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| **FM Tracks: Farmers Market Manual Entry Forms – Advanced (for Additional Data Collection)** |
| **Purpose**Use this form to capture **required data** (marked with a **✩** and bolded box) and advanced datafor [Incentive Program Name]. A completed form will have:* Market name and today’s date
* The number of new SNAP customers
* Sales data for SNAP transactions and incentives distributed
* Reimbursement totals for SNAP and incentives redeemed by vendors
* Answers to required Post Market Questions

Enter all data into the FM Tracks website for the current month no later than the 15th of the next month. If you have questions about the form, please contact: [Incentive Program Contact] |

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| **How to Use This Form** |
| **Customize this document to your market!** Enter details specific to your market & program anywhere you see red text**Step 1:** Complete **Farmers Market Name & Today’s Date** (p. 2)**Step 2:**Track new customers in**New Customer FM Tracks ID Log**(p. 2)  *Optional:* Use FM Tracks IDs to track individual sales with survey questions to learn more about your shoppers**Step 3:** RecordSales and Transaction Information in **Transaction Log** (p. 3) **Step 4:** Complete **Post Market Questions** (p. 4) *Optional:* Use the **Vendor Reimbursement Log** (p. 5) to calculate vendor SNAP and incentive redemption totals to answer **Post Market Questions****Step 5:** Enter data into the FM Tracks website * Enter data into the FM Tracks website *for each market day* at: [www.fmtracks.org](http://www.access.fmtracks.org) within the ‘Enter Daily Sales & Data’ section
* Confirm accuracy and completeness of sales and redemption data within the ‘Run Reports’ section.

 Use **Transactions Log** (p. 3) to enter ‘Transactions’ *Optional*: Use Vendor Reimbursement Log (p. 5) to enter ‘Vendor Reimbursement’  Use **Post Market Questions** (p. 4) to enter ‘Post Market’  |
| **Step 1: Farmers Market Name & Today’s Date**  |  | **Using FM Tracks IDs*** FM Tracks IDs help you to learn more about your customers
* Ask all customers New Customer Questions the first time they have an FM Tracks ID assigned
* FM Tracks IDs do not affect a customer’s ability to participate in the nutrition incentive program or use SNAP benefits
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| ✩ **Today’s Date** |  |  |
| ✩ **Market Name**  | [Market Name] |  | **Creating an FM Tracks ID** We use the following system to create unique FM Tracks IDs for customers at this market: CHOOSE ONE: First and last initials on the customer’s EBT card and last 4 digits of the EBT card **OR** Customer’s first and middle initials and birth month and day (MMDD) |
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| **Step 2: New Customer FM Tracks ID Log** |
| **1) Create New User ID** | **2) Ask New User Questions** |
| # | FM Tracks ID | Have you ever shopped at this farmers market before today? (Y, N, choose not to provide) | Is this your first time ever shopping at any farmers market? (Y, N, choose not to provide) | How did you hear about this farmers market? | What is your zip code? | [Optional: Add an additional question for new customers] |
| *Ex:* | *CA0525* | *Y* | *N* | *Flyer, social media, word of mouth, billboard, etc.* | *01010* |  |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |
| 8 |  |  |  |  |  |  |
| 9 |  |  |  |  |  |  |
| 10 |  |  |  |  |  |  |
| 11 |  |  |  |  |  |  |
| ✩ **Total** Number of New Customers |  |

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| **Step 3: Transaction Log ✩ =** *Required* |  | **Step 3: Transaction Log ✩ =** *Required* |
| # | FM Tracks ID | Payment Method(e.g., SNAP/EBT) | Payment  Amount | Incentive Name | Incentive Amount | # | FM Tracks ID | Payment Method(e.g., SNAP/EBT) | Payment  Amount | Incentive Name | Incentive Amount |
| Ex: | *CA0525* | *SNAP* | *$10* | *Bonus Bucks* | *$10* | 16 |  |  |  |  |  |
| 1 |  |  |  |  |  | 17 |  |  |  |  |  |
| 2 |  |  |  |  |  | 18 |  |  |  |  |  |
| 3 |  |  |  |  |  | 19 |  |  |  |  |  |
| 4 |  |  |  |  |  | 20 |  |  |  |  |  |
| 5 |  |  |  |  |  | 21 |  |  |  |  |  |
| 6 |  |  |  |  |  | 22 |  |  |  |  |  |
| 7 |  |  |  |  |  | 23 |  |  |  |  |  |
| 8 |  |  |  |  |  | 24 |  |  |  |  |  |
| 9 |  |  |  |  |  | 25 |  |  |  |  |  |
| 10 |  |  |  |  |  | 26 |  |  |  |  |  |
| 11 |  |  |  |  |  | 27 |  |  |  |  |  |
| 12 |  |  |  |  |  | 28 |  |  |  |  |  |
| 13 |  |  |  |  |  | ✩ **Total** SNAP Payments &  SNAP Incentives Distributed | $ |  | $ |
| 14 |  |  |  |  |  |  **Total** Market Currency Distributed | $ |  | $ |
| 15 |  |  |  |  |  |  | ✩ **Total** Number of SNAP Transactions |  |

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| **Step 4: Post Market Questions ✩ =** *Required* |
| **✩** What was the total amount of SNAP redeemed by vendors today? | $ |
| **✩** What was the total amount of incentives redeemed by vendors for fruit and vegetables today? | $ |
| **✩** Delete if not applicable:What was the total amount of incentives redeemed for SNAP eligible items today? | $ |
| **✩** How many producers/vendors were selling at this market today?  | # |
| **✩** How many producers/vendors were selling fruits and vegetables today? | # |
| **✩** How many of the producers/vendors were eligible to accept SNAP today?  | # |
| **✩** How many paid staff were involved in the administration of the incentive program today? | # |
| **✩** How many volunteers were involved in administration of the incentive program today? | # |
|  \_\_\_ SNAP outreach \_\_\_ None  \_\_\_ WIC outreach  \_\_\_ Gardening demonstration  \_\_\_ SNAP-Ed programs and activities\_\_\_ EFNEP nutrition education/activities\_\_\_ Other nutrition education (non-federally funded) \_\_\_ Live music \_\_\_ Chef/cooking demonstration \_\_\_ Taste test \_\_\_ Health fair \_\_\_ Activities for kids \_\_\_ Contest**✩** Did you have any of the following activities today? Check all that apply:  |

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| **Advanced Post Market Questions** *- Optional* |
| How many people do you estimate came to your farmers market today? |  |
| What was the average temperature today (°F)? |   |
| What was the weather like today? (pick all that apply) |  Sunny Cloudy Rainy Windy Snowing |
| Were there 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? |  No If Yes, please specify: |
| Did any vendors donate food to social services groups today?  |  No If Yes, please describe:  |
| Did you do any additional marketing for today? |  No If Yes, please describe |

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| **Vendor Reimbursement Log** **–** *Optional*  |
| # | **Vendor Name** | **SNAP** | **WIC CVV** | **Senior FMNP** | **WIC FMNP** | **Produce Rx** | **Debit/ Credit** | **Gross Sales** |  | **[Enter Name of SNAP Incentive Program] Incentives Redeemed** | **All Other Incentives** |
| 1 |  |  |  |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |  |  |  |  |
| 8 |  |  |  |  |  |  |  |  |  |  |
| 9 |  |  |  |  |  |  |  |  |  |  |
| 10 |  |  |  |  |  |  |  |  |  |  |
| 11 |  |  |  |  |  |  |  |  |  |  |
| 12 |  |  |  |  |  |  |  |  |  |  |
| 13 |  |  |  |  |  |  |  |  |  |  |
| 14 |  |  |  |  |  |  |  |  |  |  |
| 15 |  |  |  |  |  |  |  |  |  |  |
| 16 |  |  |  |  |  |  |  |  |  |  |
| 17 |  |  |  |  |  |  |  |  |  |  |
| 18 |  |  |  |  |  |  |  |  |  |  |
| 19 |  |  |  |  |  |  |  |  |  |  |
| 20 |  |  |  |  |  |  |  |  |  |  |
| **Total** (all applicable) | $ | $ | $ | $ | $ | $ | $ | $ | $ |

April 2016