

Know your market, know your customers

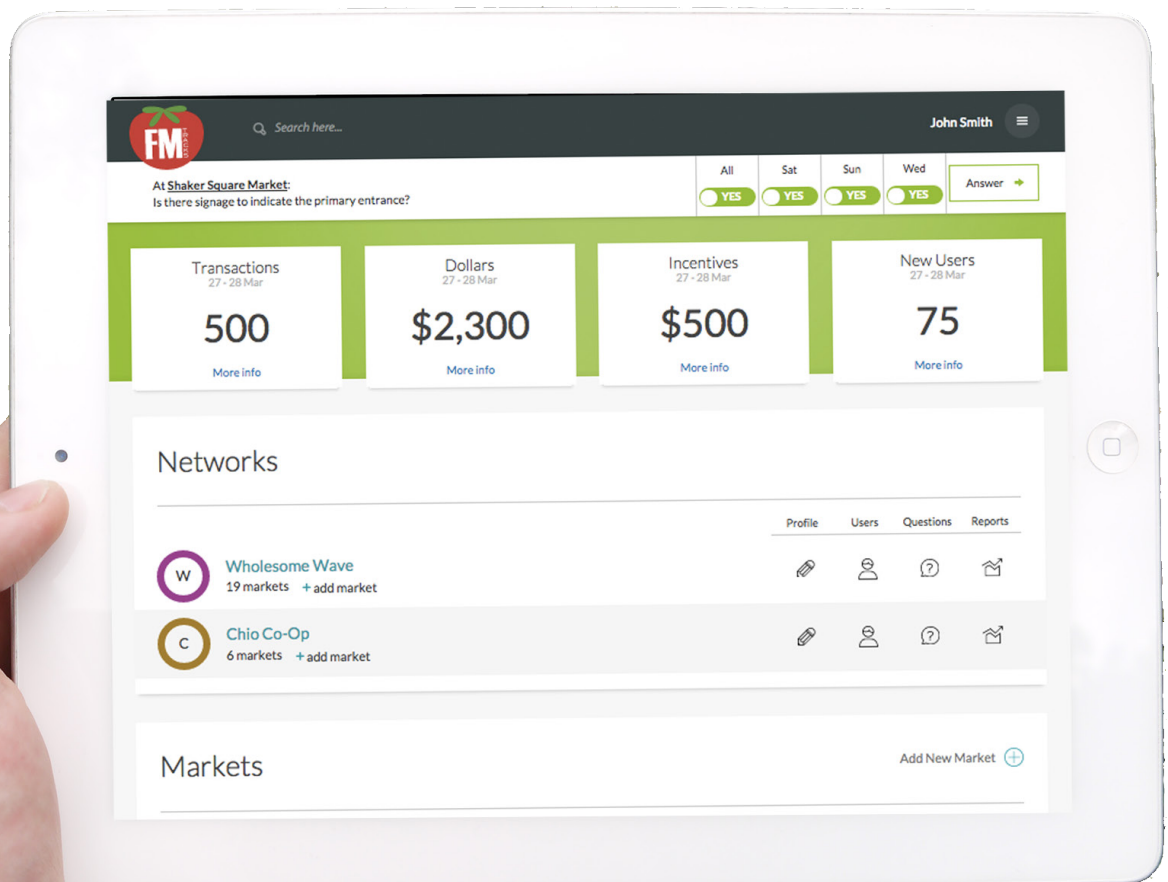
FM Tracks is an iOS based application to collect, manage, and evaluate information about your farmers market.

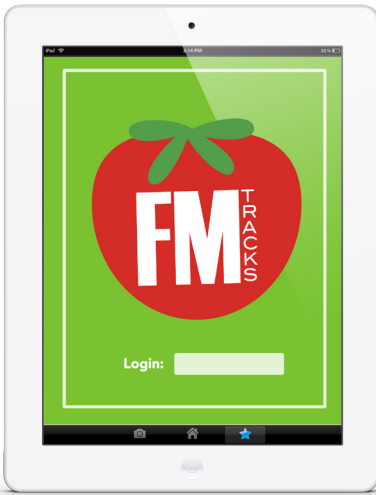
Save time. FM Tracks eliminates the need for pen-and-paper tracking and keeps all your market and vendor information in one place.

Save Money. Reduce staff time spent on recording and processing information.

Improve your market. Use customer information to increase vendor sales, introduce new products, and make changes to your market.

Show your impact. Export your data in comprehensive and detailed reports for grant reporting, financial tracking, communications, and outreach.





FM Tracks includes an iOS application and website that work together to improve your market.

Users: Intended for use by direct-to-consumer market managers operating one or more markets, and for healthy food incentive network managers organizing programming locally, regionally, or across states.

Central System for Recording Information: Provides a central portal for sales transactions and recording information about customers, the market, and healthy food incentives.


Transaction Accounting: Designed to track transaction data, specifically for SNAP/EBT and other federal nutrition benefit programs, as well as credit/debit and cash.

Customer-Level Data Collection: With the ability to assign unique customer IDs, market managers can now better understand who is shopping at their market, and tailor activities to attract more customers.

State-of-the-Art Methods for Evaluation: Includes metrics used and approved by the USDA, Farmers Market Coalition, and the US Census to support comparisons to other data sources.

Real-Time Access to Reporting: Data dashboard provides quick look at market trends and reporting features allow for more careful examination of impact.

FM Tracks is not a system for transacting and transferring money.

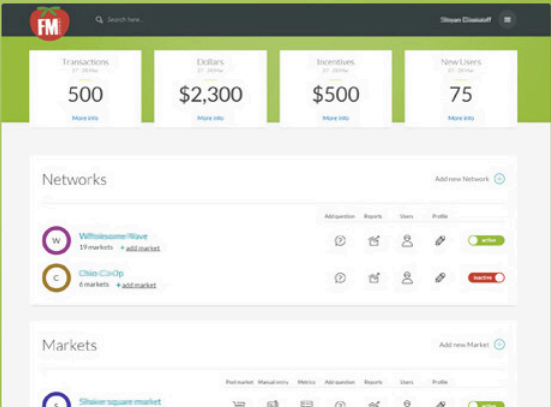


Already a member of FM Tracks?

Sign Up Today!

- 1 Fill out the form below, registering either as a Farmers' Market or Network
- 2 Once you submit your registration, you will receive an email with instructions to complete your registration and begin using FM Tracks.

FM Tracks is being piloted at select markets in 2015.
The enhanced version of FM Tracks will become widely available in 2016.



Metric	Value
Transactions	500
Dollars	\$2,300
Incentives	\$500
New Users	75

Networks

Network	Markets	Status
Wholesome Wave	19 markets	Active
ChicoChip	4 markets	Inactive

Markets

Market	Status
ChicoChip market	Active

Farmers' Market | **Network**

Asparagus or Bust
CHANGE MARKET EDIT MARKET

katiemerritt@wholesomewave.org

Current Transaction

Payment	
SNAP/EBT	\$10.00
Incentive	
Other	\$10.00

Payment	
Check	\$10.00
Incentive	
Other	\$10.00

FINISH DAY

New Transaction

Customer Identification

First and middle initial: KE Birth month and birth day: 1020

Research ID: POS ID:

This ID is not tied to any of your personal information. It is used to help us to better understand shopping trends at our farmers' market. Leave blank to keep customer anonymous.

Purchase Information

Purchase type: Cash Check Credit/Debit Card SNAP/EBT

Purchase amount: \$10.00

Incentive type: SNAP Incentives

Incentive amount: \$10.00

NEXT TO EVALUATION QUESTIONS ADD

FM Tracks Mobile App

Running on an iOS device (iPad, iPad mini), the mobile app is used by market managers to collect information on-site. This includes: sales data, customer data, market day information, and health, economic, and community impacts of the market.

The mobile app replaces the traditional pen-and-paper method of on-site data collection, reducing error and saving time for managers. Data can be entered into the mobile app without an Internet connection.

FM Tracks Website

The website provides the capabilities to manage and view all data entered via the mobile app, reporting and exporting functions, the ability to add new markets or networks, and the selection of questions to be asked at market. You can also develop your own questions to be added to the system. Finally, the website also has a manual entry function to allow data collected via pen-and-paper at market to be input off-site. With this function, even if your market does not have an iOS device, FM Tracks can still be used.

Profile Post Market 3 Manual Entry Metrics Questions Reports

Post-Market Questions Repeat Customer Questions New Customer Questions

Post Market Questions Add new Question +

	System	Network	Market		
How many people do you estimate come to the farmers' market today?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/> active
Compared to average for this time of year, attendance at the market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/> active
What was the temperature today?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/> active
<input type="radio"/> Cold <input type="radio"/> Cool <input type="radio"/> Warm <input type="radio"/> Hot					
Did you have any of the following today?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/> active
Have you used any of the following new marketing techniques since the previous market day?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/> inactive
How many recipes did you distribute today?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/> active
Did any vendors donate food to social service groups today?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/> active
Estimate how many pounds of food were donated at the market today?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/> active
We any of the vendors selling unique, regional products today?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/> active

A limited number of markets are beta testing FM Tracks in 2015. The full, optimized version will be made publicly available in 2016. If you are interested in staying connected and getting updates on the public release of FM Tracks in 2016, email us at nutritionincentivenetwork@wholesomewave.org.



FM Tracks development is led by Dr. Darcy Freedman through a partnership between Case Western Reserve University, the Prevention Research Center for Healthy Neighborhoods, and Wholesome Wave. It is supported through funding from the Ohio Department of Health and the Prevention Research Center for Healthy Neighborhoods.