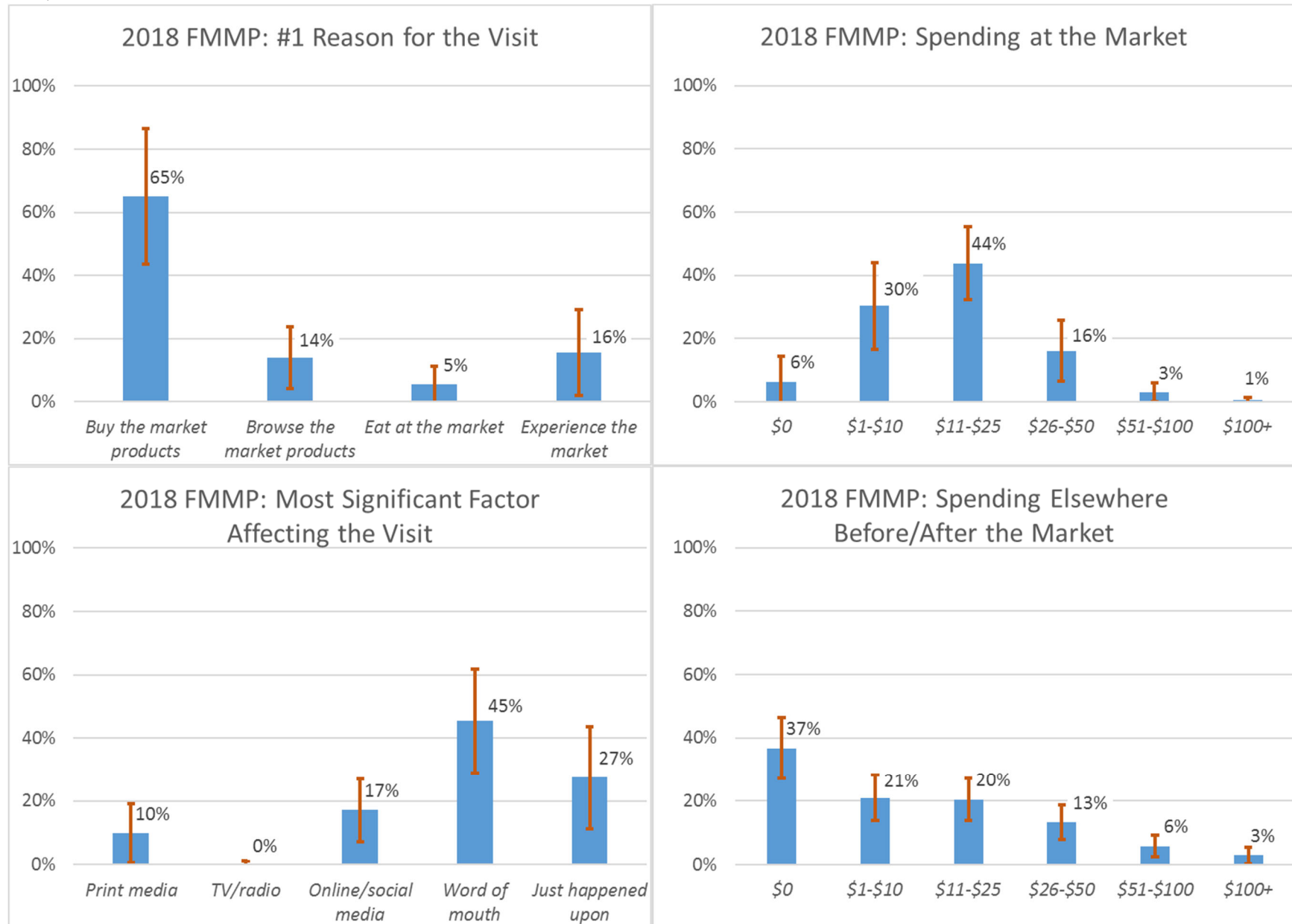


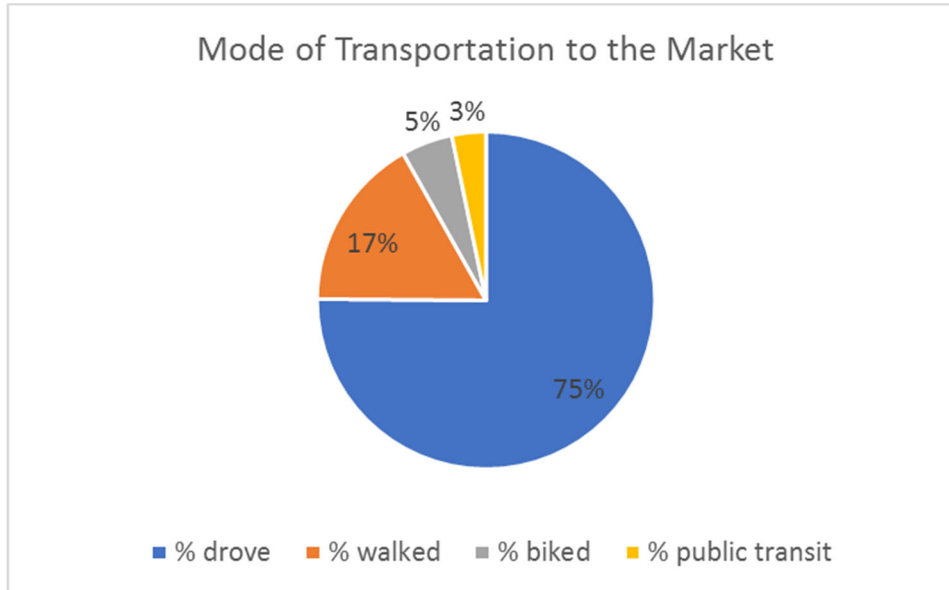
**Farmers Market Metrics Project – 2018 Summer**

~12,600 visitors at 53 markets across 103 market dates\*



\*The bar height represents the average percentages of response across 53 markets during the 2018 season. The error bars are one standard deviation above and below.

*Mode of transportation used by visitors*



*Estimated visitors count*

<b>FMMP participating markets</b>	359	Average visitors/hour
	(298)	(Standard deviation)
	6,782	total market hours
	<b>2.4M</b>	<b>visitors for the season</b>

\*The dot survey questions were:

What is the number one reason you are here today?

Which of the following had the most significant impact on your decision to visit the market today?

How much money did you (or will you) spend at the market today?

Before or after visiting the market, how much money did you (or will you) spend elsewhere in the area today?