

**Communities Putting Prevention to Work - *Get Healthy Philly*
Farmers' Market and Philly Food Bucks 2010 Report**

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The Food Trust

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Contact:

Allison Karpyn, Ph.D.

Director of Research and Evaluation

215-575-0444 x-119

akarpyn@thefoodtrust.org



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Executive Summary

Farmers' markets contribute to the health of Philadelphia residents by improving the availability of fresh, nutritious and affordable food within the community. In addition to a wide variety of locally grown fruits and vegetables, many of the markets provide meat, poultry, eggs and dairy products from pastured animals. Currently, there are about 40 farmers' markets in Philadelphia; the majority of which are run by The Food Trust and Farm to City, organizations dedicated to improving the health and nutrition of Philadelphia residents. Many farmers' markets in Philadelphia are located in low-income neighborhoods and accept Supplemental Nutrition Assistance Program (SNAP) benefits (formerly known as Food Stamps) as well as Farmers' Market Nutrition Program vouchers for seniors and WIC recipients in an effort to increase availability and consumption of healthy foods.

As part of the *Get Healthy Philly* initiative, The Food Trust, in partnership with the Philadelphia Department of Public Health, is working to open ten new farmers' markets in Philadelphia over two years. Located in high need areas, the new farmers' markets will provide fresh food access to city residents. So far, four new farmers' markets have opened during the 2010 season including Broad and Ritner, Norris Square, Grays Ferry and Point Breeze. The remaining six markets will open during the 2011 season.

In addition to opening new markets, *Get Healthy Philly* and its partners funded and distributed "Philly Food Bucks," a two dollar coupon provided to SNAP users for every five dollars spent at farmers' markets. The Philly Food Bucks program complements the opening of new markets and was developed to further increase purchasing power for fresh produce by encouraging residents to use their SNAP benefits at farmers' markets. This report summarizes and evaluates the preliminary impact and reach of the four new markets and the results of the first season of the Philly Food Bucks program. Key findings include:

- 1) **SNAP sales more than doubled.** During the 2010 farmers' market season, SNAP sales more than doubled compared to sales in 2009 at Food Trust farmers' markets, demonstrating the promise of the Philly Food Bucks initiative and suggesting that farmers' markets are a viable resource for fresh produce in low-income communities.
- 2) **Prices for fresh fruits and vegetables at farmers' markets are affordable.** The great majority of shoppers (87%) felt prices at farmers' markets were about the same or less expensive compared to food stores in their neighborhood. Among SNAP users in particular, 70% reported that prices are less expensive at the farmers' market.
- 3) **Philly Food Bucks encouraged shoppers to consume more fruits and vegetables.** 72% of shoppers surveyed (all of whom have used Philly Food Bucks) reported eating a greater variety of fruits and vegetables since coming to the market.

Get Healthy Philly

As part of a two-year \$15 million grant to promote nutrition and increase physical activity through the U.S. Department of Health and Human Services' Communities Putting Prevention to Work initiative (CPPW), The Food Trust, in partnership with the Philadelphia Department of Public Health, opened 4 of 10 new farmers' markets in underserved communities in Philadelphia. In addition, this funding piloted the Philly Food Bucks program at all Food Trust farmers' market sites in Philadelphia. For more information about CPPW, visit <http://www.phila.gov/health/Commissioner/CPPW.html>. For more information about *Get Healthy Philly's* nutrition and physical activity initiatives, visit <http://www.foodfitphilly.org>.

New 2010 Farmers' Markets

Table 1 profiles the 4 new markets that opened during the 2010 season. All vendors at these markets sold local fruits and vegetables.

Table 1. Profile of New Markets Opened in 2010

	Opened	# Weeks Operating	# Vendors	Key Partners
Norris Square W. Susquehanna Ave & Howard St, 19122	June	17	1	Norris Square Civic Association & Norris Square Neighborhood Project
Broad and Ritner Broad & Ritner Sts., 19148	July	16	2	Caring People Alliance
Grays Ferry 29 th & Wharton Sts., 19146	August	9	1	Grays Ferry United
Point Breeze 22 nd & Tasker Sts., 19146	September	8	1	Diversified Community Services

Use of Food Assistance Programs at Farmers' Markets

The Supplemental Nutrition Assistance Program (SNAP) is a program that assists low-income individuals and families to buy groceries by providing funds through a debit card that can be used at most grocery stores, farmers' markets and corner stores. The Food Trust runs a network of 21 farmers' markets; most of these markets accept SNAP ACCESS cards through wireless terminals that process electronic benefit transfers (EBT). The markets also accept checks from the Farmers' Market Nutrition Program (WIC FMNP), the Senior Farmers' Market Nutrition Program (SFMNP), and the new Philly Food Bucks.

The FMNP benefit is specifically designated for the purchase of fresh, locally grown fruits and vegetables at authorized farmers' markets. Traditionally, WIC participants receive \$20 in Farmers' Markets coupons per growing season. Last year, a Temporary Assistance for Needy Families (TANF)

Emergency Contingency Fund became available to help families struggling during the recession. Through this special program (supported by a 20% match from local foundations), the annual FMNP voucher amount quadrupled from \$20 to \$80. This program is currently being piloted in Philadelphia with funding support from a number of local foundations and organizations including William Penn Foundation, Claneil Foundation, Delaware Valley Regional Planning Commission, Iovine's Produce, Reading Terminal Market, Philadelphia Foundation, W.W. Smith Charitable Foundation, and the Connelly Foundation.

In 2010, Philly Food Bucks, a coupon incentive program, was developed and launched to increase the utilization of SNAP benefits at farmers' markets. The Philly Food Bucks program has the potential to increase purchasing power for SNAP participants up to 40% for fresh fruits and vegetables. Individuals who spend \$5 worth of SNAP benefits at participating farmers' markets receive a \$2 coupon that can only be used for fresh fruits and vegetables. This incentive program is being promoted through a network of community partners and targeted marketing materials. The Philly Food Bucks program is currently available to all SNAP recipients and can be redeemed at 19 farmers' markets across Philadelphia.

Currently, more than a quarter of Philadelphia city residents receive SNAP benefits, a number that has steadily increased since 2007.¹¹ The customer survey conducted at the 4 new *Get Healthy Philly* markets found the following rates of participation in food assistance programs in the past year:

- 18% participated in Philly Food Bucks
- 16% participated in WIC
- 16% participated in SNAP
- 8% participated in Senior FMNP and 7% in WIC FMNP
- 52% of customers participated in at least one of the above food assistance programs in the past year

¹¹ Greater Philadelphia Coalition Against Hunger <http://www.hungercoalition.org/snap-campaign>

Table 2 shows sales data from food assistance program sources at The Food Trust’s four new *Get Healthy Philly* markets in 2010. Sales from FMNP vouchers and SNAP together comprised 36% of total sales at the new markets.

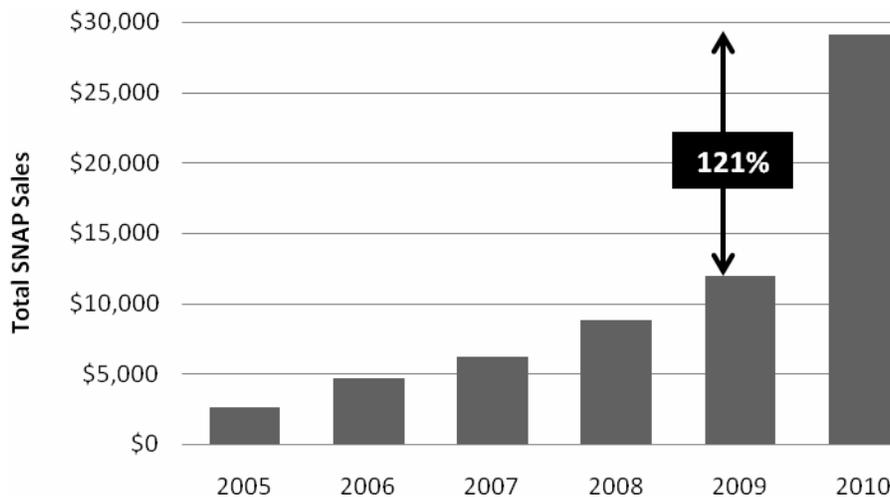
Table 2. Sales from Food Assistance Programs at New Markets

	FMNP Vouchers (% of total sales)	SNAP Sales (% of total sales)	Total Sales	# Weeks Operating
Broad and Ritner	\$6,280.29 (24%)	\$776.00 (3%)	\$28,265.92	16
Grays Ferry	\$1,000.00 (27%)	\$338.00 (9%)	\$3,768.50	9
Point Breeze	\$695.00 (41%)	\$488.00 (29%)	\$1,694.00	8
Norris Square	\$2,225.00 (37%)	\$421.40 (7%)	\$5,980.50	17
Total	\$10,200.29 (30%)	\$2,023.40 (6%)	\$33,728.42	

Philly Food Bucks and SNAP Sales

Since Philly Food Bucks were introduced in July 2010, total SNAP sales more than doubled from sales in 2009. Even without the four new markets opened in 2010, SNAP sales at Food Trust farmers’ markets still saw a 97% increase, indicating that farmers’ markets are an effective way to reach the low-income population in Philadelphia. About two-thirds (65%) of customers surveyed at the market were aware that SNAP is accepted at farmers’ markets and 20% have used SNAP benefits at one of the markets. SNAP users were more than twice as likely to redeem Philly Food Bucks at market than non-SNAP customers (38% vs. 16%, $p < 0.01$). Figure 1 below shows the increasing trend of SNAP sales at The Food Trust farmers’ markets over the past five years.

Figure 1. Total SNAP Sales at The Food Trust Farmers’ Markets 2005-2010



Philly Food Bucks

Philly Food Bucks Distribution and Redemption

Each Philly Food Bucks coupon has its own unique serial number that is used to track where it was distributed and where it was redeemed. Here is how the redemption process works:

- A customer redeems Philly Food Bucks by purchasing fruits and/or vegetables from a farmer.
- The farmer signs the coupon and gives it to the market managers.
- Market managers complete documentation and submit the redeemed coupons to the farmers' market program staff to enter into a database that tracks each coupon.

When a Philly Food Bucks coupon is redeemed, the serial number is matched to distribution data to understand the coupon's path to the market: where the customer received it, approximately when they received it, the market where it was redeemed and the date it was redeemed.

Distribution

A total of 21,000 Philly Food Bucks were printed, of these 19,190 were distributed as of December 31, 2010. Sixteen of The Food Trust's farmers' markets as well as Greensgrow Farm and Mill Creek Farm distributed Philly Food Bucks. Philly Food Bucks were also distributed through recreation centers, WIC offices, local politicians, food pantries, churches, community groups and events. Distributing Philly Food Bucks at farmers' markets to customers using their SNAP/EBT ACCESS card yielded the highest redemption rate.

Redemption

A Philly Food Bucks redemption site is defined as a place where Philly Food Bucks can be used to purchase fresh fruits and vegetables. Redemption sites are listed on the back of the coupon and include 16 farmers' markets managed by The Food Trust, Greensgrow Farm, Mill Creek Farm and the Fair Food Farmstand.

- From the time the Philly Food Bucks initiative was launched in the summer of 2010 through the end of the year, 35% of all Philly Food Bucks distributed were redeemed. Figure 2 (on page 9) shows the distribution and redemption patterns of this initiative.
- Philly Food Bucks distributed at farmers' markets were the most likely to be redeemed; 78% were redeemed, many on the same day they were distributed.
- Philly Food Bucks distributed through special events and promotional activities were the second highest distribution channel. For example, at a Norris Square Day in the Park event 500 Philly Food Bucks were distributed and 340 were redeemed (68%). Overall, more than half (56%) of the coupons distributed this way were redeemed.
- Philly Food Bucks were less likely to be redeemed when distributed at recreation centers, non-profit organizations, clinics and food pantries. For example, about 2100 Philly Food Bucks were given to various non-profit organizations to distribute, but only 11% were redeemed.

- 30% of Philly Food Bucks were redeemed on the same day distributed, and another 30% were redeemed more than a month after distribution, closer to the expiration date (12/31/10).
- Clark Park distributed the most Philly Food Bucks of all farmers' markets. They also had the highest redemption rates. Table 3 (on page 9) shows the number of Philly Food Bucks distributed and redeemed at each market.
- \$13,572 (6,786 coupons) in Philly Food Bucks were redeemed as of December 31, 2010, leaving \$36,428 remaining in the grant funds.

Figure 2. Number of Philly Food Bucks by Distribution and Redemption Channel

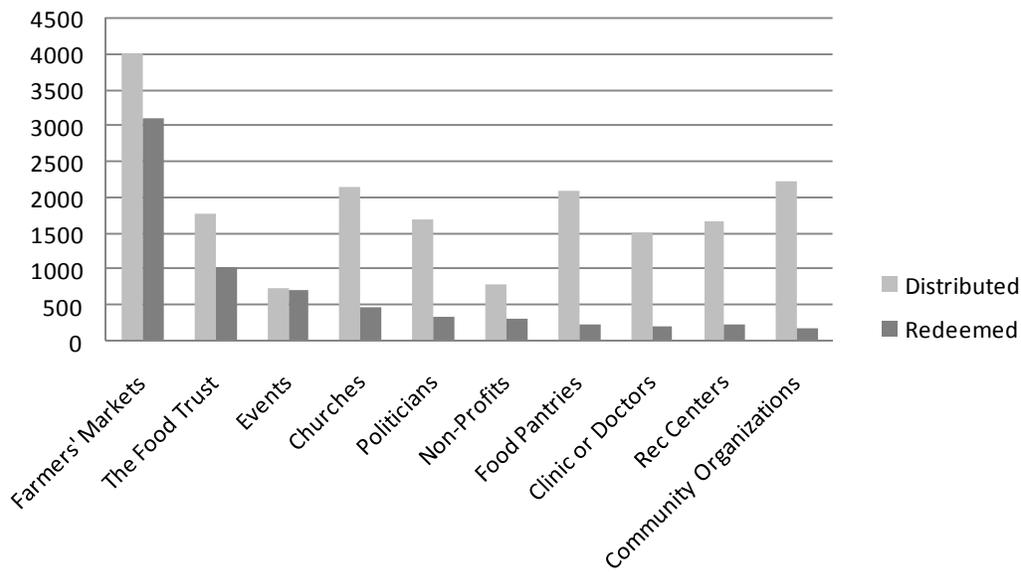


Table 3. Philly Food Bucks Distribution and Redemption by Market

	Number Distributed	Number Received
Clark Park - Saturday	1771	1675
Clark Park - Thursday	923	875
Palmer Park	212	214
Greensgrow Farm	155	69
Broad & Ritner	145	205
Broad & South	138	181
Headhouse - Sunday	134	181
Haddington - Wednesday	124	265
Norris Square	91	577
Haddington - Friday	89	136
West Oak Lane	88	201
Germantown	73	228
Point Breeze	60	127
Grays Ferry	56	91
Oxford Circle	54	216
Fairmount	42	119
Cliveden Park	25	141
Cecil B. Moore	10	176
Mill Creek	2	10
Overbrook Farms	1	66
Fair Food Farmstand	-	828
Fitler Square	-	0
Headhouse Saturday	0	0
Sacks Playground	-	136
Schuylkill River Park	-	69

Customer Response to New Farmers' Markets and Philly Food Bucks

A 25-question survey (included in Appendix) was conducted with 157 shoppers at the four new farmers' market locations between September 2010 and November 2010. Table 4 shows the distribution of surveys at each market. Questions centered on shopping frequency, consumption of fruits and vegetables, travel to market, use of SNAP/Access Cards, use and awareness of Philly Food Bucks, and how the shopper learned about the market. Staff from The Food Trust distributed surveys to shoppers at these four markets in the weeks following the market opening. A convenience sample of shoppers was selected.

It is important to note that all data is self-reported by farmers' market shoppers and not subject to outside verification. Data was collected from a sample of farmers' market shoppers, and, therefore, may not accurately reflect the behavior, activity and perception of all shoppers.

Table 4. Surveys Collected by Market Location

	Number Collected	Percent Total
Broad and Ritner	46	29.3%
Gray's Ferry	33	21.0%
Norris Square	29	18.5%
Point Breeze	49	31.2%
Total	157	100.0%

Profile of a Farmers' Market Customer

Survey findings indicate that the typical responding farmers' market customer is a woman over the age of 26, identifying herself as Black/African American.

- Consistent with The Food Trust surveys in the past, women constitute the majority of market patrons (74%).
- 46% of customers are between the ages of 41-65, 24% were between the ages of 26-40, 15% were older than 65, 11% were between the ages of 11-25, and 4% were under 18 years of age.
- Almost half (45%) of the customers identified themselves as Black/African American, followed by White (33%), Hispanic/Latino (16%), Other (4%), and Asian (1%).
- 16% of customers participated in WIC in the last year and 16% participated in SNAP in the last year.

Table 5 shows the breakdown of gender, race/ethnicity, and WIC and SNAP participation in the past year, by *Get Healthy Philly* market. Differences in race and ethnic background of customers were statistically significant ($p < 0.000$).

Table 5. Customer Demographics by CPPW Market

	% Women	% African American	% Hispanic	% White	% Asian	% in SNAP	% in WIC
Broad and Ritner	74%	10%	5%	74%	2%	7%	18%
Gray's Ferry	83%	55%	0%	38%	3%	25%	20%
Norris Square	66%	17%	72%	7%	0%	10%	24%
Point Breeze	71%	95%	0%	5%	0%	21%	8%

Farmers' markets benefit from a regular customer base. From the time that these markets opened to the weeks later when customers were surveyed, many had already become regular shoppers.

- At the time of the survey, 48% of respondents had been to the farmers' market more than once, and 52% were first time shoppers to that market on the day they were surveyed.
- A third (33%) reported coming to the market "every week or twice a week," and another 13% percent visit the market "several times a month."
- The great majority of shoppers (87%) indicated that prices at the farmers' market were "about the same" or "less expensive" compared to food stores in their neighborhood.

Evaluation Specific to *Get Healthy Philly* Goals

The survey findings indicate that these four new farmers' markets support the goals of the Get Healthy Philly initiative.

- Almost 75% of customers walk or bike to the market, highlighting a synergy between the nutrition and physical activity goals of the *Get Healthy Philly* initiative.
- 58% of market customers received nutrition education at the market, through food samples, recipes, brochures, or one-on-one conversations about healthy eating.
- One-third of respondents are aware of the Philly Food Bucks program.
- 31% of market customers found out about Philly Food Bucks at the farmers' market, 24% through word of mouth, 15% found out through flyers or posters in the community, 10% through a community event, and 2% from the newspaper.

Philly Food Bucks Use

Philly Food Bucks users are more likely to report eating more fruits and vegetables since coming to the market, and more likely to “attend market frequently” than customers not using Food Bucks. Approximately 20% of respondents used Philly Food Bucks (n=29).

Compared to Non-Philly Food Bucks Users, Philly Food Bucks users were:

- More likely to attend market frequently (65.5% vs. 40.7%)
- Less likely to be first time or irregular shoppers (20.7% vs. 26.6%) *p=0.01
- More likely to have tried new or unfamiliar fruits or vegetables since coming to the market (56% vs. 35%) *p<0.05
- More likely to report they eat a greater variety of fruits and vegetables since coming to the market (72% vs. 49.5%) *p<0.05
- More likely to report eating more fruits and vegetables since coming to the market (46% vs. 32%) *p=0.08
- More likely to be aware the market accepts SNAP benefits (86% vs 61%) *p=0.01
- More likely to have used SNAP at the market (38% vs. 16%) *p<0.01

Farmers’ Surveys

Three farmers that sell at these new markets completed a survey about their participation in this program. Key findings show that:

- All farmers surveyed accepted Philly Food Bucks and felt the logistics for accepting Philly Food Bucks was “easy” or “very easy”.
- Average distance a farmer travels to the market is 57 miles.
- All farmers surveyed were satisfied with how quickly they were reimbursed.
- All farmers surveyed sold more fruits and vegetables because of the Philly Food Bucks program.

Conclusions

Farmers’ markets are an important resource to Philadelphia neighborhoods and provide local residents with fresh, nutritious and affordable food in the community. During the first year of the *Get Healthy Philly* initiative, The Food Trust, in partnership with the Philadelphia Department of Public Health opened four new farmers’ markets in the city. In addition to these new markets, they also piloted the Philly Food Bucks coupon incentive program to encourage SNAP use at the markets. During the period of these programs, customer response to these new markets was positive and **overall SNAP sales at Philadelphia farmers’ markets more than doubled**. Philly Food Bucks is a promising approach to increasing SNAP sales and encouraging consumption of fruits and vegetables

across the city, and lessons learned from Year 1 will be evaluated to help inform programming efforts for Year 2.

Next Steps for Year 2

The following strategies will be explored during the next phase of this project.

Promotions

1. Increase promotions and marketing outlets, such as more newspaper advertisements, more on-site marketing and more community events to increase awareness of Philly Food Bucks.
2. Promote Philly Food Bucks and farmers' markets on Health Department websites, Facebook pages and promotional materials. Submit a script to the City's 311 hotline for customers to call and find their nearest farmers' market and Philly Food Bucks sites.

Community Outreach

1. Emphasize the link between the Access Card and Philly Food Bucks when reaching out to community partners and communicating with customers.
2. Increase the amount of partners distributing Philly Food Bucks and develop a new process to educate the partners and their clients about the Philly Food Bucks program and shopping at farmers' markets with an Access card.

Continued Success and Expansion

1. Continue to ensure consistent management at the farmers' market, especially at the markets with low SNAP sales and low Food Bucks redemption numbers.
2. Given the Year One success, continue to expand Philly Food Bucks to other farmers' markets and non-farmers' market venues, focusing on sites that are dedicated to selling local produce, that accept SNAP benefits, and that have on-site managers to take responsibility of their allotment of Food Bucks and monitor distribution and redemption.

Appendix A. Farmers' Market Customer Survey

2010 Farmers' Market Customer Survey

Market: _____

Please complete this survey only once. Thank you for your feedback.

1. How long have you shopped at this market?

- This is my first visit / not a regular shopper
- This year only
- For past 2 years
- For 3 years or more

2. How did you find out about this market? (check all that apply)

- Philly Food Bucks ad / poster / site
- Local newspaper: _____
- Flyers
- Word of mouth / friend
- Internet / website
- Fresh Times / e-newsletter
- Social Media (Facebook, Twitter)
- Other: _____

3. On average, how frequently do you come to this market?

- Every week or twice a week
- Several times a month
- Monthly
- Several times a season
- First visit / not a regular shopper

4. What brought you to this market today?

5. How did you get to this market?

- Bus
- Trolley
- Car
- Bike
- Walk
- Taxi

6. How far do you travel to get to this market? _____ blocks --OR-- _____ miles

7. Since coming to this market, have you tried any new or unfamiliar fruits or vegetables?

- Yes
- No

8. Since coming to this market, do you eat more, less, or the same amount of fruits and vegetables?

- Increased by _____ daily servings (*Ex: 1 serving is a small piece of fruit, 3 slices of tomato*)
- Decreased
- Stayed the same

9. Since coming to this market, do you believe that you eat more, less or the same types of fruits and vegetables?

- Greater variety of fruits and vegetables
- No change in the variety of fruits and vegetables
- Decreased variety of fruits and vegetables

PLEASE TURN OVER 

10. What fruits or vegetables at this market do you most enjoy?

11. What other local fruits and vegetables would you like to purchase that are not for sale here now?

12. Did you purchase anything at this market today?

Yes, I spent \$_____ No

12a. This is: more less the same than I usually spend at this market.

13. How do prices at this market compare to food stores in your neighborhood?

more expensive here less expensive here about the same

14. Are you aware that this market accepts EBT / Access Cards?

Yes No

15. Have you ever used an EBT (Access) card at this market?

Yes No

16. Have you ever heard of Philly Food Bucks?

Yes (go to #15) No (go to #17)

17. How did you find out about Philly Food Bucks? (check all that apply)

At market Community event
 Posters in community Local newspaper
 Flyers Other: _____

18. Have you ever used a Philly Food Buck at this market?

Yes No

19. When you shop at this farmers market, do you also shop at nearby stores or merchants on the same trip?

Almost always Usually Sometimes Hardly ever

20. While at the farmers' market, have you or your children / grandchildren ever received nutrition information such as (check all that apply):

*For questions or comments about this survey, please contact Allison Karzyni at The Food Trust, 215-575-0444 x-119
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- Fresh fruit or vegetable food sample
- Recipe
- Information or brochure about healthy eating
- Produce wheels
- 5-a-day grocery note pad
- Conversation about healthy eating
- 5-a-day stress balls
- None

Please tell us about yourself.

21. Gender:

- Male
- Female
- Other: _____

22. Age:

- Under 18
- 18-25
- 26-40
- 41-65
- Over 65

23. How would you describe yourself?

- Asian
- Black / African American
- Hispanic / Latino
- White
- Other (please describe): _____

24. Which of the following programs have you participated in during the past year?

(Check all that apply)

- WIC
- WIC Farmers' Market Checks
- SNAP / Food Stamps
- Senior Farmers' Market Checks
- Philly Food Bucks

25. What other comments would you like to share about this market?

*For questions or comments about this survey, please contact Allison Karpyn at The Food Trust, 215-575-0444 x-119
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Appendix B. Farmer's Survey

2010 Farmer Survey

Market: _____

In order to learn more about each market we ask that vendors complete all questions initially, and for subsequent markets, complete questions #1-8.

1. **Name of your farm or stand at this farmers' market:** _____
2. **What types of products do you sell at this farmers' market?** (check all that apply):
(NOTE: Please check all types of products that you have sold or plan to sell during the 2010 farmers' market season).
 - Fruits
 - Vegetables
 - Jams / Juices
 - Bread
 - Cheese / Dairy
 - Meats / Fish
 - Baked Goods
 - Other: _____
3. **How long have you operated a stand at this market?**
 - This is my first year
 - 2 years
 - 3 years or more
4. **How have your sales of fruits and vegetables at this market changed, compared to last year?**
 - Improved: my sales have increased by about _____% compared to last year
 - No change
 - Decreased: my sales have decreased by about _____% compared to last year
5. **Have you received Philly Food Bucks as a form of payment at this market?**
 - Yes
 - No
6. **Did you notice an increase in sales at this market because of accepting Philly Food Bucks?**
 - Yes, roughly \$_____ per week
 - No
7. **Have you received WIC Farmers' Market Nutrition Program (FMNP) vouchers as a form of payment at this market?**
 - Yes
 - No
8. **Did you notice an increase in overall sales at this market because of accepting WIC FMNP vouchers?**
 - Yes
 - No
9. **How far did you travel to get to the market?** _____ miles
10. **Has this farmers' market helped you forge other farm-related business opportunities?** (e.g., fruit / vegetable orders from community groups, buying cooperatives, local businesses)
 - Yes (please explain) _____
 - No
11. **How difficult are the logistics of accepting Philly Food Bucks?**
 - Very Difficult
 - Difficult
 - Moderate
 - Easy
 - Very Easy
12. **Were you satisfied with how quickly you were reimbursed for Philly Food Bucks?**
 - Yes
 - No (please explain) _____

Please turn over →

13. If there is funding, would you continue accepting Philly Food Bucks at your stand?

- Yes No (please explain) _____

14. How difficult are the logistics of accepting WIC FMNP vouchers?

- Very Difficult Difficult Moderate Easy Very Easy

15. Did you notice an increase in use of WIC FMNP vouchers this year compared to last year?

- Yes, roughly \$_____ per week No
 Don't know Didn't accept FMNP last year

16. Please tell us more about your experiences with Philly Food Bucks. For the following statements, indicate how much you agree or disagree (fill in the appropriate circle).

Because I accept Philly Food Bucks...	①=Strongly disagree	②	③ Neutral	④	⑤=Strongly agree
...I sell more fresh fruits or vegetables.	①	②	③	④	⑤
...I get more new customers.	①	②	③	④	⑤
...my customers purchase more items during their visit.	①	②	③	④	⑤
...I have more repeat customers.	①	②	③	④	⑤
...my customers are more willing to try new or unfamiliar foods.	①	②	③	④	⑤
...customer traffic at my stand moves slower.	①	②	③	④	⑤

17. Please tell us more about your experiences with WIC FMNP vouchers. For the following statements, indicate how much you agree or disagree (fill in the appropriate circle).

Because I accept WIC FMNP vouchers...	①=Strongly disagree	②	③ Neutral	④	⑤=Strongly agree
...I sell more fresh fruits or vegetables.	①	②	③	④	⑤
...I get more new customers.	①	②	③	④	⑤
...my customers purchase more items during their visit.	①	②	③	④	⑤
...I have more repeat customers.	①	②	③	④	⑤
...my customers are more willing to try new or unfamiliar foods.	①	②	③	④	⑤
...customer traffic at my stand moves slower.	①	②	③	④	⑤

18. What other comments do you have about this market, Philly Food Bucks, FMNP vouchers?

Appendix C. Farmer's Market Profiles

Farmers' Market	Distributes Philly Food Bucks	Redeems Philly Food Bucks	Accepts SNAP	Operated by The Food Trust
Broad & Ritner Farmers' Market	X	X	X	X
Broad & South Farmers' Market	X	X	X	X
Cecil B Moore Farmers' Market	X	X	X	X
Clark Park Saturday Farmers' Market	X	X	X	X
Clark Park Thursday Farmers' Market	X	X	X	X
Cliveden Park Farmers' Market	X	X	X	X
Fair Food Farmstand		X	X	
Fairmount Farmers' Market	X	X	X	X
Fitler Square Farmers' Market		X		X
Germantown Farmers' Market	X	X	X	X
Grays Ferry Farmers' Market	X	X	X	X
Greensgrow Farm	X	X	X	
Haddington Friday Farmers' Market	X	X	X	X
Haddington Wednesday Farmers' Market	X	X	X	X
Headhouse Farmers' Market	X	X	X	X
Mill Creek Farm	X	X	X	
Norris Square Farmers' Market	X	X	X	X
Overbrook Farms Farmers' Market	X	X	X	X
Oxford Circle Farmers' Market	X	X	X	X
Palmer Park Farmers' Market	X	X	X	X
Point Breeze Farmers' Market	X	X	X	X
Schuylkill River Park Farmers' Market		X		X
West Oak Lane Farmers' Market	X	X	X	X

Note: Markets in **bold** are the new *Get Healthy Philly* markets

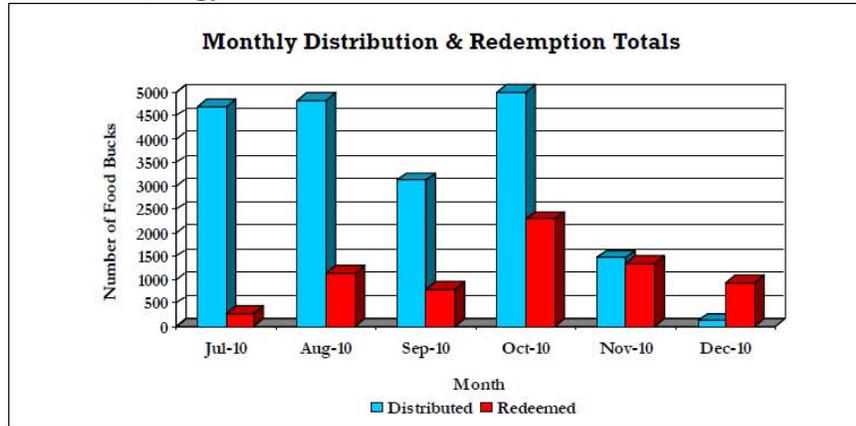
Appendix D. 2010 Statistics Summary Report

Philly Food Bucks 2010 Statistics

Overall:

Total Food Bucks Distributed:	19,190	EBT Sales During Food Bucks Program - 2010:	\$20,627.76
<i>Dollar Value of Distributions:</i>	<i>\$38,380.00</i>	EBT Sales During Comparable Period - 2009:	\$9,325.16
Total Food Bucks Redeemed:	6,786	Percent Improvement:	121.21%
<i>Dollar Value of Redemptions:</i>	<i>\$13,572.00</i>	Note: First figure refers to EBT/Food Stamp/Access Card purchases at Philadelphia farmers' markets operated by The Food Trust from July 1, 2010 to December 31, 2010; this contrasts with the second figure, EBT/Food Stamp/Access Card purchases at Philadelphia farmers' markets during the same period in 2009	
Percent Redeemed:	35.36%		

Food Buck Chronology:



Same Day Redemptions:	2,074	Redemptions within 120 Days:	6,599
Redemptions within 30 Days:	4,847	Redemptions within 150 Days:	6,701
Redemptions within 60 Days:	5,718	Redemptions within 180 Days:	6,786
Redemptions within 90 Days:	6,350		

Farmers' Markets vs. Network of Partners:

Markets:

Total Food Bucks Distributed by Farmers' Markets:	4,193
Number Redeemed:	3,169
Market Redemption Rate:	75.58%

Partners:

Total Food Bucks Distributed Outside of Markets:	14,997
Number Redeemed:	3,617
Percent Redeemed by Partners:	24.12%

Individual Market and Vendor Performance:

Food Bucks Distributed, by Market

Market Name	Number Distributed	Dollar Value
Clark Park - Saturday	1771	\$3,542.00
Clark Park - Thursday	923	\$1,846.00
Palmer Park	212	\$424.00
Greensgrow Farm	155	\$310.00
Broad & Ritner	145	\$290.00
Broad & South	138	\$276.00
Headhouse - Sunday	134	\$268.00
Haddington - Wednesday	124	\$248.00
Norris Square	91	\$182.00
Haddington - Friday	89	\$178.00
West Oak Lane	88	\$176.00
Germantown	73	\$146.00
Point Breeze	60	\$120.00
Grays Ferry	56	\$112.00
Oxford Circle	54	\$108.00
Fairmount	42	\$84.00
Cliveden Park	25	\$50.00
Cecil B. Moore	10	\$20.00
Mill Creek	2	\$4.00
Overbrook Farms	1	\$2.00
Fair Food Farmstand	0	\$0.00
Fidler Square	0	\$0.00
Headhouse - Saturday	0	\$0.00

Food Bucks Received, by Market

Market Name	Number Received	Dollar Value
Clark Park - Saturday	1675	\$3,350.00
Clark Park - Thursday	875	\$1,750.00
Fair Food Farmstand	828	\$1,656.00
Norris Square	577	\$1,154.00
Haddington - Wednesday	265	\$530.00
Germantown	228	\$456.00
Oxford Circle	216	\$432.00
Palmer Park	214	\$428.00
Broad & Ritner	205	\$410.00
West Oak Lane	201	\$402.00
Headhouse - Sunday	181	\$362.00
Broad & South	181	\$362.00
Cecil B. Moore	176	\$352.00
Cliveden Park	141	\$282.00
Haddington - Friday	136	\$272.00
Sacks Playground	136	\$272.00
Point Breeze	127	\$254.00
Fairmount	119	\$238.00
Grays Ferry	91	\$182.00
Schuylkill River Park	69	\$138.00
Greensgrow	69	\$138.00
Overbrook Farms	66	\$132.00
Mill Creek	10	\$20.00
Fidler Square	0	\$0.00
Headhouse - Saturday	0	\$0.00