Get Healthy Philly

Farmers' Market and Philly Food Bucks 2014 Report

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The Food Trust

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GET HEALTHY PHILLY

Healthy, Active & Smoke-Free

Executive Summary

Key Findings:

1) **Philly Food Bucks increased reach to low-income customers in 2014.** The Philly Food Bucks program continued to reach low-income customers and to increase access to and affordability of fruits and vegetables. The program saw a 29% increase in redemptions from 2013 to 2014. At Food Trust farmers' markets, $67,998 Philly Food Bucks were redeemed in 2014.
2) **Philly Food Bucks use is associated with improved eating behaviors among customers at low-income markets.** Compared to non-Philly Food Bucks users at low-income markets, Philly Food Bucks users at low-income markets were more likely to report "eating more fruits and vegetables" (60% vs. 50%) and "trying new or unfamiliar fruits and vegetables" (48% vs. 33%) since coming to market.
3) **Programming at market successfully reached farmers' market customers and was more likely to reach shoppers at low-income markets and Philly Food Bucks users.** Over half of all customers (54%) reported receiving healthy eating information and over one-fifth (21%) of customers reported observing or participating in a cooking demonstration, a new feature in 2014 at 7 markets. Participation in market programming was higher among customers at markets in low-income areas and among Philly Food Buck users.
4) **Cooking demonstrations at Get Healthy Philly markets fuel increase in redemption of Philly Food Bucks.** In June 2014, The Food Trust launched cooking demonstrations at 7 farmers' market locations. Approximately 2,200 people participated in these cooking demonstrations. Each participant was given a packet of Philly Food Bucks worth $6 to spend at the farmers' market. The redemption rate for these Philly Food Bucks (72%) was the highest of all Philly Food Bucks distribution methods. Cooking demonstrations are an excellent and effective method for distributing Philly Food Bucks. These cooking lessons successfully combine food access with nutrition education.

Key Challenge in 2014:

1) **Reduction of SNAP benefits on the state and federal levels**. In November 2013, funding to Philadelphians receiving SNAP benefits dropped from $66.5 million to $61.9 million, a 7% decline.[1] Funding for SNAP benefits rose in 2014 and by late fall, the total benefits were back up to $66.5 million. These macro-level changes in the SNAP program likely contributed to the general decline in SNAP sales at The Food Trust's farmers' markets in 2013 and 2014.

Goals for 2015:

1) **Implement streamlined technology to manage growth of Philly Food Bucks program.** With a marked 29% increase in redemptions since 2013, more dedicated staff time was required to track the distribution and redemption of the Philly Food Bucks program. To help with the substantial growth, the farmers' market staff is shifting toward new technology. A new database will be built and introduced during the 2015 season.
2) **Conduct farmers' market tours to increase traffic to markets.** The tours will welcome new customers to the farmers' markets, explain the various benefits accepted and include programming such as cooking demonstrations, nutrition lessons, and scavenger hunts that encourage customers to

[1] Pennsylvania Department of Human Services, *Medical Assistance, Food Stamps and Cash Assistance statistics reports*.

interact with the farmers. When distribution partners were surveyed, 29% indicated that the tours would be useful to their clients.

3) **Identify strategies to increase Philly Food Buck distribution in connection with SNAP sales at market.** In times of decreasing SNAP benefit levels, there are less SNAP dollars in the marketplace. Although redemption of Philly Food Bucks increased over the past year, SNAP sales at market declined. In 2014, approximately 0.1% of SNAP dollars in Philly were spent at farmers' markets. SNAP sales accounted for approximately 2.5% of all sales at The Food Trust farmers' markets, with Philly Food Bucks adding an additional 2.5% in sales. Distribution of Philly Food Bucks through community partners is an effective tool to get new customers to market. This approach will continue in 2015 to increase awareness of farmers' markets. We will also pursue renewed efforts to tie Philly Food Bucks distribution to use of SNAP benefits at market, which is the foundation of the program: to increase purchasing power for fresh fruits and vegetables among SNAP households. Strategies will include efforts such as improving signage and promotional brochures and editing the cooking demonstration script to highlight Philly Food Bucks as an incentive for SNAP customers, as well as redoubling training efforts with farmers to promote the program among customers.

Philly Food Bucks

Philly Food Bucks is a healthy food incentive program developed and launched in 2010 to increase the purchasing power for SNAP customers at farmers' markets. For every $5 that SNAP customers spend using their benefits at a participating market site, they receive a $2 coupon for fresh fruits and vegetables. The program is available to all SNAP recipients, and in 2014, Philly Food Bucks coupons could be redeemed at 29 sites that sell local fruits and vegetables across Philadelphia. Through the program, The Food Trust seeks to increase SNAP sales at farmers' markets, increase the affordability of produce to encourage the consumption of fruits and vegetables, and bolster the sales of local farmers.

Distribution, Redemption and SNAP Sales

From June 2010 through December 2014, $534,944 in Philly Food Bucks was distributed; $135,400 of which was distributed during the 2014 season. Philly Food Bucks coupons are mainly distributed at farmers' market sites, where Philly Food Bucks are directly connected to SNAP sales (17% in 2014), and through local distribution partners (75% in 2014). See Figure 1 on page 6 for a complete breakdown of how Philly Food Bucks were distributed in 2014. These partners—which include recreation centers, health centers, WIC offices, food pantries, houses of worship and community-based organizations—all serve SNAP or SNAP-eligible populations and distribute Philly Food Bucks as a promotional tool to encourage low-income residents to shop at farmers' markets for fresh produce. After receiving this one-time promotion of Philly

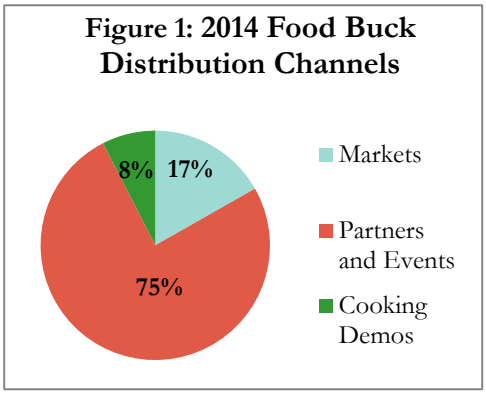
Spotlight: Cooking Demonstrations

Launched in June 2014, the series of cooking demonstrations hosted at 7 Food Trust farmers' market locations were a rousing success. At the top of every hour, nutrition educators would illustrate step-by-step instructions of recipes using fresh fruits and vegetables from farmers vending at the market. After watching the demonstration, participants tasted the finished product and were given $6 in Philly Food Bucks to spend at the farmers' market. Approximately 2,200 people participated, and over $10,000 worth of Philly Food Bucks were distributed.

Results from the cooking demonstration surveys indicate that the cooking demo exposed most shoppers to something new, whether an ingredient or preparation method. Almost half of participants (48%) gained exposure to new fruits and vegetables through the experience, and over three-quarters of participants (78%) learned new ways to prepare familiar ingredients. The vast majority of participants reported increased confidence in cooking skills (96%) and intent to purchase and prepare ingredients (85% and 82%, respectively).

Food Bucks, customers can continue to benefit from this incentive program by using their ACCESS card to make purchases at the farmers' markets.

Redemption sites—locations where Philly Food Bucks can be used to purchase fresh fruits and vegetables—are listed on a Philly Food Buck brochure, online and via the Philadelphia non-emergency contact center 311. Sites for 2014 included farmers' markets managed by The Food Trust and partnering redemption sites. Partnering redemption sites are farmers' markets or farm stands in Philadelphia run by community partners of The Food Trust. These locations were chosen to distribute and redeem Philly Food Bucks because they sell fresh local food, reach communities that are primarily mixed- or low-income, and serve regions not currently reached Food Trust farmers' markets. In 2014, these partnering redemption sites were Greensgrow Farm and its mobile market locations, SHARE Nice Roots Farm and the Fair Food Farmstand.



For the second year in a row, SNAP sales continued to decline (see Figure 2). However, total sales reported by vendors, which includes cash, Farmers' Market Nutrition Program Senior and WIC vouchers, SNAP and Philly Food Bucks, increased from 2013 to 2014 (see Figure 3). As SNAP funding to Philadelphia began to steadily rise near the end of 2014, The Food Trust outlined plans to increase sales by SNAP customers. With approximately 0.1% of SNAP benefits in Philadelphia spent at The Food Trust farmers' markets, there is room for growth. Both the cooking demonstration script and the Philly Food Buck brochure were edited to encourage SNAP customers and to highlight the Philly Food Bucks program as an incentive in 2015.

Over the course of the Philly Food Bucks program, from 2010 to 2014, total monetary redemption of Philly Food Bucks was $241,457, with an overall redemption rate of 45%. $81,576 Philly Food Bucks were redeemed during the 2014 season at The Food Trust farmers' markets and partner redemption sites. At Food Trust farmers' markets alone, $67,998 in Philly Food Bucks were redeemed (see Table 1). In 2014, Philly Food Bucks distributed during cooking demonstrations at farmers' markets had the highest redemption rate (72%); followed by Philly Food Bucks distributed at market (69% redemption rate) and Philly Food Bucks distributed by partners (39% redemption rate).

As in previous years, only partners with a redemption rate of 15% or higher were invited to continue participating in the program. All new and returning distribution partners received formal training on how to distribute Philly Food Bucks to their program's participants as a promotion. There were 44 direct distribution partners in 2014, with some partners distributing Food Bucks at more than one location. Additionally, The Food Trust distributed Philly Food Bucks through complementary outreach at community events in low-income neighborhoods, health centers, WIC offices, Philabundance Fresh for All distributions, recreation centers, and Philadelphia Housing Authority sites.

Figure 2: Total SNAP Sales at Food Trust Farmers' Markets in Philadelphia, 2005 – 2014

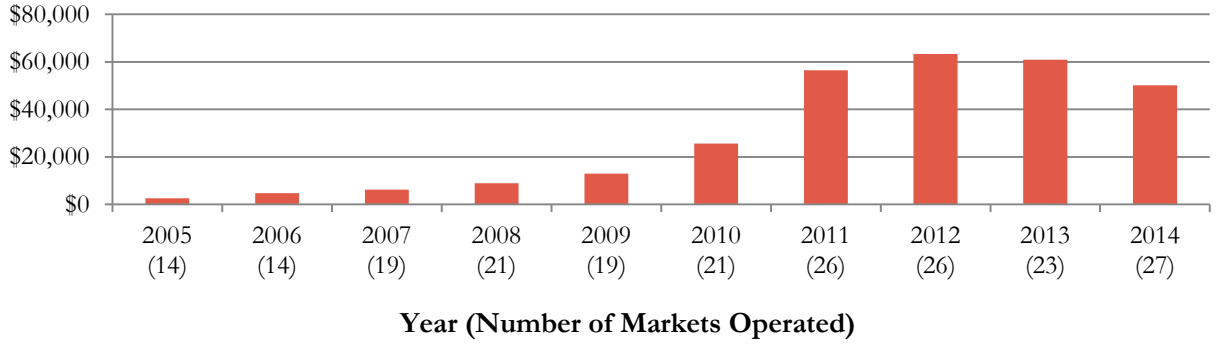
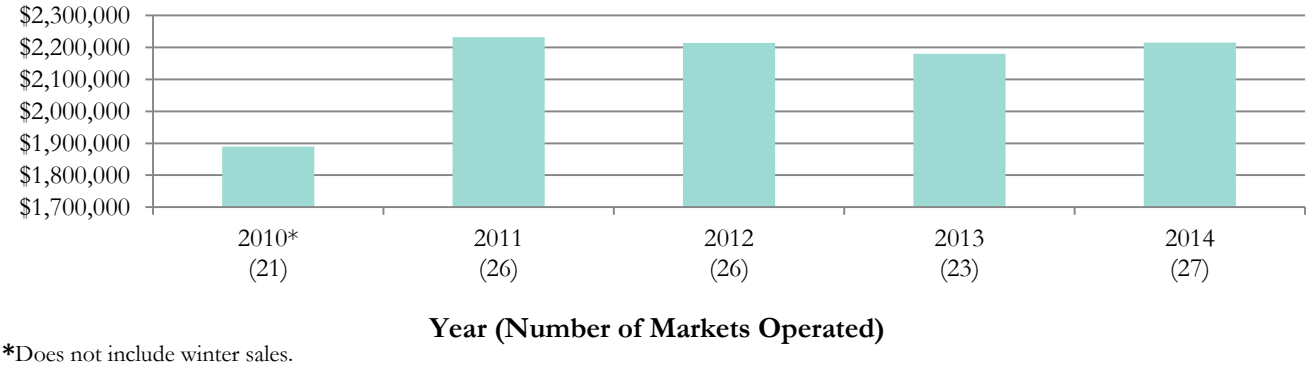


Table 1: SNAP Sales and Food Bucks Redemptions at Food Trust Markets, 2010 - 2014

	SNAP					FOOD BUCKS				
	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
PARTICIPATING MARKETS	21	26	26	23	25	20	26	26	23	25
TOTAL SALES	$25,597.51	$56,496.40	$63,281.71	$60,907.27	$50,166.17	$11,488	$28,396	$43,854	$52,870	$67,998
AVERAGE PER MARKET	$1,218.93	$2,172.94	$2,433.91	$2,648.14	$2,006.65	$574	$1,092	$1,687	$2,298	$2,720

Note: SNAP and Philly Food Bucks totals above encompass Food Trust markets only.

Figure 3: Total Sales at Food Trust Farmers' Markets in Philadelphia, 2010 - 2014



*Does not include winter sales.

Get Healthy Philly

In partnership with the Philadelphia Department of Public Health's Get Healthy Philly initiative, The Food Trust opened 10 new farmers' markets in low-income neighborhoods over the 2010 and 2011 seasons and launched the Philly Food Bucks program in 2010 (a profile of these markets can be seen in the Appendix). In 2014, three new Get Healthy Philly markets were opened: 26th and Allegheny Farmers' Market, 18th and Christian Farmers' Market, and Common Ground Market at Broad and Mt. Vernon Streets. The current 12 Get Healthy Philly markets (one Get Healthy Philly market, Norris Square Farmers' Market, closed in 2013) and the Philly Food Bucks program contribute to the Get Healthy Philly goals of establishing environments which promote healthy eating and active living.

Figure 4: Get Healthy Philly
Food Buck Redemption Comparison, 2012 – 2014

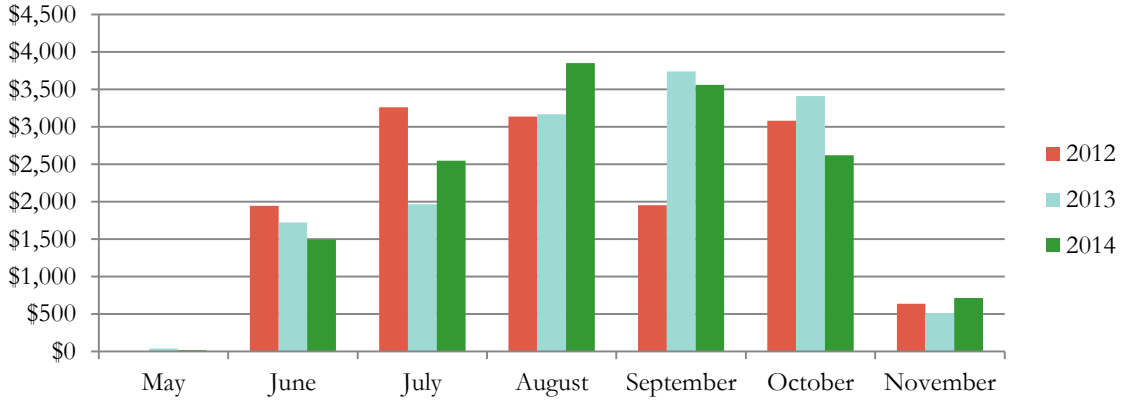
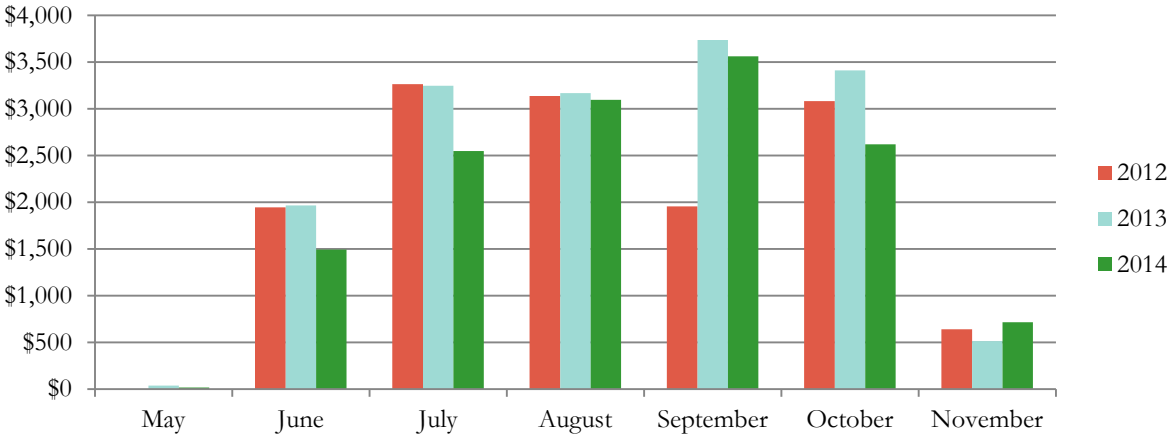


Figure 5:
Get Healthy Philly EBT Sales Comparison, 2012 – 2014



Customer Surveys

METHODOLOGY

DATA COLLECTION

A total of 1011 customer surveys were administered and collected by market managers and volunteers at 27 farmers' markets in Philadelphia in 2014. The survey, consisting of 25 questions, asked customers about: shopping frequency; transport and distance to market; trying new fruits and vegetables (F&V); change in F&V consumption; receiving information about healthy eating at market; participation in cooking demos at market; where they most often purchase F&V; how prices of F&V at market compare to nearby food stores; use of SNAP and Philly Food Bucks (PFB) at market; and demographic information. Surveys were collected at all markets during the same time frame, from September to November 2014.

ANALYSIS

Customer survey data, categorical in nature, were analyzed with descriptive frequencies, 2x2 contingency tables, and the χ^2 test of independence. We examined how customer responses differed by the following grouping factors:

1) Get Healthy Philly (GHP) markets vs. non-GHP markets
2) Low-income markets vs. non low-income markets
3) PFB users vs. non-PFB users at markets in low-income areas

Spotlight: Power of Produce

At the Clark Park Thursday market, Food Trust staff piloted the Power of Produce project in October 2014. Each week, children could join the Two-Bite Club by taking two bites of the featured fruit or vegetable.

Without requiring much parental encouragement, an average of 20 children participated each week in this month-long program. As a reward, participants were given a Two-Bite Club pin and a $2 Philly Food Buck. Several kids proudly affixed their new pins to their backpacks immediately.

Additional activities at the weekly farmers' market were a hit with children and their families. From coloring to pumpkin decorating, the Power of Produce provided after-school fun to nearby students, preschoolers and toddlers.

Low-income markets were determined by the criteria of either >70% of students in nearby schools receiving free or reduced-price lunches or > 70% of residents living under the federal poverty line. To determine statistical significance of results, we set an alpha-level of 0.05. All analyses were conducted using R version 3.1.1 (R Foundation for Statistical computing, Vienna, Austria).

Our hypotheses were:

1) Use of PFB at low-income markets would be associated with improved self-reported intake of F&V and with trying new F&V; and
2) Customers at low-income markets would be more likely to receive market programming (receiving information about healthy eating at market, or observing a cooking demonstration at market), compared to customers at non-low-income markets.

RESULTS AND DISCUSSION

A total of 435 customer surveys were collected from 12 GHP market locations, and 576 surveys were collected at 15 non-GHP farmers' market locations. 653 customer surveys were collected from 18 low-income markets, and 358 surveys were collected at 9 non-low-income markets. Overall, nearly a quarter of customers surveyed (23%) reported using PFB and more than a quarter of customers (28%) reported receiving SNAP in the past 12 months. Among low-income markets, 42% of customers reported using PFB.

Table A3 in the Appendix compares frequencies and percentages for survey questions by several grouping factors -- GHP market shoppers vs. non-GHP market shoppers; low-income market shoppers vs. non-low-income market shoppers; and PFB users vs. non-PFB users (among low-income markets only). To examine the impact of PFB on low-income shoppers' self-reported eating behaviors, we analyzed the proportions and p-values (χ^2 test) between PFB users vs. non-PFB users among low-income markets.

DEMOGRAPHICS

Across all markets, shoppers were more likely to be female (66%), White (47%) or African American (40%), between 41 and 65 (39%), and to have an annual household income <$30,000 (48%). Race/ethnicity, annual income level, and age group of customers differed significantly by grouping factors of interest (i.e., GHP vs. non-GHP market, low-income market vs. non-low-income market, and PFB users vs. non-PFB users at markets in low-income areas). Respondents were more likely to be African American or Hispanic at GHP markets and low-income markets. PFB users at low-income markets were also more likely to be African American or Hispanic, compared to non-PFB users.

SHOPPING FREQUENCY

PFB users at low-income markets are more likely to be return customers that shop at market more frequently than their non-PFB counterparts. Within low-income markets, PFB users were less likely to report being a first-time shopper at market compared to non-PFB users (15% vs. 34%, $p = 0.000$). Furthermore, PFB users were statistically more likely to report visiting the market either "once a week" or "more than once a week" compared to non-PFB users (67% vs. 41%, $p = 0.000$).

spotlight: Lankenau Medical Associates

Lankenau Medical Associates (LMA) is a Lankenau Medical Center owned outpatient practice that provides primary and specialty care to many uninsured or underinsured individuals. While Lankenau is located in Montgomery County, many of LMA's patients reside in West Philadelphia, where health outcomes and health factors like diet and exercise, education, employment and housing quality are ranked the worst in the state.

To help address some of these health factors and ultimately improve patient outcomes, Lankenau partnered with The Food Trust and Philadelphia Department of Public Health's Get Healthy Philly Initiative to pilot a Philly Food Bucks project in conjunction with its outpatient practice. Begun in 2012, the program provides eligible LMA patients with $6 worth of Philly Food Bucks that they can redeem for fresh fruits and vegetables at any participating Philadelphia Farmers' Market. The program is targeted to patients with body mass indices over thirty or those diagnosed with diabetes. In addition to the Philly Food Bucks, patients receive nutrition education, information on the Philly Food Bucks program, and help connecting to other community resources to help address needs like housing and child care. Lankenau and The Food Trust finished their first full year of the program in 2014.

Funding for Lankenau's Philly Food Bucks Program comes from Lankenau Medical Center. As a nonprofit hospital, Lankenau is required to provide benefits to its community in order to maintain its tax exempt status. In the past, nonprofit hospitals have met this requirement by providing "charity care," or care to uninsured or underinsured patients. With the passage of the Affordable Care Act, the number of un- and underinsured patients is expected to decline, requiring nonprofit hospitals to provide other community benefits. Additionally, hospitals are now required to develop Community Healthy Needs Assessments and subsequent Community Health Improvement Plans to address the health needs of their surrounding communities. Programs like the Philly Food Bucks allow Lankenau to serve their community while meeting these new requirements. This partnership serves as a model that can be replicated in other nonprofit hospitals.

Key Findings:

- Lankenau patients who received nutrition counseling were more likely to redeem their Philly Food Buck coupons. Among patients who received Philly Food Bucks, 31% were provided with health education counseling to further explain the coupon program and stress the importance of good nutrition, and these patients redeemed their coupons at a rate of 43% (compared to 31.5% for all patients).
- Farmers' markets provided an effective setting to raise awareness of Lankenau's services and engage with the community. On 48 market dates in 2013-2014, Lankenau health educators provided nutrition information, health screenings and wellness activities at three Food Trust farmers' markets that served over 70,000 shoppers. The hospital's presence at the market was also promoted via The Food Trust's web and social media outlets, reaching over 50,000 online followers.
- Farmers' market shoppers--including underserved populations with significant health needs--were eager to engage with Lankenau health educators, including participating in on-site blood pressure screenings. During the 48 market dates, Lankenau health educators conducted 764 screenings. Screenings identified a potential at-risk population in the community. Among those screened, 50% were at pre-hypertension or elevated levels, and were provided with health information and connections to follow-up care. All participants were also given a wallet-size card to track blood pressure; many returned to the markets for repeat screenings, using their cards to monitor progress.

Shoppers' Perceptions of Prices at Farmers' Markets

There are often concerns that prices at farmers' markets are not affordable for low-income customers. However, one-third (32%) of all customers reported that farmers' market prices are less expensive than prices at other food stores in the neighborhood. This factor did not differ significantly by whether the market is in a low-income area or not, or by PFB use. Customers at GHP markets, however, were more likely to report that F&V are less expensive at market than at food stores in the neighborhood (43% vs. 24% at non-GHP markets, $p = 0.000$). These data indicate that GHP market prices are perceived as more affordable, possibly due to increased programming and cooking demonstrations at GHP markets.

F&V Intake

Results suggest that participation in PFB improves customers' eating behaviors. PFB users were more likely to report increases in F&V intake (60% vs. 50% of non-PFB customers, $p = 0.013$) and trying new F&Vs since coming to market (48% vs. 33% of non-PFB customers, $p = 0.000$). Customers at markets in low-income communities were not significantly more likely to report "trying new fruits or vegetables since visiting market" than customers at markets in non-low-income areas. However, customers at low-income markets were more likely to report "increased fruit and vegetable intake since visiting market," (54% vs. 45%, $p = 0.000$), compared to customers at markets in non-low-income areas.

Market Programming

Market programming, which consists of providing brochures and recipe cards or hosting cooking demonstrations, has been successful at reaching farmers' market customers. Across all markets, over half of respondents (54%) reported receiving healthy eating information and over one-fifth of all respondents (21%) reported participating in cooking demonstrations (a new feature at 7 select markets in 2014). Customers at low-income markets were nearly twice as likely to report receiving healthy eating or nutrition information at market (64% vs. 36% at non-low-income markets; $p = 0.000$). The likelihood of receiving healthy eating or nutrition information at market was higher among PFB users (vs. non PFB users) at low-income markets (78% vs. 53%; $p = 0.000$).

Customers at markets in low-income areas are also more likely to report *observing* a cooking demonstration (28% vs. 6% of customers in non-low-income areas; $p = 0.000$). Among low-income markets, *observing* a cooking demonstration was highly associated with PFB use at low-income markets. The proportion of PFB users at low-income markets that reported observing a cooking demonstration was more than twice that of the non-PFB users (41% vs. 19%, $p = 0.000$).

These results indicate that customers at farmers' markets in low-income areas and those who participate in PFB at markets in low-income areas have more exposure to and participation in nutrition education opportunities. These findings may reflect higher levels of program delivery at low-income market locations, which are given priority for these services, and the fact that cooking demonstration participants at low-income markets receive PFB as an incentive for participation.

Transportation

Overall, almost one-third of farmers' market customers (31%) traveled 3 blocks or less to get to market, and over half of customers (61%) reported walking or biking to market. Distance traveled to market did not significantly differ between low-income and non-low-income market customers or between PFB and non-PFB users among low-income markets but there were differences in mode of transportation with PFB users

more likely to walk/bike to market than non-PFB users (67% vs. 56%, $p = 0.0062$). While this potential synergy needs to be further researched, it indicates the PFB program may support community-level physical activity goals as well as improvements in eating behaviors. It is also possible that PFB are more likely to be distributed to community partners and residents that are within walking distance to market. Future research could explore this potential synergy of the PFB program to promote improvements in multiple health behaviors.

Conclusion

The Food Trust continues to boost the accessibility of fresh, local fruits and vegetables to communities in need of affordable, healthy foods through its farmers' markets and Philly Food Bucks program. To date, the program has provided an additional $241,457 worth of fresh, local produce to low-income residents of Philadelphia, 33.8% ($81,576) of which was redeemed in 2014, and likely has helped spur growth in usage of SNAP benefits at market.

The Philly Food Bucks program is an integral part of outreach efforts and instrumental to the successful operation of farmers' markets in low-income Philadelphia neighborhoods. Further, the Philly Food Bucks program has been associated with improved health behaviors and perceptions of price among customers in low-income markets. Customer survey data show that Philly Food Bucks users in low-income markets are significantly more likely to report:

- More affordable prices among low-income markets;
- Walking or biking to market;
- Participating in a cooking demonstration;
- Receiving healthy eating information;
- Eating more fruits and vegetables since coming to market; and
- Trying new or unfamiliar fruits and vegetables since coming to market.

Although these associations do not necessarily provide evidence of a causal relationship, the results indicate that Philly Food Bucks continues to complement the goals of the Get Healthy Philly initiative by combining distribution and market programming and encouraging healthy eating patterns among shoppers at farmers' markets, particularly low-income markets most affected by health disparities.

The Food Trust has refined the Philly Food Bucks program over the past four seasons, but challenges remain. SNAP benefits continue to be reduced on state and federal levels. Data entry and management continues to be time-intensive and requires maintenance. There are limits to the organization's capacity to take on additional distribution and redemption sites. Nonetheless, the organization foresees continued success and strives to improve its farmers' market program by providing more market captain training, streamlining data management, updating its technology, and clarifying Philly Food Bucks as a SNAP-based incentive to distribution partners and partnering redemption sites.

Philly Food Bucks continues to bolster the nutritional health of families and communities. In hand with The Food Trust's network of farmers' markets in low-income neighborhoods, the program remains instrumental in increasing the intake of fresh, healthy food for high-need Philadelphians.

Appendix

Table A1. Profile of 2014 Get Healthy Philly Farmers' Markets

MARKET	OPENED
29th and Wharton 29th Street and Wharton Street, 19146	May 2010
Broad and Snyder Broad Street and Snyder Avenue, 19148	June 2010
22nd and Tasker 22nd Street and Tasker Street, 19146	June 2010
4th and Lehigh 4th Street and Lehigh Avenue, 19133	June 2011
Hunting Park West Hunting Park Avenue and Old York Rd, 19140	June 2011
33rd and Diamond 33rd Street and Diamond Street, 19121	June 2011
Frankford Transportation Center Bustleton Avenue and Frankford Avenue, 19124	July 2011
58th and Chester 58th Street and Chester Avenue, 19143	July 2011
Olney Transportation Center Broad Street and West Olney Avenue, 19141	July 2011
18th and Christian 18th Street and Christian Street, 19146	June 2014
26th and Allegheny 26th Street and West Allegheny Avenue, 19129	July 2014
Common Ground Broad Street and Mt. Vernon Street, 19130	July 2014

Table A2. Farmers' Market Profiles

FARMERS' MARKET	DISTRIBUTES PHILLY FOOD BUCKS	REDEEMS PHILLY FOOD BUCKS	ACCEPTS SNAP	OPERATED BY THE FOOD TRUST
18th and Christian Farmers' Market	✔	✔	✔	✔
22nd and Tasker Farmers' Market	✔	✔	✔	✔
26th and Allegheny Farmers' Market	✔	✔	✔	✔
29th and Wharton Farmers' Market	✔	✔	✔	✔
33rd and Diamond Farmers' Market	✔	✔	✔	✔
4th and Lehigh Farmers' Market	✔	✔	✔	✔
52nd and Haverford Farmers' Market	✔	✔	✔	✔
58th and Chester Farmers' Market	✔	✔	✔	✔
Broad and Snyder Farmers' Market	✔	✔	✔	✔
Broad and South Farmers' Market	✔	✔	✔	✔
Cecil B. Moore Farmers' Market	✔	✔	✔	✔
Chew and E. Pleasant Farmers' Market	✔	✔	✔	✔
Clark Park Thursday Farmers' Market	✔	✔	✔	✔
Clark Park Saturday Farmers' Market	✔	✔	✔	✔
Common Ground Marketplace	✔	✔	✔	✔
Fairmount Farmers' Market	✔	✔	✔	✔
Fair Food Farmstand		✔	✔	
Fitler Square Farmers' Market		✔		✔

Frankford Transportation Center Farmers' Market	✔	✔	✔	✔
Germantown Farmers' Market	✔	✔	✔	✔
Greensgrow Farm	✔	✔	✔	
Headhouse Farmers' Market	✔	✔	✔	✔
Hunting Park Farmers' Market	✔	✔	✔	✔
Liberty Lands Park	✔	✔	✔	✔
Olney Transportation Center Farmers' Market	✔	✔	✔	✔
Overbrook Farmers' Market	✔	✔	✔	✔
Oxford Circle Farmers' Market	✔	✔	✔	✔
SHARE Nice Roots Farm	✔	✔	✔	
Schuylkill River Park Farmers' Market		✔		✔
West Oak Lane Farmers' Market	✔	✔	✔	✔

Table A3. Customer Responses by Grouping Factor (GHP vs. Non-GHP Markets; Low-Income vs. Non-Low-Income Markets; PFB Users vs. Non-PFB Users at Markets in Low-Income Areas; and All Markets)

Characteristics	GHP Markets	Non-GHP Markets		Low Income	Non Low Income		PFB User within Low Income	Non-PFB User within Low Income		All Markets
Gender										
Female	65%	67%	(n.s.)	67%	65%	(n.s.)	74%	62%	**	66%
Race/Ethnicity										
African-American	52%	30%		45%	29%		56%	39%		40%
White	29%	61%		37%	64%		25%	48%		47%
Hispanic	15%	3%	***	11%	2%	***	15%	8%	***	8%
Asian	2%	3%		3%	2%		1%	3%		3%
Other	2%	3%		3%	3%		3%	3%		3%
Age										
18-25	13%	18%		13%	21%		12%	13%		16%
26-40	27%	32%	*	32%	26%	***	26%	36%	*	30%
41-65	45%	35%		38%	42%		46%	33%		39%
Over 65	13%	15%		16%	10%		16%	17%		14%
Annual Household Income										
< $30,000	60%	41%	***	56%	35%	***	77%	43%	***	48%
Shopping Frequency										
First visit to market	34%	19%	***	26%	24%	(n.s.)	15%	34%	***	26%
Visit market every week or more	53%	54%	***	53%	56%	(n.s.)	67%	41%	***	53%
Transportation										
Walk/bike to market	58%	63%	(n.s.)	60%	63%	(n.s.)	67%	56%	**	61%
Travel 3 blocks or less to market	33%	30%	(n.s.)	31%	33%	(n.s.)	33%	30%	(n.s.)	31%

Characteristics	GHP Markets	Non-GHP Markets		Low Income	Non Low Income		PFB User within Low Income	Non-PFB User within Low Income		All Markets
Shopping Habits										
Tried new fruits or vegetables since visiting market	33%	43%	***	40%	38%	(n.s.)	48%	33%	***	39%
Increased fruit and vegetable intake since visiting market	51%	51%	(n.s.)	54%	45%	***	60%	50%	*	51%
Average reported dollars spent at market	$12.09	$17.01	***	$14.24	$16.53	*	$14.09	$14.29	(n.s.)	$15.11
Usually shop at supermarkets for fruits and vegetables	77%	55%	***	63%	67%	**	58%	68%	*	65%
Report that prices at market are less expensive than food stores in neighborhood	43%	24%	***	33%	30%	(n.s.)	34%	34%	(n.s.)	32%
Visited other nearby stores or businesses on day of survey	34%	39%	(n.s.)	36%	39%	(n.s.)	35%	38%	(n.s.)	37%
Market Programming										
Received information about healthy eating while at market	64%	47%	***	64%	36%	***	78%	53%	***	54%
Observed a cooking demo at market	28%	15%	***	28%	6%	***	41%	19%	***	21%

Characteristics	GHP Markets	Non-GHP Markets		Low Income	Non Low Income		PFB User within Low Income	Non-PFB User within Low Income		All Markets
Use of Food Assistance Programs										
Received SNAP in past year	45%	16%		26%	33%		29%	24%		28%
Received PFB in past year	34%	15%		23%	23%		23%	24%		23%
Received WIC in past year	11%	2%		5%	7%		5%	6%		6%
Received FMNP in past year	11%	4%		5%	8%		4%	8%		7%
Received Senior FMNP in past year	8%	7%		8%	6%		7%	8%		7%
Participated in at least one food assistance program (i.e., SNAP, PFB, WIC or FMNP) in past year	66%	31%		45%	49%		45%	43%		46%
Ever used SNAP at market	38%	16%	***	33%	13%	***	57%	15%	***	26%
Ever used PFB at market	47%	23%	***	42%	17%	***	100%	0%	***	33%

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$