

MARYLAND MARKET MONEY DATA COLLECTION

This chart shows all of the different points of data MDFMA must collect, but the number of individual datum managers must collect at market will vary depending on which collection method is selected.

	DATA	PURPOSE
MARKET DATA	1. Market date	Seasonal comparison
	2. Copy of vendor payout sheet; list of fruit & vegetable vendors for season	Track match for F&V
	3. # of vendors (all farmers and other vendors) at market on market day	Vendor participation
	4. # of the producers/vendors selling fruits and vegetables at market on market day	Vendor participation
	5. # of the producers/vendors eligible to accept SNAP at market on market day	Vendor participation
	6. # of producers/vendors eligible to accept FMNP/FVC at market on market day	Vendor participation
	7. Total (\$) healthy food incentives redeemed at market	Track program success
	8. Total (\$) healthy food incentives for fruits and vegetables only (all types) redeemed today	Compare match for F&V vs. all products
	9. Total (\$) MMM distributed at market today	Track available funds
	How much in all other types of incentives did all vendors redeem today? (N/A)	N/A for MMM
SNAP DATA	10. Total (\$) SNAP/EBT redeemed at market?	Track benefits used
	11. # of SNAP/EBT transactions	Track benefits used
	12. # of new SNAP/EBT customers	Track household use
	13. Total (\$) SNAP/EBT swiped at market	Track benefits used
	14. Total (\$) healthy food incentive distributed as SNAP/EBT match	Track match by type
	Zip codes (optional)	Targeted outreach/\$
FMNP-WIC DATA	15. # of WIC FMNP transactions	Track benefits used
	16. # of new WIC FMNP customers	Track household use
	17. Total (\$) WIC FMNP spent by customers at market	Track benefits used
	18. Total (\$) healthy food incentive distributed as FMNP-WIC match	Track match by type
		Zip codes (optional)
SMFNP DATA	19. # of SFMNP transactions	Track benefits used
	20. # of new SFMNP customers	Track household use
	21. Total (\$) SFMNP spent by customers at market	Track benefits used
	22. Total (\$) Healthy food incentive distributed as SFMNP match	Track match by type
		Zip codes (optional)
WIC FVC DATA	23. # of WIC CVV transactions	Track benefits used
	24. # of new WIC CVV customers	Track household use
	25. Total (\$) WIC CVV spent by customers at market	Track benefits used
	26. Total (\$) Healthy food incentive distributed as WIC CVV match	Track match by type
		Zip codes (optional)
DEB/ CRED DATA	27. # of debit/credit transactions	Track # of customers
	# of new debit/credit transactions (optional)	Track household use
	28. Total (\$) debit/credit spent by customers at market	Track success of mkt
		Zip codes (optional)

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