



Connecting Local Farmers with USDA Farmers Market Nutrition Program Participants

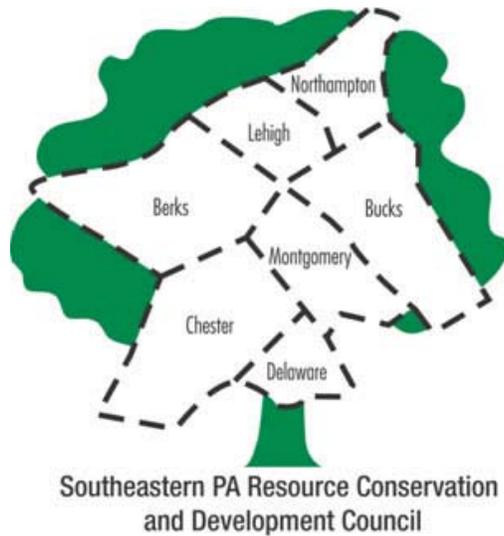
A joint publication by the Southeastern Pennsylvania Resource Conservation & Development Council and USDA



United States
Department of
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Agricultural
Marketing
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Executive Summary



The Farmers Market Transportation Project was initiated by the Southeastern Pennsylvania Resource Conservation and Development (Southeastern PA RC&D) Council. Southeastern PA RC&D became aware of the low redemption rates of Farmers Market Nutrition Program (FMNP) checks, particularly by Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) participants. Southeastern PA RC&D wanted to conduct a study to determine if lack of transportation was the primary factor for the low redemption rates. In 2004 almost 40 percent of the FMNP checks issued to PA WIC participants were not redeemed, representing lost revenue of approximately \$1.5 million to Pennsylvania farmers.

The Southeastern PA RC&D and the U.S. Department of Agriculture (USDA) Agricultural Marketing Service (AMS) established a cooperative agreement in September 2005 to conduct a study. The overall objective was to study the feasibility of providing transportation services to Senior and WIC participants in FMNP, other senior citizens, ethnic minorities, and low-income residents to farmers markets in Southeastern Pennsylvania.

The Southeastern PA RC&D believes it is important, especially for mothers and young children, to eat fresh fruit and vegetables frequently, as outlined in the USDA Food Pyramid. Southeastern PA RC&D also believes that greater redemption of FMNP checks will increase support for and provide greater sustainability to farmers in the region.

Hot Peppers & Parking Lot Peaches: Evaluating Farmers' Markets in Low Income Communities, by Andy Fisher of the Community Food Security Coalition (January 1999), discovered that lack of transportation was a significant barrier for low-income individuals accessing farmers markets. Providing transportation to low-income senior citizens helped them visit farmers markets, was easy to schedule, and was successful. Providing transportation for WIC participants was not as easy or successful due to other issues impacting WIC participants. The Southeastern PA RC&D believes that, although transportation is a factor, other issues also prevent WIC participants from redeeming more FMNP checks.

Introduction



AMS promotes farmers markets and direct marketing of farm products. AMS recognized that some individuals participating in FMNP were not redeeming all of their checks and wanted to determine ways of raising the redemption rates.

Southeastern PA RC&D and AMS started the Transportation—Connecting Local Farmers with USDA Farmers Market Nutrition Program Participants project in September 2005 to determine whether lack of transportation was a major reason for some low-income individuals not redeeming their FMNP checks. The project was to test the concept that providing transportation to FMNP participants and other low-income individuals made sense, was economical, and increased redemption rates, thereby increasing farmer income.

To determine the answers to these study objectives, AMS provided financial and technical assistance to the Southeastern PA RC&D. The results of the study will provide additional information to farmers, farmers market operators, nutrition professionals, and those involved with FMNP.

Background

Review of the 2004 Pennsylvania FMNP redemption results show that approximately 40 percent of the FMNP checks issued to Pennsylvania WIC participants were not redeemed. This represents approximately \$1.5 million in lost revenue to Pennsylvania farmers.

In addition to this financial loss, opportunity is lost for cultivating future customers among the young children who would accompany their parents to farmers markets, and the disconnect between food consumers and food producers continues to grow.

Finally, health costs and concerns must be considered. Current dietary recommendations suggest that people should eat five servings of fruit and vegetables a day. Eating enough fruits and vegetables is especially critical in the development of young children as well as in helping them fight childhood diseases and offering protection from lead poisoning.

With this information, the Southeastern PA RC&D assembled a committee to provide guidance for the project that included representatives from the following government agencies and community organizations: Penn State Cooperative Extension Service; county WIC office supervisors; county offices of aging; community development agencies; county transportation associations; Maternal and Family Health, Inc.; PA Department of Agriculture; and the USDA Natural Resources Conservation Service.

2004 FMNP Check Redemption Rates

PA County	Senior	WIC
Berks	85%	64%
Bucks	84%	59%
Chester	87%	68%
Delaware	84%	63%
Lehigh	88%	59%
Montgomery	76%	49%
Northampton	81%	49%

2006 Market Season



The goal was to make it as easy as possible for Senior FMNP participants and WIC FMNP participants to utilize the provided transportation to farmers markets and roadside stands.

Senior FMNP Participants

It was determined that working with community senior centers or low-income senior housing centers to organize trips would be best. They were contacted and assisted in organizing the trips. The Southeastern PA RC&D provided posters stating the date, time, and farmers market to be visited. The centers coordinated the signups and compiled a list of names for the Council. Southeastern PA RC&D made arrangements for the transportation.

These trips were successful, easy to administer, and relatively inexpensive. Transportation service for senior citizens was relatively low in cost because it is subsidized by the State of Pennsylvania. In some cases, local county governments also fund transportation for senior citizens.

For Senior FMNP participants, it was a day out and they treated it almost as if it was a social event. They appreciated the transportation and the opportunity to purchase fresh, locally grown fruits and vegetables. The seniors used most of their FMNP checks.

The Council provided a farmers market ambassador to accompany seniors on each trip who answered questions about eligible produce, redeeming FMNP checks, and which farmers at a market participate in FMNP. The Council representative also helped load and unload purchases to and from the bus and provided information about the farm or farmers market visited.

Although providing transportation was key in the study, finding transportation providers became an unexpected source of problems. Southeastern PA RC&D had hoped to partner with public transportation agencies to provide busing to farmers markets. Unfortunately, the public transportation companies were unable to provide buses or add routes to the farmers markets.

For Senior FMNP participants, the best alternative was to hire county or regional para-transportation companies. These organizations are formed mainly for transporting senior citizens. Para-transportation buses are usually medium size, perfect for visiting smaller farmers markets, and handicap accessible. The para-transportation companies were supportive of the farmers market transportation project and scheduled the trips around their normal transportation routes.

In one location, para-transportation was not available; instead, motorized street trolley cars transported the seniors, which brought back fond memories for many of them.

WIC FMNP Participants

For WIC FMNP participants, providing transportation was complicated. Because children younger than 5 years might accompany their mothers on the trips, child safety had to be addressed. Although very young children ride on public transportation buses without safety car seats, they must ride in car seats in all other forms of transportation. Pennsylvania law and the bus design determine the necessary requirements. On Pennsylvania school buses, children age 5 and older do not need car seats. Because some of the children visiting farmers markets with their mothers could be younger than 5, they were not allowed to ride on school buses. The private buses that were used required all children, even those over 5, to have safety car seats.

To help resolve the problem, Southeastern PA RC&D purchased some car seats and encouraged parents to bring their own. However, someone had to carry car seats to the pickup sites, sometimes installing car seats in the buses was not easy, and transportation companies had to be told in advance if car seats were to be installed on the bus so they could ensure that the bus had extra long seatbelts. At the end of the trips, WIC participants who brought their own car seats then had to carry their farmers market purchases, as well as their car seats and children.



WIC farmers market trips were promoted through brochures and posters distributed by the WIC office staff to their clients (Exhibits 1-3). In addition, posters and brochures in both English and Spanish were distributed at churches and community centers. The posters and brochures included a specific trip date, time, and farmers market to be visited. To make it easy for WIC participants to sign up for trips, there was a toll-free telephone number to allow registration 24 hours a day, 7 days a week. Bilingual telephone operators were available to record trip registration information. Everyone liked the posters and brochures, and the toll-free telephone system was appreciated and easy to use.

As with the Senior FMNP trips, farmers market ambassadors accompanied WIC clients on the trips. All of the ambassadors were bilingual. They helped the WIC participants select fruits and vegetables eligible for purchase with FMNP checks and redeem their FMNP checks. They also served as liaisons between the WIC recipients and farmers market staff.

While every effort was made to make the farmers market trips as easy and fun as possible, WIC clients did not participate in the same numbers as the seniors.

Senior and WIC FMNP participants who used the provided transportation appreciated the service. They redeemed many or all of their FMNP checks and enjoyed the farmers market.

On the return bus trip after visiting the farmers market, the survey (Exhibit 4) distributed to the participants received mostly positive comments. The few concerns expressed were related to limited selection of produce and higher prices than grocery stores. Notably, WIC participants preferred fruits and vegetables that could be eaten with minimal preparation, such as tomatoes, sweet corn, strawberries, apples, and peaches.

Trip participant numbers can be viewed in Exhibit 5.

2007 Market Season

The primary focus for 2007 was to increase the number of WIC individuals using the farmers market transportation. Trips for seniors were also scheduled and continued to be relatively easy to organize, and the number of participants increased.

A bilingual scheduling coordinator was hired to visit the WIC offices to help promote the transportation service, organize trips, and serve as contact for registering for trips. The scheduling coordinator was also responsible for calling the registered WIC clients 24 to 48 hours before a trip to remind them. Brochures and posters were distributed, as they were in the 2006 market season.

Although WIC trip participation numbers increased, the response was not strong enough to justify the effort expended by the scheduling coordinator. Through this involvement, however, the coordinator gained an understanding of the issues other than transportation facing WIC participants. Some WIC clientele did not participate in the trips for the following reasons:

- ⊕ One or more children suddenly got sick
- ⊕ WIC client gave birth to another child
- ⊕ WIC client was pregnant and did not feel well
- ⊕ WIC client was physically tired from raising small children
- ⊕ The value of the FMNP check(s) was not worth the effort of preparing and taking young children on the trip
- ⊕ Work schedule changed

An excellent example of the problems encountered when trying to organize a trip for WIC participants occurred when 31 WIC clients registered for a farmers market trip—100 including other family members. When reconfirming registrations 1 or 2 days before the trip, only 14 WIC clients said they would be going on the trip; the others dropped out for some of the reasons listed above. On the day of the trip, only one WIC client and three family members were at the pickup site.

To further encourage WIC participants to visit farmers markets, a \$75 stipend was offered if they organized farmers market trips for their fellow WIC participants and friends. Posters in English and Spanish were displayed at WIC offices to advertise the program (Exhibits 6 and 7). Unfortunately there were no responses to the offer.

At the conclusion of the market season, the Southeastern PA RC&D Council surveyed WIC participants about the farmers market transportation project and their visits to farmers markets (Exhibit 8). WIC participants were surveyed by an interviewer in 17 Southeastern Pennsylvania WIC offices.

Some overall noteworthy items were:

- ⊕ Some WIC clients were unaware of the farmers market transportation trips. Their previous quarterly appointment had occurred before trip information was distributed and they had not been back to the office. Because of confidentiality requirements and often-changing contact information, there is limited ability to contact WIC participants between office visits.
- ⊕ Some were new clients on their first visits to the WIC office and didn't know about FMNP.
- ⊕ Some clients were unpredictable about keeping WIC office appointments, either canceling them or not showing up.
- ⊕ Some had skipped their previous quarterly visits and no longer were receiving FMNP checks.
- ⊕ Some had lost their checks.
- ⊕ Some didn't feel a trip to a farmers market instead of a grocery store was worth the time and effort.



Four hundred sixty-nine WIC participants were interviewed. Note that some participants chose not to answer all of the questions in the survey.

Three hundred nine respondents (66 percent) said they received Farmers Market Nutrition Program checks in 2007. Of those who received checks, 237 individuals (77 percent) received four checks worth \$5 each. The remainder received more checks. Those families receiving more than four checks had more than one eligible child.

A majority of the FMNP checks were received in the month of July (51 percent); June (22 percent) and August (19 percent) were the next highest distribution months. This coincides with the months that area farmers markets have the greatest selection of fruits and vegetables.

Most recipients (70 percent) said they used all of the checks they received. Thirty-four percent of the individuals who did not use all their checks stated they did not have time to use them. Thirty-two percent stated there were no farmers markets near them. Lack of transportation to a farmers market was cited as a reason by 11 percent of those who did not use all of their FMNP checks.

A majority (52 percent) of the survey participants thought the WIC office was the best place to promote the Farmers Market Nutrition Program. Thirty-five percent of the interviewees thought that posters and flyers in the community would also be a good way to promote the program.

Eighty-eight percent of the respondents were not aware of free transportation service to a farmers market, and most (90 percent) had not seen flyers promoting free transportation service. Fifty-two percent of those who did not use the transportation said it was because they had a car they could use to drive to the farmers markets. It was repeatedly mentioned that more advertising of the free transportation would have increased the use of the service.

Participants said they go to farmers markets only when necessary, but when they go they buy three to five types of fruits and vegetables. Sixty-one percent of the respondents said they visit a farmers market only once a year.

Trip participant numbers can be viewed in Exhibit 9.

2008 Market Season

Southeastern PA RC&D provided copies of Pennsylvania Produce—A Guide to Quality Produce Grown in PA to the WIC offices for distribution to WIC FMNP participants. The guide, developed by Penn State Cooperative Extension, contains information on ways to select and use Pennsylvania-grown produce and gave its nutritional content. The guides were provided to WIC participants to help them select their purchases at farmers markets. Southeastern PA RC&D received the following comments about the guides: “We love them,” “Very informative,” “Very good instructions,” “They (WIC clients) really like it and said it was very helpful.”

To make it as easy as possible for WIC clients to redeem their FMNP checks, the project shifted its focus to bringing a farmers market to the WIC clients. The hope was to have one or more farmers set up a stand at or near the WIC offices, allowing WIC participants to purchase locally grown fresh fruit and vegetables immediately after receiving their FMNP checks. To encourage farmers to participate in the project, a stipend would be offered to help cover some of the additional costs associated with the new farm stand.

Several of the WIC offices were located in urban areas with high vehicular traffic, where space (parking lot, park, etc.) was not readily available to set up a farm stand near the office. One WIC office was located in a government-owned building with an adjacent parking lot, but building administrators did not consider a farmers market to be an appropriate use of their facilities.

In addition, farmers, even with the offer of \$150 per day stipend, were not interested in participating in the project. Many had made substantial investments already to attract customers to their on-farm stands, or had previous commitments to other community farmers markets, and could not take on another site. Some farmers needed their staff to harvest crops and run existing markets. The farmers were concerned about needing to train (and trust) new people and put them alone at a market stand. Finally, the farmers were concerned that the pool of potential customers would be too small and sales levels would not justify the time and effort.

For these reasons, no farmer stands were set up near a WIC office. One farmer who did set up a stand several blocks from the WIC office 1 day a week said that, although he accepted FMNP checks, the majority of his sales were to cash-paying customers. Southeastern PA RC&D was unable to determine how soon after receiving FMNP checks seniors or WIC individuals redeemed them at this stand.

Senior FMNP trips were also offered in 2008. Again, they were easy to schedule, coordinated with minimal oversight, and appreciated by the senior citizens. No farmers market ambassadors were provided; rather, the organizing centers were responsible for providing a trip leader.

At the conclusion of the 2008 market season, five focus group meetings were scheduled to determine what motivates Senior FMNP and WIC FMNP recipients to shop at farmers markets. Each focus group used a list of discussion questions provided by the council (Exhibit 10).

The results of the focus group discussions show that both groups like shopping at farmers markets because they are sources of fresh, locally grown fruits and vegetables. They like going to farmers markets because they believe local farmers use fewer pesticides and the quality of the fruits and vegetables is higher. They also enjoyed visiting on-farm stands to visit the countryside and see where the food was grown. They mentioned their disappointment in the higher prices charged at farmers markets than those at grocery stores. They were also disappointed that some community farmers markets were open only certain days and hours. A reason given by both groups for not using FMNP checks was that the checks tended to get lost or misplaced until it was too late to use them. Also some felt it was not worth a trip to a farmers market to redeem one or two checks.



Senior FMNP participants sometimes bought specific fruits and vegetables because of the recipe cards provided with the FMNP checks. Cabbage was a favorite vegetable. Generally, seniors purchase both fruits and vegetables, and they tend to cook their vegetables on a stove. The Reading Farmers Market in Philadelphia was a favorite place for seniors to visit because of its large size and variety of offerings. In their opinion, local community farmers markets tend to have limited selections and fewer stands that accept FMNP checks. Some seniors had problems carrying their purchases around farmers markets.

WIC participants learned ways to use fruits and vegetables from watching TV celebrity chefs. They purchased fruit primarily in the summertime and selected vegetables that could be eaten as snacks with ranch dressing. WIC participants prefer using a microwave for cooking. They would like more farmers to sell fruits and vegetables they prefer, such as starfruit, bananas, plantains, kale, and collards. Such preferences reflect the ethnic composition of the WIC participants, of whom almost 70 percent were Hispanic and 22 percent were African American (unlike the senior participants, who were mostly white). See exhibits 5 and 9 for the complete ethnic breakdown for WIC and Senior FMNP participants. The commonly stated preference for tropical fruit speaks to the difficulty of promoting local food consumption in immigrant communities. WIC participants also wished they could use food stamps at farmers markets.

Two efforts are being planned by local counties as a followup to this study. The Chester County Health Department is scheduling a farmers market for county employees at a government center. The goal is to encourage employees to buy and eat healthier foods during the summer months. A WIC clinic is located in the building, and clients will be able to shop at the market. The health department is going to work with the WIC staff to encourage the WIC clients to visit the market after appointments at which they get FMNP checks.

Also, a housing shelter in Reading, Berks County, plans to operate a small farmers market at the shelter for its clients and residents of the surrounding city blocks. Many shelter clients and community residents receive either Senior or WIC FMNP checks.

Conclusions

The study was designed to determine if transportation was a limiting factor in the redemption of Senior and WIC FMNP participants. It appears the Senior FMNP redemption rate will improve if transportation is provided. The WIC FMNP redemption rate appears to be limited by factors outside the realm of this study.

Senior FMNP trips were easy to schedule and coordinate and were successful, with the participants or centers requesting additional trips. Cancellation among the seniors was low, and everyone appreciated the transportation assistance to farmers markets. Almost all buses operated at or near capacity.

Para-transportation companies already transport many of the same clientele as FMNP recipients and are familiar with their needs. Once the companies became familiar with the process and farmers market destinations, they were eager to assist and expand their services.

While check redemption rates are high (more than 80 percent) for Senior FMNP participants in the study counties, it would not take much effort to increase those rates and even encourage seniors to spend personal funds at farmers markets. For many seniors, going to a farmers market was a social event as well as an opportunity to buy fresh fruit and vegetables. Their schedules are flexible with minimal time constraints. Because State and local funding helps to underwrite some of the transportation costs already for senior citizens, transporting Senior FMNP participants to farmers markets is relatively inexpensive. Placing a farmers market ambassador on the buses was reassuring and helpful to many senior citizens. Senior centers and housing complexes appreciate being able to offer another activity for their clients.

Providing Senior FMNP recipients with transportation to farmers markets is a good idea for several reasons. Redemption rates can be raised, seniors get an opportunity to have a healthier diet, and revenues are increased for farmers.

Offering transportation assistance to WIC clients, however, may not lead to increased FMNP check redemption rates. There appear to be many other factors impacting a WIC client's decision on whether to ride the provided transportation to a farmers market. Small children, sudden illnesses, pregnancy, and other family issues made it difficult for WIC clients to commit and/or

follow through with the commitment. WIC staff noted that even scheduled appointments at the clinics sometimes are canceled or skipped.

Although they liked going to the farmers markets and enjoyed buying fresh fruit and vegetables for themselves and their young children, some WIC recipients wondered whether it was worth the effort for \$20 (the value of their FMNP check) worth of fruits and vegetables.

Renting and scheduling the right type and size of bus was difficult. Providing and installing car seats was a cumbersome process. The large difference between the numbers of people who signed up and those who actually showed up for the buses was frustrating for organizers.

Also, because some communities did not have farmers markets or markets close by that accepted FMNP checks, transportation times averaged 30 minutes or more each way.

Those who did use the transportation service appreciated and enjoyed the trip. Unfortunately, full buses were rare. Also, public transportation for low-income non-senior citizens is not supported by government funding, making it harder to provide a cost-efficient farmers market transportation service.

It was difficult to locate farmers markets/stands near the urban WIC offices. At many sites there was little or no space available for a stand. Many farmers were focused on bringing customers to their own farm stands or fulfilling commitments to other farmers markets. New farmers who are looking for places to sell their produce are possible candidates for stands in these locations. Finally, farmers were concerned that selling only to people visiting the WIC office that day would not be profitable.

If standard public transportation buses could have been rented or special public transportation "farmers market" routes created, providing transportation to WIC participants would have been easier and perhaps more successful.

In summary, it appears that, although lack of transportation may be a partial impediment to farmers market patronage among WIC clients, it is not necessarily the primary factor that influences their shopping decisions. As outlined above, several other factors impact WIC clients' decisions on whether to visit a farmers market.

Exhibits

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1. 2006 Farmers Market Brochure
 2. 2006 Farmers Market Poster—English
 3. 2006 Farmers Market Poster—Spanish
 4. 2006 Farmers Market Trip Survey
 5. 2006 Southeastern PA RC&D Council FMNP
Transportation Results
 6. 2007 Farmers Market Stipend Poster—English
 7. 2007 Farmers Market Stipend Poster—Spanish
 8. 2007 Farmers Market Office Questionnaire
 9. 2007 Southeastern PA RC&D Council FMNP
Transportation Results
 10. 2008 Focus Group Discussion Questions

<p><i>Este proyecto experimental se realice por un esfuerzo conjunto entre:</i></p> <p>CADCOM County WIC Clinics County Offices of Aging USDA Natural Resources Conservation Service USDA Ag Marketing Service Maternal and Family Health Services, Inc. PA Department of Agriculture Southeastern PA RC&D Council Penn State Cooperative Extension</p> <p><i>Para más información, puede comunicarse con:</i> Southeastern PA RC&D Council 1000 East Walnut Street, Suite 704 Perkasie, PA 18944 215-453-9527 Ext. 5 215-257-6345 (FAX) www.separed.org</p> <p><small>USDA Desarrollo y Conservación de Recursos y sobre la extensión del Departamento de Agricultura de los Estados Unidos, USDA, son ofrecidos sus servicios por means de una, sola, organización nacional, estado, región, o local, independiente, afiliada, pública, profesional, social, o servicio civil o función. (No todas las producciones agrícolas o todos los programas). Para más información que se refieren a través de una organización (servicio público, servicios al cliente o otras unidades, etc.) deben contactarse con el Centro USDA "PA/SEPT" al 202-795-5000 (voz y texto).</small></p> <p><small>Para recibir alguna permitida sobre derechos, escribir a: ESOA, División de Desarrollo Comunitario, P.O. Box 20246, Raleigh, NC 27620-0246. PA: 215-257-2500 (voz) y 215-257-2500 (voz y texto).</small></p> <p><small>USDA se garantiza la igualdad de empleo y promotor de inscripción.</small></p>	<p><i>Viajes al Mercado Agrícola</i></p>  <p>¡Transportación gratis en autobús!</p> <p>Efectivo y cheques de FMNP aceptados</p> <p>Julio 20, 2006 2:00 PM</p> <p>Bethlehem al Mercado Agrícola</p> <p>¡Traiga a la familia y amigos y pase un buen rato!</p>	<p><i>Farmers' Market Trip</i></p>  <p>Free Bus Transportation!</p> <p>Cash and FMNP Checks accepted</p> <p>July 20, 2006 2:00 PM</p> <p>Bethlehem Farmers' Market</p> <p>Bring along family and friends for a fun-filled trip!</p>
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La **transportación gratis** al mercado local se ofrece gracias a fondos recibidos por la Asociación de Transporte de parte de la Agencia de Servicios de Maercadeo del USDA.



Encontrarás frutas y verduras frescas de alta calidad y con tus compras ayudarás a los agricultores locales.



Dile a tus familiares y amigos que vengan y aprovechen este servicio!

- Es gratis.
- Será divertido.
- Puedes comprar frutas y verduras frescas y deliciosas.
- Puedes aprender de los expertos en alimentos.
- Podrás hacer nuevos amigos.
- Puedes usar efectivo o cheques de FMNP.
- Conservarás gasolina.
- Ayudarás a la agricultura local.
- Mereces comida fresca y saludable.



El próximo viaje al mercado agrícola será:

Jueves, Julio 27, 2006

Para reservar tu asiento, llama al

1-888-879-3311



La hora y sitio de salida será:

Hora: 10:00 AM

**Sitio: Christ Lutheran Church
7240 Walnut St.
Upper Darby, PA 19082**

Farmers' Market Trips

Free transportation to local farmers markets is offered by the Transportation Partnership Team thanks to a grant from the USDA Ag Marketing Service.

You will be getting fresh high quality fruits and vegetables, and you will be helping to support small local family farmers.



Tell your family and friends! Come take advantage of this free service.

7/06

Why Ride the Bus?

- It is free.
- It will be fun.
- You can buy fresh delicious fruits and vegetables.
- You can learn from food experts.
- You can make new friends.
- You will save gas.
- You can use cash or FMNP checks.
- You will support local agriculture.
- You deserve fresh healthy food.



Call Now to Reserve Your Seat!

The next Farm Market Trip is scheduled for:

Thursday, July 27, 2006

To reserve a seat call:

1-888-879-3311



Pickup location and time are:

Time: 10:00 AM

**Location: Christ Lutheran Church
7240 Walnut St.
Upper Darby, PA 19082**

Let's go to the Farmers' Market!

Support local farmers

Fresh Local
Fruits &
Vegetables



An outing
with your
friends
and
family

Cash &
FMNP
Checks
welcome

Learn
new ways
to
prepare
food

FUN for all!

Thursday
July 20, 2006
2:00 PM

Bethlehem
Farmers'
Market



Reserve your
bus seat
by calling:

1-888-879-3311

¡Vámonos al mercado agrícola!

Ayuda a la agricultura local

Frutas y
Verduras
Frescas



Paseo
con
familia y
amigos

Efectivo y
cheques
de FMNP
aceptados

Nuevas
ideas
de los
expertos
en
alimentos

¡Un buen rato para todos!!

**Jueves,
Julio 20, 2006
2:00 PM**

**Bethlehem
Farmers'
Market**



**Reserva tu
sitio con
una
llamada a:**

1-888-879-3311

Exhibit 4: 2006 Farmers' Market Trip Survey

Does your family receive FMNP checks?

Yes No Don't know

Does your family use FMNP checks?

Yes No Don't know

If you do use FMNP checks, how many were used today?

1 2 3 4 5 6 7

Did this trip help increase your family's use of fresh fruits and vegetables?

Yes No Don't know

How much cash did your family spend at this market today?

None Up to \$5 From \$5 to \$10 More than \$10

Did your family learn about local food today?

Yes No Don't know

Did your family learn about local farms today?

Yes No Don't know

Is your family likely to return to this market?

Yes No Don't know

If you responded "no", please tell us why you will not be returning:

Did you find the products you were looking for at the market today?

Yes No Don't know

If not, please list what was missing:

What about this trip did your family like?

What about this trip did your family not like?

What does “local” mean to you?

Than you for your comments!

Exhibit 5: 2006 Southeastern PA RC&D Council FMNP Transportation Results

Pickup Location	Race	WIC	Senior	Kids	Other Community Members	Female	Male	Total Riders
St. Anthony's Church	7-Hispanic	5		2		4	3	7
Bucks Landing	1-Hispanic	1				1		1
Springfield WIC Clinic	1-Asian 1-White	2				2		2
Pottstown WIC Clinic	2-Hispanic	2				2		2
Allentown WIC	2-Black	2				2		2
Pottstown WIC Clinic	14-Black 3-White	8		9		16	1	17
Christ Lutheran Church	6-Black 6-White	4		4	4	11	1	12
Meadow Family Center	6-Hispanic	4	2			6		6
Redeemer Village	1-Black 34-White		35			35		35
Country Commons	40-White		40			36	4	40
Gloria Dei	10-White		10			10		10
Muhlenberg Senior Center	29-White		29			28	1	29
Country Commons	60-White		60			56	4	60
2006 Totals	1-Asian 23-Black 16-Hispanic 183-White	26	178	15	4	209	14	223



Visit a Farm Market and Earn \$75

- ❖ Schedule a date to visit the market
- ❖ Organize a group of 10 people among your friends and family
- ❖ Use the FMNP checks that you received to buy fresh fruits and vegetables - you may also pay cash
- ❖ Choose a site for all to meet and serve as Ambassador on the bus to go to the Farmers' Market
- ❖ Transportation* is free
- ❖ Call soon, there are a limited number of trips and we need Ambassadors to organize the trips

*Car seats for children must be provided by parent or guardian

Contact:
John Doe
123-456-7892

This project is sponsored by the Southeastern PA RC&D Council
215-453-9527 ext 5, www.separcd.org

Funding for this project is provided by the USDA Ag Marketing Service.
The SEPA RC&D Council, USDA-AMS, and USDA-NRCS are equal opportunity employers and service providers.

John Doe
123-456-7892
Farm Market Trip

Exhibit 7: 2007 Farmers Market Stipend Poster, Spanish Version



*Visita el
Mercado de
Frutas
y
Gana \$75*

- ❖ Planifica una fecha para ir al Mercado de Frutas y Vegetales.
- ❖ Organiza un grupo de 10 personas entre tus amistades y familiares.
- ❖ Cuando lleguen al Mercado utilizan los cheques FMNP que recibieron para comprar frutas y vegetales frescos, también pueden pagar su compra con efectivo.
- ❖ Escoge un sitio para que todos tomen el autobús y sirve como Ambador para la gira al Mercado.
- ❖ Se proveerá *transportación** gratis para todos.
- ❖ Llama pronto, solo hay un número limitado de giras y necesitamos Ambadores que organicen las giras.

*Los padres necesitan tener su propio asiento para los niños menores

*Contacto:
John Doe
123-456-7892*

Este proyecto es patrocinado por Southeastern PA RC&D Council
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El financiamiento para este proyecto es proporcionado por el servicio de la comercialización USDA AG. Southeastern PA RC&D Council, USDA-AMS, y USDA-NRCS es patrono de igualdad de empleo y proveedor de servicios.

John Doe 123-456-7892									
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Exhibit 8: 2007 Farmers Market Office Questionnaire

1. Did you receive any Farmers Market Nutrition Program checks this year? YES NO (end of survey, thank you)
2. How many checks did your family receive this summer? 4 8 12 16 More
3. When did you get your checks? May June July August September
4. Did you use all your check? YES (skip to question 7) NO
5. How many checks are leftover? 1 2 3 4 5 6 More
6. Why didn't you use your checks? Did not have time No farmers market close by No way to get to farmers market
 Not worth the effort Other: _____
7. What is the best way to communicate information about the Farmers Market Nutrition Program?
 Newspaper WIC office Flyers/posters in community Radio Internet Other: _____
8. Did you know there was free bus transportation to farmers markets? YES NO
9. Did you see the flyers, brochures, or posters advertising free bus transportation to farmers markets? YES NO
10. Did you use the farmers market transportation buses? YES NO
 If not, why not?: _____
11. Were the farmers market transportation buses useful? YES NO Did not use

12. What did you like about the farmers market transportation buses?

Way to get to farmers markets Free Taking the trip Visiting different markets Easy to use Pickup site location

13. Did you cancel a seat on a farmers market bus because of: Sick children Conflicts Changed mind Forgot Other

14. How can we improve the free farmers market bus transportation system? More trips More advertising

Use different style of buses More convenient pickup locations Not interested in service Other: _____

15. How do you usually get to the farmers market? Personal car Friend Bus Walk I don't go

16. How often do you visit a farmers market? Every week Once a month Occasionally Never

17. What types of fruits and vegetables do you buy at a farmers market? Beans Tomatoes Sweet Corn Berries

Apples Peaches Salad Greens Other: _____

18. When do you shop for fruits and vegetables? Beginning of the month Middle of the month End of the month As needed

19. How many times did you visit a farmers market this summer? 0 1 2 3 4 5 or more times

20. General comments about the farmers market transportation program:

Thank you for your participation!

Race: B H O W

Sex: F M

Exhibit 9: 2007 Southeastern PA RC&D Council FMNP Transportation Results

Pickup Location	Race	WIC	Senior	Kids	Other Community Members	Female	Male	Total Riders
Bucks Meadow Apts. & Creekside Apts.	21-Hispanic	10		8	3	13	8	21
Chester WIC	4-Black	1		3		1	3	4
Bucks Meadow Apts. & Creekside Apts.	28-Hispanic	13		15		13	15	28
Pottstown WIC Clinic	27-Hispanic	13		15		13	15	28
Pottstown WIC Clinic	4-Black 1-White	3		2		3	2	5
Samara House CYWA	2-White		2			2		2
Norris Square Senior Center	35-Hispanic		35			24	11	35
Hispanic Senior Center	18-Hispanic		18			12	6	18
Samara House CYWA	2-White		2			2		2
Redeemer Village	18-White		18			18		18
Norris Square Senior Center	27-Hispanic		27			18	9	27
Country Commons	36-White		36			29	7	36
Country Commons	27-White		27			22	5	27
Redeemer Village	5-White		5			5		5
Redeemer Village	8-White		8			8		8
Country Commons	19-White		19			15	4	19
2007 Totals	8-Black 156-Hispanic 118-White	36	197	46	3	194	88	282

Exhibit 10: 2008 Focus Group Discussion Questions

- 1) How do they prepare fresh fruits and vegetables for eating eat (raw, cooked, microwaved)?
- 2) Do they use recipes from family members, friends, TV, newspaper, other, etc.?
- 3) How often do they eat fresh fruit in a week?
- 4) How often do they eat fresh vegetables in a week?
- 5) What are their favorite fruits and vegetables?
- 6) Are there fruits and vegetables they have trouble finding?
- 7) Where do they usually shop for fresh fruit and vegetables?
- 8) Do they shop at farmers markets?
- 9) How do they get to the farmers market (walk, bus, subway, personal car, someone else, etc.)?
- 10) Is it hard for them to get to a farmers market?
- 11) What do they like and dislike about farmers markets?
- 12) Do they visit the farmers market alone, with family members, friends, etc.?

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