**Metrics Vendor Letter**

Dear \_\_\_\_\_\_\_ Farmers Market vendors,

As we busily prepare for what we hope will be the best farmers market season ever, we are excited to share with you some good news.

The \_\_\_\_\_\_\_\_\_ Farmers Market is using Farmers Market Metrics, which is designed to help farmers markets understand and communicate their impacts. We will be collecting information from our visitors as well as our vendors, helping us understand more about your business, which, in turn, will help us to better support your operations.

This season, you may see some surveys being conducted at market, though they should be short and not interfere with the flow of customer traffic in any way.  We hope to learn valuable information about our customers and our market’s overall impact that we will certainly share with you as the project progresses.  Additionally, you will be asked certain questions on a small number of topics, including things like farm acreage (if applicable), gross sales at market, or the number of crops and varieties you offer for sale.

Why are we asking for this information? We take for granted the significant economic and social benefits that our market offers the community, but not everyone sees it this way.  As the market continues to grow, we may compete for space, parking, and the right to be taken seriously by the people who make decisions about how land is used and municipal and state policies are made. We need to better articulate the role this market plays in our economy and community if we want to see it thrive, and we can only do that accurately with your help.

We want to assure you that any information you provide is confidential and will be compiled into aggregate statistics. No individual business information will be released without written consent from the owner.

Your cooperation, accuracy, and honesty in responding to any surveys this season is critical to helping this market understand its impacts and communicate its value to potential partners and funders.  We greatly appreciate your cooperation and look forward to working with you to make this year the best season yet.

Please stay tuned for further updates on this project and how you can help.

Sincerely,