The **Harvest Homes Farmers Market, Inc**. of New York, NY received $92,455 to improve fresh food consumption by low-income, underserved communities in NY by developing 8 new EBT-accessible farmers markets.

Final Report FY10

**Final Report**

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| **Date:** | December 28, 2012 |
| **Recipient:** | Harvest Home Farmer's Market, Inc |
| **Grant Number:** | NY-039-12-25-G-1180 |
| **Location (City/State):** | New York, NY |
| **Contact Name/** | Maritza Wellington Owens |
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| **Progress Report:** | **Final Report** |

The ensuing report details the progress and milestones achieved between March 2012 and November 2012. Despite Hurricane Sandy, a Nor'easter and reduced farmer and vendor participation we managed to complete the market season and attain the same level of EBT redemption. Markets were closed for two and a half weeks due to flooding, highway closings and a moratorium on the use of park land, where we operate several markets, by NYC Mayor Bloomberg. In 2012 we reduced the number of markets and operated a total of 17, 4 less than in 2011.

**Milestones:**

- Once again, despite hurricanes and storms this season, we redeemed a total of $93,497 in SNAP benefits at 17 farmers markets.
- Farmer's received an additional $4,962 in Wholesome Wave Double Value Coupons at four markets.
- We issued 18,700 Health Bucks as incentives for using SNAP benefits at the markets.
- Between March and November we participated in 14 events, made 7 presentations, conducted 5 market tours and worked with 8 community organizations to promote the farmers markets and motivate consumers to use their SNAP/EBT benefits to shop at the market.
- Outreach activities resulted in 1,419 contacts with residents and professionals to promote the markets.
- We completed and tabulated 628 consumer surveys and generated a report.

**Program Activities**:

- In order to ascertain the number of customers served by Harvest Home farmers markets during the market season we worked with the NY Academy of Medicine and summer interns to conduct a customer count at each market location. A protocol and implementation strategy was developed and interns were trained how to conduct the counts using the protocol. The count was conducted between October 10th and 19th each market day. Despite rainy days the results were impressive. A total of 9,945 people shopped at the market that week. When we multiply that number by the days of operation we can estimate that approximately 210,000 NYC residents shop at a Harvest Home farmers market during the market season. **(See attached table)**

- Six markets featured community-chef led cooking demonstration, (4 markets by Harvest Home and 2 markets by Cornell Cooperative Extension) for 15 weeks promoting healthy eating habits using seasonal farm fresh fruits and vegetables. The Harvest Home Eating for Good Health Cooking demonstrations supported by EmblemHealth was successfully launched the week of July 10th. The cooking demonstrations taught farmer's market shoppers who were using their SNAP benefits in the 4 neighborhoods served how to prepare healthy meals with low cost recipes that incorporated fresh fruits and vegetables. The recipes were created based on the demographic composition of the market locations in order to meet the culinary preferences of shoppers. Market shoppers received beautiful recipe cards of recipes that were prepared at the market in English and Spanish.

    . A total of 55 cooking demonstrations were performed using 15 different recipes and approximately 6,000 market shoppers received tasting samples and recipe cards. Farmers donated 280 pounds (5 pounds per demonstration) of produce to prepare the selected recipes.

    . Cornell Extension provided nutrition education at 2 Harvest Home markets reaching over 4,700 residents, prepared 12 different recipes and farmers donated 132 lbs. of produce

- We worked with the Food Bank, Metropolitan Council and BronxWorks to conduct SNAP screenings at markets on market days. Six hundred and twenty eight families/individuals were screened and over two hundred were enrolled to receive SNAP benefits **(See attached table).**

- We also tried to address childhood obesity by providing physical activity for children ages 5 -13 at market locations where we closed the street to operate the farmers markets. We provided physical activity to over 1200 children at Play Streets in the three neighborhoods that are home to both Harvest Home markets and Play Streets projects – East Harlem, West Harlem, and the South Bronx – where rates of obesity and related health problems are disproportionately high. During market days from 10AM – 2PM we partnered with New York Road Runners and other local non-profits to provide, relay races, obstacle courses, dancing, and zumba. Children also played basketball, hopscotch, catch and jumped rope. In quieter corners of the Play Streets, some children drew with chalk, colored, and painted. Based on results of a case study of Harvest Home Play Street conducted by the New York Academy of Medicine (NYAM) 2010 evaluation of the project, it is likely that many of these children would have otherwise been engaged in sedentary activities.

**Other SNAP Incentive Programs**

Once again we received a grant in the amount of $7,500 from Wholesome Wave for the Double Value Coupon Program (DVCP) to provide incentives for shoppers using their SNAP benefits at the markets. It was our plan to implement the program in four neighborhoods not identified as a priority for the Health Buck program by the NYC Department of Health and Mental Hygiene (NYCDOHMH). At the start of the season we learned that NYCDOHMH had changed its scope of the Health Buck program to include all markets city wide. We selected four markets with the lowest utilization of SNAP for the DVCP program and began as early as June. But once again, due to the hurricane and storm we lost a few weeks of market operations we did not spend down the entire amount of incentive dollars. Farmer's received an additional $4,962 in Wholesome Wave Double Value Coupons at the participating markets.

As previously mentioned the Health Buck Program (HB's) was expanded to include all farmers markets in NYC. That meant that 13 of the 1t Harvest Home markets were eligible to accept HB's for every $5 spent with SNAP. Every Harvest Home market was equipped with a wireless terminal and customers were able to take advantage of this very successful incentive program. We paid farmers $93,497 in SNAP redemptions and issued 18,700 HB's as incentives. We also distributed an additional 200 HB's not associated with EBT to market tour and Play Street participants.

**Advertising/Promotion/Supplies:**

We received **free** press coverage from WNYC radio, DNAinfo, city wide and neighborhood sections, as well as NY1, Bronxnet and Bronx 12 television station. Some bloggers also covered some of the activities at the markets including the launch of the cooking demonstrations the week of July 10th.

From May 14- August 31, 2012 we also ran a paid advertising campaign promoting the markets and the use of EBT in DNAinfo.com, one of New York's leading hyper-local electronic newspapers,. The campaign delivered 105,093 display ads and drove 575 viewers to the Harvest Home website. **(Campaign overview attached)**

With funding from City Council Speaker Christine Quinn, we implemented a bus shelter ad campaign from July 7 – October 7, 2012. Each bus shelter unit is measured by Eyes-On - Impressions (EOI). The EOI measures the number of pedestrians, as well as vehicular traffic that pass by each bus shelter sign and actually sees the placement of the ad. The ads are measured in 4 week increments. The bus shelters that we contracted reached about 8 million people within the 12 weeks at the following locations (See attached sample of Ad):

Lexington between 99 & 98$^{th}$ Street
5$^{th}$ Avenue between 124 & 125$^{th}$ Street
Third Avenue between 99 and 100 Street
1$^{st}$ Avenue between 16 & 27$^{th}$ Street
Broadway between 138$^{th}$ and 137$^{th}$ Street
Broadway between Hamilton and W 137$^{th}$

Additionally, we promoted the markets and their acceptance of SNAP/EBT by developing the Harvest Home Pathways/Bronx Bike App which is now available on the I-tunes store for .99c. I-phone users can download the App which will give them directions to the nearest Harvest Home market walking, biking, skate boarding or public transportation. We are anticipating finding the funds to expand to App to include our farmers' markets city-wide for the 2013 season and hope that it becomes a source of revenue for the organization.

**Evaluation:**

As part of our 2010 FMPP grant, one of our goals was to increase the amount of fruits and vegetables purchased by individuals using SNAP/ EBT at Harvest Home farmers markets in the 2011 and 2012 seasons. We estimated that approximately 5% of farmer's market customers used EBT in 2010 and we wanted to increase that proportion to 10% through an EBT promotion program. We also wanted to learn about the shopping patterns and consumption of fruits and vegetables among customers at our markets, including SNAP/ EBT users. To that end, Harvest Home contracted with the Center for Evaluation and Applied Research (CEAR) of the New York Academy of Medicine (NYAM) to design, collect and analyze customer data utilizing a street intercept survey. Over the course of the grant period a total of 1,278 (651 in 2011 and 628 in 2012) surveys were completed, tabulated and analyzed.

Data from 2011 and 2012 surveys were entered into an Access database and sent to New York Academy of Medicine (NYAM) for analysis. Data was exported to SPSS for statistical analysis by the NYAM Center for Evaluation and Applied Research. A comparison of 2011data with 2012 indicates that Harvest Home markets play a vital role in bringing high quality healthy food to low-income neighborhoods where they are located. A complete report of the survey results and analysis is attached. However, for the purpose of this report I will share the following highlights:

- There was a threefold increase in the percentage of customers who shopped at Harvest Home markets using EBT in 2012. 30% of customers used EBT in 2012 compared to 10% in 2011.
- There was also a significant increase in purchases made using WIC. 24% used WIC in 2012 compared to less than one percent of shoppers surveyed in 2011.
- More customers reported shopping at Harvest Home for price as well as quality in 2012.
- Fewer shoppers reported that they did not have enough money to buy food in the past year in 2012 than in 2011. These findings may coincide with the increased use of subsidies such as EBT and WIC for the purchase of produce in 2012.
- More shoppers reported learning about a Harvest Home market from a presentation in 2012 than in 2011.
- More shoppers reported that it was "somewhat easy" than "not easy at all" to get good quality produce in their neighborhood in 2012 than in 2011.
- There was also an increase in the proportion of shoppers who reported that they use their EBT at farmers markets in general.

**Producers:**

Harvest Home operated 17 famers markets in four boroughs on New York for the 2012 market season. One of our goals for the grant and the 2012 season was to increase the number of farmers and vendors at each market by 3. We began to contact new farmer and vendors in January and continued until markets opened in July. We cold called, sent letters and emails and visited farmers selling at winter markets in the city to invite them to sell at a Harvest Home farmers market. However, we did not succeed in recruiting as many new farmers/vendors as we had anticipated. We added five new farmers/vendors, lost 2 and struggled to hold on to the last three.

**Expended Funding to Date:**

As of our last request on June 15th 2012 in the amount of $2,101 we have spent $91,863 grant funds per the line items specified in the grant agreement. A balance of $592 remains. This amount was allocated for travel to Washington as part of the closing of the grant. We have sent several emails requesting a response but only heard back after the grant closed in November. We are still waiting to hear the disposition of the $592.

**Evaluation of the Harvest Home Farmer's Market**
**Farmers Market Promotion Program 2010-2012**
**Final Market Survey Report**

**December 20, 2012**

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## 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 Food Stamp/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 2010 Farmer's Market Promotion Program grant from the United States Department of Agriculture, HHFM sought to increase the amount of fruits and vegetables purchased by individuals using Food Stamps/ EBT cards at their farmer's markets in the 2011 and 2012 seasons. HHFM estimated that approximately 5% of its market customers used EBT in 2010. It sought to increase that proportion to 10% through its Promotion Program in 2011 and 2012. In addition, they sought to learn more about the shopping patterns and consumption of fruits and vegetables among customers at their farmer's markets, including Food Stamp/ EBT users, through street intercept surveys.

Harvest Home Farmers Market contracted with the Center for Evaluation and Applied Research (CEAR) of the New York Academy of Medicine (NYAM) to:

- Design a street intercept survey instrument
- Train HHFM staff and interns to administer the survey with market customers
- Conduct an analysis of the collected data and generate reports of the results for each market season. Data collected during the 2011 farmer's market season will be analyzed and compared to data collected in the 2012 market season.
- Advise on the use of other existing data for evaluation purposes.

## Methods

A street intercept survey was developed in collaboration with HHFM to elicit information from HHFM shoppers about their habits related to the purchase and consumption of fresh fruits and vegetables. It was intended to target all shoppers, and not just EBT users. However, it also includes special questions for EBT users. The surveys appear in Appendix A.

The survey asked for demographic information (age, gender, household size, race/ ethnicity, zip code), the ease of getting good quality fruits and vegetables, shopping patterns at farmer's markets in general and specific to the HHFM attended that day, the means through which individuals purchase food (Cash, EBT, WIC, WIC FMNP, Health Bucks), how the market has influenced their diet, questions about the ease or difficulty of eating a healthy diet, and food insecurity. EBT users were asked how often they use their EBT to purchase food in various locations: bodegas (corner stores), supermarkets, farmer's markets, or other locations identified by the participant. They were also asked if they knew that they could use food stamps at farmer's markets. Finally, there was an open ended question encouraging customers to share ideas about how encourage people to use EBT to buy healthier foods. Slight modifications were made to the survey in 2012. This included adding an option for reporting that they learned of the farmers market through bus shelter ads.

Sample sizes were based upon observations of attendance at two farmer's markets that began operations in June 2011. By counting those who were at a market when it opened, and those who entered a market from all entrances for 15 minutes of every hour, it was estimated that large markets (those with over four vendors) were attended by approximately 1000 customers, and small markets (those with under four vendors) were attended by 500 customers. NYAM determined that sampling 25 individuals at small markets and 50 individuals at larger markets, for a total sample size of approximately 650 people per year, would give sufficient strength to determine a 5% shift in EBT use over time.

Sampling of customers according to this plan took place at 18 markets in September and October 2011 and 17 markets in August and September 2012. Three markets from 2011 closed in 2012, and two new ones opened. Each year, an intern with Harvest Home Farmers Market was trained by NYAM staff to conduct the surveys. In 2011, the survey was only conducted with English Speaking customers, and in 2012, the survey was translated into Spanish, and was administered to Spanish speaking customers.

Individuals attending the market were approached for surveying while they were shopping, visiting the information table, and purchasing vouchers to buy produce with food stamps/ EBT at the information table. In order to use EBT at farmers markets, individuals must pay for vouchers using EBT that can be given to the vendors as cash. Individuals were screened to see if they previously completed the survey that season and if they were over 18. If they had not already completed the survey and were over 18, then they were be eligible for participation. The HHFM interns approached as many people as needed to meet the sample size during market hours (8am-4pm). Because customers using EBT were easily targeted at a table for purchasing vouchers, efforts were made not to oversample EBT users, and to include other customers at the market as well.

The surveys were conducted anonymously with customers at all market locations. Informed consent was obtained verbally by the HHFM intern administering the survey. This study was reviewed and approved by the Institutional Review Board of the New York Academy of Medicine.

### Data Analysis

Data from all surveys were entered into an Access database by the HHFM interns, and sent to NYAM for analysis. Data was exported to SPSS and SAS for statistical analysis by the Center for Evaluation and Applied Research. The findings in this report include the Spanish language sample because analysis that separated the results by language did not reveal any significant differences.

**Results**

A breakdown of sampling at Harvest Home Farmers Markets can been seen in Table 1.

**Table 1:** Sampling Harvest Home Farmers Markets in 2011 and 2012

| | Borough | Market | 2011 | 2012 |
|---|---|---|---|---|
| 1 | Bronx | Bronx Museum | 25 | 24 |
| 2 | Bronx | Coop City | 26 | 25 |
| 3 | Bronx | Echo Park | 25 | 25 |
| 4 | Bronx | Forrest Market | 25 | 26 |
| 5 | Bronx | Jacobi Market* | 50 | 51 |
| 6 | Bronx | Jerome Ave | 25 | 25 |
| 7 | Bronx | N Central Bronx* | 50 | 51 |
| 8 | Bronx | West Farms | 25 | n/a |
| 9 | Bronx | Throg's Neck | n/a | 25 |
| 10 | Brooklyn | Coney Island* | 50 | 50 |
| 11 | Brooklyn | Lutheran** | 25 | 50 |
| 12 | Brooklyn | Mt. Eden* | 50 | 50 |
| 13 | Manhattan | 125$^{th}$ St. State Office Building | 50 | n/a |
| 14 | Manhattan | E Harlem* | 50 | 49 |
| 15 | Manhattan | Go Green | 25 | n/a |
| 16 | Manhattan | Metropolitan Market | 25 | 25 |
| 17 | Manhattan | Mt. Morris Park* | 50 | 50 |
| 18 | Manhattan | Murray Hill | n/a | 25 |
| 19 | Manhattan | West Harlem* | 50 | 50 |
| 20 | Queens | Roy Wilkins Park | 25 | 25 |
| | **Totals** | | **651** | **628** |

*Large Market (> 4 vendors); remaining markets were small (< 4 vendors)
** Market was small in 2011, and became large in 2012

Comparing findings from 2011 to 2012, the percent of customers surveyed who shopped at a Harvest Home Farmers Market in previous years increased by 7%; this change was found to be statistically significant (<.05). In addition, there was a 35% increase in those who reported shopping at HHFM for one or two seasons. On average, customers reported shopping at HHFM 1.12 times per month (standard deviation 1.37) in 2011 and 3.15 times a month (standard deviation 1.1) in 2012.

The majority in both 2011 and 2012 reported that they learned about a HHFM by passing by one of the markets (2011: 57%, n=369; 2012: 65%, n=407); word of mouth was also a common way that people reported learning about a HHFM (2011: 19%, n=124; 2012: 22%; n=140). A statistically significant difference was found among those who reported learning about the market from a presentation; in 2011 only 1 person reported that they saw a presentation, and in 2012, 20 people (3%) saw a presentation about the market. In 2012, no one reported learning about the market from a bus shelter advertisement.

The demographic characteristics of the customers sampled at the 2011 and 2012 Harvest Home Farmers Markets can be seen in Table 2:

**Table 2: Demographic Characteristics of HHFM Customers Surveyed**

| Characteristics | 2011 Total N (%) | 2012 English N (%) | 2012 Spanish N (%) | 2012 Total N (%) |
|---|---|---|---|---|
| Age | | | | |
| 18-44 | 310 (48) | 229 (50) | 92 (57) | 321 (52) |
| 45-64 | 219 (34) | 169 (37) | 62 (38) | 231 (37) |
| 65-74 | 82 (13) | 54 (12) | 9 (6) | 63 (10) |
| 75+ | 35 (5) | 8 (2) | 0 | 8 (1) |
| Gender* | | | | |
| Female | 500 (77) | 238 (51) | 97 (60) | 335 (54) |
| Male | 148 (23) | 225 (49) | 66 (40) | 291 (46) |
| Ethnicity | | | | |
| Latino* | 177 (27) | 159 (34) | 152 (93) | 311 (50) |
| Black* | 261 (40) | 157 (34) | 9 (6) | 166 (26) |
| White | 134 (21) | 127 (27) | 1 (1) | 128 (20) |
| Asian/ Pacific Islander | 21 (3) | 22 (5) | 0 | 22 (4) |
| Native American | 3 (1) | 4 (1) | 0 | 4 (1) |
| Spanish Language Survey | N/A | - | - | 164 (26) |

* p-value <.0001

Most customers surveyed in both 2011 and 2012 were between 18 and 44 years of age. Twenty six percent (n=164) of all customers were surveyed in Spanish in 2012. In 2012, more males were surveyed than in 2011, and the ethnicity of the majority of customers surveyed shifted from Black to Latino. These changes were found to be statistically significant (p-value <.001), and held true when controlling for the inclusion of Spanish speaking customers. Excluding the surveys of the Spanish speaking customers, there was also a statistically significant increase in the percentage of individuals who were white (21% in 2011 to 27% in 2012; n<.05). The average household size in both years combined was 3.22 with the range above and below that average (or standard deviation) being 1.68.

Customers were asked how easy or difficult it is to get good quality fruits and vegetables in their neighborhood, and the changes in responses between 2011 and 2012 were found to be statistically significant (p-value <.0001). As shown in Table 3, there was a drop in the proportion of customers who reported that it was "not easy at all" to get produce in their neighborhood in 2012 compared to 2011 (17% in 2011 to 1% in 2012). There was also an increase in the percent that reported it was "somewhat easy" (35% in 2011 and 49 % in 2012). In effect, the same proportion that said it was "not easy at all" in

2011 said it was "somewhat easy" in 2012, indicating improvement in access to fruits and vegetables in their neighborhood.

**Table 3: Accessibility of Produce & Reason for Shopping at HHFM**

| Indicator | 2011 N (%) | 2012 N (%) |
|---|---|---|
| Ease of getting quality produce* | | |
| Not easy at all | 107 (17) | 4 (1) |
| Not so easy | 173 (27) | 199 (32) |
| Somewhat easy | 225 (35) | 301 (49) |
| Very Easy | 139 (21) | 108 (18) |
| Main Reason for shopping at HHFM* | | |
| Convenience | 129 (20) | 103 (17) |
| Price | 62 (10) | 185 (30) |
| Quality | 383 (59) | 263 (43) |
| Variety | 47 (7) | 59 (10) |

* p-value = <.0001

Whereas in 2011, the majority of customers at HHFM reported that they shopped there for the quality of the produce (n=383, 59%), customers more evenly split reporting that it was the quality (n=263, 43%) as the price (n=185, 30%). These changes were found to be statistically significant (p-value = <.0001)

Customers were asked about the ways they pay for food in general and at farmers markets. The results from this series of questions appear in Table 4.

**Table 4: Forms of Payment for Food in 2011 (N=651) and 2012 (N=628)**

| | Used Anywhere | | Used at Farmer's Markets | | Planned or Actual Use at HHFM Day Surveyed*** | |
|---|---|---|---|---|---|---|
| Forms of payment | 2011 N (%) | 2012 N (%) | 2011 N (%) | 2012 N (%) | 2011 N (%) | 2012 N (%) |
| Cash/Check/Credit Card* | 625 (96) | 514 (82) | 568 (87) | 505 (80) | 462 (71) | 436 (69) |
| EBT* | 181 (28) | 261 (42) | 104 (16) | 249 (40) | 68 (10) | 191 (30) |
| WIC* | 135 (21) | 208 (33) | 6 (1) | 204 (32) | 3 (0) | 153 (24) |
| WIC FMNP | 159 (24) | 178 (28) | 157 (24) | 172 (27) | 133 (20)** | 156 (25)** |
| Health Bucks (DOH) | 105 (16) | 30 (5) | 103 (16) | 29 (5) | 58 (9) | 17 (3) |

*p-value .0001 or less
** p-value <.05
***Multiple forms of payment may have been used

There were statistically significant differences in the forms of payment that customers reported using anywhere, at farmers markets, and at the HHFM on the day surveyed from 2011 to 2012. While the majority of customers surveyed in both 2011 and 2012 shopped for food using some form of cash payment, including at farmers markets, a smaller proportion reported using cash in 2012 than 2011, and a larger proportion reported using EBT or WIC (p-value .0001 or less). In 2011, 28% reported shopping for food anywhere using EBT, and 16% used EBT at farmers markets in general. Only 10% all customers surveyed planned to use or used their EBT at the HHFM on the day they were surveyed. In 2012, the proportion of customers using EBT increased significantly. Forty two percent of all customers reported shopping for food anywhere using EBT; 40% reported using EBT at farmers markets, and 30% of all customers planned to use or used EBT at the HHFM on the day they were surveyed. That is a threefold increase in the percentage of EBT use at HHFM between 2011 and 2012.

There was also a statistically significant increase in the percentage of customers who used WIC to purchase produce at HHFM in 2012 compared to 2011. In 2011, 1% of customers reportedly used WIC at farmers markets in general, and only 3 individuals planned to use or used WIC at the HHFM. In 2012, 32% of customers reported using WIC at farmers markets in general, and 24% of all customers, or 89% of WIC users surveyed, planned to use or used WIC at the HHFM. There was a statistically significant change in the proportion of customers who reported using WIC FMNP at a HHFM in 2012 compared to 2011. There was a decline in customers who used Health Bucks. Whereas 9% of customers surveyed used or planned to use Health Bucks at the HHFM in 2011, only 3% reported planning to use or having used Health Bucks in 2012. This change was not considered statistically significant.

Customers were also asked how much they spent at HHFM that day. The average amount spent using cash dropped from $13.76 in 2011 to $9.13 in 2012, and this change was found to be statistically significant. Table 5 offers the average amount spent by customers by payment method, or in the case of WIC in 2011, the amount spent by the single individual who shopped using it. The standard deviation (SD) indicates the range spent above and below the average.

**Table 5: Average Amount Spent by Form of Payment**

| | **2011** | **2012** |
|---|---|---|
| **Form of payment** | Average (SD) | Average (SD) |
| cash, check, credit card | $13.76 ($11.83) | $9.13 ($7.20)* |
| food stamps (EBT) | $13.61 ($8.36) | $13.10 ($6.32) |
| WIC | $8 (0.00) | $15.48 ($6.97) |
| Fruits and veggie "Green Checks" (WIC FMNP) | $12.15 ($6.87) | $15.65 ($7.36) |
| Health Bucks (DOH) | $4.94 ($2.82) | $7.33 ($4.58) |

*p-value <.0001

Those who reported using EBT when shopping for food also reported how often they typically used EBT to shop in various locations including bodegas, super markets and farmers markets (Table 6). Changes in the frequency of EBT use were found to be statistically significant from 2011 to 2012 across all three venues (p-value <.0001). There was a significant drop in proportion of EBT users who reported that they “never” use EBT at a farmers market (42% in 2011 to 1% in 2012). There was also a drop in the proportion of EBT users who “always” use their EBT in a supermarket (73% in 2011 to 21% in 2012).

Changes to use of EBT in bodegas were also found to be statistically significant, with shifts in every frequency category.

**Table 6: Frequency of EBT Use among Various Retailers in 2011 (N=179) and 2012 (N=253)**

| | Farmers Market* | | Supermarket* | | Bodegas* | |
|---|---|---|---|---|---|---|
| **Frequency** | 2011 | 2012 | 2011 | 2012 | 2011 | 2012 |
| Always | 43 (24) | 56 (22) | 132 (73) | 53 (21) | 41 (23) | 27 (10) |
| Often | 25 (14) | 72 (28) | 28 (16) | 106 (42) | 29 (16) | 72 (29) |
| Sometimes | 36 (20) | 123 (48) | 15 (8) | 85 (34) | 69 (39) | 118 (47) |
| Never | 75 (42) | 2 (1) | 4 (2) | 9 (4) | 39 (22) | 36 (14) |

*p-value <.0001

The survey asked customers to report whether shopping at HHFM allowed them to try new fruits and vegetables and whether they learned anything at the market about eating or preparing healthier meals, and there was a statistically significant difference in the proportion of individuals who reported “yes” from 2011 to 2012 to both questions (p-value <.001). In 2011, 45% (n=294) of customers surveyed reported that they had tried something new, and in 2012, that percent increased to 77% (n=460). In 2011, 31% (n=201) of customers surveyed reported that they learned something about eating or preparing healthier meals, and in 2012, the percentage increased to 44% (n=258). Customers were also asked whether or not their families ate more fruits and vegetables as a result of shopping at the market. In 2011, 69% (n=445) reported that their families ate more produce, and in 2012, the percentage did not change significantly (77%, n=433).

Customers were also asked how difficult it is to eat a healthy diet. There was a statistically significant different in the proportion that reported it was somewhat or very difficult for them to eat healthy in 2012 compared to 2011. Whereas in 2011, 18% (n=120) reported that it was somewhat difficult, and 12% (n=80) reported that it was very difficult, in 2012, 42% (n=263) reported that it was somewhat difficult, and less than 1% (n=1) reported that it was very difficult (p-value <.0001).

There was a statistically significant difference among those who reported that it was hard to find healthy options in neighborhood food stores between 2011 and 2012. In 2011, 30% reported that it was “hard,” and in 2012, only 6% reported that it was “hard.” There was also a statistically significant difference among those who reported that eating healthy was expensive; in 2011, 21% reported that it was expensive, and in 2012, 40% reported that it was expensive. Customers who reported not knowing how to cook healthy food also changed significantly, with 3% reporting so in 2011, and 13% reporting so in 2012. Complete results from this question are shown in Table 7.

**Table 7: Reasons Customers Reported It Was Somewhat or Very Difficult to Eat Healthy**

| Reason | 2011 N (%) | 2012 N (%) |
|---|---|---|
| Hard to buy healthy in stores* | 60 (30) | 15 (6) |
| Too expensive* | 41 (21) | 105 (40) |
| Too much time to prepare | 30 (15) | 47 (18) |
| Don't like the taste | 24 (12) | 43 (16) |
| Hard to eat healthy in restaurants | 18 (9) | 22 (8) |
| Family doesn't like it** | 9 (5) | 28 (11) |
| Don't know how to cook* | 5 (3) | 34 (13) |
| Don't know how to make taste good | 4 (2) | 13 (5) |

*p-value <.0001
** p-value <.05

Despite the fact that a majority of individuals reported having easy access to healthy food, 36% (n=232) in 2011 and 29% (n=155) in 2012 reported that there was a time in the past year that they did not have enough money for food; this change over time was found to be statistically significant (p-value = <.05)

Finally, customers were asked to share ideas that would encourage people to use EBT to buy healthier food. In 2011, approximately 80 customers offered suggestions, and in 2012, 138 customers offered suggestions. In 2011 most recommended more advertisements, flyers, and signs that inform people that food stamps are accepted at farmer's markets. Others recommended some form of education or cooking demonstrations to encourage people to eat healthier. Several suggested having farmer's market representatives or educational sessions at food stamp offices, and some suggested banning the purchase of unhealthy foods with food stamps. Over 20 customers suggested having more farmers markets as a way to encourage EBT users to shop at them. Customers had similar suggestion in 2012, but there was more emphasis on having more markets, more locations or longer hours (n=32); five also suggested more vendors. A couple had specific suggestions like "no fast food near farmer markets" and to not allow the purchase of soda with EBT.

**Discussion**

The limitations of this study should be acknowledged. First, in 2011 surveys were only conducted with English speaking customers at HHFM. Spanish surveys were conducted with about one quarter of those surveyed in 2012. Second, some customers took offense at being asked if they used food stamps/ EBT, and verification of the method of payment was not made at the time of the survey. Recall bias may indicate that the percent of food stamp users at HHFM may have been higher than captured in this study's sample. Finally, though many statistically significant changes were found in the data between 2011 and 2012, the data does not indicate causality or the reason why the changes happened. Therefore, positive or negative changes in the data cannot necessarily be attributed to activity conducted by the Harvest Home Farmers Market alone.

That said, there were many statistically significant changes between 2011 and 2012. Even when controlling for the addition of Spanish speaking customers, there was a threefold increase in the percentage of customers who shopped at the HHFM using EBT in 2012. Whereas 10% of customers surveyed used EBT in 2011, 30% used EBT in 2012. There was also a significant increase in purchases made at HHFM using WIC. Whereas not even one percent of shoppers surveyed used WIC in 2011; 24% used WIC in 2012.

More customers reported shopping at HHFM for price as well as quality in 2012, whereas in 2011, the majority reported shopping at HHFM for the quality of the produce. However, an increased proportion of people in 2012 reported that the expense of healthy food prevented them from eating a healthy diet. Fewer shoppers reported that they did not have enough money to buy food in the past year in 2012 than in 2011. These findings may coincide with the increased use of subsidies such as EBT and WIC for the purchase of produce at HHFM in 2012.

There was only one significant change in the way that shoppers reported learning about a HHFM. More shoppers reported learning about HHFM from a presentation in 2012, than in 2011. No shoppers in 2012 reported learning about a HHFM from a bus shelter advertisement. This may be because most of those surveyed in 2011 and 2012 (80% average) had shopped at HHFM for more than one season, and were repeat customers. The question does not indicate whether or not shoppers had ever seen a bus shelter ad, or what they thought about them. However, it does mean that those who were new to HHFM had not learned of it through a bus shelter advertisement.

A number of environmental changes were found to be significantly different in 2012 than in 2011. More shoppers surveyed reported that it was “somewhat easy” than “not easy at all” to get good quality produce in their neighborhood in 2012 than in 2011. There was also an increase in the proportion of shoppers who reported that they use their EBT at farmers markets in general. These may be attributed to successful farmers’ market promotion in New York City, and by HHFM. Comparing the data from 2011 with 2012 indicates that HHFM continues to play a vital role in bringing high quality healthy food to the neighborhoods in which they are located.

# HARVEST HOME
## LIVE LIFE HEALTHY

DNAinfo.com manhattan local news

# DNAinfo.com

## New York Neighborhood News

HARVEST HOME

**Branding Campaign Overview:**
**May 14, 2012-August 31, 2012**

DNAinfo.com manhattan **local news**

300x600


# Harvest Home
# Display Ad Creatives

994x45

DNAinfo.com manhattan **local news**

# Campaign Overview

| Line Item | Creative Size | Impressions | Clicks | Click Thru Rate |
|---|---|---|---|---|
| Harlem/Murray Hill Story Pages | 300 x 600 | 19,838 | 100 | 0.50% |
| Harlem/Murray Hill Story Pages | 994 x 45 | 10,942 | 25 | 0.28% |
| Harlem/Murray Hill Story Pages | 300 x 250 | 2,963 | 1 | 0.03% |
| Bronx Story Pages | 300 x 600 | 12,968 | 64 | 0.49% |
| Bronx Story Pages | 994 x 45 | 13,000 | 51 | 0.39% |
| Bronx Story Pages | 300 x 250 | 4,500 | 0 | 0.00% |
| Brooklyn Story Pages | 300 x 600 | 313 | 2 | 0.64% |
| Brooklyn Story Pages | 994 x 45 | 305 | 1 | 0.33% |
| Queens Story Pages | 300 x 600 | 9,888 | 60 | 0.61% |
| Queens Story Pages | 994 x 45 | 10,000 | 30 | 0.30% |
| **Bronx Bonus** | **300 x 600** | **20,000** | **83** | **0.42%** |
| **Bronx Bonus** | **994 x 45** | **14,378** | **93** | **0.43%** |
| **Total** | **--** | **105,093** | **575** | **0.43%** |
| Newsletters | | 13 Delivered | | |