

FY 2012 Harvest Home Farmers Market

Proposal Title: Increasing the Sale and Consumption of Local Produce in Bronx County of an Existing EBT Program

\$98,257 to Harvest Home Farmers Market, New York, NY, for: 1) a borough-wide advertising campaign to encourage SNAP participants to use EBT at nine farmers markets in the Bronx, including bus shelter ads and articles in a local electronic newspaper, and 2) diversify vendor pools and products to make the market more attractive, increase SNAP usage and the consumption of healthy food and farmer revenue.

FMPP Interim Performance Report

Report Number/Period: *Final Report, October 1 – September 30, 2014*
Date: December 19, 2014
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Recipient Name: Harvest Home Farmer's Market
Project Title: Increasing the Sale and Consumption of Local Producers in Bronx County of an Existing EBT Program
Grant Number: 12-25-G-1609
Project Location: New York, NY
Total Awarded Budget: \$ 98,257

Program Summary:

The overall goal of Harvest Home's *Increasing the Sale and Consumption of Local Produce in Bronx County for an Existing EBT Project* was to increase direct producer-to-consumer sales at 9 Bronx, New York farmers' markets managed by Harvest Home and to expand access to locally grown produce in the low-income neighborhoods where the markets are based. We used three strategies to achieve the goal: (1) a borough-wide advertising campaign using bus shelter ads; (2) placement of advertisements and articles in a local electronic newspaper; and (3) efforts to diversify vendor pools and products to enhance the appeal of our markets. Working with the New York Academy of Medicine, we also created and implemented evaluation tools to determine the effectiveness of the strategies.

The two primary groups that were the beneficiaries of the program were Bronx residents enrolled in SNAP who shopped at the markets and the farmers and vendors who received increased sales, especially EBT sales, as a result of advertisement and promotion strategies that brought many customers to visit the markets. A survey conducted as part of the evaluation indicated that Bronx residents value our markets, and a focus group of residents indicated that the bus shelter ads had appeal and were viewed as likely to give more Bronx residents information about our markets and their SNAP/EBT capacities.

In one of our most impressive accomplishments, our survey data demonstrate a threefold increase in the percentage of EBT use at our markets. We also succeeded in increasing the number of farmers in our network from 20 to 32 and added 6 new products to the market. In 2012, forty two percent of all customers reported shopping for food (significant increase over 2011) anywhere using EBT; 40% reported using EBT at farmers markets, and 30% of all customers planned to use or used EBT at the HH on the day they were surveyed over the between 2012 and 2014. Total EBT sales increased to 21% in for 2014. We also succeeded in increasing the number of farmers in our network from 20 to 32 and added several new products to the market.

Activities:

a) Promotion Strategies

Bus Shelter Advertisement:

The grant enabled Harvest Home to use the innovative strategy of bus shelter ads to advertise the nine Harvest Home markets based in Bronx County – and especially the SNAP/EBT capacities of these markets. We placed ads in 24 bus shelter locations that were within a 10-block radius of each of the nine markets.

In order to evaluate whether the bus shelter ads had the kind of appeal that would make them noticeable and affect sales, especially EBT/SNAP sales, at our markets, Harvest Home collaborated with New York Academy of Medicine – Center for Evaluation and Applied Research (NYAM CEAR) to conduct two focus groups of Bronx residents who attended farmer’s markets in their neighborhoods. Participants were asked for their opinions of the ads. The feedback was very positive – for example, “appealing to SNAP recipients”, and “well designed.” As expected we could not draw a direct correlation between the ads and the increase of our SNAP/EBT sales in the Bronx. But based on feedback, the visibility of the ads and from the focus groups and on other more informal and equally positive responses to the ads, we strongly believe that this promotion strategy made our markets more visible to low-income Bronx residents and increased SNAP/EBT transactions at our Bronx markets.

Electronic Newspaper Advertising Campaign:

Harvest Home also used electronic advertising to publicize the markets. We contracted with DNAinfo, one of New York’s leading neighborhood news source covering a variety of neighborhood-specific topics, to publicize the Bronx market locations and their EBT capacities. Because DNAinfo has the ability to target readers by neighborhood, we found that a partnership with them was an effective way to advertise the markets and their SNAP/EBT capacities within Bronx County.

We used a variety of electronic promotion strategies available through DNAinfo. The strategies included weekly Neighborhood Marketing Packages and Homepage and Neighborhood Sponsorship in DNAinfo Bronx papers. Harvest Home was also featured in one issue of *DNAinfo Magazine*. Results of the electronic newspaper campaign were more readily measurable than results from the bus shelter marketing campaign. The results are listed below.

**Harvest Home Farmer’s Market
Display Ad Campaign Overview: June 14, 2013-July 25, 2013**

Creative Size	Total Impressions	Total Clicks	Total CTR
300 x 600	7,482	19	0.25%
980 x 45	28,783	38	0.13%
300 x 250	4,222	3	0.07%
300 x 250 Bonus	9,908	5	0.05%
300 x 600 Newsletter	5,032	26	0.52%
Sponsored Post	86,069	191	0.22%

Summary

Total Impressions Delivered: 141,496

Total Clicks: 282

Newsletter Ads Delivered: 1 New York City, 12 Neighborhoods

Feature Page Inclusions: Sponsored Posts on Health & Wellness and summer in the City Pages; Spot in Monthly Printed Magazine

b) Diversifying Market Products and Vendors

Harvest Home is dedicated to diversifying market products and vendors. During the grant period we created a new staff position -- Farmer Recruiter Specialist (FRS) – that was specifically designed to further the goal of bringing new farmers and vendors into our markets. Although our FMPP grant did not cover the cost of the FRS for year 2, we used a portion of the funds from our City Council grant to fill the position in 2014.

The FRS contacted over 250 farmers in New York, New Jersey, Connecticut and Pennsylvania, wrote articles and attended special events. As a result of these efforts, we added 8 new farmers, 4 new bakers, 1 new orchard, 1 new honey producer and 1 provider of value-added products in 2014.

2014 New Vendors:

Young's Farm	Vegetable & Fruit Grower
Carucci Farms	Vegetable & Fruit Grower
Alstede Farms	Vegetable & Fruit Grower
Acevedo Farms	Vegetable Grower
Perez Farms	Vegetable Grower
JD Farms	Vegetable & Fruit Grower
Rogowski	Farms Vegetable & Fruit Grower
Penning's	Farms Vegetable & Fruit Grower
Ballard's Honey	Honey producer
Protea Bakery	Baker – selling baked wholesome fresh baked goods
Hot Bread Kitchen	Baker – selling whole grain breads and rolls
Petite Fleurey	Baker – selling a variety of wholesome fresh baked goods
Doe Fund	Baker – Selling a variety of baked products pie, cakes, bread, rolls
Caradonna Farms	Fruit Orchard
Uncle Steve	Italian Sauces

As discussed below, increasing the number of our farmers and vendors has also increased the diversity of products that are being sold at the market.

Besides adding new farmers and vendors to our markets, the FRS's work has left us with strategies for advertising, for placements of our information in print media, and for following a schedule of events and conferences where we can send materials. We will continue to build on all of these strategies, using them each year to promote the markets and recruit farmers and vendors. Among our accomplishments in this area over the grant period: Harvest Home was featured in *New York Organic News* magazine and in *Smalls Quarterly*, a Cornell Cooperative Extension publication. We also placed ads in Pennsylvania Association of Sustainable Agriculture (PASA), Northeast Organic Farming Association (NOFA) - New Jersey online listing. We also tabled and/or sent our materials to four events/conferences.

New Products

Because of the increase in vendors we added more than 10 new food and non-food products to the Bronx farmer’s markets. The products that were added were honey, eggs, cheese, maple syrup, breads and baked goods.

c) Drive existing Food Dollars to Increase Revenue for Vendors

Harvest Home data shows that we were able to increase our SNAP/EBT sales and the amount of SNAP benefits received by our vendors in 2013 and 2014. While we cannot present evidence that this increase is a direct outcome of diversifying the products at the 9 Bronx markets, it is very likely that the diversification helped to drive the solid and impressive expansion that is documented in the following table:

Amount of Monthly EBT Sales

	<i>2013</i>	<i>2014</i>
<i>September</i>	<i>\$14,446</i>	<i>\$17,404</i>
<i>August</i>	<i>\$12,599</i>	<i>\$14,822</i>
<i>July</i>	<i>\$ 6,220</i>	<i>\$8,108</i>
<i>Total</i>	<i>\$33,265</i>	<i>\$40,334</i>

Monthly SNAP Benefits Paid to Farmers in the Bronx

	2013	2014
September	\$14, 703	\$18,499
August	\$11,986	\$14,387
July	\$6,026	\$7,543
Total	\$32,715	\$40,429

d) Working to Create and Implement an Evaluation Protocol

In addition, working with CEAR, our evaluation consultant, we gathered information via interviews with 228 consumers at our markets during the first year of the grant. This year we interviewed eight staff members of partner organizations and local institutions that are familiar with our work (stakeholders) and from two farmers. (See attached report.)

Using a an interview guide (attached), CEAR conducted 30-minute phone interviews with stakeholders from: Bronx Lebanon Hospital’s Supplemental Nutrition for Women, Infants, and Children (WIC) program; BronxWorks, a multi-service agency; Fans 4 Kids local non-profit; Harlem Hospital WIC center; Metropolitan Hospital; Morrisania Health Clinic WIC center; Riverbay Corporation-Co Op City; and Settlement Health Clinic.

The stakeholders discussed two main topics -- the degree of access to healthy foods present in neighborhoods that Harvest Home serves and their experiences working with Harvest Home. Key responses on those two topics were:

Access to healthy foods in Harvest Home neighborhoods:

- Most interviewees believed that availability of fresh produce in low-income neighborhoods that Harvest Homes serves is limited.
- Some interviewees identified cultural barriers to eating fresh fruits and vegetables. One interviewee expressed the view that “some are not used to fresh vegetables and have to acquire a taste for them”.
- Many interviewees reported that they are glad that Harvest Home is able to bring farmer’s markets to low-income communities, particularly because the greenmarket at Union Square (in an affluent area of Manhattan) is both inaccessible and unaffordable.

Experiences working with Harvest Home:

- Most interviewees reported that they helped Harvest Home promote its markets by distributing flyers and posting information in other public areas.
- One interviewee spoke about how Harvest Home not only offered cooking demonstrations to people served by their organization but also used the cooking demonstrations as an opportunity to publicize the markets by having the cooks give out information about the markets’ locations, dates and times.
- One interviewee, who manages a large residential development, reported he invited Harvest Home to start a market by offering a space and a date. “Harvest Home took care of the rest,” he observed. “Staff helped set up tents and tables each week.”
- A WIC program director talked about the value of a Harvest Home market that was created at a local public Hospital
- Another WIC staff member was excited about taking WIC participants on fieldtrips to a Harvest Home market.

CEAR developed a separate semi-structured interview guide (attached) for the interviews with two farmers who sell at Harvest Home markets.

Key observations from farmer interviews

- Both farmers thought highly of Harvest Home, reporting that its markets “did well”.
- The farmers compared Harvest Home to other farmer’s market organizations such as Greenmarket and said that ...
- One farmer reported that 30-40% of all his customers are using their SNAP/EBT benefits to make purchases. While the other farmer reported that 60-60 % of his customers use the WIC checks.
- Both farmers agree that they have to lower their prices to suit the lower- income communities that Harvest Home serves.
- Both farmers agreed that Harvest Home is a viable resource for helping them sell their produce because they can make around \$3,000 a day at a good weekly market.

Summary of Project Activities

- contracted with New York City Bus Shelter Company to advertise our Bronx markets from July 2013 – October 2013
- Conducted focus groups with Bronx residents to solicit feedback about the value and appeal of the bus shelter ads.
- Hired a Farmer Recruiter Specialist in 2013 and 2014
- worked with NYAM CEAR to develop and carry out evaluation strategies

Accomplishments:

We are very pleased that we met all of the accomplishments of our project. A review of our work plan demonstrates that we have achieved and completed all of the activities outlined. Additionally, the outcomes and performance measures specified in our logic model were met and in many cases surpassed. Harvest Home:

- Increased the number of farmers and vendors from 20 in 2013 to 32 in 2014.
- Increased the diversity of products sold at the market to include purveyors of eggs, cheese, maple syrup, breads and baked goods, and other value-added product.
- Increased SNAP/EBT sales between 2013 & 2014 from \$33,000 to \$40,000 and SNAP revenue to farmers from \$32,000 to \$40,000.
- Worked with NYAM/CEAR to conduct a 228 customer surveys at the markets and 2 focus groups with 18 community residents (each focus group involved 9 participants) and 10 stakeholder interviews (see attached report).

Summary Report on Focus Groups for the
Evaluation of the Harvest Homes Farmers Markets

Center for Evaluation and Applied Research
New York Academy of Medicine

May 21, 2013

Introduction:

On behalf of the Harvest Homes Farmers Markets (HHFM), the Center for Evaluation and Applied Research (CEAR) at the New York Academy of Medicine (NYAM) conducted two focus groups with residents in the Bronx who attend seasonal farmers markets in their neighborhoods in order to learn more about their experiences shopping at farmers markets and their perspectives on access to fruit and vegetables and eating a healthy diet. The groups also offered feedback on a media campaign to attract more shoppers to Harvest Homes markets, especially those who use food stamps/ EBT. The findings are intended to help inform outreach and marketing campaigns for Harvest Homes. HHFM operates 17 markets in New York City, including 11 in the Bronx.

Methods:

In partnership with HHFM, semi-structured focus group guides were developed and submitted to NYAM's Institutional Review Board for approval. The guide focused on participant experiences shopping at farmers markets in general and HHFM in particular. It also asked about access to fruits and vegetables in participants' neighborhoods, and challenges with eating a healthy diet. A portion of each focus group was dedicated to getting feedback on a bus shelter ad campaign planned by HHFM for the Bronx similar to one used in 2012 in Manhattan. The campaign aims to increase traffic at Harvest Homes markets, and awareness about the ability to use EBT at their markets. The focus groups assessed participant opinions of the poster, and their understanding of its messages. Finally, participants were asked for suggestions to improve farmers markets in their communities. A copy of the guide and the 2012 bus shelter ad can be found in the Appendix.

Eighteen focus group participants were recruited in partnership with two community based partners, and also on-line. Participants were selected based on their age (18 or older), their ability to speak English, and whether or not they shop at seasonal farmers markets in the Bronx. Additionally, researchers sought diversity in terms of race/ ethnicity and gender, when possible. In order to reach residents in the northeastern sections of the Bronx, the River Bay Corporation offered researchers the chance to recruit participants at a health fair being held in Co-Op City on May 14, 2013; it also offered space to host the focus group the same day. In order to reach residents in the Central Bronx, High Bridge, and Morrisania sections of the Bronx, researchers worked in partnership with Walker Memorial Baptist Church. Its health coordinator distributed flyers to members of the church, and also parents at its affiliated Charter school. It also hosted

the focus group at the church on May 15, 2013. In addition, two recruitment ads for each focus group were placed on Craigslist.

A staff member from CEAR moderated each focus group, and another took notes. Participants signed informed consents, and completed a brief demographic form at the beginning of each focus group. The groups were audio recorded, and notes were taken during the group. The recording was used in editing the notes. Data from the two focus groups were combined, and compared. Analysis considered pre-identified and emergent themes. Participants received \$20 in gratitude for their time. This study was reviewed and approved by NYAM's IRB.

Findings:

Each focus group involved 9 participants for a total of 18. Three were recruited from Craigslist, and the remaining participants were recruited through partnering organizations. The average age of participants was 59, with participants in NE Bronx being on average somewhat younger than those in Central Bronx (55 vs. 62). Ages ranged from 28-77 years. NE Bronx included two men (one 42 year old black male and one 64 year old white male), and two white women. The remaining participants in both focus groups were Black women, two of whom were born in Jamaica. All but two were long term residents of the neighborhoods in the Bronx where the focus groups were held; two visited those neighborhoods regularly to socialize, and for religious and social services.

Attendance at Farmers Markets:

All but one of the participants in both focus groups regularly attended farmers markets in the Bronx. Participants mentioned markets solely by location. They are:

- 14th Street in Manhattan
- 163rd
- 165th
- Bartow Ave (Co-op City)
- NY Botanical Gardens
- Court House on Grand Concourse
- Fordham Road
- Hunts Point (by the train)
- Jacobi Medical Center
- Jerome Ave.
- Pelham Park
- Parkchester
- Montifiore Medical Center
- Moshulu Parkway
- Mt. Eden
- Tremont Ave

Participants were unaware of who were the operators of these markets, and could not differentiate between a HHFM and markets organized by another operator. This included participants who regularly shopped at Mt. Eden or on Jerome Ave, both markets operated by Harvest Homes. One woman said, "I thought they were all the same, they were all run by the City or something." Some thought the farmers who sold at the markets were also the operators.

Participants varied in the regularity with which they shop at farmers markets. One woman said that she loves healthy food, and goes 2-3 times a week. Others explained that they go once a week, or if they happen to be walking by one. Most shopped at farmers markets that were close to their residence or a social or professional activity. Several talked about going to the market in Union Square when they were in the city, and some described going out of their way for a good market, like one who travelled to the Hunts Point market by car.

Reasons for shopping at farmers markets:

People shopped at farmers markets primarily for the freshness of the produce. One woman said that she's an outdoors person, and liked to walk and enjoy the freshness of the markets. One man said:

"I love the freshness of the produce. I've been a vegetarian for 20 years and came from Georgia, and so I'm used to a farmers market."

Another explained:

"I'm a juicer. I have to have fresh things to juice. I find different vegetables. I'd never had beets before, and I tried them for the first time at a farmers market."

Only one woman in Central Bronx reported difficulty finding fresh produce at farmers markets because she was not able to go to markets first thing in the morning. Instead, she reported going after she finished her volunteer work. By the afternoon, most agreed that the best produce has typically already been purchased, and what remained looked "picked over."

One woman reported shopping at farmers markets to support local farmers, and also because of their convenient locations. Another woman liked that farmers markets offered fruits and vegetables when they are locally in season, and she, along with several others, liked the cooking demonstrations. She made special trips to shop at farmers markets, and also shopped at markets when attending medical appointments at Montefiore or Jacobi Medical Centers. She explained that when leaving a medical appointment, she has chosen an apple over a hot dog to eat on the way home. This prompted another to respond "how do hospitals expect people to eat healthy when they have junk food being sold outside the hospital!"

Participants compared the quality of produce at farmers markets to that found in supermarkets, and found that the produce at farmers markets was fresher. Consensus on whether farmers markets were cheaper or more expensive than supermarkets differed between the two focus groups. Those in NE Bronx thought that farmers markets were more expensive than supermarkets, but that since the quality was better, it was worth paying extra. Participants in Central Bronx thought that farmers markets were cheaper than supermarkets. One person believed that the cost of produce at farmers markets depended upon the area that the market was located, and that produce was cheaper in areas where incomes are lower.

Access to Fresh Produce and Keeping a Healthy Diet:

Most participants in both focus groups did not report difficulty accessing fresh produce in their neighborhoods, or eating a healthy diet. Participants felt that their food environments were not particularly healthy, but that did not seem to affect most of them personally. They described the abundance of fast food restaurants and bodegas that carry unhealthy food. Most were very health conscious, and described deliberate choices they made to eat healthy. For example, one woman said:

“I have learned that whatever you bring in the house is what you’ll eat. If I go to the store and buy Oreos, that’s what I’ll eat. If I go to the farmers market and buy apples, that’s what I’ll eat. It’s whatever I bring in the house.”

Another echoed that statement. She said, “I don’t buy anything sweet. If I buy something sweet I’m going to eat it. I’m borderline diabetic, when I go looking for something, there’s nothing in the house.”

A third woman said that eventually, people have to eat healthy per doctors’ suggestions.

Two women described challenges to eating healthy. A 31 year old African American woman admitted to having a terrible diet high in sugar and salt. She said she ate differently than her family or clients (she was a home care attendant) in spite of poor health due to sickle cell anemia and rheumatoid arthritis. She explained, “I’m like a 60 year old women”. She said she was not sure what would cause her to change her diet.

A Caucasian woman in her 50’s also described difficulties eating healthy because her three children (ages 30, 27, and 24) still lived at home, and expected to eat meals with more meat than vegetables. Despite her enthusiasm for shopping at farmers markets, she said that she could not afford to cook two different meals for her family (one healthier and the other not), and so she simply does not cook as healthy as she would like.

A 28 year old woman explained that most of her peers do not eat healthy because they don’t know how to cook. She explained that her parents liked to cook and that she likes to cook, and therefore even though she sometimes eats junk food, she typically eats a healthy vegetarian diet.

In addition to personal efforts to eat healthy, one participant in Central Bronx described a few different community based initiatives to change their food environment. One was the “Adopt a Bodega” initiative to encourage bodegas to stock and display healthy items more prominently. Another involved a partnership between the Walker Memorial Baptist Church and Bronx Lebanon Hospital to get produce from Corbin Farms delivered to members of their church each week. A third was called Bronx Health Reach and involved over 20 churches working to improve health in their communities.

Suggested Improvements to Farmers Markets:

Participants had some suggestions for what they would like to see improved at some farmers markets, and also what they thought would attract more customers. The only complaint that participants shared was that some markets were not big enough, and did not have enough variety to attract their attention each week. Several cited the Bartow market in Co-Op City as an example. They explained that it had just two or three vendors, including one that sold nuts. One woman said she can't consume them fast enough to go back the next week to buy more, and so loses interest. Participants would like to see more variety that is typically found in a larger market.

One woman suggested more hands on education for children about fruits and vegetables. She explained that she does not get the green tops cut off the carrots so her grandchildren can see what carrots really look like. She suggested handing out lima beans planted in Dixie cups so kids can grow a plant, and doing more education about where fruits and vegetables come from.

Participants were interested in more samples and giveaways. One participant requested more discounts or coupons for people who do not use food stamps, since it seemed that all subsidies were for people who used food stamps. She was interested in knowing if she could receive Health Bucks, too, particularly since she considered the produce to be expensive. Another woman suggested offering a free shopping bag with the Harvest Homes logo with purchases over a certain amount. Others were interested in more cooking demonstrations or tips for how to cook vegetables they were unfamiliar with.

Those in Central Bronx suggested presenting information about Harvest Homes Markets at a Bronx Health Reach meeting, or creating a flyer that churches could insert into their Sunday bulletin. For example, Walker Memorial Baptist Church distributes approximately 300 bulletins every week.

HHFM Bus Shelter Ad Campaign:

Prior to presenting information about the bus shelter ad campaign to participants in each focus group, the researchers asked whether anyone used EBT/ food stamps, and whether or not they knew if they could be used at farmers markets. All of the participants knew that an EBT card could be used at farmers' markets. However, only one woman actually used EBT cards to purchase food. The woman, a 31 year old African American home care attendant, said she did not shop at farmers markets, and did not eat a healthy diet, but was happy to admit she used food stamps. Researchers felt it was important to know the means by which people shopped for food before presenting the bus shelter ad.

Copies of the 2012 HHFM post card and bus shelter ad for Manhattan were distributed to participants for review. The ad features a slender black woman with a pink dress against yellow background. She's carrying a "Harvest Homes Farmers Market" tote bag with fresh produce, and an EBT card in her hand. It includes slogans such as "Harvest Homes: Live Life Healthy" and

“Summer’s Freshest.” It also states that produce can be purchased June – November, and that markets are sites to experience cooking demonstrations, get recipes, or attend a playstreet. The 2012 ad listed all of the HHFM in Manhattan including the name of the market, the intersection, and the day of the week that it’s held. Forms of payment are also listed, including Senior Bucks, Health Bucks, FMNP WIC, and EBT.

Overwhelmingly, the participants in both groups liked the ads. Despite being told that a new ad would be produced for the Bronx, people were dismayed that the information in the ads only applied to Manhattan. Initially impressions of the ad included the following:

- ❖ I love the picture. You could catch a lot of attention.
- ❖ It’s colorful.
- ❖ Eye catching.
- ❖ It’s beautiful.
- ❖ It’s culturally appropriate.
- ❖ It makes you think of summer.

A participant in the NE Bronx focus group took issue with the fact that the woman in the poster was carrying an EBT card. The participant happened to be the only EBT user among all of the participants. Her opinion was that “they should not have placed the EBT card in her hand.” When asked to explain why, she basically said that the card was like money, and that someone wouldn’t walk around displaying a credit card so prominently, out of concern that it would be stolen. Such a card should be protected. In this way, the picture did not look natural to her, and this seemed to offend her. Two Caucasian women in the same focus group had different opinions. One of them said she didn’t even notice the card until it was pointed out to her; another said that the card didn’t bother her. None of the primarily older participants in the Central Bronx focus group had any issues with the way the EBT card was displayed in the ad. One younger participant in that focus group thought that the card might confuse people, and make them think they needed the card to shop at the farmers market. She also thought the ad should use the words “shop” or “buy” to indicate that produce could be purchased at a farmers’ market.

A 35 year old African American woman in the NE Bronx focus group liked the ad, but felt that the woman’s image and the size of the shopping bag dominated the picture, and that more space should be given to the fruits and vegetables themselves. To this suggestion, another woman suggested that the woman in the ad carry an apple instead of the card, thereby addressing both the concern with the prominence of the EBT card and need to enhance the display of the produce.

Other than the image in the ad, participants in both focus groups had questions about what were “Senior Bucks” and “Health Bucks”, and where could they get them. These phrases appeared in writing in the post card, and may have appeared as images on the actual ad (but were blurry in the photo taken of the 2012 ad). Older adults were particularly interested in senior bucks. Some seniors had previously received coupons to farmers markets from their

senior centers, but were interested in learning how they could get more. Others had never heard of senior bucks, and wanted more information. One woman wanted to know if she could get Health Bucks if she did not receive food stamps. They liked that the types of payment were listed in the corner of the ad; one person suggested possibly adding “cash” as a form of payment as well.

When asked if the ad would only attract women, participants explained that mostly women shop at farmers markets, but that they do sometimes see men, too. In terms of attracting more men to the markets with a bus shelter ad featuring an attractive woman, one woman jokingly stated that “if they think the women look like this they might come.” One woman suggested showing a family on the ad to attract more men.

In general, participants welcomed the ad, and looked forward to it being updated to include information about the Bronx. Many believed that it would attract additional customers if placed in subways, Laundromats, and libraries in addition to bus shelters.

Conclusion:

This report describes findings from two focus groups conducted in May 2013 about experiences shopping at farmers markets in the Bronx, access to fresh produce and eating healthy food, and perspectives on a planned bus shelter ad campaign for Harvest Homes Farmers Markets. Limitations include sampling primarily individuals who shop at farmers markets, and lack of diversity among the sample in terms of age and gender. Participants were typically older and female. Both limitations reflect a bias toward those highly favoring shopping at farmers markets, interested in eating healthy, and having the time to shop at markets during the day during the week. The sample was also only limited to English speakers, and therefore missed the valuable perspectives of limited English proficient shoppers at HHFM. Such biases are common in community based focus group research, and are typically overcome by simply doing more focus groups with different subpopulations.

Participants typically shopped at farmers markets for the freshness of the produce without regard for the organizer of the market. Most selected markets based on proximity to their homes or places of work, though some travelled to selected markets. HHFM may want to consider raising their visibility as the market organizers through more signage or other media. Brand identification may ultimately help secure customers and possibly funding for operational costs.

Among those who participated, most reported maintaining a healthy diet despite living in an environment saturated with fast food restaurants and convenience stores selling unhealthy food. Participants suggested incentivizing shopping at farmers markets through samples, giveaways, or discount coupons, even for people who do not qualify for food stamps.

Opinions of the 2012 HHFM bus shelter ad were overwhelmingly positive. Participants liked the design and message, and wished it were already adapted to the Bronx. One participant who uses EBT/ food stamps did not think it was appropriate for the woman in the ad to be carrying an EBT card. She believed that it was enough to list EBT as a method of payment along with other forms of payment in a corner of the ad. Some suggested that the woman carry a piece of fruit instead to draw more attention to the fact that the person is shopping for produce. Most did not mind that she was carrying an EBT card. Many older adult participants were interested in learning more about Senior bucks and Health Bucks, such as where to receive them. This finding indicates the difficulty of communicating multiple messages to diverse audiences. Since the ad cannot adequately educate people on the different forms of payment, HHFM may want to consider streamlining the informational content of the ad to include only the most common forms of payment.

We would first like to thank you for participating in this focus group. We are conducting focus groups so we can learn things about the Harvest Home Farmer's Markets and your community. Your answers are important. There are no right or wrong answers, and you will not be judged because of what you say. We ask that you answer honestly.

As noted in the consent form, your participation is completely voluntary. You do not have to be part of the focus group and you do not have to answer any question you do not wish to answer. You may leave at any time. The information shared here will be kept confidential.

We would first like to mention some commonly used guidelines for the discussion:

- ❖ Information shared here should be treated as confidential by everyone present today.
- ❖ We may direct the conversation so that everyone has a chance to talk.
- ❖ It's OK to challenge one another by asking questions. It's also OK to disagree as long as we are all courteous. Please do not interrupt each other.

Are there any other guidelines or comments that anyone would like to add?

MarketOverview:

- 1) I would like us to begin by going around the room and ask you to very briefly introduce yourselves to the rest of the group. If you feel comfortable doing so, please tell us your first name and how long you've lived in this neighborhood?
- 2) During the summer months, do you shop at farmers markets?
 - a. If so, which ones?
 - b. If Harvest Home not mentioned then ask: Have you shopped at a Harvest Home Farmer's Market? If yes, which one(s)?
- 3) What are some things you like about the markets you shop at?
 - a. If not Harvest Home, how would you compare shopping at the market you like to shopping at a Harvest Home market?
- 4) Is there anything you dislike or would like to see changed about the farmers' markets you shop at?

AccesstoHealthyFood

- 5) Could you please tell me about access to healthy food in this community in general ?
- 6) What do you think about when you are buying fresh fruits and vegetables?
 - a. Where it comes from, how healthy it is, how it was grown, how much it costs or something else?
- 7) Overall, how easy or difficult is it for you to eat a healthy diet?
 - a. What makes it difficult for you or people you know to eat healthy?
 - b. Is there anything that would make it easier for you to eat healthy?

- 8) What effect do you think Harvest Home farmers markets are having on helping people eat healthier? Can you give me some examples?

MarketInfluenceonShoppingforProduce

- 9) What kinds of things do you buy at farmers markets?
 a. Do you have any favorite vendors?
- 10) Has anyone learned anything about eating or preparing healthier meals at the market?
 a. Have you seen any cooking demonstrations?
 b. Have you tried any of the recipes from those demonstrations?
- 11) Are Harvest Home markets more affordable than other markets, about the same, or more expensive?
 a. How does the cost compare to the cost of produce at supermarkets?

EBTandSocialMarketingCampaignforHarvestHomeMarkets:

- 12) Does anyone ever use EBT at a farmers market? Or do you know anyone that uses EBT at farmers' markets?
 a. How did you learn you could use EBT at a farmers market?

Harvest Home would like to attract more EBT users to its farmers markets in the Bronx by having bus shelter ads similar to this one that was used in Manhattan last year (Show Poster). I'd like to spend a little time talking about this poster and bus shelter ads in general.

- 13) First, overall, do you like the poster?
 a. What do you like about it?
 b. What don't you like about?
- 14) What do you think is the main message of the poster? What's it trying to tell you?
- 15) Is it clear from this poster that you can use EBT at Harvest Home Farmer's Market?
 a. If it's not clear, is there a way that could be more clear?
- 16) Do you think it's helpful to list the locations of the markets on the poster?
- 17) Where do you think these posters should be? These were hung in bus shelters closest to the market.
- 18) In general, do you ever notice the ads at bus shelters or on subways?

a. Do you think they're a reliable source of information?

19) Can you think of any other way to draw attention to Harvest Home Farmer's Markets in your community?

20) Can you think of anything that would draw more EBT users to Harvest Home farmers markets?

21) To close, is there anything else anyone wants to say about Harvest Home farmers markets?



**Evaluation of the Harvest Home Farmer's Market
Farmers Market Promotion Program 2012-2014
Final Evaluation Report**

November 7, 2014

Overview

Harvest Home Farmers' Market (HHFM) is a non-profit organization dedicated to increasing access to local, farm-fresh produce in low-income neighborhoods in New York City. Founded in 1993, the markets create community gathering places to educate the public about health and nutrition, support regional agriculture and provide job opportunities six days a week during the summer season. HHFM currently operates markets throughout the Bronx, Brooklyn, Manhattan and Queens and accepts SNAP/EBT cards, Women Infant and Children Farmer's Market Nutrition Coupons (FMNP), Senior Coupons and Department of Health "Health Bucks", a program to encourage the purchase of fruits and vegetables from farmer's markets.

Through a 2012 Farmer's Market Promotion Program grant from the United States Department of Agriculture, HHFM sought to improve the economic viability of its markets by increasing the amount of fruits and vegetables purchased by individuals using Supplemental Nutrition Assistance Program (SNAP)/ Electronic Benefits Transfer (EBT) cards at markets in the Bronx.

HHFM contracted with the Center for Evaluation and Applied Research (CEAR) at the New York Academy of Medicine, to conduct evaluation work related to its markets. Previous reports described findings of HHFM customer surveys that CEAR helped design and analyze. This report will describe the findings from key informant interviews conducted with partners of HHFM. Since community based organizations (CBOs) are an integral part of the HHFM operating model, interviews were conducted with partners to learn more about their roles and experiences hosting and promoting HHFM. Of course, no partner is more critical than the farmers who bring produce to the weekly markets; interviews were also conducted with farmers to learn about their experiences with HHFM and their customers.

CEAR works with a broad range of not-for-profit and governmental organizations to investigate and assess initiatives that seek to improve the health and well-being of populations in New York City, New York State, and across the country. With expertise in both qualitative and quantitative research methods, we conduct needs assessments, process evaluations, outcome evaluations, and evaluation training and technical assistance. We work with large and small programs focused on a wide range of health-related topics.

Methods:

In order to learn more about roles of community partners for Harvest Home Farmers Markets (HHFM), CEAR conducted stakeholder interviews with existing partners. Working with a list of individuals developed by HHFM, CEAR reached out to 28 individuals in a range organizations, including community based service providers, Supplemental Nutrition Programs for Women, Infants, and Children (WIC) programs, hospitals, school based programs, churches, and farmers. Multiple attempts were made to reach individuals between June and October, 2014. Ultimately, ten individuals agreed to be interviewed; a list of their organizations can be found in Appendix A.

CEAR staff conducted the interview following a semi-structured interview guides (Appendix B). One guide was developed for partnering organization, and another was developed for farmers participating in HHFM. Time constraints on the part of participants required focusing on the highlighted questions. Interviews were conducted over the phone, and took approximately 30 minutes. Verbal informed consent was requested prior to the start of the interview, including permission audio record it. This script can be found at the top of the interview guide. Notes were taken during the interview, including verbatim quotes of some comments. They were cleaned and completed using the recordings. Participants' names and institutions will not be attributed to their comments, thereby offering confidentiality.

CBO staff were asked about their organization and capacity to be involved in a farmers market, their social capital or partnerships to promote access to healthy food, access to healthy food in their communities, market logistics, and the sustainability of hosting a farmers market. Farmers were asked a different set of questions including background on their farm and distribution of its produce, and experience working in low income communities.

These qualitative interviews were analyzed for pre-identified and emergent themes, with a focus on findings related to the gaps in access to healthy food in neighborhoods served by HHFM, the experience of partnering with HHFM, and suggested improvements in their partnerships. This study and all its materials were reviewed and approved by NYAM's Institutional Review Board.

Access to healthy food in neighborhoods served by HHFM

Most of the participants interviewed believed that availability of fresh produce in the low income neighborhoods served by HHFM was limited. Some also identified cultural barriers to eating fresh fruits and vegetables, and preferences for processed and fast foods. They explained that many people bought unhealthy food from bodegas or local convenience stores. Interviewees were glad that HHFM was able to bring farmers markets to low income communities throughout New York City, especially because the year round Greenmarket at Union Square was both inaccessible and unaffordable.

An interviewee whose organization offered nutrition and physical activity lessons in schools did not see many options for purchasing healthy food and fresh produce in local grocery stores. He found children to be a great vehicle for changing the eating habits of their parents and their entire families, and therefore targeted nutrition and cooking lessons at youth in the hopes it would trickle up to their parents.

Another interviewee found that people were more interested in learning about nutrition when approached from the perspective of diabetes than strictly about nutrition. Availability and costs are believed to be major barriers to accessing healthy food in low income neighborhoods.

Markets were believed to encourage people to eat more fresh produce, and buy less cans of produce. One explained: “some are not used to fresh vegetables and have to acquire a taste for it.” She believed that after hosting a HHFM market for five years, people in her community were more used to the taste of fresh food.

Working with Harvest Homes

Most of the interviewees reported that they helped promote HHFMs by distributing flyers and posting information in other public places, like on community calendars and bulletin boards. Some also helped store materials for the markets at their facilities.

An organization that offers nutrition and physical activity lessons in schools partners with HHFM for events with students’ parents. HHFM offered cooking demos and told attendees about the location, dates, and times of their markets. The organization also offered physical activity instructors for two of HHFM Play Streets at no cost to HHFM.

One interviewee that manages a large residential development invited HHFM to start a market by offering a space and a date, and “HHFM took care of the rest.” Her staff helped set up tents and tables each week, and also distribute flyers about the market. Another interviewee that helped host a hospital based market described his responsibility as promoting the market among patients and the hospital community.

A WIC program director helped facilitate the creation of a new HHFM at one of the city’s public hospitals. She reportedly helped set up the appointments between HHFM and the hospital’s public affairs office, and made sure that it was a priority to them. That market opened in 2013. From her perspective, the hospital was a perfect location for a market. She explained:

It’s a big, very huge plaza, and it reminds me of a marketplace. It’s a very very wide sidewalk, and I often look at it, and think it’s a big waste of space without something happening there...And that’s really what started my thing...and that spot is a perfect place to have it, plus we’re on the main through fare in Harlem.....Hospitals are seen as where you get better, they’re a healing environment. So to have a market be part of that is important.

She felt the first year of that market (2013) was not that successful, but she was prepared to continue promoting it. She felt that it was an important part of their nutrition education for WIC participants, and she knew that many hospital employees shopped there as well.

Another key informant from a WIC program described promoting HHFM’s by posting flyers and taking their participants on field trips. HHFM also offered cooking demonstrations at their health fairs, and the WIC programs bought fruit and vegetables to distribute to participants at the fairs so that “a family of four can have a great dinner!”

A Federally Qualified Health Center that offers bilingual and bi-cultural nutrition counseling invites HHFM to offer onsite programs on how to prepare healthy food. They support the market by putting up flyers, and for the past five years have been taking groups of patients (20 or so at a time) to buy food.

A key informant from a multi service agency in the Bronx reported that they had reached out to HHFM to set up a new market in their area, but HHFM felt that the location was not appropriate. Instead, HHFM advised them on understanding their audience for a newly created market. Though the market was not yet viable in terms of covering its costs, the organization was committed to supporting the new market because it believed it would be financially sustainable over time. The interviewee liked HHFM's model of offering cultural activities and cooking demonstrations, and hoped to be able to offer such activities at their market as well. In addition, he planned to do more outreach to promote the market at churches, the library, a college, and at nearby housing properties in order to attract more customers.

The two farmers interviewed indicated that they thought HHFM were good markets, and did well. They sold with other market operators, like Greenmarket in the city, and others outside the city. One reportedly enjoyed meeting the people who worked at a hospital that hosted the market. One reported 30-40% of his customers used EBT at his markets, and the other reported 60-70% of his customers used WIC. Having lowered their prices to suit the lower income communities that HHFM serves, they felt they made good earnings in the larger volumes purchase by lower income shoppers. Each reported earning around \$3,000 from a good weekly market, and one reported earning as much as \$50,000 one year during Thanksgiving week at all his markets combined.

Suggested improvements for Harvest Homes

Interviewees were committed to their partnerships with Harvest Homes, and wanted to see it succeed and even expand its work. They thought more could be done to raise awareness of the markets in terms of advertising, marketing and promotions. Farmers agreed with the need to increase publicity of the markets in order to draw more customers.

One participant wished markets could be set up more easily, without so much paperwork. She felt that there was an urgent need for access to healthier food in low income communities, and therefore didn't understand the reason for bureaucratic delays (i.e. permits and contracts) in setting up markets.

Another suggestion was to try to find private sector investments in farmers markets like Harvest Homes so that the prices could be cheaper. Many key informants reported that people in their communities thought farmers markets were expensive, and wished the prices could be more affordable. Some wished that the farmers would make \$1 bags out of the produce they don't sell.

Farmers reported that they adjust their prices to fit the market and the neighborhood. At HHFM they price things lower than they would in Westchester, for example. Farmers reported at least wanted to cover their costs, which one interviewee reported as being \$1,200 per market.

Several interviewees expressed interest in year round farmers markets, and more variety at the markets. However, they also recognized that there was a Catch 22 in getting more vendors: more customers brought more vendors, and more vendors brought more customers. One participant admitted "my

community can be cheap...sometimes they can be really good, and buy out the store, and sometimes, the fruit guy makes \$10”.

Cooking demonstrations were highly valued, and many would like there to be more demonstrations at HHFMs. Others wished that the farmers could donate more food for the cooking demonstrations. Farmers interviewed agreed that cooking demonstrations help sales at the market.

In addition to cooking demonstrations, they suggested that either HHFM or the farmers offer fact sheets and recipes for unusual fruits and vegetables. One said, “Like last year we had black turnips, no one knew what that was”.

Several interviewees suggested that Harvest Home be more “part of the community” and participate in more events and activities where they could make presentations about the markets and offer cooking demonstrations. While this may help improve access to healthy food, one recognized the difficulty HHFM may have in participating in more public events given its limited number of staff.

Another interviewee who coordinates a WIC program requested that HHFM include them in their outreach efforts, stating:

We do it for them but it would be helpful if they reciprocated... I like working with them, they are a committed organization. [But] they depend on us to do a lot of their outreach.

Along the lines of creating more mutually beneficial partnerships, one interviewee expressed interest in some compensation for their instructors at HHFM Play Streets.

Another interviewee requested better communication with HHFM. Even though she knew they have no authority over how the market conducts its business, as a host organization, they sometimes would like to have some input. Construction around their facility prohibited the co-location of the market at their facility, making communication more difficult and the benefits of hosting the market seem more diffuse. One farmer also requested better communication about the market in order to help improve his offerings.

An interviewee suggested that Harvest Homes may need to develop a better inspections process to make sure that all the farmers followed market rules, including not selling wholesale produce that was not grown on their farms. One farmer liked the leniency of HHFM - they’re “not on your back” - but that “sometimes the rules need to be enforced”.

One farmer was also concerned that several East Harlem markets competed with one another. He identified three consecutive days of farmers markets all within a close vicinity: 1) a Greenmarket on Wednesdays at E. 99th and Madison; 2) HHFM market on Thursdays at E. 104th between 2nd and 3rd; and 3) another HHFM on Fridays at E. 99th and 3rd. In addition to having a market on a day so close to other markets, the location of the Friday market was not believed to be ideal. Though it was originally intended to be in front of a hospital, construction prohibited that, something the farmer believed should have been accounted for before agreeing to the market. A nearby mosque on a major cross-street was also ruled out because of security concerns over trucks parked next to the mosque. However, the farmer valued farmers markets as a way of building a loyal customer base, and favored selling his produce at markets over selling them wholesale.

Conclusion:

Partners of HHFM who were interviewed for as part of the evaluation work related to the 2012 FMPP grant found HHFM to be a valuable strategy for improving access to healthy food and fresh produce in low income communities. They questioned both the availability and affordability of fresh produce in supermarkets in the areas served by HHFM, and the unhealthy dietary habits practiced by local community members, and found HHFM key to improving access to healthy food in their communities. A limitation of this study is that it only included partners currently working with HHFM, and is therefore potentially biased by those with good working relationships with HHFM. Also, the low response rate to requests for interviews may further indicate a selection bias.

Most partners interviewed described working with HHFM to host and/ or promote particular farmers markets operated by HHFM. One had even started its own market in the Bronx, and looked to HHFM for best practices. Partners helped negotiate access to a space on certain days of the week, and hosted the market on those dates. They took clients and patients to the markets to purchase food and watch cooking demonstrations, and also hosted presentations about the markets and cooking demonstrations at their community events, clinics, or school based activities. They also distributed flyers for the markets, and promoted it through other marketing materials, like community calendars.

The interviewees highly valued HHFM, and were committed to working with them in the future. Some requested HHFM help promote or support their own programs more though publicizing their specific offices or services, or even paying for services, like physical activity instructors at PlayStreets. Some requested better communication about plans or activities at the market. There was concern about saturation of a neighborhood with markets, and its effect on the viability of a market, particularly if it also lacked good street traffic and location.

However, participants mostly wanted to increase visibility and awareness of HHFM in their communities so that it could grow and reach more community members. They believed that better marketing could help improve the customer base at HHFMs, and ultimate improve access to healthy food in low income communities. They wanted to see a greater presence of HHFM at community events and in the community more generally.

Appendix A:

List of Organizations that Participated in Key Informant Interviews

- Bronx Lebanon Hospital's Special Supplemental Nutrition for Women Infants, and Children (WIC)
- BronxWorks
- Fans 4 Kids
- Harlem Hospital WIC
- Metropolitan Hospital
- Morrisania WIC
- Riverbay Corporation – Co-Op City
- Settlement Health federally Qualified Health Center
- 2 Farmers

Appendix B:

Stakeholder Interview Guide: Final Revision 04/21/14

Verbal Consent Script: I'm a researcher at the Center for Evaluation and Applied Research at the New York Academy of Medicine, and we're working with Harvest Home Farmers Market to learn more about how they engage community partners and local farmers to increase access to healthy food in low income communities in New York. I'd like to interview you to learn about your involvement with Harvest Homes, or your interest in becoming involved with them. You were identified as someone I should speak with because of your long standing or recent relationship with Harvest Home.

The interview will be conducted by phone and will take approximately 20 minutes. With your permission, I would like to audio record the conversation. Your comments will be kept confidentially, and neither your name nor the organization or institution you work for will be attributed to your comments. The report may simply list participating organizations or institutions in the appendix. You may skip any questions or end the interview at any time. If you agree, we can get started.

Organization name:

Contact Info:

Date of Interviews:

Capacity:

1. What is your organization's mission?
 - a. How would you describe the population that it primarily serves?
2. Does your organization have a history of programming to increase access to healthy foods or improve diet? If so, could you please describe your work in this area?
3. Have you or your organization completed any studies or research around food issues in the community you serve? Are there any studies by other organizations do you find useful?
4. Does your organization help promote an existing farmers market? Which one?
 - a. Could you please describe your role in organizing it and promoting it?

Social Capital:

5. What partners have you engaged on the community level when addressing food issues in the neighborhoods you serve?
6. Are you part of any collaborations or coalitions to improve the food environment?
 - a. How effective do you feel it is at setting an agenda and taking action toward its goals?
 - b. How could it be improved?
7. Have you worked with Harvest Home Farmers Market? If yes, how long?
 - a. Do you feel like Harvest Homes is an effective partner in improving the food environment in your community?
 - b. Is there anything about working with Harvest Homes that could be improved?
8. Do you think you are recognized as taking a role in improving the food environment? If so, how?
 - a. How could your investment in this area be better recognized and promoted?

Awareness of Health Problems and Solutions:

9. In general, how are food and nutrition viewed, communicated, or learned about in the communities your organization serves?
10. What are the most significant gaps or barriers in access to healthy food in the communities you serve currently?
11. What, in general, needs to be done to realize better access to affordable, healthy food?
12. What role do farmers markets play in improving access to healthy fruits and vegetables?
13. To what extent are farmers markets a good vehicle for educating the community about eating healthy, and how?
14. Do you have any suggestions about how Harvest Home Farmers Market can help improve access to education about healthy eating in your community?

Logistics:

15. In terms of supporting a local farmers market, do you have a physical location that could hold a market? Could you please describe it?
16. Do you think that a market in that location would attract a lot of customers? If so, why?

17. If you're already in partnership with Harvest Homes, could you describe how they help connect you to farmers and organize your market?

- a. What are you and your staff responsible for in terms of implementing and supporting an on-site farmers market?
- b. What does Harvest Homes provide?

18. Is there anything that could be improved in terms of the logistics of setting up and running a farmers market?

19. Is there anything that you think could be done to encourage more people to shop at your market?

Sustainability:

20. To what extent do you feel your organization has the capacity to help sustain a farmers market?

- a. If you're working in partnership with Harvest Homes, are you committed to continuing this partnership?

21. What have you learned about hosting a farmers market that others could learn from?

22. Do you feel you have good institutional support to sustain a farmers market?

- a. Is your organization committed to sustaining the market and why?

23. Is there anything else you'd like to say about working with Harvest Homes Farmers Market?

24. Are there any ways other ways you think you can help support its mission of providing low-income communities with access to farm fresh local produce and the education to achieve healthier lifestyles?

For Farmers:

1. Could you please tell me a little bit about your farm? Where is it located, what kinds of produce do you grow? How long has it been in operation?
2. How long have you been selling your produce in New York City?
 - a. Do you sell it wholesale? Or do you sell it only at farmers markets?
 - b. How many days a week do you sell it?

3. How long have you been working with Harvest Homes Farmers Markets?
4. Do you sell your produce exclusively at Harvest Homes Farmers Markets, or do you work with other market operators as well? Which ones?
5. What do you like about working with Harvest Homes Farmers Markets?
 - a. Is there anything that could be improved about working with them?
6. What is it like selling produce in low income communities?
 - a. Do you change the prices to make them more affordable to low income people?
 - b. Do you think it is important to sell produce in low income communities?
 - c. Do you sell produce in higher income communities, and how is it similar or different?
7. Do many of your customers use EBT? Could you estimate the percent that do?
 - a. Have you seen any increase or decrease in EBT use at farmers markets in recent years?

Why do you think it's increasing (or decreasing)?
8. From your perspective, what makes a good market?
 - a. Number of vendors?
 - b. Variety of vendors?
 - c. Setting (in a park on a closed street)?
 - d. How close it is to public transportation?
 - e. How close it is to a large business, like a hospital or a government office building?
 - f. Entertainment?
 - g. Play streets?
9. On a good day, how much do you hope to sell or earn at a market?
 - a. In a season, can you give me an estimate of how much your farms earns at either one market, or altogether at the markets?
10. Do you think that you are helping improve access to healthy food by selling your food at farmers markets? Is that important to you?
11. Is there anything else that can be done at Harvest Homes Farmers Markets to improve access to healthy food or promote healthy life styles?

Attchmt 3, Harvest Home Farmers Market Final Report (FMPP 2012 12-25-G-1609)

FARMER/VENDOR OUTREACH:

PUBLICATIONS/ADVERTISING:

FEATURE ARTICLE SUBMISSIONS:

New York Organic News Magazine (NOFA-NY quarterly publication.)
Submitting article about HHFM for spring (May release) issue
Deadline Mar 17th
Contact: Fern Marshall-Bradley
Submitted article 3/7/14.

- Small Farms Quarterly (CCE publication)
Spring submission deadline: Feb 17th
(contact: Violet Stone, SFQ Managing Editor
Cornell Small Farms Program
15A Plant Science Building
Cornell University
Ithaca, NY 14853
607-255-9227
smallfarmsprogram@cornell.edu
Submitted article 2/17/14.

-The Furrow (national publication of John Deere- sent to all JD customers) Would probably need to be a farmer feature rather than organization feature to appeal.

ADVERTISING OPPORTUNITIES:

Listing in NOFA-NY 2014 Food and Farm Guide under Businesses and Services (Grow NYC has one in there under markets)
Wrote foodguide@nofany.org on 2/26 for more info on listings, ads.
Deadline 3/14 for submissions: \$150 for 1/8 pg b&w (business card size)
http://issuu.com/nofa-ny/docs/foodguide_pre-press-proof_051313?e=3218980/2592204 (p.132 for listing of Grow NYC and Down to Earth Markets, p.76 for Down to Earth Markets ad)

Small Farmer's Journal (ads@smallfarmersjournal.com)
Sent email asking for info on ad rates etc, 2/26.

Passages- PASA (Pennsylvania Association of Sustainable Agriculture) newsletter
Mar 1/Apr deadline Feb 1 (missed it.) Can list in classifieds on website for free, though.

<http://pasafarming.org/classifieds/submit-classified>

-NOFA-NJ Online Classified Ad Listing

Free to list in online classified ads. They don't seem to have a quarterly publication or equivalent, such as NY Organic News.

<http://www.nofanj.org/marketjng-opportunjties-classjfieds-form.html>

NOFA-CT 2014 Food and Farm Guide

http://www.ctnofa.org/documents/comprehensiye_sponsorship_packafie_0PTIMIZED.pdf

Membership required for listing, but not for buying ad space. (\$180 for business card sized ad in Farm and Food Guide.)

Growing Magazine

<http://www.mrm-digital.com/growing2014planner#&pageSet=1>

The Marketplace Classified Ad section. (Can take out regular ad space, but starts at around \$500) Submission deadline 30 days before issue date (would most likely be April issue)

- Country Folks Magazine

FARMER/VENDOR OUTREACH/NETWORKING EVENTS:

Northeast Organic Farming Association of New York- Jan 24th-26th

"Winter Conference", Saratoga Springs, NY

Big annual conference- missed it this year, but something to consider for 2015?

www.nofany.org

Also consider ad/article in NOFA-NY "New York Organic News Magazine"- would work year round. Quarterly publication.

Northeast Organic Farming Association of Vermont- Feb 15th-16th

"Winter Conference", UVM, Burlington, VT

Big annual conference- missed chance at advertising/booth registration this year (had to reserve space by Nov 2013), but something to consider for 2015?

www.nofavt.org

Northeast Organic Farming Association of Connecticut- Mar 1st

"Winter Conference", Western CT State University, Danbury, CT

Registered for booth- attending. Cost of booth \$50 for non profits

Attended conference 3/1/14. UPDATE: Got some interest but many farmers too far east in CT to have interest in coming to NYC. Might be more productive to try NOFA-NY instead, as upstate NY farmers have a precedent of coming to NYC markets that CT does not seem to have. Worth the trip, but not necessarily worth repeating. -SJM 3/7/14.

Northeast Organic Farming Association of New Jersey- Jan 25th-26th
"Winter Conference", Lincroft, NY

Annual conference- missed it this year, but something to consider for 2015?

www.nofanj.org

New York Farm Show- Feb 20th, 21st, 22nd
State Fairgrounds, Syracuse, NY

Too late for this year- all exhibitors/ads had to be in before holidays.
Enormous expo- may be too big/expensive, definitely the big leagues

Hudson River Tractor Company- "John Deere Days"

Mar 8th, Fultonville

Mar 15th, Goshen

Mar 21st, Chatham

Goshen might be one to go to- general farmer networking event. *Spoke with general manager of Goshen, he's offering a table to display HHFM materials.*

Pennsylvania Association of Sustainable Agriculture- Feb 5-8th
"23rd Annual Farming for the Future Conference", State College, PA Either go or send materials for General Info Booth
www.conference.pasafarming.org (contact Helen@pasafarming.org to send materials ahead of time.)

Can send up to 300 brochures/pamphlets etc. to:

PASA

Attn: Helen Eastman-McArthur

104 North Street

Millheim, PA 16854

They will display. Fee is \$25.00

Sent materials to 2014 conference- 2/1/14. Requested list of attendees 2/19/14. They don't make list public, but took our info to share with members.

Northeast Organic Farming Association of New York- Mar 7th

"Organic Dairy and Field Crop Conference", Auburn, NY

\$60 to register as attendee, \$250 for booth at trade show

www.nofany.org

Southern Tier Regional Small Farm Conference- Feb 15th

Montour Falls, NY

CCE sponsored one day conference for small farmers focusing on business practices

Scnyag.org for more info. Registration \$20. Not sure about booth.

Farmers Market Managers Conference- Feb 27th-Mar 1st

Doubletree Hilton, Binghamton, NY

Not sure if this is good for outreach, but seems like something we'd be interested in.

Good networking among markets? Registration a bit pricey for entire weekend (-\$200?).

www.newyorkfarmersmarket.com

Young Farmers Conference at Stone Barns, Dec 2014

Networking opportunity for next year?

International Restaurant and Food Service Show, Mar 2nd-4th

Javits Center, NYC

Incredibly expensive (min. \$4000+) to exhibit, but registration is \$45 pp. Worth sending someone for networking opportunities?

Attend Farm to City Expo as part of conference- March 4th. FREE. *Registered for 2014 Expo 2/19/14. UPDATE: Attended Expo 3/4/14. Farm to City Expo much more lecture-oriented, which made networking difficult. Made Ag and Markets connections. Met vendors on trade show floor, but most focus was on restaurant/wholesale, so hard to connect. Still worth attending, given the gratis admission and chance to network, but Farm to City Expo setup made networking difficult. -SJM 3/7/14.*

NY Small Farm Summit, Mar 12th

Ithaca, Voorheesville, Kingston, Canton, Ellicottville, Riverhead

CCE Small Farms event- FREE to attend.

This year's theme is: Beyond Direct Marketing- Exploring New Ways to Sell (not focused on what we do, but might still be good for networking or learning about farmers' perspectives.)

Kingston CCE location might be best for us.

www.smallfarms.cornell.edu/projects/summj1

Farm to Market Conference, Mar 30th, Hurleyville, NY

-www.eventbrite.com/e/the-farm-to-market-conference-2014-registration-10037710061

- \$35 registration, by Mar 23. Includes lunch.