



Extension

UNIVERSITY OF WISCONSIN-MADISON

SOUTHEAST WISCONSIN

Farmers Market Grant Program
2022 - 2024



Purpose:

- To strengthen farmers' markets in Wisconsin through regional collaborations and projects.
- To support farmers' markets as they serve diverse vendors, customers and collaborators.
- To support market managers, boards and volunteers in data collection and information sharing.

Farmers' Market Participation

Markets in the 7 county region of Southeast Wisconsin (Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha) have the opportunity to participate in the Southeast Wisconsin regional project.

What is involved in participation:

- 3 years of customer survey data collection.
- Collection of general farmers' market data.
 - Farm2Facts will be the tool used to compile data.
- Participation in a collaborative project.
 - Market representatives met in the beginning of November of 2022 to discuss and decide on a collaborative project, which will be completed in the 2023 market season. **Grant dollars will be used to supports market projects.**

*Participating markets will have access to the Farm2Facts program at no cost.
<https://farm2facts.org/>*



Questions:

Why would we want to collect customer data? This data will be useful to help determine where customers are coming from, how much they are spending and collect customer counts.

What about privacy concerns? No one is identified in the survey. The most personal information collected is a zip code.

Who will collect the data? Market staff, volunteers and/or Extension/UW Madison staff will support data collection.

Please contact Rose Skora, Regional Farmers Market Coordinator at skora2@wisc.edu for more information.