

FM Tracks: Farmers Market Manual Entry Forms

Purpose

This form is designed to capture data from incentive customers in the event that your market does not have access to the FM Tracks mobile app. Use this form to:

- Record sales data on incentive purchases
- Create user IDs for new customers
- Submit data yourself or by your market administrator for manual entry into the FM Tracks web interface

If you have questions about the correct use of this form, please contact your market administrator: _____

Required Data Points

☆ This star and a **black background with white text** indicates required data. If it's an especially busy market day, these questions are the minimum required entries.

Instructions on How to Use This Form

Step 1: Farmers Market Set-Up

At the beginning of your market day, fill out **A) Farmers Market Information** on page 2.

Step 2: New Customer Information

Ask customer for their FM Tracks ID. Remind them it is their first and middle initials and their birth month and day (eg. CA0525).

If they do not have an FM Tracks ID, ask: *"Would you like to register for a FM Tracks today? Registering for FM Tracks is optional and does not affect your ability to participate in the nutrition incentive program or use your SNAP benefits, though it is encouraged. The FM Tracks will not be linked to your actual name or any other personally identifiable information. It allows us to track our program's impact over time. The ID can be used for loyalty rewards programs we may have in the future. You do not have to create a FM Tracks ID if you do not want to. You do not have to answer any questions if you do not want to."*

If they agree to set up an FM Tracks ID, set up the ID in the **B) New FM Tracks User ID** table on page 2. Proceed to ask them the 'New User' Questions.

If they do not want to set up an FM Tracks ID, proceed to **C) Transaction Log** on page 3 and ask them "Is this your first time participating in this farmers market?" Report their answer with a "Y" or "N" in the first column.

Step 3: Sales and Transaction Information

Log transaction information for customers with an existing or newly created FM Tracks ID in **C) Transaction Log** on page 3.

Step 4: Redemption Information

At the end of the market day, or as you are doing the necessary accounting for vendor reimbursement, fill out **D) Post-Market Day Redemption Information** on page 4.

Step 5: End of Day Questions

At the end of the market day, fill out **E) Post-Market Day Vendor Information** on page 4 and 5, and **F) Post-Market Day General Information** on page 5.

Step 6: Data Entry into Website

Log into the FM Tracks website and enter your data under the Manual Entry tab.

A) Farmers Market Information

☆Market Name:	
☆Market Date:	
☆Reason for Manual Entry:	

What to say when you ask someone to set up a new FM Tracks User ID...

- *Would you like to register for a FM Tracks ID today?*
- *Registering for FM Tracks ID is optional and does not affect your ability to participate in the nutrition incentive program or use your SNAP benefits, though it is encouraged.*
- *The FM Tracks ID will not be linked to your actual name or any other personally identifiable information. It allows us to track our program's impact over time. The ID can be used for loyalty rewards programs we may have in the future.*
- *You do not have to create a FM Tracks ID if you do not want to. You do not have to answer any questions if you do not want to.*

B) New FM Tracks User ID

1) Create New User ID			2) Ask New User Questions			
Initials of First and Middle Names	Birth month and day (mmdd)	FM Tracks ID (Column A+B)	New Customer "Is this your first time ever shopping at any farmers market?" (Y/N Answer)	New Customer "Have you ever shopped in this farmers market before today?" (Y/N Answer)	Zip Code	How did you hear about this farmers market?
e.g. "Carol Ann" = CA	e.g. 05/25	CA0525	e.g. Y	e.g. N	e.g. 01010	e.g. Flyer

C) Transaction Log

☆ FM Tracks I.D. from page 2 e.g. CA0525 or ☆ New Customer (Y/N) if customer doesn't have, or want to create, a FM Tracks I.D.		☆Purchase Type (SNAP/EBT;WIC FMNP; Senior FMNP;WIC CVV; Cash; Check;Credit/Dbt; Produce Rx)	☆Purchase Amount e.g. \$10	☆Incentive Type e.g. F+V only or All-SNAP	☆Incentive Amount e.g. \$10
e.g.	CA0525	e.g. SNAP	e.g. \$10	e.g. F+V only or All-SNAP	e.g. \$10
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					

C) Transaction Log (cont.)

☆ FM Tracks I.D. from page 2 e.g. CA0525 or ☆ New Customer (Y/N) if customer doesn't have, or want to create, a FM Tracks I.D.		☆Purchase Type (SNAP/EBT;WIC FMNP; Senior FMNP;WIC CVV; Cash; Check;Credit/Dbt; Produce Rx)	☆Purchase Amount	☆Incentive Type	☆Incentive Amount
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
Total (Purchase and Incentive Amount)			\$		\$

D) Post-Market Day Redemption Information

Payments Redeemed by Vendor

Vendor Name	☆ SNAP	WIC CVV	Senior FMNP	WIC FMNP	Produce Rx	Other
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
☆Total (all applicable)	\$	\$	\$	\$	\$	\$

Incentives Redeemed by Vendor

☆ SNAP Incentives		All Other Incentives
☆ SNAP F+V-only incentives	☆ All-SNAP incentive	
\$	\$	\$

E) Post-Market Day Vendor Information

☆ How many total producer/vendors were selling at this market today?

#

☆ Today, how many of the producers/vendors were selling fruits and vegetables?

#

☆ Today, how many of the producers/vendors were eligible to accept SNAP?

#

E) Post-Market Day Vendor Information (cont.)

How many producer/vendors sold each of the following fruits types? (Enter N/A if your market does not gather this data)	Apples or pears	Peaches, plums, apricots, cherries	Berries	Citrus	Melons	Bananas, pineapple, mangoes	
	#	#	#	#	#	#	
How many producer/vendors sold each of the following vegetables types? (Enter N/A if your market does not gather this data)	Lettuce, spinach, broccoli, kale, greens	Corn, white potatoes	Carrots, sweet potatoes, tomatoes, winter squash	Beans (except green and wax beans)	Cauliflower, onions, zucchini squash, cucumber, green or wax beans		
	#	#	#	#	#	#	
Did any vendors donate food to social service groups today?					Yes	No	Don't Know
What was the total net sales for all vendors today?					\$		

F) Post-Market Day General Information

How many people do you estimate came to your farmers' market today?	#
What was the temperature like today? (circle one)	Hot Warm Cool Cold
What was the weather like today? (pick all that apply)	Sunny Cloudy Rainy Windy Snowing
Were there be any non-vendor groups (non-profits, schools, county or municipal programs, etc...) at the market today using a table or booth to share information, provide free goods or services, or conduct a survey?	Yes (please specify): _____ No I don't know
Did you have any of the following activities at today's market? Pick all that apply and describe below:	<input type="checkbox"/> Live music <input type="checkbox"/> Chef/cooking Demonstration <input type="checkbox"/> Taste test <input type="checkbox"/> Nutrition Education <input type="checkbox"/> Activities for kids <input type="checkbox"/> Contest <input type="checkbox"/> Promotion <input type="checkbox"/> Health fair <input type="checkbox"/> Gardening demonstration
Did you do any additional marketing for today's market?	If Yes, describe: _____
How many total hours did your volunteers work today?	#
Did you have problems using the FM Tracks mobile app at the market?	Yes (please specify): _____ No