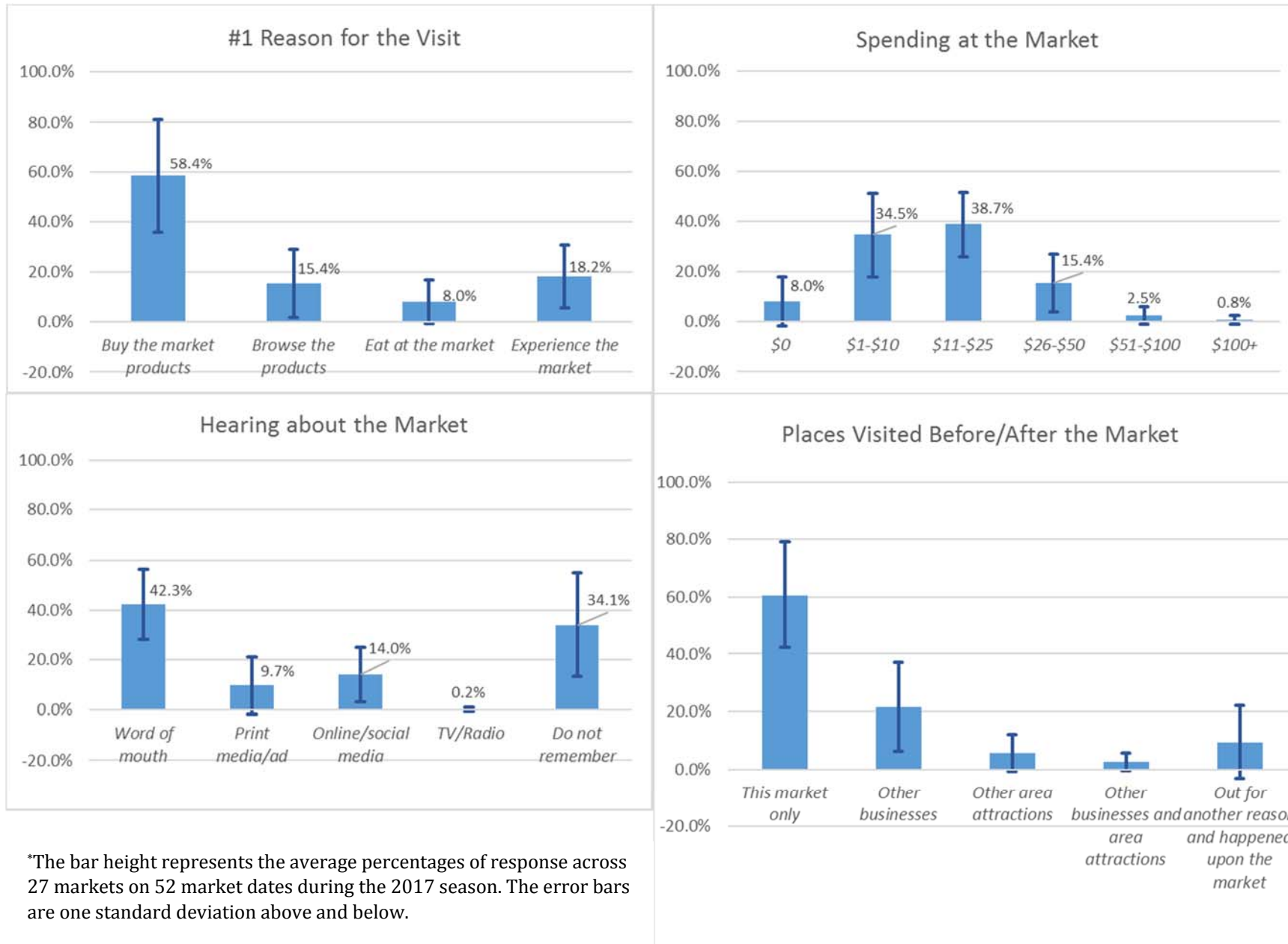


Farmers Market Metrics Project – 2017 Summer

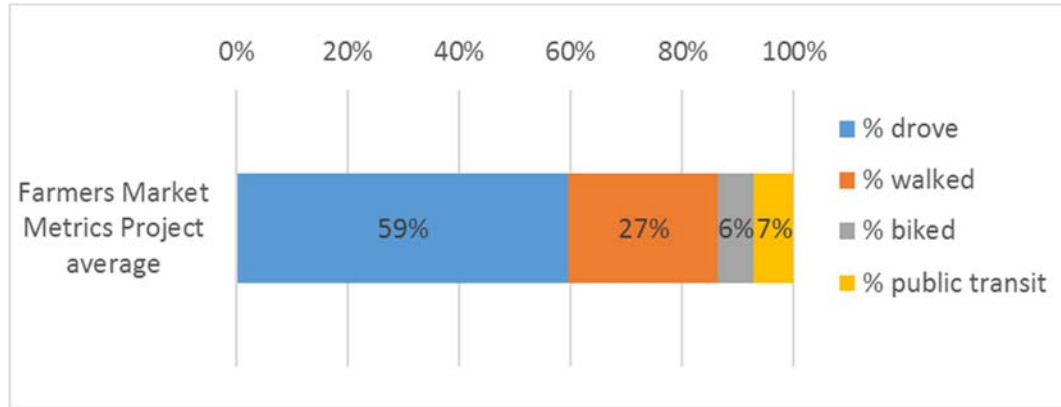
Market-date averages ± standard deviations*

5,000+ visitors at **27** markets across **52** market dates



*The bar height represents the average percentages of response across 27 markets on 52 market dates during the 2017 season. The error bars are one standard deviation above and below.

Mode of transportation used by visitors



Estimated visitors count

FMMP participating markets	235.5	visitors/hour
	4,620	total market hours
	1.6M	visitors for the season