track market data and impacts, we know—with numbers—the impact of the farmers markets we manage. We do this in an accessible way, utilizing staff, interns, and volunteers, and integrating data collection and evaluation into our daily and seasonal market operations. We are also **always** tracking and evaluating; evaluation isn't a one time activity completed at season's end. And, by using consistent tools year after year, we can understand the deepening impact of the markets over time. We also use this data collection and evaluation to help us make key decisions about the market operations. We are happy to share our 9 years of best practices and on-the-ground experience!

### Growing Hope Can Be Your Farmers Market Evaluation Consultant

Growing Hope is available as a consultant on farmers market evaluation. Our standard fee is on a sliding scale from **\$50-100/hr**, though we can prepare a per project estimate for a deeper engagement. We can do an initial ½ hour phone or video chat (or in person if you want to come to us) for free to help you understand your needs. For site visits, we ask to be reimbursed for mileage at the current standard federal rate along with our standard rate for hours spent on-site. We can help farmers markets:

- Determine and prioritize what they want or need to track or evaluate
- Determine and prioritize what their stakeholders and communities want to know
- Present to your board, vendors, funders, or stakeholders about the importance of evaluation
- Create an annual evaluation plan
- Create a strategy for how, when, and where to share data and results
- Customize survey and data collection tools for your market
- Train staff or volunteers in how and why to track and evaluate your market
- Help to conduct on-site evaluations of your market (lower rates may apply)
- Compile and analyze evaluation data (lower rates may apply for data entry services)
- Create presentations for you or us to give with market evaluation results

Growing Hope is proud to be a member of the MIFMA (Michigan Farmers Market Association), who provides tremendous support and resources for farmers markets. We require any Michigan market we work with to be a MIFMA member. In addition to our services, we also encourage markets to consider hiring MIFMA to conduct a Rapid Market Assessment. <http://www.mifma.org> for more info.

**Turn this sheet over for complete evaluation set up packages!**

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## Farmers Market Set Up Evaluation Packages

These are just the beginning; we are happy to customize a package for your needs. Get in touch with us at [market@growinghope.net](mailto:market@growinghope.net) to get started.

### \$1200 Evaluation Set Up Package, without on-site assistance

For \$1200, we can help your market get set up with the tools, training, and plan to integrate evaluation and tracking. This will include:

- Virtual or in person meetings with market staff to understand priorities, market capacity, review current systems and materials, and sketch out plan
- Creation of annual evaluation plan, timeline, implementation & results-sharing strategy
- Customization of our tools for your market—data collection forms, tracking spreadsheets, surveys for customers/vendors, et al
- Training—virtual or in person, depending on distance—with market staff, volunteers, on how to use or integrate materials into ongoing market operations

### \$1500 Evaluation Set Up Package, including on-site assistance

For \$1500, plus mileage reimbursement, we can do all of the above, plus:

- Assist in conducting evaluation on site. This will include:
  - An early season site visit to conduct assessment of conditions and needs
  - Two visits to conduct dot-surveys with customers of market-defined questions
  - Attendance at approximately 3-4 market days in the late season to conduct annual customer surveys and distribute vendor surveys

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