

New EBT Project -- Enhancing Existing Farmers' Markets to Increase Community-Based Relations

Kern County of Bakersfield, California received \$48,400 to add EBT to two (2) established markets and implement a bilingual promotional campaign that increased access to fresh produce for low-income residents with the hope that this project could be replicated in other areas of Kern County.

[Final Report FY09](#)

December 28, 2011

Kern County Public Health Services Department
Enhancing Existing Farmers' Markets to Increase Access and Consumption of Fresh Produce
and Build Community-Based Relations
12-25-G-0911
Bakersfield, California
Avtar Nijjer-Sidhu Ph.D., R.D. – (661) 862-8782
Final Performance Report

Project Summary:

The objectives of this project are as follow: the first objective was to promote and publicize the Kern County farmers' markets held at the Golden State Mall, at Oildale, and on the grounds of the Kern County Public Health Services Department (KCPHSD). The second objective was to promote community building relations through existing farmers' markets, and to use the current farmers' markets as models to enhance and expand into other communities. The third objective was to initiate and support new EBT projects coordinated and managed by the farmer's market manager. The KCPHSD sought the USDA/AMS/FMPP grant for three primary reasons: 1) provide access to healthy produce in low-income communities with the initiation of EBT (referred to as CalFresh in California), 2) to keep some of the locally grown produce available to our residents in need, and 3) to provide some economic development to our small scale, local farmers.

Project Approach:

The non-traditional partnership between the KCPHSD, the Kern Farmers' Market Association, Valley Public Television, and the Arts Council of Kern was to increase access and awareness of the availability of farm fresh, locally-grown fruits and vegetables for consumers of all ages, ethnic, and socio-economic backgrounds.

The Primary and Secondary Project Managers of this grant worked with the farmer's market manager to assist with the EBT application process. The KCPHSD, the farmer's market manager, and the Arts Council of Kern worked with the subcontracted evaluator, Transforming Local Communities, to create a survey tool that assessed the effect of EBT, and promotion and publicity of increasing sales as well as customers of the three established farmer's markets.

Valley Public Television in close relationship with the KCPHSD developed a PSA explaining EBT usage at the markets. The PSA aired on at various times on Valley Public Television. The KCPHSD developed flyers, poster, banners, and other promotional items used to promote the farmers markets. The Arts Council of Kern coordinated which artist/arts were showcased at the markets.

Goals and Outcomes Achieved:

The goals of the project were to promote and publicize "buy fresh and buy local" from existing farmers' markets; increase capacity and diversity of participating farmers and produce; increase the number of "at risk" clients in low-income communities to increase their consumption of fresh fruits and vegetables; and for the first time to initiate and support EBT usage at these markets. As listed above, we enlisted the help of our non-traditional partners in building the capacity of small farmers to better market locally grown produce within existing markets as well as the

initiation of new farmers' markets; promote, advertise, broadcast, and underwrite spots that promoted Kern County's Certified Farmers' Markets; and, supported the local varying arts and artists while enhancing community-building strategies associated with local farmers' markets. We also worked closely with the local evaluation team Transforming Local Communities (TLC) that evaluated the EBT utilization in year one (2010) of the grant.

Some of the unanticipated outcomes achieved were the development of new relationships; new partners working together. A great unexpected outcome was the showcasing of new artist and arts at the markets. The artist provided local entertainment which greatly enhanced the markets by promoting a more community feel. Another achieved outcome was the development of the EBT PSA in both English and Spanish which captured the essence of the work we were trying to achieve. The PSA highlighted locally grown produce with a good explanation of the EBT usage at our markets. The background music was that of the local artists which added a nice touch to the PSA. It was good collaboration to work with Valley Public Television. (This PSA was sent to Camia Lane this past summer after the move).

Beneficiaries:

Farmers, low-income, underserved residents, and the communities were the beneficiaries of the project. The City of Bakersfield and rural communities are inundated with fast food restaurants, sporadic super markets, and corner convenience stores that do not strategically place produce at the forefront of their stores (if any such fresh produce is available at all). Several sections of metropolitan Bakersfield can be defined as food swamps (access to too many convenience stores) and the rural outlying areas can be defined as food deserts (little to no access to healthy foods). This project promoted the Farmers' Market visibility, advertisement, convenience, and the produce quality, freshness, and prices.

Transforming Local Communities conducted a thorough survey in 2010 with pre- and posttest information. Their survey titled "Customer Opinions about the Kern County Farmer' Market found the following information: a total of 318 and 208 shoppers were surveyed for pre-test and posttest respectively. Some of the results were similar at all three markets. The majority of the shoppers like the markets (produce variety, quality, etc), enjoyed the performing artists, and used cash as their primary payment method. Less than 5% of the shoppers used debit card and less than 1% of the shoppers used their CalFresh/EBT cards at the markets. Residents enjoyed the local artists at the farmers' markets creating a more "community atmosphere". By the end of the farmers' market season in 2010, there was a slight increase (2%) usage of CalFresh/EBT at the Oildale Market but no significant increase in CalFresh/EBT usage at the Golden State Mall or the KCPHSD market. By 2011, the EBT sales had increased slightly at all markets but not significantly in comparison to debit transactions/sales. Attached is with this report is Transforming Local Communities complete survey. For more explanation of EBT sales or the lack of, please read in the next section of "**Lessons Learned**".

Lessons Learned:

As stated in our previous program reports, initiation of CalFresh Benefits at our farmers' markets was a complex task for the market manager seeing as he encountered unexpected problems with the transition from State to Federal handling of the Supplemental Nutrition Assistance Program (SNAP). During October 1, 2010 through March 31, 2011, the market manager continued to use

his POS machine. However, the only market to utilize the POS machine at was the Golden State Plaza Farmer's Market since our other two markets run only from May through September. The market manager experienced low CalFresh sales during this time period which can be attributed to 1) the winter season when fruit is more scarce and vegetables are more prominent, 2) not enough CalFresh participation, and 3) difficulties garnering County partnerships to promote CalFresh Benefits. In the summer of 2011, the market manager continued to use his EBT machine at all three markets and experienced a slow, steady increase in debit and EBT sales. (Please see chart below).

Kern Farmers' Market Association Debit and EBT Sales Nov. 2010 – Dec. 2011

MONTH	DEBIT SALES	AVERAGE	EBT SALES	AVERAGE
NOV 2010	\$329.67	\$21.98	\$38.88	\$9.72
DEC 2010	\$279.20	\$23.27	\$80.45	\$40.22
JAN 2011	\$499.29	\$18.49	\$52.96	\$7.57
FEB 2011	\$531.79	\$16.11	\$77.15	\$8.57
MAR 2011	\$1,000.86	\$19.25	\$82.21	\$10.28
APR 2011	\$1,518.53	\$23.01	\$168.11	\$16.81
MAY 2011	\$1339.96	\$20.61	\$127.05	\$21.18
JUN 2011	\$1,424.67	\$17.59	\$174.73	\$13.44
JUL 2011	\$2,314.93	\$18.37	\$271.30	\$16.96
AUG 2011	\$1,382.61	\$19.20	\$282.21	\$16.60
SEP 2011	\$1,388.36	\$19.28	\$317.88	\$24.45
OCT 2011	\$1,421.63	\$20.02	\$531.74	\$21.27
NOV 2011	\$794.08	% 18.05	\$527.05	\$22.92
DEC 2011	\$784.24	\$21.20	\$165.22	\$15.02
TOTALS	\$15,009.82	\$19.42	\$2,896.94	\$17.66

The Average Debit and EBT sales after one year are close to the same. It should be noted that whereas EBT sales might represent NEW SALES the Debit Sales are mostly existing customers just using a new form of payment. Both the Debit and EBT customers were allowed to use the Farmers Market coins to make purchases with other growers. The spike in EBT sales in September 2011 thru November 2011 was from EBT customers buying \$40-\$60 in coins to use with other growers. EBT Sales represented a little over 16% of total sales through the POS machine. (Take "Debit Sales or EBT Sales" column divided by the "Average" column to show the number of swipes made in the month).

In the final analysis, the program was helpful in attracting new customers, but in Kern County EBT usage/sales still lags behind the FMNP/WIC Program in attracting new dollars to the Certified Farmers' Markets. Some of the reasons may be that the following: 1) the FMNP/WIC program has been more established and marketed to this clientele and therefore there is a better

understanding in how to use these vouchers. Second, the FMNP/WIC vouchers are designed to be specifically used at local farmers' markets and therefore if not used those vouchers cannot be redeemed elsewhere. Third, there was not an aggressive education campaign to better explain to the CalFresh/EBT recipient that using their card at the farmers' market would not reduce the money in the cash aid portion of the card. Finally, some clients have lack of transportation to shop at a farmer's market and therefore would purchase all grocery items, including fresh produce at a the grocery to store to prevent making multiple shopping trips via public transportation.

Additional Information:

The KCPHSD had started some pre-farmer's market season promotion for the 2011 season. The KCPHSD produces a health show and my colleague and I were interviewed about the 2011 farmers' market season on the January taping of the show. My director and I have been interviewed on the radio to discuss healthy eating and how the Public Health Department supports the health of the community through the establishment of their farmers' markets. In February, the KCPHSD hosted a farmer's market workshop which was very well attended and received. We had brought in a special guest speaker from the Ecology Center Farmers' Market EBT Project to discuss the economical advantages of operating EBT at one's market. On March 8, 2011, an article on our farmer's markets was published on the HealthCal.org webpage at: <http://www.healthycal.org/farmers-markets-come-to-kern-county.html>. Also, my colleague learned from other grant recipients of the works they had been doing to promote EBT. Following the lead of other awardees, the KCPHSD developed bookmarks in both English/Spanish and flyers that better explained EBT. (See attached). These items were used distributed with the assistance of our Department of Human Services Agency (the agency that issues CalFresh in Kern County) to educate their clients on accessing EBT usage at our farmers' markets.

Contact Person:

Avtar Nijjer-Sidhu Ph.D., R.D.
(661) 862-8782
avtarn@co.kern.ca.us



Now accepting **CalFresh Benefits!**



For your convenience Golden State Advantage cards or debit cards are honored at the Farmer's Market.

CalFresh provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet.

For more information on CalFresh, call **661-631-6062** or visit www.calfresh.ca.gov

Oildale
June - September
Every Tuesday 3:00-6:00 pm
 Corner of North Chester & Norris Road

Public Health Services Department
May - September
Every Wednesday 3:00-6:00 pm
 1800 Mt. Vernon Avenue

Golden State Avenue
Year Round
Every Saturday 8:00 am-Noon
 3201 F Street Front Parking Lot



Vendors accept Cash, Checks, Debit, Senior Program Vouchers, and WIC Farmers' Market Coupons.

Brought to you in partnership with the Farmer's Market Promotion Program, Award No. 12-25-G-0911



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Vengan y compren

Mercado de frutas y verduras

ABIERTO AL PÚBLICO

PUBLIC HEALTH SERVICES DEPARTMENT
NATIONAL CONTROLL
 EMERGENCY MEDICAL
 ENVIRONMENTAL HEALTH
 PUBLIC HEALTH
 COUNTY OF KERN



Aceptamos **Beneficios de CalFresh**



COMER MEJOR PARA VIVIR MEJOR

Para su conveniencia las tarjetas Golden State Advantage o tarjetas de débito serán aceptadas en los mercados agrícolas.

CalFresh provee asistencia nutritiva a personas de bajos ingresos. Le ayuda en comprar comida nutritiva para una mejor dieta.

Para más información sobre CalFresh, llamen al **661-631-6062** o visite la página electrónica www.calfresh.ca.gov

Oildale
Junio - Septiembre
Cada Martes de 3:00-6:00pm
 Esquina de North Chester & Norris Road

Public Health Services Department
Mayo - Septiembre
Cada Miércoles de 3:00-6:00 pm
 1800 Mt. Vernon Avenue

Golden State Avenue
Año Redondo
Cada Sábado de 8:00 am-Medio Día
 3201 F Street Estacionamiento Delantero



Los vendedores aceptan dinero en efectivo cheques, débito, y cupones de frutas y verduras de WIC, y cupones para las personas de la tercera edad.

Traído a usted en parte con el Programa de Promociones de Mercados Agrícolas, Award No. 12-25-C-0000000000



Vengan y compren

Mercado de frutas y verduras

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Mercado de frutas y verduras

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**Your EBT Card is honored
at these markets
CalFresh/EBT Benefits 2011*†**

Oildale

Every Tuesday

June - September 3:00-6:00 pm
Corner of North Chester & Norris Rd.

**Public Health
Services Department**

Every Wednesday

May - September 3:00-6:00 pm
1800 Mt. Vernon Ave.

Golden State Avenue

Every Saturday

Year Round 8:00 am-Noon
3201 F St. Front Parking Lot

Shafter

Every Tuesday

May - September 8:30-11:30 am
James St. & Central Ave. - Downtown

Ridgecrest

Every Friday

Year Round 8:00-11:00 am
Triangle Dr. & Ridgecrest Ave.
Cinema Parking Lot

Wofford Heights

Every Saturday

Year Round 9:00 am-1:00 pm
7466 Wofford Blvd. - Lakeshore Lodge

Vendors accept Cash, Checks, Debit,
Senior Program Vouchers, and
WIC Farmers' Market Coupons.

*Schedule for 2011 is subject to change.

†Markets may participate in other federally funded programs such as Women, Infants, & Children (WIC) and the Senior Farmers Market Nutrition Program.

For more information or to apply for
CalFresh Benefits
please contact the
Kern County Department of
Human Services at
661-631-6062
or visit www.calfresh.ca.gov

For more information or to apply for the
**Women, Infants, Children (WIC)
Farmers Market Voucher Program**

please contact
Clinica Sierra Vista at
661-862-5422 or
toll-free at 800-707-4401 or
Community Action
Partnership of Kern at
661-327-3074
or toll-free at 866-327-3074

For more information about the
**Senior Farmers Market
Nutrition Program Vouchers**

please contact the
Kern County Aging and
Adult Services at
661-868-1000 or
toll-free at 800-510-2020



**Kern County
Farmers' Market**

**Did You Know
You Can Shop
at the Farmers Market
with your Golden State
Advantage Card?**

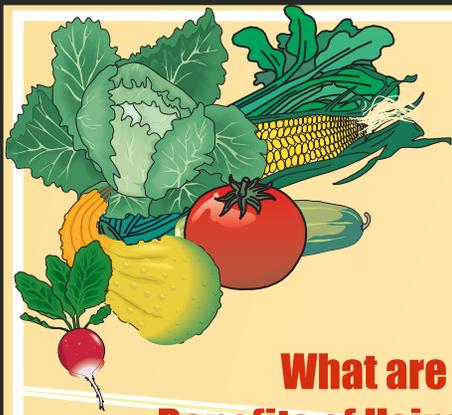
**Read Inside
to Find Out How...**



**Now accepting
CalFresh Benefits!**

cal fresh
BETTER FOOD FOR BETTER LIVING





What are the Benefits of Using your Golden State Advantage Card at the Farmer's Market?

- Shopping is fun
- Shopping is convenient
- Don't have cash? You can use your card
- You decide what to spend
- Your cash aid is NOT affected
- Your card is honored at several locations in Kern County
- Shop knowing the produce is picked fresh daily
- Some produce prices are comparable to grocery stores
- Eating a selection of fruits and vegetables is good for your health

What Are Eligible Food Items I Can Purchase at the Farmers Market?

Households **CAN** use SNAP benefits to buy:

- Foods for the household to eat, such as:
 - breads and cereals;
 - fruits and vegetables;
 - meats, fish and poultry; and
 - dairy products.
- Seeds and plants which produce food for the household to eat.

Households **CANNOT** use SNAP benefits to buy:

- Beer, wine, liquor, cigarettes or tobacco;
- Any nonfood items, such as:
 - pet foods;
 - soaps, paper products; and
 - household supplies.
- Vitamins and medicines.
- Food that will be eaten in the store.



About the Farmers Market SNAP (CalFresh)/Debit Program

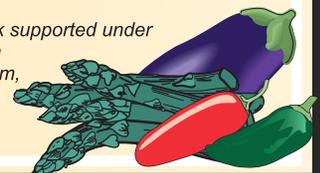


Shoppers swipe their cards; determine dollar amount needed and enter their PIN. Shoppers are then given wooden tokens in \$1 amounts, which may be used to purchase items from any market vendor just like cash. A list of eligible foods is included in this brochure.

Please understand the money withdrawn from your Golden State Advantage card comes out of your CalFresh account. Your cash aid is **NOT** affected.

Debit transactions are subject to a \$10 minimum. The market manager pays a fee for each transaction and this fee helps support the cost of the machine.

This brochure is based on work supported under the Farmer's Market Promotion Program (FMPP) Grant Program, Agriculture Marketing Service, USDA, under Award No. 12-25-G-0911



Horario del Mercado agrícola aceptando CalFresh/Beneficios de EBT 2011*†

Oildale

Cada Martes de 3:00-6:00pm

Junio - Septiembre

Esquina de North Chester & Norris Rd.

Departamento de Servicios de Salud Publica

Cada Miércoles de 3:00-6:00 pm

Mayo - Septiembre

1800 Mt. Vernon Ave.

Avenida Golden State

Cada Sábado de 8:00 am-Medio Día

Año Redondo

3201 F St. Estacionamiento Delantero

Shafter

Cada Martes de 8:30-11:30 am

Mayo - Septiembre

James St. & Central Ave. - Downtown

Ridgecrest

Cada Viernes de 8:00-11:00 am

Año Redondo

Triangle Dr. & Ridgecrest Ave.

Cinema Parking Lot

Wofford Heights

Cada Sábado de 9:00 am-1:00 pm

Año Redondo

7466 Wofford Blvd. - Lakeshore Lodge

Los vendedores aceptan dinero en efectivo, cheques, débito,
y cupones de frutas y verduras de WIC, y cupones para
las personas de la tercera edad.

*Los Horarios del 2011 son sujetos a cambios.

†Mercados pueden participar en otros programas federales de apoyo como el programa de Mujeres, bebés y niños (WIC) y programas de nutrición y mercados para las persona de la tercera edad.

Para mas información sobre los
beneficiós de

CalFresh

comuniquensen con el
Departamento de
Servicios Humanos del
Condado de Kern al

661-631-6062

o visite www.calfresh.ca.gov

Para mas información sobre el programa de
Mujeres, bebés y niños (WIC)
y su programa de agricultores

favor de comunicase con

Clinica Sierra Vista al

661-862-5422 o

numero gratis al 800-707-4401 o

Community Action

Partnership de Kern al

661-327-3074 o

numero gratis al 866-327-3074

Para mas información sobre el
**Programa agricola de vales para
las personas de la tercera edad**

favor de comunicase con el

Servicio de edad y servicios de
adultos del Condado de Kern al

661-868-1000 o

numero gratis al 800-510-2020



Sabían que pueden
comprar en el
mercado agrícola
con su tarjeta
“Golden State
Advantage”



Aceptamos
Beneficios de CalFresh

cal fresh
COMER MEJOR PARA VIVIR MEJOR





¿Que son los beneficios de usar su tarjeta "Golden State Advantage" en el Mercado Agrícola?

- Ir de compras es divertido
- Ir de compras es conveniente
- ¿No cargar dinero en efectivo? Pueden usar su tarjeta
- Su ayuda económica no es afectada.
- Su tarjeta es aceptada en varias localidades en el condado de Kern
- Compre sabiendo que las verduras son piscadas frescas diariamente
- Algunos precios de verduras son comparables a los de las tiendas
- Comiendo una selección de frutas y verduras es bueno para su salud.

¿Que son comidas elegibles que pueda comprar en los mercados agrícolas?

Hogares **pueden usar** los beneficios de SNAP para comprar:

- comidas consumidas en el hogar, como:
 - pan y cereales;
 - frutas y verduras;
 - Carne, pescado y aves; y
 - productos lácteos
- Semillas y plantas cuales producen comida para el hogar que puedan comer.

Hogares **no pueden usar** los beneficios de SNAP para comprar

- Cerveza, vino, licor, cigarros o tabaco;
- Alimentos que no sean para el consume del humano:
 - comida para mascotas;
 - jabón, productos de papel, y
 - Productos para la limpieza del hogar.
- Vitaminas y medicinas.
- Comidas consumidas en una tienda.
- Comidas calientes.



Información sobre SNAP (CalFresh)/Programa Debito del Mercado Agrícola

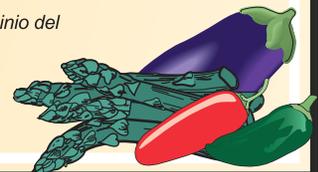


Los compradores resbalan su tarjeta; determinan la cantidad que necesitan y entran su clave personal. Los compradores son dado tostones de madera en el valor de \$1, cual pueden ser usados para las compras de cualquier de los ambulantes como si fuera dinero. Una lista de comidas elegibles está incluida en este folleto.

Favor de entender que el dinero es automaticamente dedusido de su cuenta "Golden State Advantage", su cuenta de CalFresh. Su ayuda económica **NO** es afectada.

Las transacciones de débito son sujetas a un mínimo de \$10. El Manejador del mercado paga una cauto por cada transacción y esta cuota ayuda en aportar el costo de la máquina.

Traído a ustedes con el patrocinio del programa de promoción de mercados agrícolas (FMPP), Agriculture Marketing Service, USDA, under Award No. 12-25-G-0911



**Customer Opinions about the
Kern County Farmers' Market**

A Project Partnering
Kern County Public Health, the Arts Council of Kern,
Valley Public Television, and the Kern County Farmers' Markets

Submitted by



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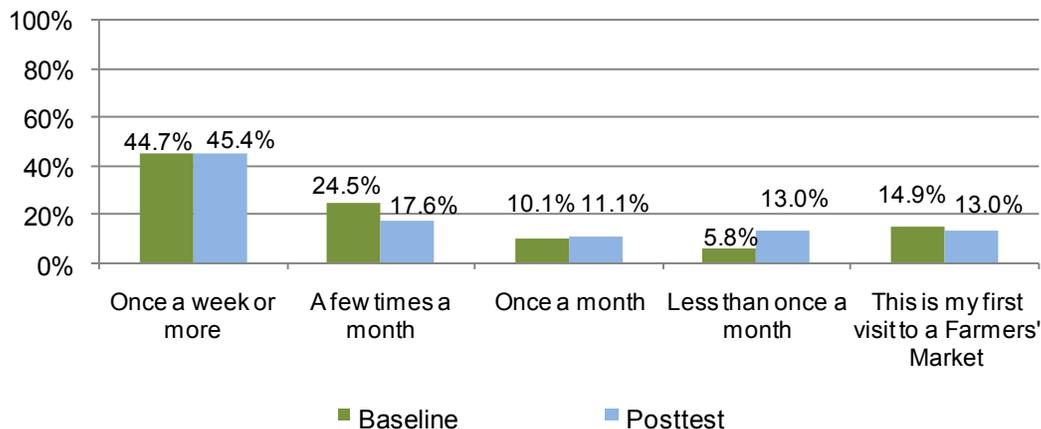
September 2010

In the summer of 2010, Transforming Local Communities, Inc. administered baseline and pretest surveys among shoppers at three Farmers' Market locations in Bakersfield, California: Golden State (in the downtown area), Mount Vernon (East Bakersfield), and Oildale (North Bakersfield). The purpose of the surveys was to gather information regarding the frequency of visits, preferred location, how shoppers first became aware of the Farmers' Market, and preferred method of payment, as well as to gauge shopper satisfaction with the products available at the market. Pretests were administered in mid-June, and posttest surveys at the very end of August and beginning of September. The surveys are part of a project through the Kern County Public Health Department that is focused on increasing the number of low income individuals and families who shop at farmers' markets. EBT machines were to be introduced in all three locations in early summer 2010, entertainment was to be provided to attract larger numbers of shoppers, and Valley Public Television was to record and produce Public Service Announcements (PSAs) as part of the project. Valley Public Television taped and aired a PSA in August, 2010. While entertainment (live music, DJs, a clown, face painting, visual arts, children's crafts, and so forth) was introduced after the pretest was administered and was provided throughout the summer, EBTs were not introduced until September, due to administrative delays beyond the control of either Public Health or the Farmers' Market director. Consequently, survey findings will not reflect changes in shoppers' patterns of payment based on the availability of EBTs. A survey may be administered in summer 2011 in order to gain comparative data in this area. Responses to all survey questions are provided in the Appendix.

Golden State Market

Frequency of Visits

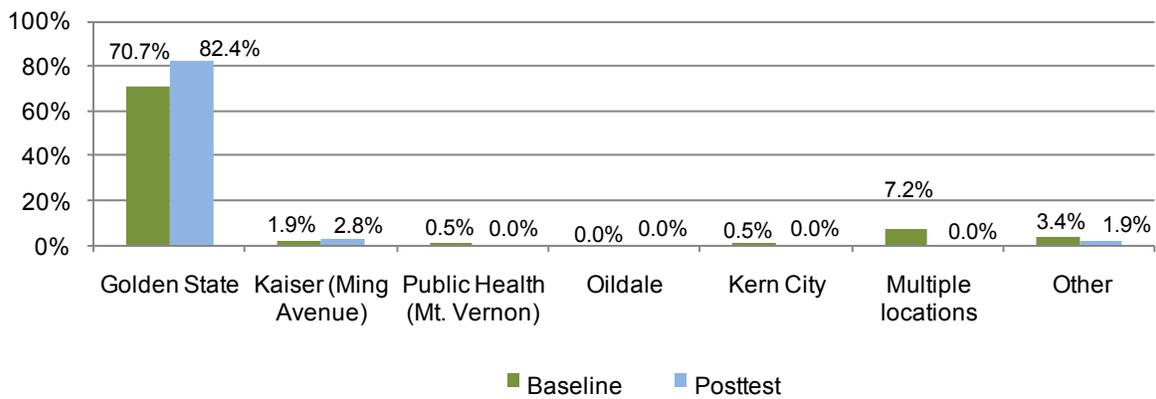
The baseline survey was administered at the Golden State Farmers' Market on June 19, 2010, and the posttest survey was administered on August 29, 2010. Two-hundred and eight (208) shoppers completed the baseline survey at this location, while 108 shoppers completed the posttest survey. The percentage of shoppers who visit the market once a week remained fairly constant from baseline to posttest, with slightly below half of respondents reporting that this is the case (44.7% at baseline vs. 45.4% on the posttest). At baseline, about a quarter (24.5%) of respondents reported that they visit the market a few times a month, while 17.6% of respondents reported that this is the case on the posttest. About one in ten respondents visit the mar-



ket once a month (10.1% at baseline and 11.1% on the posttest). There was an increase in the percentage of shoppers who reported visiting the market less than once a month (from 5.8% at baseline to 13.0% on the posttest). In addition, the percentage of respondents reporting that this was their first visit to the market decreased slightly from 14.9% to 13.0%.

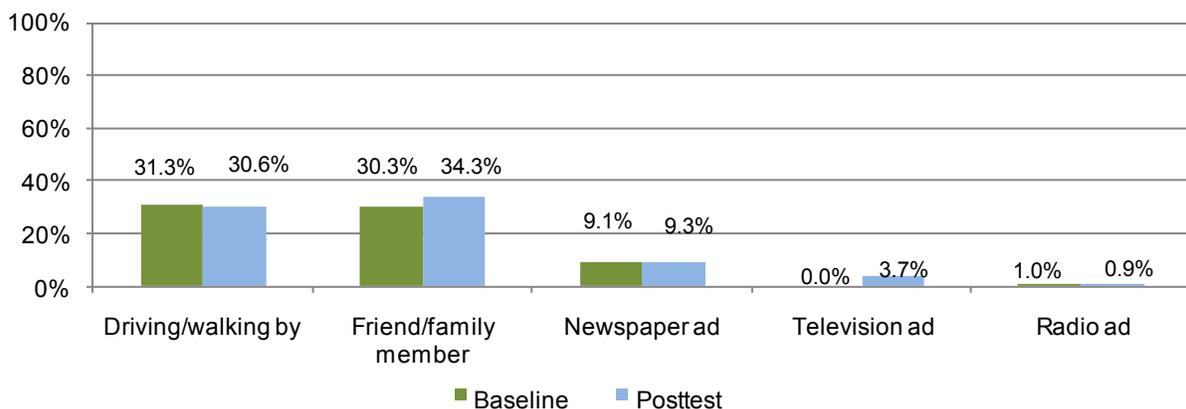
Preferred Location

The majority of respondents at the Golden State location reported that they usually shop at this location (70.7% at baseline and 82.4% on the posttest). A much smaller percentage reported that they shop at the Kaiser (Ming Avenue) location (1.9% at baseline vs. 2.8% on the posttest). Almost none of the respondents shop at the Public Health location (0.5% at baseline vs.



0.0% on the posttest), the Oildale location (0.0% at both baseline and posttest), or the Kern City location (0.5% at baseline vs. 0.0% on the posttest). There was a decrease in the percentage of shoppers reporting that they shop at multiple locations (from 7.2% at baseline to 0.0% on the posttest). A few respondents reported that they shop at other locations (3.4% at baseline vs. 1.9% on the posttest).

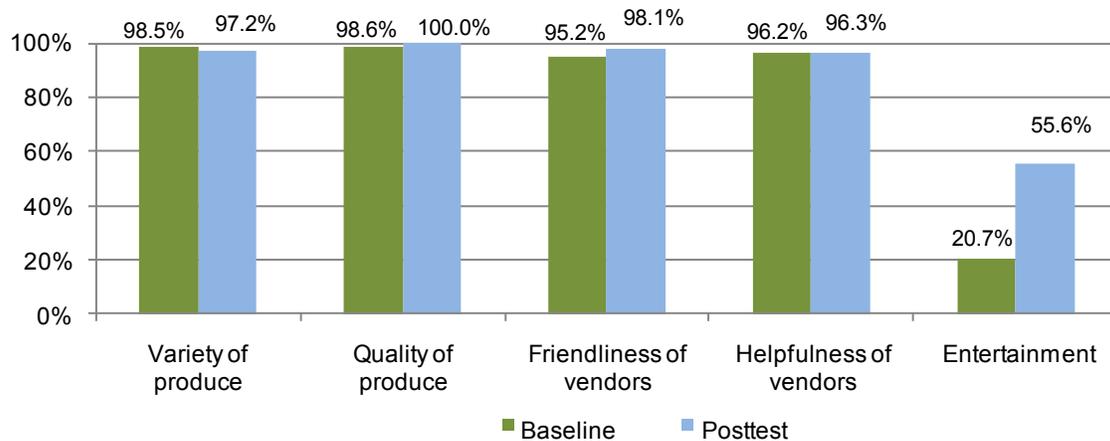
In addition, shoppers were asked how they first heard about this specific Farmers' Market location. About a third of respondents reported that they first became aware of the market when driving or walking by it (30.6%; 31.3% at baseline). About a third of respondents first heard from a friend or family member (34.3%; 30.3% at baseline). One in ten respondents indicated



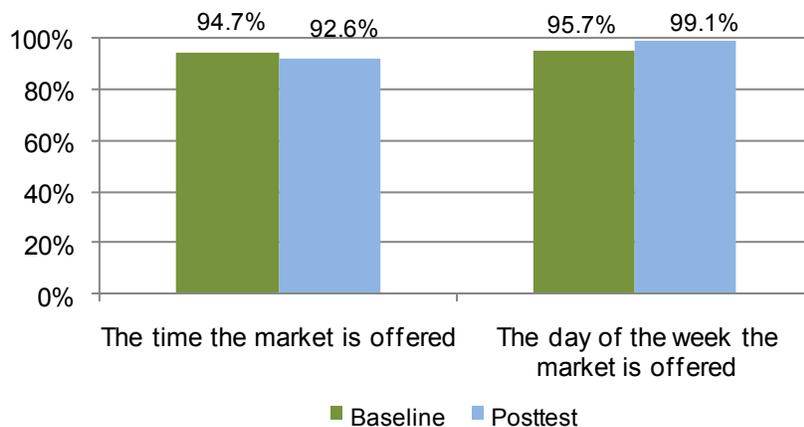
that they first heard from a newspaper advertisement (9.3%; 9.1% at baseline). A smaller percentage of respondents indicated that they heard from a television (3.7%; 0.0% at baseline) or radio advertisement (0.9%; 1.0% at baseline). Additionally, about a quarter (21.3%; 25.0% at baseline) of respondents reported that they first heard about the market from other sources, which include the internet and the WIC office (not shown).

Overall Satisfaction

Shoppers were asked a number of questions regarding their overall satisfaction with the produce available at the Farmers' Market, as well as with the ambiance of the market. Almost all of the respondents reported being satisfied with the variety of the produce (98.5% at baseline vs. 97.2% on the posttest) and the quality of the produce (98.6% at baseline vs. 100.0% on the posttest). The vast majority of respondents also reported being satisfied with the friendliness of the vendors (95.2% at baseline vs. 98.1% on the posttest) and their helpfulness (96.2% at baseline vs. 96.3% on the posttest). There was an increase in the percentage of respondents reporting that they were satisfied with the entertainment offered at the market (20.7% at baseline vs. 55.6% on the posttest).



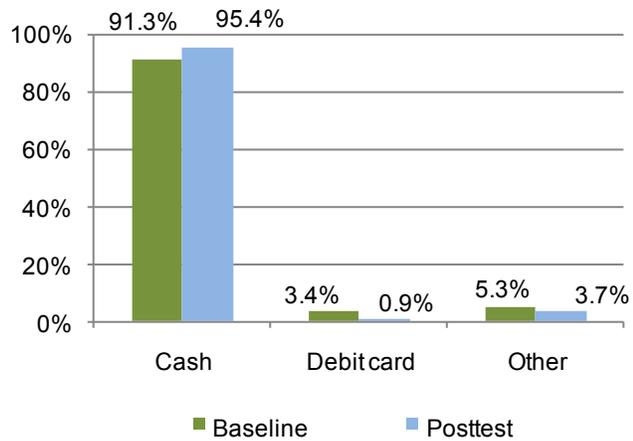
In addition, most respondents reported being satisfied with the time (94.7% at baseline and 92.6% on the posttest) and day (95.7% at baseline vs. 99.1% on the posttest) the market is offered.



Shoppers were asked what they would like to see at the market that they were not currently finding. Top responses included:	
Baseline	Posttest
◦ Entertainment	◦ More vegetables
◦ More stands	◦ Variety of produce
◦ More organic produce	◦ Entertainment
◦ Arts & crafts	◦ More food vendors
◦ More fruits	◦ More plants/flowers

Method of Payment

All respondents (100.0%) at baseline and the vast majority of respondents (99.1%) on the posttest survey reported that they would be coming back to the Farmers' Market. The reasons given for returning to the market were its proximity to their residence, the quality of the produce, and the large variety of produce.

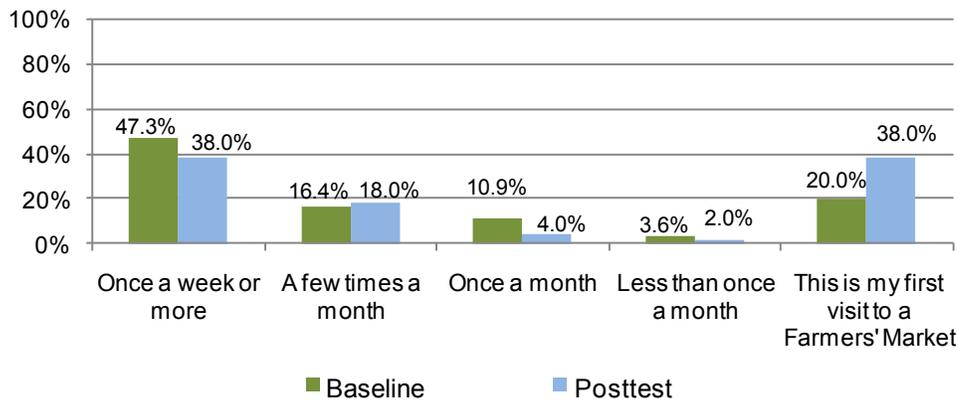


Shoppers were asked what method of payment they use at the Farmers' Market. The vast majority of respondents reported using cash (91.3% at baseline vs. 95.4% on the posttest). A smaller percentage of respondents reported using debit card (3.4% at baseline vs. 0.9% on the posttest) or other form of payment (5.3% at baseline 3.7% on the posttest). No respondents at this location reported using EBT.

Mount Vernon Market

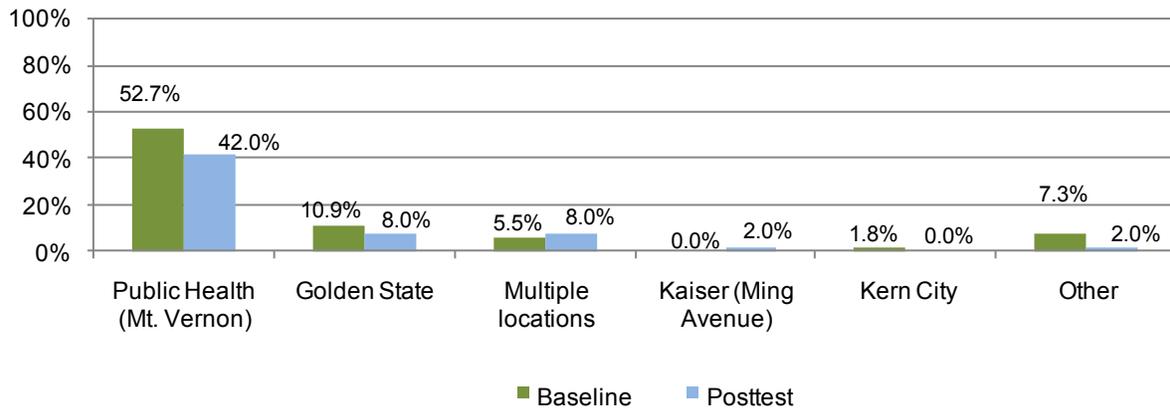
Frequency of Visits

The baseline survey was administered at the Mount Vernon Farmers' Market on June 16, 2010, and the posttest survey was administered on September 1, 2010. Fifty-five (55) shoppers completed the baseline survey at this location, and 50 shoppers completed the posttest survey. There was a decrease in the percentage of respondents reporting that they visit the market once a week (47.3% at baseline vs. 38.0% on the posttest). The percentage of respondents reporting that they visit the market a few times a month increased slightly from 16.4% to 18.0%. The percentage of respondents reporting that they visit the market once a month dropped from 10.9% at baseline to 4.0% on the posttest. The percentage of respondents reporting that they visit the market less than once a month decreased slightly from 3.6% to 2.0%. In addition, one in five (20.0%) respondents reported that this was their first visit to the Farmers' market at baseline, while 38.0% reported that this was the case on the posttest.

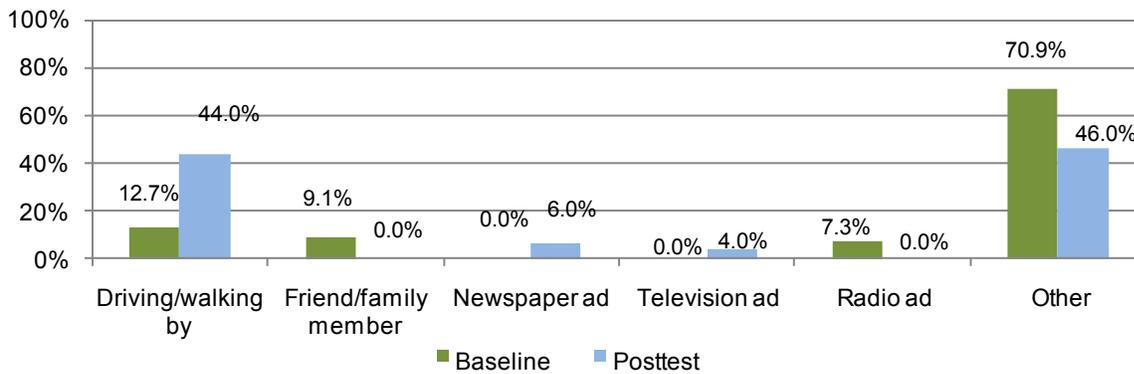


Preferred Location

The majority of respondents at the Mount Vernon location reported that they usually shop at this location (52.7% at baseline and 42.0% on the posttest). About one in ten respondents reported that they usually shop at the Golden State location (10.9% at baseline vs. 8.0% on the posttest). The percentage of respondents reporting that they shop at multiple locations increased slightly from 5.5% at baseline to 8.0% on the posttest. A smaller percentage of shoppers reported that they shop at the Kaiser location (0.0% at baseline vs. 2.0% on the posttest) and the Kern City location (1.8% at baseline vs. 0.0% on the posttest). In addition, the percentage of shoppers reporting that they shop at other locations decreased from 7.3% at baseline to 2.0% on the posttest.



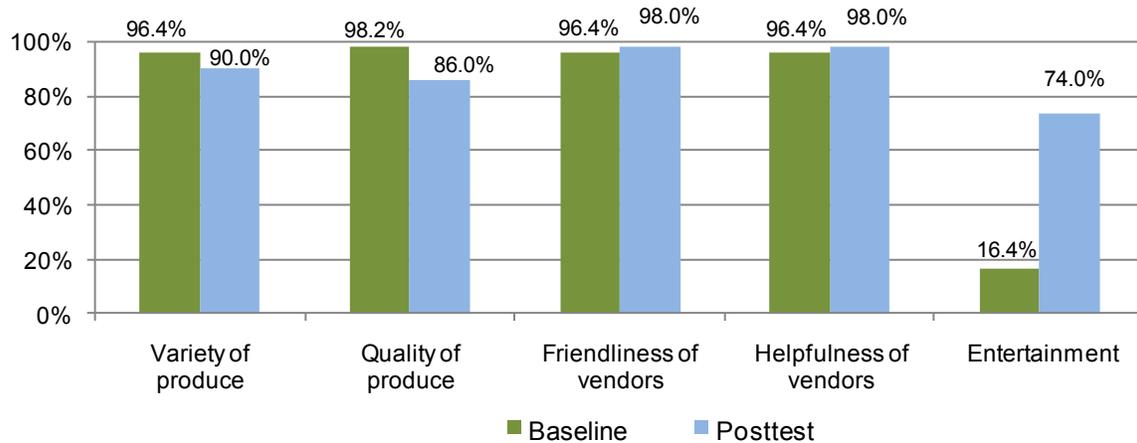
Shoppers were also asked how they first heard about this specific Farmers' Market location. There was a 30.0% increase in the percentage of shoppers reporting that they first became aware of the market when driving or walking by it (12.7% at baseline vs. 44.0% on the posttest). The percentage of shoppers reporting that they first heard about the market from a friend/family member dropped to 0.0% from 9.1% at baseline. Very few shoppers reported that they first heard about the market from a newspaper (0.0% at baseline vs. 6.0% on the posttest), a television (0.0% at baseline vs. 4.0% on the posttest), or a radio advertisement (7.3% on the pretest vs. 0.0% on the posttest). There was a decrease in the percentage of respondents reporting that they first heard about the market from other sources (70.9% at baseline vs. 46.0% on the posttest). The other sources cited were work, the health department, signs, e-mail, and the WIC office.



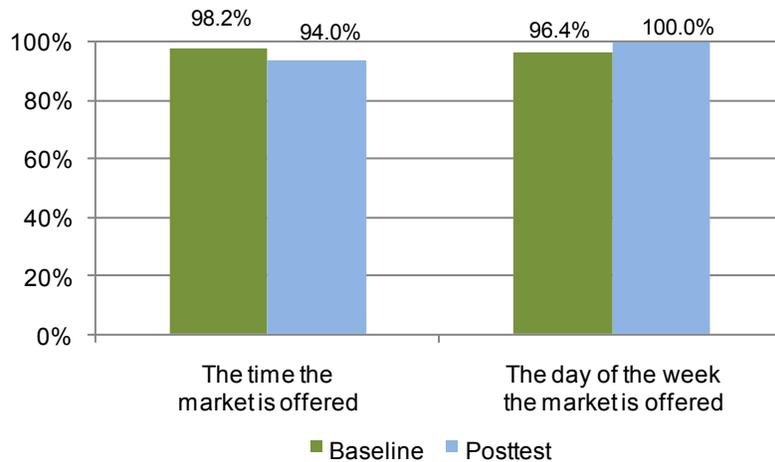
Overall Satisfaction

Shoppers were asked a number of questions regarding their overall satisfaction with the produce available at the Farmers' Market, as well as with the ambiance of the market. Although the majority of respondents reported being satisfied with the variety of the produce, there was a decrease from baseline (96.4%) to posttest (90.0%). There was also a decrease in the percentage of respondents reporting that they were satisfied with the quality of the produce (98.2% at baseline vs. 86.0% on the posttest). There was a slight increase in the percentage

of respondents reporting that they were satisfied with the friendliness of the vendors (96.4% at baseline vs. 98.0% on the posttest) and their helpfulness (96.4% at baseline vs. 98.0% on the posttest). There was about a 60.0% increase in the percentage of respondents reporting that they were satisfied with the entertainment offered at the market (16.4% at baseline vs. 74.0% on the posttest).



In addition, most respondents reported being satisfied with the time (98.2% at baseline and 94.0% on the posttest) and day (96.4% at baseline vs. 100.0% on the posttest) the market is offered.

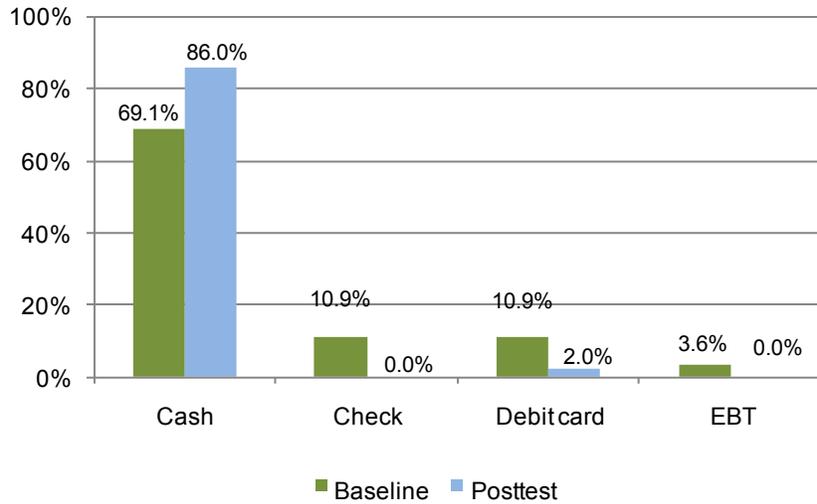


All respondents (100.0%) at baseline and the vast majority of respondents (98.0%) on the posttest survey reported that they would be coming back to the Farmers' Market. The reasons given for returning to the market were its proximity to their residence and the quality of the products.

Shoppers were asked what they would like to see at the market that they were not currently finding. Top responses included:	
Baseline	Posttest
◦ More fruits	◦ More fruits
◦ Drinks	◦ Cherries
◦ More vegetables	◦ More organic produce
◦ More plants/flowers	◦ More vegetables
◦ Nuts/grains	◦ More stands

Method of Payment

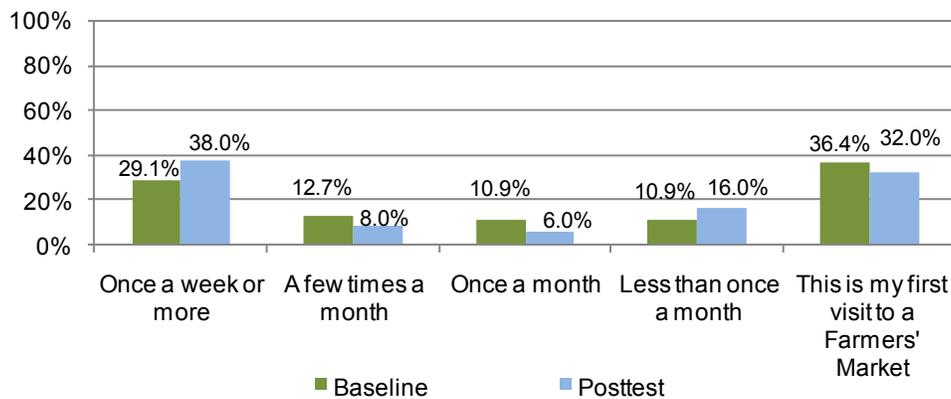
Shoppers were asked what method of payment they use at the Farmers' Market. The majority of respondents reported using cash (69.1% at baseline vs. 86.0% on the posttest). At baseline, about one in ten respondents reported using check (10.9%) and debit card (10.9%), but the percentages dropped to 0.0% and 2.0%, respectively. A smaller percentage of respondents reported using EBT (3.6% at baseline vs. 0.0% on the posttest). On the posttest, about one in ten respondents (12.0%) reported using another form of payment, which was an increase from 5.4% at baseline (not shown).



Oildale Market

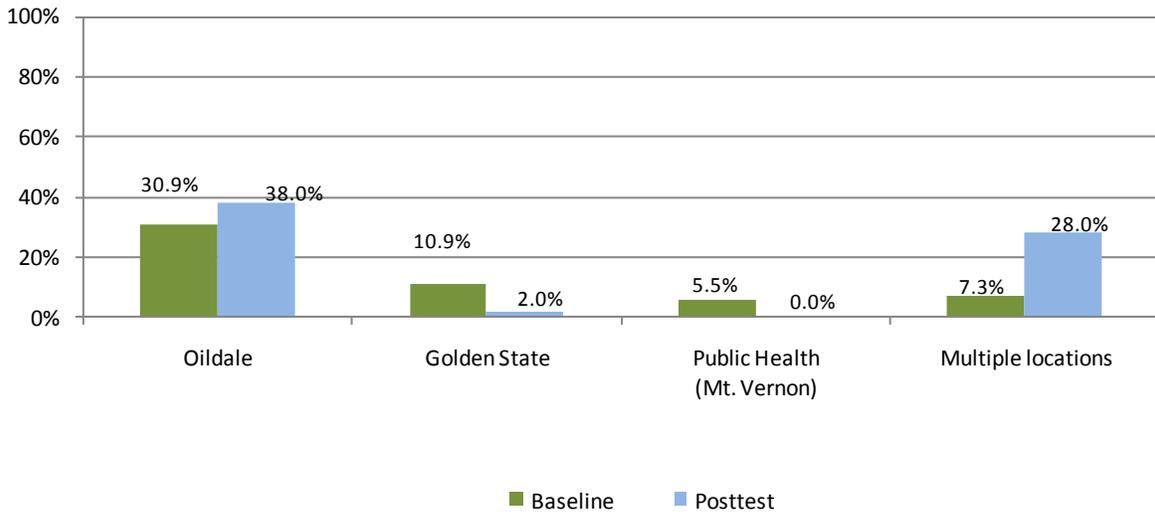
Frequency of Visits

The baseline survey was administered at the Oildale Farmers' Market on June 15, 2010, and the posttest survey was administered on August 31, 2010. Fifty-five (55) shoppers completed the baseline survey at this location, while 50 shoppers completed the posttest survey. About one-third (29.1%) of respondents reported visiting the market at least once a week at baseline, while 38.0% reported that this was the case on the posttest. At baseline, about one in ten respondents reported that they visit the market a few times a month (12.7%) and once a month (10.9%); however, there was a drop in these percentages on the posttest to 8.0% and 6.0%, respectively. There was an increase in the percentage of respondents reporting that they visit the market less than once a month (10.9% at baseline vs. 16.0% on the posttest). In addition, about a third of respondents reported that this was their first visit to the market (36.4% at baseline vs. 32.0% on the posttest).

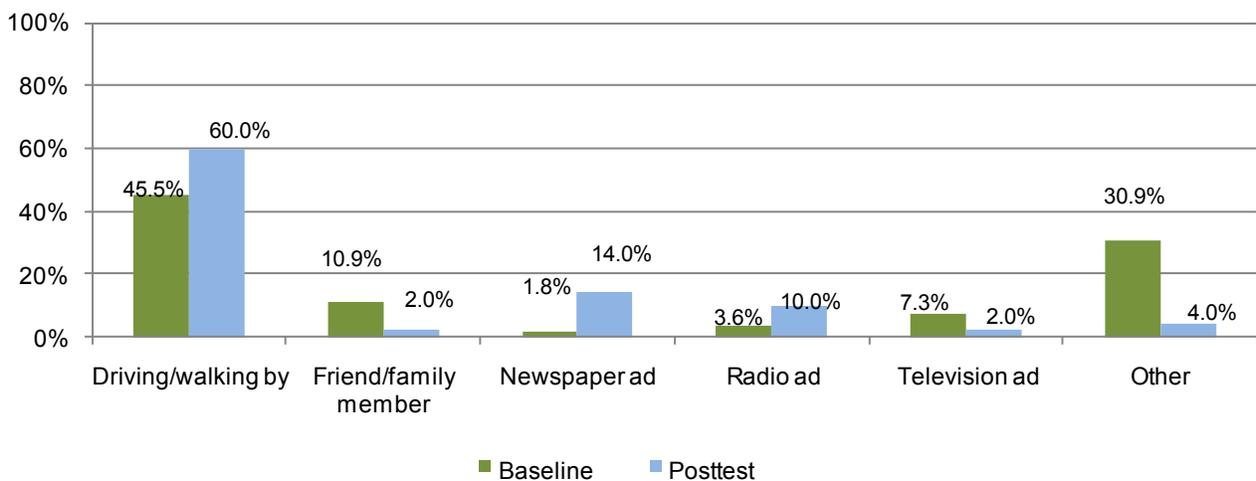


Preferred Location

About a third of respondents at the Oildale location reported that they usually shop at this location (30.9% at baseline and 38.0% on the posttest). There was a decrease in the percentage of respondents reporting that they usually shop at the Golden State location (10.9% at baseline vs. 2.0% on the posttest). The percentage of respondents reporting that they shop at the Public Health location dropped from 5.5% at baseline to 0.0% on the posttest. The percentage of respondents reporting that they shop at multiple locations increased by 20.0% (28.0%; 7.3% at baseline). In addition, the percentage of shoppers reporting that they shop at other locations decreased from 9.1% at baseline to 0.0% on the posttest (not shown).

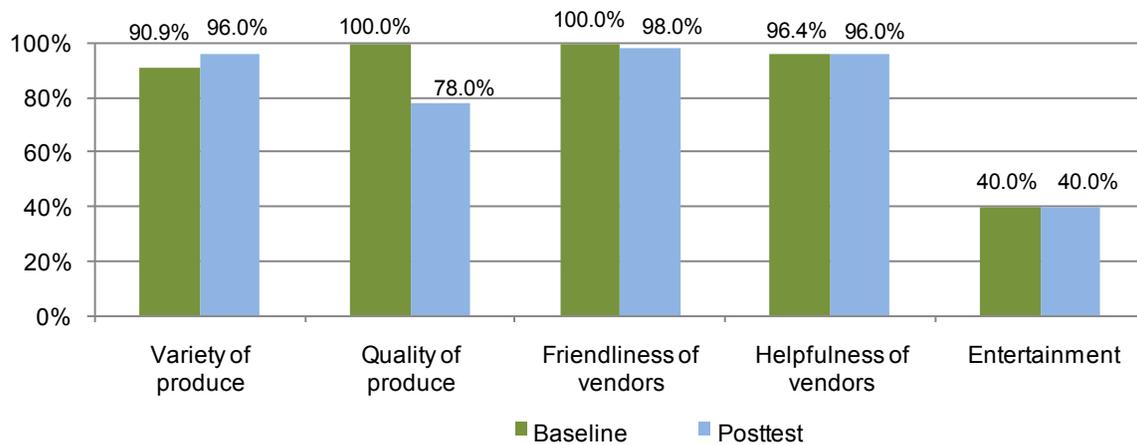


Shoppers were also asked how they first heard about this specific Farmers' Market location. There was an increase in the percentage of shoppers reporting that they first became aware of the market when driving or walking by it (45.5% at baseline vs. 60.0% on the posttest). The percentage of shoppers reporting that they first heard about the market from a friend/family member dropped to 2.0% from one in ten (10.9%) at baseline. At baseline, very few shoppers reported that they first heard about the market from a newspaper (1.8%) or a radio advertisement (3.6%), while on the posttest one in ten respondents reported that they heard from these sources (14.0% and 10.0%, respectively). The percentage of respondents reporting that they first heard about the market from a television advertisement dropped to 2.0% from 7.3% at baseline. Only 4.0% of respondents reported that they heard about the market from other sources on the posttest, which is a decrease from about a third (30.9%) at baseline. The other sources cited were work, signs, e-mail, flyers, internet, and the WIC office.

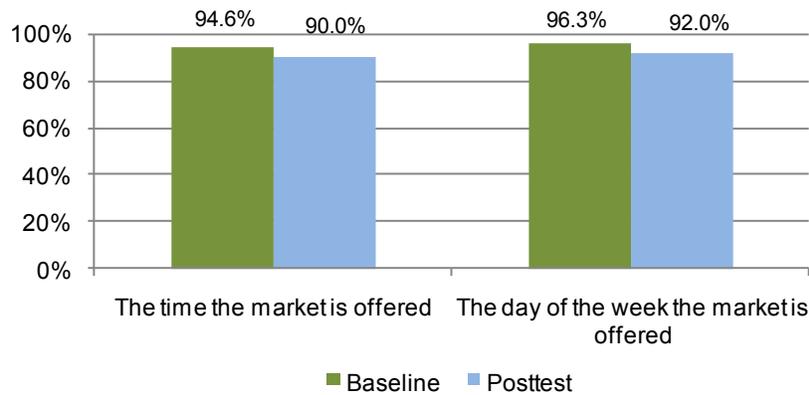


Overall Satisfaction

Shoppers were asked a number of questions regarding their overall satisfaction with the produce available at the Farmers' Market, as well as with the ambiance of the market. The majority of respondents reported being satisfied with the variety of the produce (90.9% at baseline vs. 96.0% on the posttest). All respondents reported being satisfied with the quality of the produce at baseline, while three-quarters (78.0%) reported that this was the case on the posttest; however, eleven respondents did not provide an answer to this question on the posttest. The vast majority of respondents reported being satisfied with the friendliness of the vendors (100.0% at baseline vs. 98.0% on the posttest) and their helpfulness (96.4% at baseline vs. 96.0% on the posttest). At baseline and on the posttest, only two in five (40.0%) respondents reported being satisfied with the entertainment offered at the market.



In addition, most respondents reported being satisfied with the time (94.6% at baseline and 90.0% on the posttest) and day (96.3% at baseline vs. 92.0% on the posttest) the market is offered.



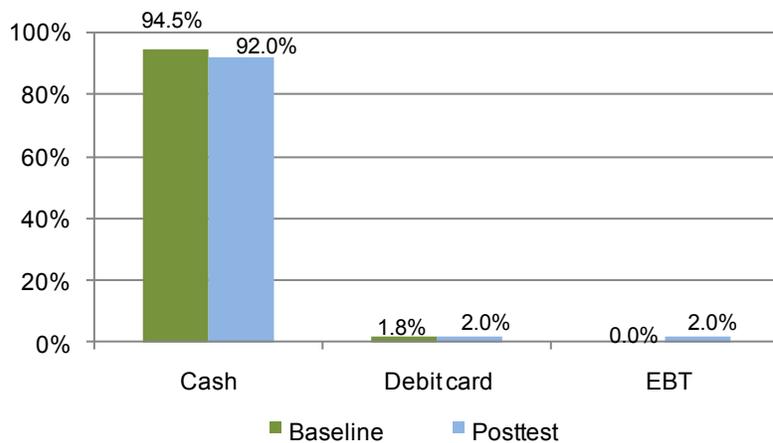
The majority of respondents (92.7% at baseline vs. 92.0% on the posttest) reported that they would be coming back to the Farmers' Market. Among the reasons given for returning to the market were its proximity to their residence, to support local growers, and the quality of the produce. Only five respondents provided a response to this question on the posttest, and among their responses were quality of produce and convenience of the time. One respondent will not be returning to the market because he/she does not live in the area, and another respondent will not be returning to the market because he/she is unable to use state coupons.

Shoppers were asked what they would like to see at the market that they were not currently finding. Top responses included:	
Baseline	Posttest*
◦ More vegetables	◦ More organic produce
◦ More fruits	◦ Honey
◦ Arts & Crafts	◦ WIC convenience

**It is important to note that only four respondents provided an answer to this question on the posttest.*

Method of Payment

Shoppers were asked what method of payment they use at the Farmers' Market. Most respondents reported using cash (94.5% at baseline vs. 92.0% on the posttest). Smaller percentages of respondents reported using debit card (1.8% at baseline and 2.0% on the posttest), EBT (0.0% at baseline and 2.0% on the posttest), or another form of payment (3.6% at baseline and 2.0% on the posttest; not shown).



Summary

Shoppers at the Farmers' Markets in Bakersfield showed very little change from pretest to posttest regarding their shopping habits, their response to the ambiance of the market(s) and the quality of the produce available, and their likelihood of continuing to shop at the market(s). The one area that showed statistically significant change had to do with level of satisfaction in entertainment. This was not a surprising outcome, given that entertainment was offered weekly at each market beginning the week after the pretest survey was administered; however, it is not possible to ascertain whether the entertainment itself became a draw for shoppers. The absence of EBT capacity in the market is reflected in the lack of change in payment method between the pretest and posttest. The potential for change in this area is high, given the fact that EBTs were introduced immediately after the posttest was administered. Since use of the EBT is an indicator that low income shoppers are making use of the market, it is recommended that the survey is administered at the end of the summer in 2011.

APPENDIX**Survey Responses: Golden State Market****On average, about how often do you shop at a Farmers' Market during the summer?**

	<i>Baseline</i>	<i>Posttest</i>
Once a week or more	44.7%	45.4%
A few times a month	24.5%	17.6%
Once a month	10.1%	11.1%
Less than once a month	5.8%	13.0%
This is my first visit to a Farmers' Market	14.9%	13.0%

Which Farmers' Market do you usually shop at?

	<i>Baseline</i>	<i>Posttest</i>
Golden State	70.7%	82.4%
Public Health (Mount Vernon)	0.5%	0.0%
Oildale	0.0%	0.0%
Kern City	0.5%	0.0%
Kaiser (Ming Avenue)	1.9%	2.8%
Multiple locations	7.2%	0.0%
Other	3.4%	1.9%

How did you FIRST hear about THIS Farmers' Market?

	<i>Baseline</i>	<i>Posttest</i>
Driving/walking by	31.3%	30.6%
Television ad	0.0%	3.7%
Newspaper ad	9.1%	9.3%
Radio ad	1.0%	0.9%
From a friend/family member	30.3%	34.3%
Other	25.0%	21.3%

Golden State

On a scale of 1 to 4, with 1 equal to “not at all satisfied” and 4 equal to “very satisfied,” how satisfied are you with:

	Baseline		Posttest	
	%	Mean	%	Mean
<i>The percentage of customers that are satisfied with...</i>				
The VARIETY of produce offered here?	98.5%	3.73	97.2%	3.69
The QUALITY of produce offered here?	98.6%	3.82	100.0%	3.81
The FRIENDLINESS of the vendors?	95.2%	3.78	98.1%	3.92
The HELPFULNESS of the vendors?	96.2%	3.76	96.3%	3.83
The time the Market is offered?	94.7%	3.61	92.6%	3.74
The day of the week the Market is offered?	95.7%	3.77	99.1%	3.89
The entertainment being offered at the Farmers' Market?	20.7%	2.60	55.6%	3.05

What would you like to see at the Farmers' Market that you are not finding here today?

Baseline		Posttest	
Entertainment	5.3%	More vegetables	5.6%
More stands	5.3%	Variety of produce	3.7%
More organic produce	3.8%	Entertainment	2.8%
Arts & crafts	2.9%	More food vendors	2.8%
More fruits	2.9%	More plants/flowers	2.8%

How do you usually like to pay for things at the Farmers' Market?

	Baseline	Posttest
Cash	91.3%	95.4%
Debit card	3.4%	0.9%
EBT	0.0%	0.0%
Other	5.3%	3.7%

Do you think you'll come back to the Farmers' Market?

	Baseline	Posttest
Yes	100.0%	99.1%
No	0.0%	0.9%

Survey Responses: Mount Vernon Market

On average, about how often do you shop at a Farmers' Market during the summer?

	Baseline	Posttest
Once a week or more	47.3%	38.0%
A few times a month	16.4%	18.0%
Once a month	10.9%	4.0%
Less than once a month	3.6%	2.0%
This is my first visit to a Farmers' Market	20.0%	38.0%

Which Farmers' Market do you usually shop at?

	Baseline	Posttest
Golden State	10.9%	8.0%
Public Health (Mount Vernon)	52.7%	42.0%
Oildale	0.0%	0.0%
Kern City	1.8%	0.0%
Kaiser (Ming Avenue)	0.0%	2.0%
Multiple locations	5.5%	8.0%
Other	7.3%	2.0%

How did you FIRST hear about THIS Farmers' Market?

	Baseline	Posttest
Driving/walking by	12.7%	44.0%
Television ad	0.0%	4.0%
Newspaper ad	0.0%	6.0%
Radio ad	7.3%	0.0%
From a friend/family member	9.1%	0.0%
Other	70.9%	46.0%

Mount Vernon

On a scale of 1 to 4, with 1 equal to “not at all satisfied” and 4 equal to “very satisfied,” how satisfied are you with:

	Baseline		Posttest	
	%	Mean	%	Mean
<i>The percentage of customers that are satisfied with...</i>				
The VARIETY of produce offered here?	96.4%	3.53	90.0%	3.51
The QUALITY of produce offered here?	98.2%	3.67	86.0%	3.78
The FRIENDLINESS of the vendors?	96.4%	3.80	98.0%	3.88
The HELPFULNESS of the vendors?	96.4%	3.80	98.0%	3.86
The time the Market is offered?	98.2%	3.67	94.0%	3.76
The day of the week the Market is offered?	96.4%	3.67	100.0%	3.88
The entertainment being offered at the Farmers' Market?	16.4%	2.77	74.0%	3.50

What would you like to see at the Farmers' Market that you are not finding here today?

Baseline		Posttest	
More fruits	14.5%	More fruits	8.0%
Drinks	7.3%	Cherries	6.0%
More vegetables	7.3%	More organic produce	6.0%
More plants/flowers	3.6%	More vegetables	6.0%
Nuts/grains	3.6%	More stands	4.0%

How do you usually like to pay for things at the Farmers' Market?

	Baseline	Posttest
Cash	69.1%	86.0%
Check	10.9%	0.0%
Debit card	10.9%	2.0%
EBT	3.6%	0.0%
Other	5.4%	12.0%

Do you think you'll come back to the Farmers' Market?

	Baseline	Posttest
Yes	100.0%	98.0%
No	0.0%	0.0%

Survey Responses: Oildale Market

On average, about how often do you shop at a Farmers' Market during the summer?

	Baseline	Posttest
Once a week or more	29.1%	38.0%
A few times a month	12.7%	8.0%
Once a month	10.9%	6.0%
Less than once a month	10.9%	16.0%
This is my first visit to a Farmers' Market	36.4%	32.0%

Which Farmers' Market do you usually shop at?

	Baseline	Posttest
Golden State	10.9%	2.0%
Public Health (Mount Vernon)	5.5%	0.0%
Oildale	30.9%	38.0%
Kern City	0.0%	0.0%
Kaiser (Ming Avenue)	0.0%	0.0%
Multiple locations	7.3%	28.0%
Other	9.1%	0.0%

How did you FIRST hear about THIS Farmers' Market?

	Baseline	Posttest
Driving/walking by	45.5%	60.0%
Television ad	7.3%	2.0%
Newspaper ad	1.8%	14.0%
Radio ad	3.6%	10.0%
From a friend/family member	10.9%	2.0%
Other	30.9%	4.0%

Oildale

On a scale of 1 to 4, with 1 equal to “not at all satisfied” and 4 equal to “very satisfied,” how satisfied are you with:

	Baseline		Posttest	
	%	Mean	%	Mean
<i>The percentage of customers that are satisfied with...</i>				
The VARIETY of produce offered here?	90.9%	3.25	96.0%	3.90
The QUALITY of produce offered here?	100.0%	3.75	78.0%	3.92
The FRIENDLINESS of the vendors?	100.0%	3.85	98.0%	3.88
The HELPFULNESS of the vendors?	96.4%	3.81	96.0%	3.86
The time the Market is offered?	94.6%	3.58	90.0%	3.76
The day of the week the Market is offered?	96.3%	3.56	92.0%	3.82
The entertainment being offered at the Farmers' Market?	40.0%	3.16	40.0%	3.35

What would you like to see at the Farmers' Market that you are not finding here today?

	Baseline		Posttest*
More vegetables	14.5%	More organic produce	4.0%
More fruits	9.1%	Honey	2.0%
Arts & crafts	3.6%	WIC convenience	2.0%

* Only four people provided answers to this question on the posttest survey.

How do you usually like to pay for things at the Farmers' Market?

	Baseline	Posttest
Cash	94.5%	92.0%
Debit card	1.8%	2.0%
EBT	0.0%	2.0%
Other	3.6%	2.0%

Do you think you'll come back to the Farmers' Market?

	Baseline	Posttest
Yes	92.7%	92.0%
No	7.3%	2.0%