

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.

Case Western Reserve University is partnering with Produce Perks Midwest to license and disseminate the iOS-based app and website for gathering and organizing sales and incentive usage data while evaluating trends and impact. If you are interested in receiving updates about FM Tracks please email fmtracks@case.edu. If you are interesting in utilizing FM Tracks software at your market or creating a network of markets, please fill out this form <https://www.tfaforms.com/4958793>.

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

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.



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iOS Device (iPad, iPad Mini)

The mobile app is used by market managers to collect information on-site and data can be entered without internet connection. 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.

Website Application

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 be still be used.

The screenshot displays the iOS mobile app interface for a 'New Transaction'. On the left is a sidebar menu with options: Transactions, Vendor Reimbursement, Post Market Questions, Sync Log, FM Tracks Website, Change Market, and Logout. The main screen is titled 'New Transaction' and features a 'Payment' section with 'PAYMENT METHODS' (including SNAP/EBT and an 'Add payment method' button) and 'CUSTOMER ID' (with an 'Enter ID' field). Below this is a 'CUSTOMER ZIP CODE' field. To the right, an 'INCENTIVES' section lists options like 'Produce Perks' and 'Fruit and Vegetable Coupon' with associated amounts. An 'ADDITIONAL TRACKING' section includes fields for 'Research ID', 'POS ID', and 'Other ID'. At the bottom, a 'Summary' section shows a 'Payment Amount' of '\$0.00'.

The screenshot shows the website application interface for 'Omega Farmers' Market Name'. The top navigation bar includes links for 'Enter Daily Sales & Data', 'Manage Profile', and 'Run Reports', along with a status indicator for '4 open post-market reports' and an 'active' toggle. Below the navigation bar, there are three main tabs: 'Transactions', 'Vendor Reimbursement', and 'Post Market'. The 'Transactions' tab is selected, showing sub-tabs for 'New Individual Transaction', 'New Aggregate Transaction', and 'Transaction Log'. The 'New Individual Transaction' sub-tab is active, displaying a form with a 'Payment Method' dropdown (set to 'Auto-Calculate') and a '\$ 0.00' amount. Below this is an 'Add Another Payment Method' button. The 'Customer ID' field contains 'e.g. CP0982' and an 'Anonymous' checkbox. The 'Incentives' section shows 'No incentives eligible'. The 'Additional Tracking' section has a 'Research ID' field. At the bottom, the 'Total Currency' is displayed as '\$0.00'.



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