

EPA Community Farmers' Market Survey Fall 2008

1. Help us create a better, healthier farmers' market

Please help us strengthen the East Palo Alto Community Farmers' Market by completing this survey.

Your responses will:

- (1) help shape the market as it develops;
- (2) ensure that the market serves your needs and the needs of the community; and
- (3) not be tied to your name or contact information, even if you provide your contact information at the end.

If you have any questions about this survey please contact Wolfram Alderson at farmersmarket@collectiveroots.org. If you would like to learn more about the East Palo Alto Community Farmers' Market, please visit www.epafarmersmarket.org.

* 1. Have you heard of the East Palo Alto Community Farmers' Market?

Yes

No

2. These questions only apply if you have heard of the East Palo Alto Community...

* 2. How did you first hear about farmers' market in East Palo Alto?

Word of mouth

Internet

Newspaper article

Newspaper advertisement

Flyer and/or poster

Email

Regular mail

Coupon

Other (If other, please describe below)

Other (please specify)

* 3. Have you ever shopped at the East Palo Alto Community Farmers' Market?

Yes

No

3. What prevents you from shopping at the East Palo Alto Community Farmers' Ma...

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* 4. If "no" to the previous question, what prevents you from buying fresh fruits and vegetables at the farmers market in East Palo Alto?

My budget won't allow

Transportation

Child care

Lack of variety

Don't know location of market

Market hours

Day of market

Other (please specify)

4. These questions only apply if you have shopped at the East Palo Alto Commun...

* 5. How often do you purchase fresh fruits and vegetables at this farmers' market?

Once a week

Two or more times per month

Once per month

Occasionally

Rarely

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* 6. Please rate the reasons that you shop at the East Palo Alto Community Farmers' Market:

	Very poor	Poor	Neutral	Good	Very good
Location	jn	jn	jn	jn	jn
Time of the market	jn	jn	jn	jn	jn
Prices	jn	jn	jn	jn	jn
Quality of produce	jn	jn	jn	jn	jn
Variety of products offered	jn	jn	jn	jn	jn
Customer service	jn	jn	jn	jn	jn
Sense of community	jn	jn	jn	jn	jn
Source of health info	jn	jn	jn	jn	jn
Support of family farmers	jn	jn	jn	jn	jn
Knowing who grows my food	jn	jn	jn	jn	jn
Support the local economy	jn	jn	jn	jn	jn
Other	jn	jn	jn	jn	jn

If other, please specify:

* 7. On the average, how much do you currently spend on fruits/vegetables each time you visit the market?

\$5.00 or less

Between \$5 and \$10

Between \$10 and \$15

Between \$15 and \$20

More than \$20

8. What produce would you like to buy at a farmers' market? Type in as many names as you would like.

* 9. How important is it to you that the following items are offered at the East Palo Alto Community Farmers' Market?

	Not important	Not very important	Important	Very Important
Information from health providers	jn	jn	jn	jn
Information from community organizations	jn	jn	jn	jn
Cultural presentations, such as music or dance	jn	jn	jn	jn
Free produce raffles	jn	jn	jn	jn
Discount coupons	jn	jn	jn	jn

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5. Please respond to the following statements from your own personal perspective...

* 10. "I eat more fruits and vegetables as a result of the East Palo Alto Community Farmers' Market."

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

* 11. "Participating in the East Palo Alto Community Farmers Market has helped me to improve my overall health and well being."

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

* 12. "I feel more connected to the East Palo Alto Community as a result of attending the East Palo Alto Community Farmers' Market."

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

6. Preferences and suggestions for improving the East Palo Alto Community Farm...

13. What is your favorite thing about the East Palo Alto Community Farmers Market?

14. What would you change or add to the East Palo Alto Community Farmers Market?

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15. Please indicate your interest for participating further with the EPA Community Farmers' Market. Check all that apply.

- I would like to learn how I can sell produce at the farmers' market
- I am interested in volunteering at the Farmers' Market
- I am interested in participating on the Farmers' Market Board
- I just want to be a shopper!

Other (please specify)

16. In addition to Farmers, what kind of vendors would you like to see at a farmers' market? Check all that apply.

- Local artists
- Local craftspeople
- Schools or church fundraisers

Other (please specify)

7. General questions about shopping

* 17. How often do you (or somebody in your family) currently purchase fruits and vegetables?

- Daily
- Weekly
- Monthly
- Rarely
- Never

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* 18. Who does most of the shopping for food for you/your family? (Please select one)

Woman aged 18-30

Woman aged 31-45

Woman aged 46-60

Woman aged 61 or older

Man aged 18-30

Man aged 31-45

Man aged 46-60

Man aged 61 or older

Children and Youth (under 18 years)

Other (please specify)

* 19. Currently, what is your main source of fresh fruits and vegetables? Please check only one.

Farmers' market in East Palo Alto

Farmers' market outside of East Palo Alto

Supermarket outside of East Palo Alto

Convenience/neighborhood store in East Palo Alto

Convenience/neighborhood store outside of East Palo Alto

Vendor truck in East Palo Alto

Vendor truck outside of East Palo Alto

Food distributors, such as the Senior Center, EHP, or another food pantry

Other (please specify)

20. Do you grow your own fruits, vegetables or other type of produce?

Yes

No

21. If you answered yes to the previous question, please share what you grow:

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22. As a result of attending the farmers' market, have you become aware of health services in the community that you were previously unaware of?

Yes

No

If yes, please describe:

8. Demographic Information

The data gathered here is voluntary and optional, and will be kept confidential, if provided. Data will be shared only in aggregate (no personalized information).

23. What is your age?

24. What is your gender?

Male

Female

25. What is your race or ethnicity? (Check as many that apply)

Asian

Native American or Alaska Native

Black or African American

Indian

Hispanic or Latino

Mixed Race

Pacific Islander

White or Caucasian

Other (Please specify)

Other (please specify)

26. What is your income?

Below \$25,000

Between \$25,001 and \$50,000

Between \$50,001 and \$75,000

Between \$75,001 and \$100,000

Above \$100,000

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9. Thank you and please stay in touch!

27. If you would like to stay informed, please provide your contact information to receive future updates on the East Palo Alto Community Farmers' Market.

Name:

Email:

Address:

10. Thank you for taking the time to complete this survey!

Your input is invaluable to us. For more information about the East Palo Alto Community Farmers Market, please visit <http://www.collectiveroots.org/epafarmersmarket>. You may also call Collective Roots at (650) 324-2769.