# Contents

Introduction/Background ............................................................................................................................. 3
Survey Modules ........................................................................................................................................... 3
Building a Survey to Meet Your Needs ......................................................................................................... 4
Best Practices for Data Collection ................................................................................................................ 7
Sharing Survey Data and Findings ................................................................................................................. 9
Appendix A: Survey Modules ...................................................................................................................... 11
  Screener Questions ................................................................................................................................ .. 11
  EBT Use at Farmers Markets ....................................................................................................................... 12
  SNAP Market Match Use at Farmers Markets .......................................................................................... 13
  Shopper Experience at FM ......................................................................................................................... 14
  Improvement Suggestions for FM ............................................................................................................... 15
  Promotion Feedback ................................................................................................................................. 16
Appendix B: Data Collection Checklist ........................................................................................................ 17
Appendix C: Notetaking Form ..................................................................................................................... 17
References .................................................................................................................................................. 18
Introduction/Background

This project was sparked by conversations about SNAP Market Match evaluation during one of the first few Fruit and Vegetable Incentive Program (FVIP) Community of Practice (CoP) meetings. Although CoP members had either surveyed farmers market shoppers before, or were interested in learning from farmers market shoppers, they noted that there were not consistent survey tools available for these purposes.

The goal of this project is to develop consistent survey questions that SNAP-Ed LIAs or their partners can use when surveying farmers market shoppers. Rather than develop a single survey with questions that might make sense for some groups but not others, the SNAP-Ed evaluation team opted to create survey modules based on topics of interest. Once survey modules are finalized, LIAs and farmers market partners can select and administer survey modules that reflect their specific work or interest. This approach provides consistency as standardized survey items are used to collect feedback and information from shoppers, as well as flexibility for LIAs and partners to select specific modules and add additional questions based on local needs and context.

Survey Modules

Why modules?

Think of modules as building blocks – depending on what you’re building, you may choose certain blocks or others. We chose this approach to develop questions around distinct topic areas with the goal of providing SNAP-Ed LIAs and partners flexibility to collect data based on their specific work and interests.

How were modules developed?

The first step was to identify topics of interest for CoP members. CoP members who had previously administered or drafted surveys for farmers market shoppers shared those surveys for the SNAP-Ed evaluation team to review – a total of 7 surveys were shared by different CoP members. CoP members also responded to a brief poll question about topics they would want to learn about through a farmers market shopper survey. Five topics were identified through this process: EBT use, SNAP Market Match use, shopper experience at farmers markets, opportunities for improvements, and promotion feedback.

Next, a member of the SNAP-Ed evaluation team conducted a search for validated surveys for farmers market settings focused on farmers market shoppers. While no validated surveys were identified, the literature review yielded useful examples of questions and surveys from research studies across the United States. An additional Google search was conducted to identify additional farmers market shopper surveys for review.

From there, survey items from CoP members’ surveys as well as those identified through literature review were categorized by topic area. Sub-categories were identified for similar types of questions as a final step. Modules were drafted based on the identified survey items for each topic area; sources and any modifications were documented.

What do modules include?

As shown in the table below, core modules focus on EBT use, SNAP Market Match use, shopper experience, improvement suggestions and promotion feedback. There are also two screening questions,
which may be useful. Full modules are included in Appendix A below. A survey template with all modules has also been developed in Google Forms as an additional resource – more information is available in the ‘Best Practices for Data Collection’ section.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Number of Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screener Questions (SNAP use, Farmers Market attendance)</td>
<td>2</td>
</tr>
<tr>
<td>EBT Use at Farmers Markets</td>
<td>3</td>
</tr>
<tr>
<td>SNAP Market Match Use at Farmers Markets</td>
<td>5</td>
</tr>
<tr>
<td>Shopper Experience at Farmers Markets</td>
<td>4</td>
</tr>
<tr>
<td>Improvement Suggestions for Farmers Markets</td>
<td>5</td>
</tr>
<tr>
<td>Promotion Feedback</td>
<td>3</td>
</tr>
</tbody>
</table>

**Screening questions:** Most LIAs or partners are interested in hearing feedback from SNAP shoppers at the farmers market, and will need to include the screener question about SNAP use to screen for eligibility for remaining survey questions. LIAs and partners who are working with and intend to use the same survey at multiple farmers markets will also want to include a screening question to identify which farmers market the respondent is attending.

**Other topics:** Other survey modules may be selected depending on specific work and interests. Ideally, all questions in a selected module should be included in a shopper survey, especially during the pilot year. Additional questions may be added to reflect local projects.

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**Building a Survey to Meet Your Needs**

**What do you want to learn? What do your partners want to learn?**

Although there are many interesting survey questions that could yield interesting information, it’s important to be intentional about data collection – you most likely do not need to use all the survey modules. You’ll want to be very selective about which modules to include, as well as any additional questions you might add, and be sure that you have a purpose for each question that’s included.

**Who do you want or need to hear from?**

Depending on what you want to learn, it may be straightforward to identify your audience. For example, if you’ve been working to improve EBT or SNAP Market Match redemption at your market, you’re most likely interested in hearing from SNAP shoppers. If you’re interested in a broader topic, such as feedback on your promotion efforts or suggestions for improvement, it may make more sense to survey any farmers market shoppers attending your market on data collection day.

Note: These modules were designed with adults (18+) as the intended audience.

**What do you already know? What resources do you have available to you?**

Before jumping into a survey and planning for data collection, it’s important to look at any data or other resources you may already have access to – you may be able to get what you need from something that’s already available. Here are some resources that may be of use:

- National data
United States Department of Agriculture (USDA) Economic Research Service (ERS) conducts a variety of research around local food systems. If you’re interested in national trends around farmers markets and local foods, this may be a good resource: [https://www.ers.usda.gov/topics/food-markets-prices/local-foods/](https://www.ers.usda.gov/topics/food-markets-prices/local-foods/)

United States Department of Agriculture (USDA) Agriculture Marketing Service (AMS) also supports local and regional food systems, and has conducted some research in this area as well. This resource may be of use: [https://www.ams.usda.gov/services/local-regional](https://www.ams.usda.gov/services/local-regional)

Regional/county data

- Washington State Farmers Market Association (WSFMA) collects a variety of farmers market data, which is available here: [https://wafarmersmarkets.org/farmers-market-support/farmers-market-data/](https://wafarmersmarkets.org/farmers-market-support/farmers-market-data/)
- Washington State Department of Health conducts a statewide survey of farmers market shoppers who are eligible for SNAP Market Match. This data is available on the Washington Fruit and Vegetable Incentives Program webpage – scroll to the bottom, and you’ll find program data by county and 2021 participant survey results under ‘Data’. If you have access to WA Portal as part of the FVIP Community of Practice, you can also find this data through the portal. If you have a specific data request, you can reach out to the DOH FVIP team at FVIP@doh.wa.gov – just keep in mind that they will not be able to provide market-level data.

Local data

- Your farmers market partner may collect shopper attendance data, EBT/SMM redemption data, sales data, and more. Depending on your relationship with them and the agreements they have in place with vendors, you may be able to access this data.

Is a survey the best way to capture this information?

If you only have a few questions you’re interested in, a Rapid Market Assessment or dot survey may be a better fit than a more traditional survey. Dot surveys are a widely used method for surveying farmers market customers. These surveys usually consist of three to four questions listed on large posters. Staff or volunteers provide customers with dot stickers to “rapidly” select their responses. [Tools for Rapid Market Assessments](https://www.ers.usda.gov/topics/food-markets-prices/local-foods/) provides a great overview of how to put together and use this method to gain key insights from farmers market customers.

Which survey modules should you include?

The questions below will help you identify which modules are most relevant for your work.

Do you need to include a **screener question(s)**?

- Are you interested in surveying SNAP shoppers specifically? If so, you’ll want to include the screener question on SNAP use to filter responses.
- Are you working with multiple farmers markets? If so, you’ll want to include the screener question on Farmers Market attendance to filter responses by market. This will also be helpful for sharing data back with your farmers market partners. If you use this question, be sure to update response options with relevant farmers market names.
Should you include the **EBT Use module**?

- Are you or your partner working to establish EBT use at the farmers market? Is EBT redemption low at your market?
- The questions in this module will provide information about SNAP participation length (question 1), payment methods used at the market (question 2), and experience using SNAP/EBT at the market (question 3).

Should you include the **SNAP Market Match module**?

- Are you or your partner working on efforts to increase or improve SNAP Market Match use or redemption at your market?
- The questions in this module will provide information about program awareness (questions 1 and 2), program use (questions 3 and 4) and program impact (question 5). If possible, use survey logic to show questions 2-5 only if the respondent is familiar with SNAP Market Match (indicates ‘Yes’ on question 1).

Should you include the **Farmers Market Experience module**?

- Are you or your partner interested in learning more about your shopper population, especially why they choose to shop at the farmers market?
- The questions below provide information on transportation to market (question 1), shopping frequency (question 2), and attendance drivers (question 3).

Should you include the **Improvement Suggestions module**?

- Is your farmers market interested in identifying opportunities for change or improvement? You’ll want to discuss this with your partner ahead of time – this information should not be collected from shoppers if it will not be possible to make changes (e.g., due to limited capacity or interest).
- The questions in this module will provide information about barriers to shopping at the market (question 1) and suggestions to make the market more appealing (questions 2 and 3), as well as help to identify shoppers who may be interested in engaging further with the market (question 4). Question 4 should only be included if there are opportunities for respondents to get involved afterward.

Should you include the **Farmers Market Promotion module**?

- Are you and/or your farmers market partner considering implementing a promotional campaign? Have you already implemented one this season?
- The questions in this module will provide insight around effective communication channels (question 1), what content will be useful/interesting (question 2), and preferred communication channels (question 3). Keep in mind that response options for questions 1 and 3 should be customized based on local promotion efforts (question 1) and potential/available marketing channels (question 3).
Are there other questions you should add?
Depending on your local work, you may want to add additional questions to your survey. Here are some considerations that can help you decide whether you need to develop additional questions:

- **Partners**: Is there anything specific that your partners want to learn from farmers market shoppers that is not already captured in one of the modules?
- **Special projects**: Are you working on a project or initiative that is not represented in one of the modules? For example, if you are working to increase WIC or Senior FMNP redemption at the market or implementing a kids program, you may want to add questions to help you understand how well those projects are working.
- **Other**: There may be other circumstances, such as organizational requirements, that necessitate additional questions – be sure to check on this!

Best Practices for Data Collection

What can you do ahead of time to prepare for data collection?
There is a lot you can do behind the scenes to prepare for data collection – the better prepared you are, the better chance you have of collecting good quality data.

**Who do you need to talk to?** Start by communicating and coordinating with your Farmers Market partners and any other partners who should be aware or involved in data collection. Ask your partners:

- Which survey modules they’re interested in. Are there additional survey items they would like to collect data about?
- When data collection can take place at the farmers market. What works best for their schedule? When do they think you will get the best response? Be sure to remind farmers market staff and vendors about data collection plans as the date approaches.
- How you can share the data back with them, and what you can do to support next steps. Deciding this early on will help provide opportunities for action/changes after data has been collected.

**When should you collect data?**

- If you have the bandwidth, consider implementing your survey at multiple points during the season since product availability and farmers market attendance can change throughout the growing season.
- You could also consider collecting data at the same point each season (making plans for future seasons). For example, you could implement your survey mid-July each year.

**How should you collect data?** Electronic surveys are strongly recommended – these are more secure, do not require data entry, and will allow you to analyze data more quickly. Many online survey tools provide basic analysis within the platform. If you are interested in purchasing tablets for electronic data collection, check with your Implementing Agency for approval. If paper surveys are the only feasible option, be sure to discuss data security and make plans for data entry.
The surveyor(s) can either provide tablets or clipboards with survey questions to shoppers who agree to participate, or they can read questions and complete the survey on behalf of the respondent.

If you’re planning to implement an electronic survey, you can reach out to SNAPedEvaluation@doh.wa.gov for access to the Google Form Template. Once you receive the link to your copy, you can customize the survey to meet your needs by deleting sections and/or adding questions for local context as needed. You can also reference the survey modules in the Appendix to build your own survey in another electronic platform, such as Survey Monkey, Qualtrics, etc.

If possible, incentives are recommended to encourage shoppers to participate in your survey and also as a form of compensation for their time and feedback. You may be able to use SNAP-Ed nutrition education incentives for this (e.g., cookbooks, tote bags). Another possibility is talking with your partners – some partners may have funding available to support this or other ideas about how to provide incentives for survey respondents.

**How many respondents should you aim for?** A rough recommendation is to aim for 10-15% of shoppers during the selected day(s) for data collection. Talk to farmers market staff to see if they can provide estimates of farmers market shopper attendance. If they do not collect this information, aim to conduct a shopper count 1-2 weeks before implementing your survey so you can estimate how many surveys to collect. You can find detailed instructions on pg. 7 of NOFA’s ‘Farmers Market Metrics: A Toolkit for Collecting & Using Data’.

**Who should collect the data?** You or another SNAP-Ed program staff member should plan to administer the survey, rather than relying on partners to do so. Depending on the size of the farmers market and how many shoppers you’re aiming to survey, you may want to work with a small team to collect data. If multiple people are collecting data:

- Schedule time to review the survey with everyone and review expectations for data collection.
- Decide in advance whether respondents will be completing surveys or surveyor(s) will complete the survey on their behalf. If the second option, be sure to fully read each survey question and all response options. It may be useful to practice reading through the survey with others beforehand.
- Decide how you want to break up data collection responsibilities – you can place surveyors at multiple locations through the market or have a point-person to handle data collection during set times.

**What should you keep in mind on the day you collect data?**

**Set yourself up for success!**

- Gather your materials ahead of time, including clipboards and pens if you’re doing a paper survey, tablets if you’re using these for an electronic survey, incentives, survey promotional materials (e.g., poster, flyers, etc.).
- Wear something with your organization name on it (e.g., badge, vest, hat, etc.) so that shoppers know you’re collecting data as part of your organization.
- If you’re focused on SNAP shoppers, you’ll probably want to set up wherever shoppers can swipe their EBT cards.


• If you’re collecting survey data from all FM shoppers, you may want to station 1-3 people at high-traffic areas throughout the market.

Take notes! See Appendix C for a basic notetaking form to help you stay organized.

• Note your agency name, who is collecting data, and the name of the farmers market where you’re collecting data.

• Take note of factors that might increase or decrease the number of people who could respond to your survey. For example, you’ll want to take note of the weather, market attendance, whether there was an event at the market that day, etc.

• Track farmers market attendance or get this information from farmers market staff. This will provide more context for the number of survey responses you get. For example, if you surveyed 25 people and 100 people visited the market on your survey day, you were able to get feedback from 25% of market attendees. However, if 600 people visited the market that day, you would only have gotten feedback from about 4% of market attendees.

• You can also track the number of people you offer the survey to – this will help you determine the response rate, and will be especially important if you’re only surveying SNAP shoppers. You can use a simple tally system on a phone/tablet or piece of paper and a clipboard to track this number.

Sharing Survey Data and Findings

Reporting Data to SNAP-Ed Evaluation Team
The evaluation team is interested in data related to this project to help us understand what’s happening in farmers markets across the state, and also to track how this project is unfolding.

How can you report this data in PEARS? Exported data from your survey can be reported in the PEARSPSE module by uploading the file on the ‘General Information’ page under ‘File Attachments’. You can also share high-level findings under ‘Individual Effectiveness’. Click on ‘Add an Assessment Tool’ and then follow the prompts to input the survey and describe findings. You can call the survey ‘FM Survey Module(s)’.

Sharing Findings with Your Partner(s)
This is a crucial step– sharing the data and having conversation around it with your partners can help you determine next steps and collaboration opportunities.

What should you share? Some background information on your survey approach and response numbers will provide useful context for you and your partner to have more discussion around survey responses. Here are some recommendations on what to include:

• How you distributed the survey (e.g., electronic vs. paper)
• Survey date(s)
• Farmers market attendance on survey date(s)
• Number of people who completed the survey
• Number of people you asked to complete the survey
• Response rate (this is the number of people completed the survey divided by the number of people the survey was offered to)
You’ll also want to share some analysis of the data. If the survey is administered electronically, the survey platform (e.g., Google Forms, Survey Monkey, etc.) usually provides some basic analysis which may be sufficient. If there is interest in other analyses, the data can be exported to Excel. Analyses should focus on the frequency of responses, or how often a particular response was chosen, which will help identify priorities.

**What should you discuss?** There are a couple ways you can discuss the data with your partner. You can work together to collaboratively analyze or interpret the findings. You can also analyze the data, then schedule time to talk together about potential next steps. Either way, one thing to keep in mind is timing – the farmers market season can be very busy, and many farmers market staff wear multiple hats. Be flexible around scheduling, and work to find a time that makes sense for your partner – even if it’s towards the end of the season.

- **Collaborative data analysis or interpretation** could work well, especially if you have several partners involved in farmers market work. You might organize a virtual or in-person [Gallery Walk](#). Data Walk, or use [Data Placemats](#) to share survey data findings. where findings from your survey data are displayed on slides or posters. These activities provide time for partners to review the data and participate in conversation about the meaning of the data. More information is available in [this guide](#) from Evaluation + Learning Consulting – the guide is geared towards virtual meetings, but many activities could work equally well in person.

- After sharing the data or interpreting the data together, a key piece is thinking about how to **apply findings to your work**. This conversation might happen organically, especially after analyzing or interpreting the data together. If you share the findings in some other way, you might schedule time to facilitate the **What, So What, Now What?** or **15% Solutions** activities outlined in [this guide](#) from Evaluation + Learning Consulting. Both activities can help to get you on the same page about next steps based on findings from the data.

**Sharing Findings with Shoppers**

It's also important to share findings with shoppers – especially as some of them may have participated in your survey. You can share the basic background information listed above, as well as high-level findings and any agreed-upon next steps. Here are a couple ways you can share this information:

- **Flyer/handout**: develop a brief handout with background information, major takeaways from the survey and next steps for shoppers to take with them and review as they have time
- **Poster**: print or write information for shoppers to review while they’re at the farmers market
- **Farmers market social media account(s)**: if your partner runs social media accounts to promote the farmers market, they be open to you sharing survey findings and next steps
- **Farmers market newsletter**: if your partner distributes a newsletter, this may also be a good platform for sharing survey findings and next steps
- **Other ideas**: Talk with your partner(s) for other ideas and suggestions about how to share this information back with shoppers!
Appendix A: Survey Modules

Screener Questions

These questions can be used to screen for participation in SNAP/EBT (Q1) and/or to identify which farmers market the shopper is attending if the SNAP-Ed LIA/partner is working with multiple farmers markets.

You’ll want to include question 1 if you want to screen for SNAP participation. You can either use logic to only show survey questions to SNAP shoppers (eligible respondents) OR you can survey both SNAP shoppers and non-SNAP shoppers and use this information in your analysis to see if responses differ based on SNAP participation.

You’ll want to include question 2 if you work with multiple farmers markets. This will allow you to subset your data by individual market, and will be helpful when sharing findings back with market partners. Be sure to update response options with relevant farmers market names!

<table>
<thead>
<tr>
<th>#</th>
<th>Survey Question</th>
<th>Response Options</th>
<th>Source</th>
</tr>
</thead>
</table>
| 1  | Do you or someone in your household currently participate in any of the following food programs? Please check all that apply. | WIC  
  |    |                                                                                | WIC Farmers Market Nutrition Program (FMNP)  
  |    |                                                                                | Senior Farmers Market Nutrition Program (FMNP)  
  |    |                                                                                | SNAP/EBT/Food Stamps/Basic Food  
  |    |                                                                                | Free or Reduced-Price School Meals  
  |    |                                                                                | Fresh Bucks  
  |    |                                                                                | SNAP Market Match  
  |    |                                                                                | SNAP Produce Match (at grocery stores)  
  |    |                                                                                | Food banks or pantries  
  |    |                                                                                | Free meal programs  
  |    |                                                                                | Unsure  
  |    |                                                                                | Other, please specify: ___________ | Modified from PHSKC and Oshlo et al. |
| 2  | Which farmers market are you attending today?                                  | Farmers Market 1  
  |    |                                                                                | Farmers Market 2  
  |    |                                                                                | Farmers Market 3  
  |    |                                                                                | …  
  |    |                                                                                | Update with relevant FM information if using | PHSKC |
**EBT Use at Farmers Markets**

The EBT Use at Farmers Market module may be relevant if you’ve been working with farmers market partners to establish EBT acceptance within the last few years, or if you have low EBT redemption at your market. The questions below will provide information about SNAP participation length (question 1), payment methods used at the market (question 2), and experience using SNAP/EBT at the market (question 3).

<table>
<thead>
<tr>
<th>#</th>
<th>Survey Question</th>
<th>Response Options</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>How long have you been receiving EBT, food stamps, or SNAP benefits?</td>
<td>I just started&lt;br&gt;Less than a year&lt;br&gt;More than a year</td>
<td>GusNIP survey</td>
</tr>
<tr>
<td>2</td>
<td>How did you pay for your items at the farmers market today? Please check all that apply.</td>
<td>Cash&lt;br&gt;Debit/credit card&lt;br&gt;SNAP/EBT/Food Stamps/Basic Food&lt;br&gt;WIC Farmers Market Nutrition Program (FMNP)&lt;br&gt;Senior Farmers Market Nutrition Program (FMNP)&lt;br&gt;SNAP Market Match&lt;br&gt;Other, please specify: _______</td>
<td>Modified slightly from Oshlo et al.</td>
</tr>
<tr>
<td>3</td>
<td>How difficult or easy is it to use SNAP (also known as EBT/Food Stamps/Basic Food) at the farmers market?</td>
<td>Very difficult&lt;br&gt;Somewhat difficult&lt;br&gt;Somewhat easy&lt;br&gt;Very easy</td>
<td>Clallam WSU Survey</td>
</tr>
</tbody>
</table>
SNAP Market Match Use at Farmers Markets

The SNAP Market Match Use module may be relevant for data collection if you’ve been working on efforts to increase or improve SNAP Market Match use/redemption at your market. The questions below will provide information about program awareness (questions 1 and 2), program use (questions 3 and 4) and program impact (question 5). If possible, use survey logic to show questions 2-5 only if the respondent is familiar with SNAP Market Match (indicates ‘Yes’ on question 1).

<table>
<thead>
<tr>
<th>#</th>
<th>Item</th>
<th>Response Options</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Have you ever seen or heard about SNAP Market Match before today?</td>
<td>Yes, No, Not sure</td>
<td>Oshlo et al.</td>
</tr>
<tr>
<td></td>
<td>SNAP Market Match description: At more than 100 participating markets, customers who use SNAP benefits at farmers markets can receive extra funds in the form of SNAP Market Match currency for fruits and vegetables!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Where did you learn about the SNAP Market Match program? Please check all that apply.</td>
<td>Farmers market, School, Food bank/pantry, DSHS office/CSO, WIC clinic, Healthcare clinic, Community center, Transit or bus station, Social media, Friend or family member, Other, please specify:_______</td>
<td>Clallam WSU survey</td>
</tr>
<tr>
<td>3</td>
<td>What year did you start using SNAP Market Match?</td>
<td>Open-ended</td>
<td>Self-developed</td>
</tr>
<tr>
<td>4</td>
<td>How often have you used SNAP Market Match to get fruits and vegetables at the farmers market this season?</td>
<td>Today is my first time, 1-3 times this year, 3-5 times this year, 5+ times this year</td>
<td>GusNIP survey with modifications</td>
</tr>
<tr>
<td>5</td>
<td>How much do you agree with these statements about the SNAP Market Match program?</td>
<td>Strongly disagree, Disagree, Neither disagree nor agree, Agree, Strongly agree</td>
<td>Oshlo et al. with modifications, Last statement from GusNIP survey</td>
</tr>
</tbody>
</table>
Shopper Experience at FM

The Shopper Experience module may be good to include if you’re interested in collecting more information about your shopper population, and what will get them to the farmers market. The questions below provide information on transportation to market (question 1), shopping frequency (question 2), and attendance drivers (question 3).

<table>
<thead>
<tr>
<th>#</th>
<th>Item</th>
<th>Response Options</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>How did you get to the farmers market today?</td>
<td>Walk, Bike, Personal car, Carpool, Public transportation, Other, please specify:</td>
<td>Clallam WSU Survey with slight revisions</td>
</tr>
<tr>
<td>2</td>
<td>During the farmers market season (ADD SEASON DATES), how often do you shop at a farmers market?</td>
<td>More than once a week, About once a week, Once or twice a month, About once a month, Less than once a month, First time visiting a farmers market</td>
<td>Oshlo et al</td>
</tr>
<tr>
<td>3</td>
<td>What made you decide to shop at this farmers market? Please check all that apply.</td>
<td>The location was convenient, Variety of products, Variety of vendors, Farmers market accepts food benefits (SNAP, FMNP, etc.), Family-friendly environment / kids activities, At-market programming or entertainment (cooking demonstrations, live music, etc.), Supporting local farmers, Feeling a sense of community, Other, please specify: _________</td>
<td>Portland FM Survey with some revisions</td>
</tr>
<tr>
<td>4</td>
<td>Did you buy any of the following items at the farmers market today? Please check all that apply.</td>
<td>Vegetables, Fruit, Meat, Seafood, Dairy, Eggs, Grains and breads, Beans/legumes and nuts, Other, please specify: _________</td>
<td>Oshlo et al with slight revisions; response options from Clallam WSU survey</td>
</tr>
</tbody>
</table>
Improvement Suggestions for FM

The Improvement Suggestions module may be useful if your farmers market partner is interested in and open to identifying opportunities for change. It will be important to discuss this with your partner ahead of time – this information should not be collected from shoppers if it will not be possible to make changes (e.g., due to limited capacity or interest). The questions below will provide information about barriers to shopping at the market (question 1) and suggestions to make the market more appealing (questions 2 and 3), as well as help to identify shoppers who may be interested in engaging further with the market (question 4). Question 4 should only be included if there are opportunities for respondents to get involved afterward.

<table>
<thead>
<tr>
<th>#</th>
<th>Item</th>
<th>Response Options</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What makes it difficult to shop at the farmers market? Please check all that apply.</td>
<td>Market location  Market schedule  Transportation to market  Parking at market  Cost of shopping at market  Accessibility within the market  Language  Feeling comfortable  Finding the products I am looking for  Other, please specify:________</td>
<td>Clallam WSU Survey</td>
</tr>
<tr>
<td>2</td>
<td>What do you think would make others in your community want to visit the farmers market?</td>
<td>Open-ended</td>
<td>PHSKC</td>
</tr>
<tr>
<td>3</td>
<td>What changes would improve your experience at this farmers market?</td>
<td>Open-ended</td>
<td>PHSKC with slight revisions</td>
</tr>
<tr>
<td>4</td>
<td>Are you interested in getting more involved in this farmers market? Please check all that apply.</td>
<td>Volunteer at the market  Join a community advisory group  Help promote the market  Join the board or a committee  Not interested</td>
<td>Portland FM Survey</td>
</tr>
<tr>
<td>5</td>
<td>What is your email address or phone number? We will follow-up to share about opportunities for involvement.</td>
<td>Open-ended  Use logic to ask this as a follow-up question for respondents who indicate interest in involvement</td>
<td>Self-developed</td>
</tr>
</tbody>
</table>
Promotion Feedback

The Promotion Feedback module may be useful if you or your farmers market partners are considering or have already implemented a promotional campaign. The questions below will provide insight around effective communication channels (question 1), what content will be useful/interesting (question 2), and preferred communication channels (question 3). Keep in mind that response options for questions 1 and 3 should be customized based on local promotion efforts (question 1) and potential/available marketing channels (question 3). For example, do not include ‘Text message reminders’ as a potential response option for question 3 if you or your market partner will not be able to implement this.

<table>
<thead>
<tr>
<th>#</th>
<th>Item</th>
<th>Response Options</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Where have you seen or heard about the farmers market? Please check all that apply.</td>
<td>Transit or bus station, DSHS office, WIC office, Newsletter, OlyCAP, Food bank, Clinic, School, Word of mouth, Radio, Instagram, Facebook, Twitter, I haven’t seen or heard about the farmers market, Other (please specify):</td>
<td>Clallam WSU Survey</td>
</tr>
<tr>
<td>2</td>
<td>What would you like to hear more about in farmers market communications? Please check all that apply.</td>
<td>Market hours and locations, Vendor stories or profiles, What’s available at the market, Culturally relevant recipes, Events and programs at markets, Opportunities for bulk or discounted products, Other (please specify)</td>
<td>Portland FM Survey with slight revisions</td>
</tr>
<tr>
<td>3</td>
<td>What is your preferred way to receive information about the farmers market? Please check all that apply.</td>
<td>Website, Facebook, Instagram, Radio, Email Newsletter, Text message reminders, At market, Other (please specify)</td>
<td>Portland FM Survey</td>
</tr>
</tbody>
</table>
Appendix B: Data Collection Checklist

List of materials that might be needed for data collection day:

- Tablet(s) for electronic survey completion
- Clipboards, pens, paper surveys for paper survey completion
- Promotional materials (e.g., flyers, posters, etc.) to call attention to your survey
- Table and chairs for survey respondents (if possible)
- Incentives for respondents

Appendix C: Notetaking Form

Date: _______________________________________________________________________________

Farmers Market Name: ___________________________________________________________________________

Agency Name: _______________________________________________________________________________

Name of data collector(s): _________________________________________________________________________

Market attendance estimate: _______________________________________________________________________

# of shoppers who were offered the survey: _______________________________________________________________________

Are there any special circumstances that might increase or decrease the number of people who could respond to your survey today? E.g., weather, market attendance, event at the market, etc.
References

NOFA Farmers Market Metrics: https://www.nofavt.org/sites/default/files/files/resources/farmers_market_metrics_final_0.pdf
