README

**Site Name**

FreshMark

**Keywords**

Freshness, cost, location, comparison

**Datasets and Design**

*National Retail Report – Specialty Crops*

<https://www.ams.usda.gov/mnreports/fvwretail.pdf>

Utilizes the following columns: Commodity, Variety, Unit,

“This Week” (combines two columns—“Stores with Ads”

and “Wtd Avg Price”).

This dataset is issued weekly with updated prices based on

a certain quantity of a variety of fruits and vegetables.

*Fruit and Vegetable Prices*

<http://www.ers.usda.gov/data-products/fruit-and-vegetable-

prices.aspx>

Utilizes the following columns from each file: Form,and

Average Retail Price

This dataset provides a list of fruits and vegetables, each

with a downloadable excel file which states the form

of the product, and how much it costs.

*National Farmers Market Directory*

< https://www.ams.usda.gov/local-food-

directories/farmersmarkets>

Utilizes the following columns from the downloadable .csv:

MarketName, City, State, Website, Season Time, Payment

Accepted, Products Available

This dataset recognizes any farmers market that operates

from two or more farm vendors. I have downloaded a

.csv of specifically Indiana and Illinois farmers

markets for use during this project.

*Climate Data Online*

<http://www.ncdc.noaa.gov/cdo-web/search>

Utilizes the Temperature, Precipitation, and Date columns.

This dataset provides up-to-date and archived climate data

for regions around the world.

Q) Do you use the primary dataset ”online climate data” from data.gov?

A) Yes.

Q) Are all these datasets from data.gov? If not, where are they coming from (links)?

A) All of the above mentioned data sets are from data.gov, with the expection of the “*National Retail Report – Specialty Crops*” dataset, which was found by searching “produce cost” online. However, this dataset is beneficial, as it is from the United States Department of Agriculture website.

The website design will be very intuitive, and the main focus of the site will be a map. It will either determine the visitor’s current location (via location services), or allow them to click on a specific location on the map. From there, it will tell them where the closest reported farmer’s market is located, with an address. Once the address has been clicked on, it will go to www.maps.google.com to provide the consumer with directions to that market. There will be additional resources to allow the consumer to see what is available at that farmer’s market, acceptable payment options, and comparison of cost to other retailers.

**Brief Description**

FreshMark is an interactive website that provides consumers with data about where they can purchase local produce and what it will cost, in comparison to other retailers. FreshMark also provides additional information such as website, accepted forms of payment at that location, and available produce. For some of my data visualization, I will use a zoomable sunburst chart with updating data that is modified for each farmers market.

**Additional Info/Problems**

I have had trouble beginning this project, due to various reasons. I have not worked with GitHub for an adequate amount of time, in order to be able to properly understand it. I have also never really programmed anything for a website, without using a premade template. I have done hours of research on javascript, GitHub, and the datasets, yet I am still struggling to understand how to fit all of it together. I have consulted the online forum for help and used the tutorial to get a better idea of how things should flow.