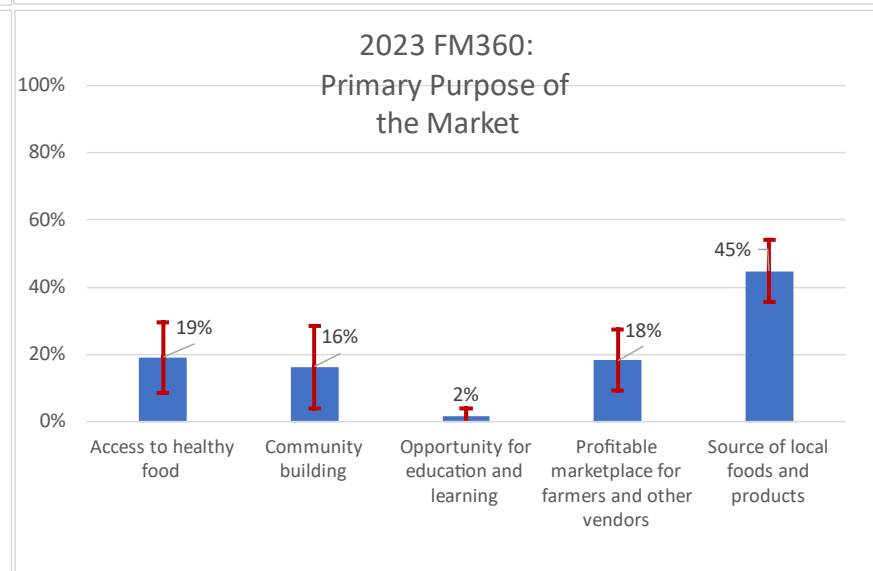
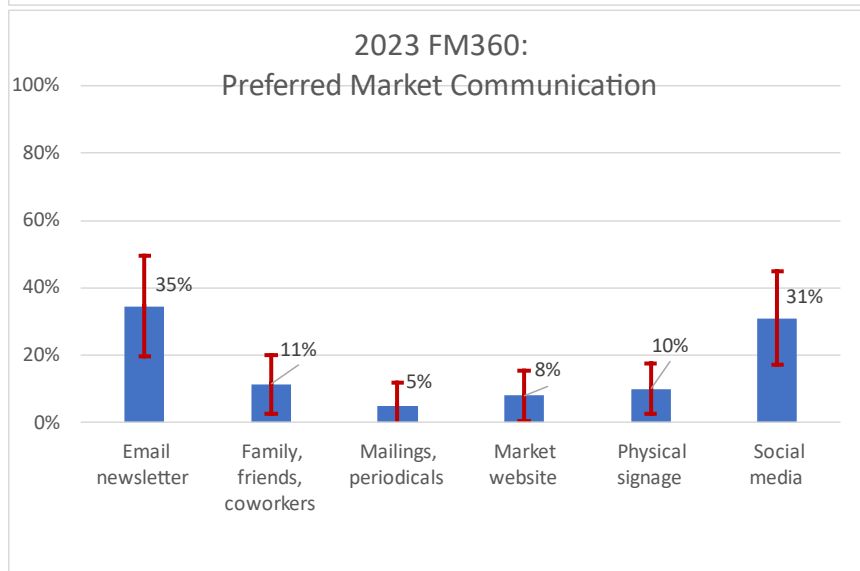
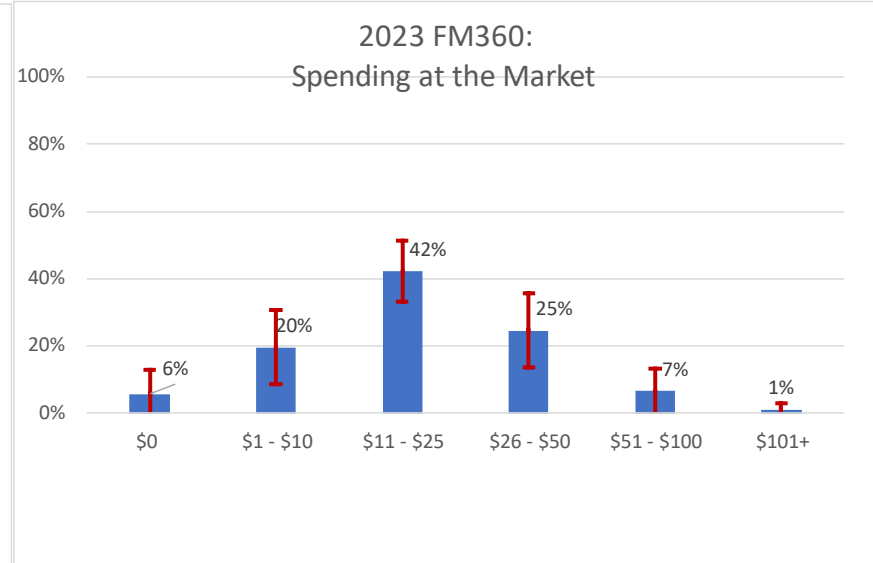
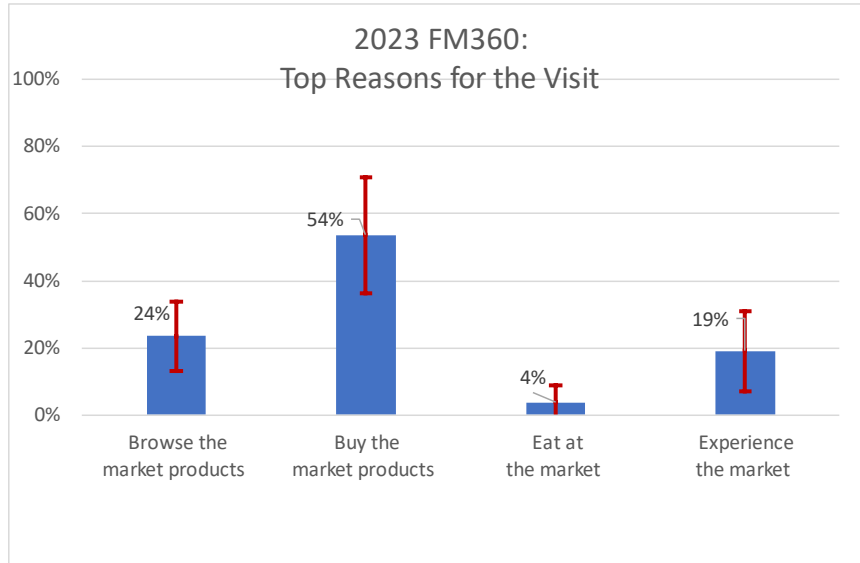


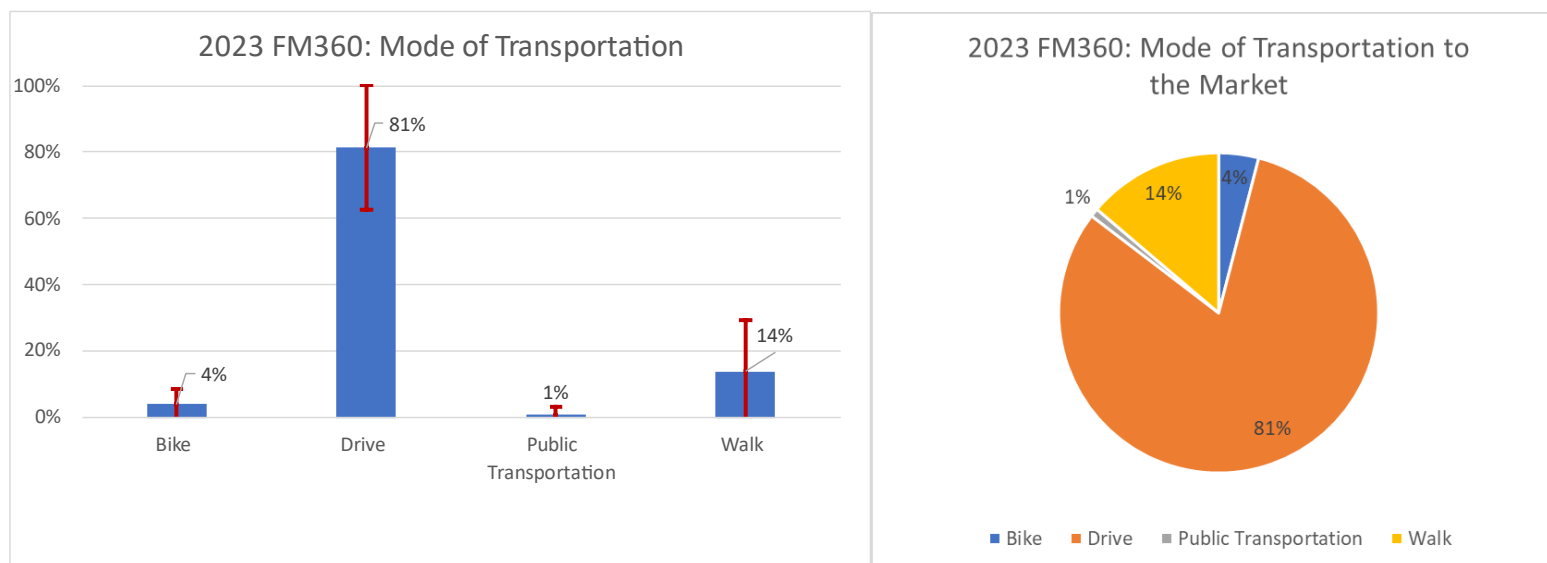
**FM 360 Summary – 2023 Summer**

3,773 visitors participating



Average spending per visit: \$24.27

Mode of transportation used by visitors



Estimated visitors count

<b>FM360 Participating Markets</b>	215	Average visits/hour
<b>Total</b>	8,683	Total market hours*
	<b>2,849,906</b>	<b>Visits for the season**</b>

\*Sum of responses to the manager survey where available; if not reported, 48 market hours for markets in the North and 88 market hours for markets in other regions of the state are assumed.

\*\*Sum of "Average visits/hour" times "Total market hours" for each market. If blank, multiply "Average visits/hour" times "Total market hours."

\*The dot survey questions were:

1. Which of the following best describes your primary reason for visiting the market today? Pick one.

Choices: *Browse the market products; Buy the market products; Eat at the market; Experience the market*

2. How much money did you (or will you) spend at the market today? Pick one.

3. What is your preferred way to receive updates about this market? Pick one.

Choices: *Email newsletter; Family, friends, coworkers; Mailings, periodicals; Market website; Physical signage; Social media*

4. Which of the following do you believe is this market's primary purpose? Pick one.

Choices: *Access to healthy food, Community building, Opportunity for education and learning, Profitable marketplace for farmers and other vendors, Source of local foods and products*