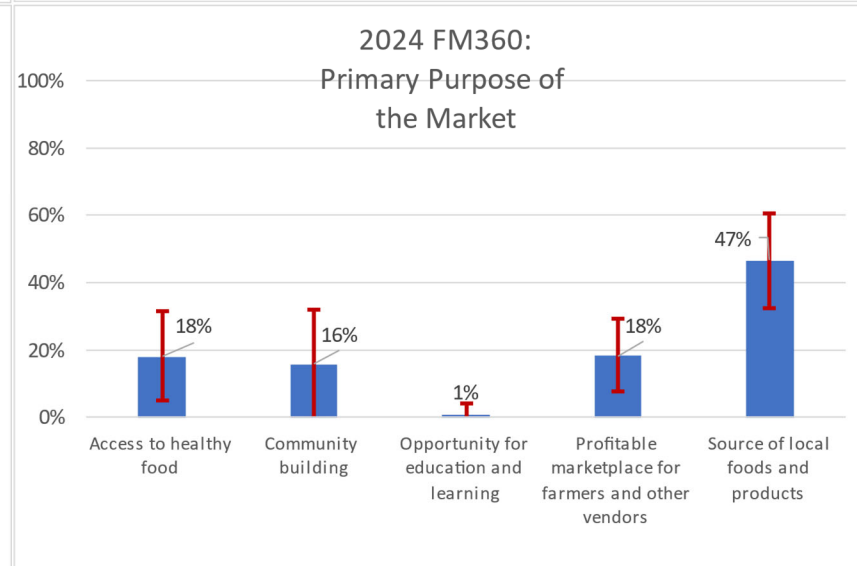
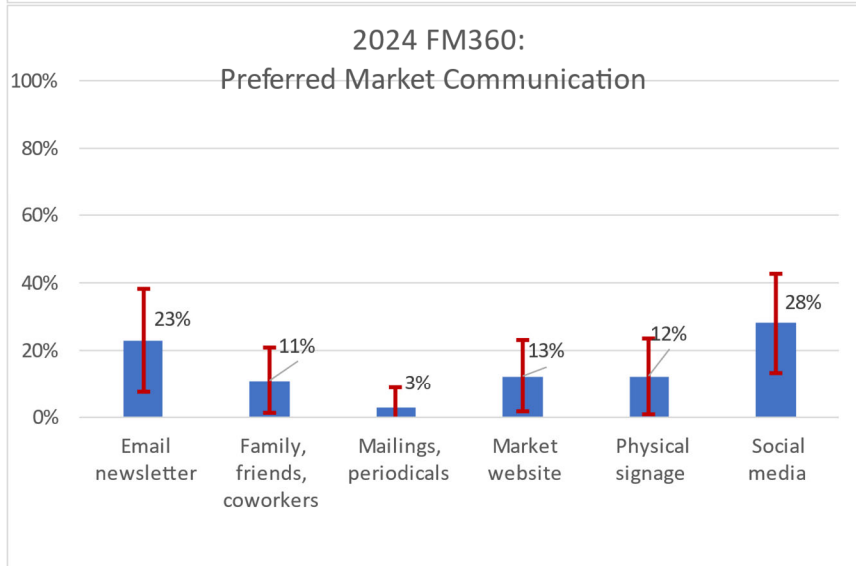
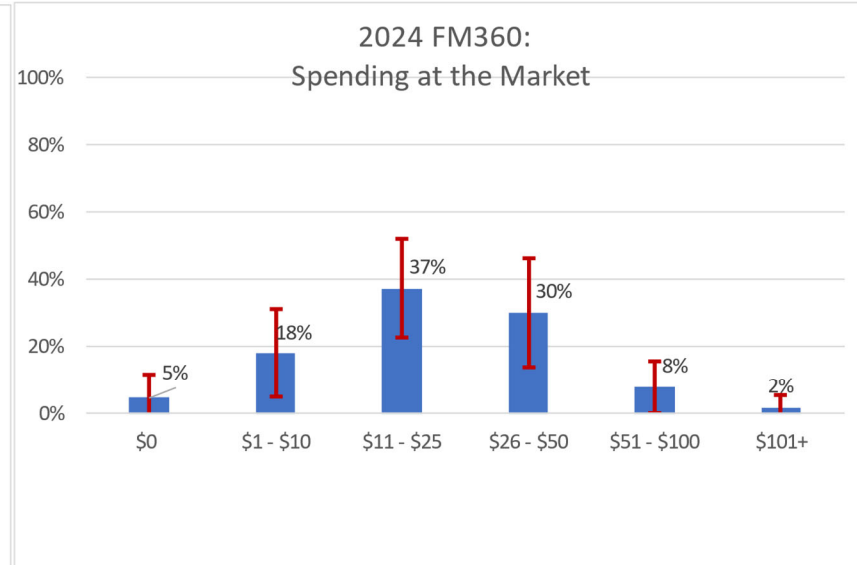
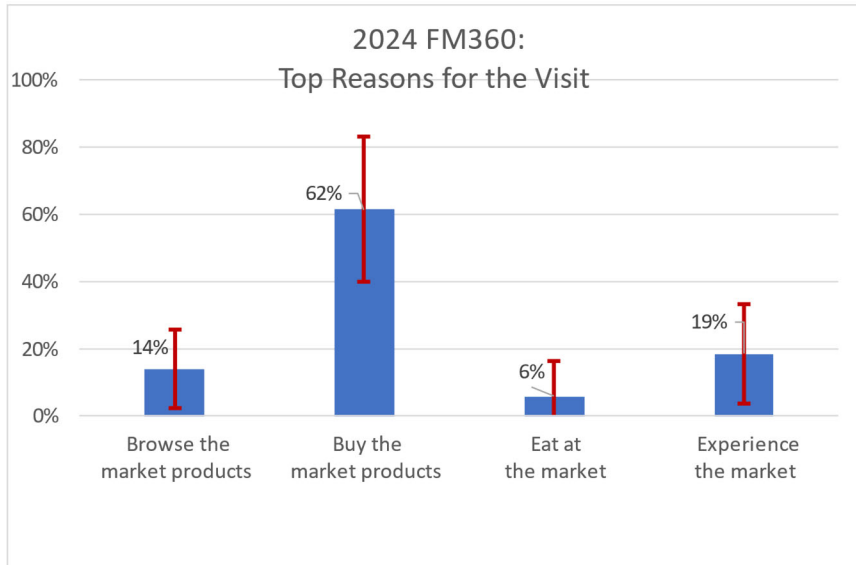


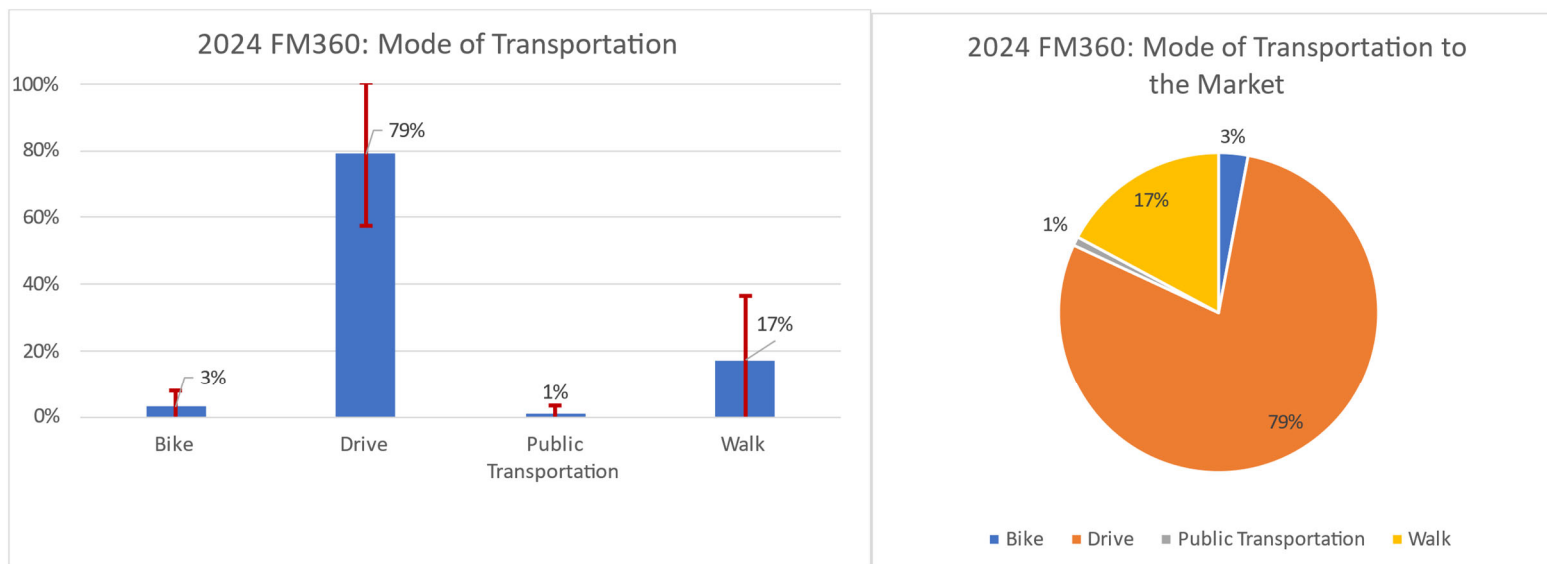
FM 360 Summary – 2024 Summer

1,998 visitors participating



Average spending per visit: \$27.08

Mode of transportation used by visitors



Estimated visitors count

FM360 Participating Markets	422	Average visits/hour
(56 markets where visit counts were available)	6,886	Total market hours*
	3,559,836	Visits for the season**

*Sum of responses to the 2024 or 2023 manager survey where available; if not reported, 56 market hours for markets in the North and 94 market hours for markets in other regions of the state are assumed, based on median market hours from the 2024 manager survey.

**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, Text*

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*