



VERMONT LOCAL FOODS PRICE TRACKING PROGRAM

SUMMER FARMERS MARKET PRICE TRACKING

The Local Foods Data Tracking Program is a partnership with USDA-AMS (Agricultural Marketing Service) Market News Reports to aggregate pricing data on Vermont agricultural products, which include fruit and vegetable crops, meat, poultry and eggs. VAAFM teams with farmers markets across the state to publish current pricing data on the VAAFM website.

SUMMER MARKET COLLECTION DATES

June 2021 - October 2021

CONTACT

PROGRAMMATIC QUESTIONS

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I. PROGRAM OVERVIEW

PROGRAM PURPOSE

The Local Foods Data Tracking Program is a partnership with USDA-AMS (Agricultural Marketing Service) Market News Reports to aggregate pricing data on Vermont agricultural products, which include fruit and vegetable crops, meat, poultry and eggs. VAAFM teams with farmers markets across the state to publish current pricing data on the VAAFM [website](#). National pricing reports are also available at the USDA-AMS Market News Reports [website](#).

The goals of this program are to:

- Provide public access to anonymous contemporary fruit, vegetable, poultry, egg and meat pricing
- Provide national and regional comparisons of Vermont farmers' market pricing data available on a weekly basis
- Provide local foods data to support more accurate support for setting federal insurance rates and access to loan opportunities for food producers
- Enable farmers & vendors to price products accurately & competitively
- Enable farmers' markets to assess product price competitiveness against conventional grocery stores, food coops, and other food vendors
- Allow consumers to assess product price competitiveness among farmers' markets, grocery stores, food coops, & other food vendors

ELIGIBILITY

Any summer farmers market in the state of Vermont with a minimum of three vendors for which pricing data can be collected. Market must be able to provide a W-9 in order to receive payment of services.

AVAILABLE FUNDS

Farmers markets are eligible to receive \$15 per timely, complete, and legible submission. Following the end of the market season, VAAFM will tally the number of submissions for the season and report this number to the farmers market manager. Market managers are responsible for submitting an invoice for the amount due to them and a W-9. VAAFM will issue payment upon receipt of these materials.

SUBMISSION POLICY

It is the farmers market's responsibility to submit all reports in a timely manner in order to receive payment for services. Submissions should be in a clear, legible format with complete information, including price per unit for all entries. It is strongly recommended that prices be typed into the provided spreadsheet; the use of Excel, GoogleDocs, or similar programs is encouraged. **All submissions must be sent in by noon the Tuesday following the market.**

II. DATA COLLECTION INSTRUCTIONS

1. Complete the top section:
 - a. Market name
 - b. Collection date
 - c. Name of person collecting
 - d. Number of vendors visited
 - e. Describe factors that affect the market

2. Markets are required to collect data from a minimum of 3 vendors per market, at least once a month. However, markets are **strongly** encouraged to collect prices from more vendors and during every market, if they occur more frequently. Please note, prices may be acquired from farms with online platforms that attend the market.

3. Ensure that you are collecting prices in the correct columns: non-certified or certified organic.
 - a. Non-certified organic products include producers that advertise organic practices that (due to their size) are not *certified* organic.

4. Write in all prices per unit. Examples include: **ea.** (each), **lb.** (pound), **hd** (head), **bu.** (bunch), etc.
 - a. If bags of produce are sold, please find out from the vendor how much the bags weigh and note on sheet (eg. a bag of spinach that costs \$6 and is half a pound can either be reported as: \$12/lb. or \$6/8 oz.)

5. If you see trending products at your market that are not captured on the data sheet, please feel free to write them in on the bottom of the sheet.

6. Tally the number of produce and protein vendors you collect data from at the top of the sheet.

7. Please submit the completed data sheet, with your data typed in, if possible.
 - a. If you do not have the capacity to work in Excel or a similar program, please contact VAAFV to make alternative arrangements.
 - b. If you are submitting a form in which you have typed your answer, please do not submit as a pdf form. I will greatly appreciate it if I can cut, paste and sort columns to aggregate data!

8. Submit reports via email to Alissa.Matthews@vermont.gov by **Tuesday at noon** following your market.