

## **Farmers' Market Environmental Inclusivity Scan**

The "Environmental Scan" is a qualitative research tool for use at farmers' markets and was designed collaboratively by UC Sustainable Agriculture Research and Education Program (UC SAREP), UC Cooperative Extension (UCCE), Northern California Center for Well-Being (CWB), and Petaluma Bounty.

Scans were conducted by four CWB Community Health Educators (CHE) on iPads in Qualtrics to gather observations and impressions of 5 selected Sonoma and Marin County farmers' markets. While at the farmers' market, CHEs responded to closed- and open-ended questions based on their perceptions of how inclusive and welcome they felt and how they thought low-income and CalFresh customers, people of color, families with young children, and older adults might feel in the farmers' market environment.

All CHEs were bilingual in Spanish and English and identified as bicultural. Market scans were conducted at farmers' markets between October 2019 and November 2019. Teams of two CHEs visited each market twice for a total of four scans per market.

Quantitative data was analyzed in Excel and converted into charts for visual comparison; representative excerpts of qualitative data were included, and aggregated findings were shared back with respondents to confirm accuracy.

**Summarized and Averaged Farmers' Market Environmental Scan results – 2019**

**Markets scanned were (each was scanned by 2 reviewers on each of 2 different market days):**

- Petaluma East Side (Tuesday)
- Santa Rosa Original (Saturday)
- Sebastopol (Sunday)
- Springs (Sunday)
- Vets Farmers Market (Saturday)

• **Average number of different types of vendor booths**

<b>Fruit, nut, vegetable</b>	Range from 4 to 20
<b>Meat, cheese, honey, eggs</b>	Range from 1 to 8
<b>Prepared foods</b>	Range from 2 to 16
<b>Craft, non-profit, information,</b>	Range from 5 to 21

• **Observed today?**

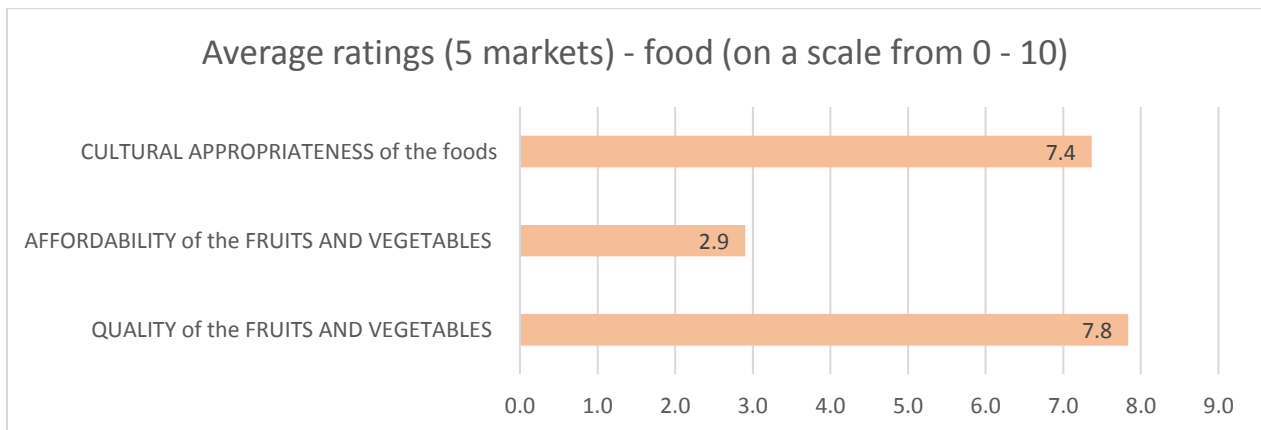
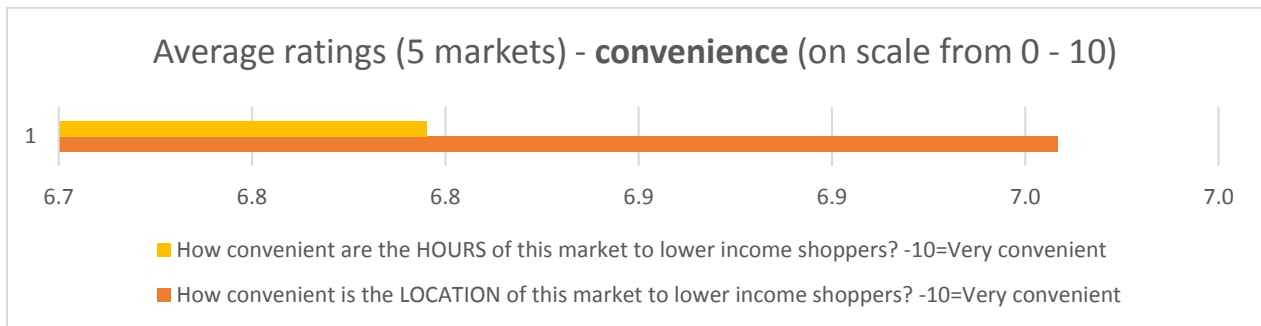
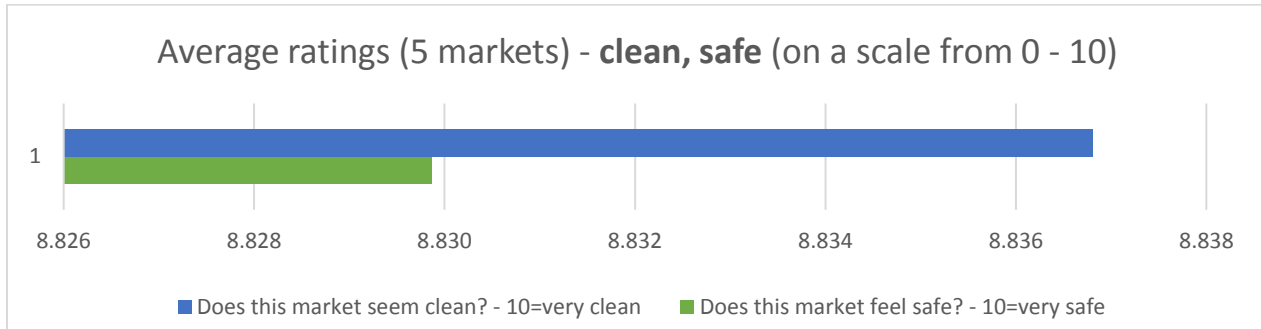
<b>Average reported percent vendors of color</b>	Range from 26% to 57%
<b>Average reported percent shoppers of color</b>	Range from 8% to 30%
<b>Number of reviewers seeing signs in languages other than English</b>	Only 1 reviewer saw signs in languages other than English, and only saw such signs at 1 market
<b>Number of reviewers seeing signs about EBT/CalFresh, WIC, Senior coupon acceptance</b>	On average, about half of the reviewers at most markets saw signs about EBT/CalFresh, WIC, Senior coupon acceptance
<b>Number of reviewers seeing signs about market incentives (FM Life, Market Match, etc)</b>	On average, less than half of the reviewers at most markets saw signs about market incentives
<b>Number of reviewers seeing multiple children under 10 at market</b>	All of the reviewers at 3 markets saw young children; about half of reviewers at other 2 market saw young children
<b>Number of reviewers seeing a playground, children's area or activities</b>	Ranged from none to all, depending on the market
<b>Number of reviewers seeing seating available</b>	All reviewers saw seating available, but some were not clear if seating is only for people purchasing prepared food

- All reviewers reported hearing languages other than English (most often Spanish) spoken at all markets except for one market, where 2 of 4 reviewers heard only English.

• **ALL reviewers reported seeing the following at ALL markets:**

- Free parking nearby (within 1-2 blocks)
- Prices clearly posted at MOST booths
- Shade available
- Restrooms or portable toilets available for customers
- Wheelchair accessible
- Disabled Parking spaces

- Multiple adults appearing over 65 present
- Music or entertainment at the market



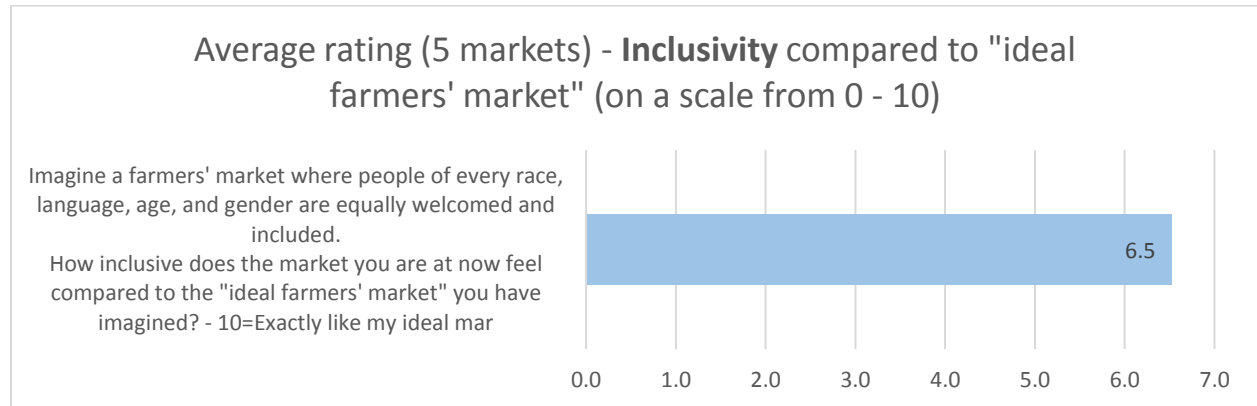
### More observations about food from Environmental Scan:

- Observed today? - A broad diversity of fresh produce, especially culturally appropriate/multicultural fresh fruits and vegetables (e.g. chilies, tomatillos, Southeast Asian vegetables, or other produce you may find in ethnic grocery stores)?

**All reviewers answered YES for ALL markets**

- Observed today? - Culturally appropriate/multicultural foods in PREPARED foods section (i.e. food vendors selling snacks, meal options, hot foods)

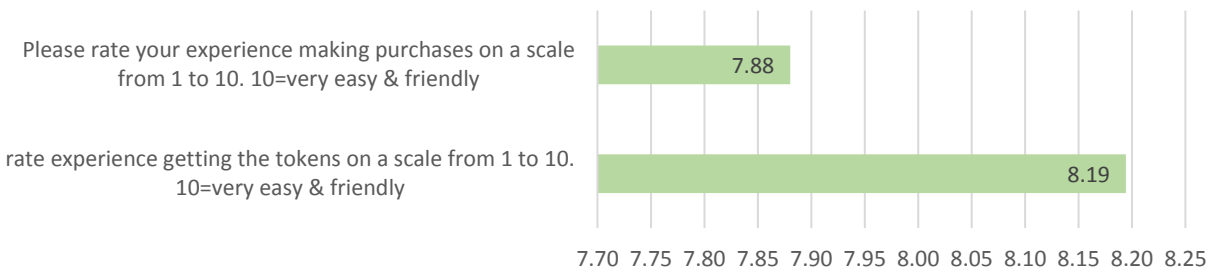
**All reviewers answered YES for ALL markets**



### Some Reasons given for Inclusivity ratings:

- Across ALL markets scanned, **lack of signage in Spanish or promoting CalFresh/EBT/WIC** was noted as a reason for lower ratings on inclusivity
- **Other negative reasons** for ratings included:
  - Very difficult to locate manager booth
  - Half the booths did not have price signs or were priced too high
  - No children's area
  - Not many people of color attending the market
  - No diversity in prepared foods
  - No diversity in vendor booths
  - Not many vendors of color that speak a language other than English.
  - Market staff only speaks English.
- **Positive reasons** for ratings included:
  - A lot of families; family and senior friendly
  - Vendors were very nice and welcoming
  - Prepared Food Vendors - Lots of diversity, seems like many come for lunch
  - The music was good not exclusively to one ethnic group. It felt inclusive
  - It's very clean
  - Market Manager was very helpful in explaining the Calfresh Market Match program and what was happening at the market today.
  - It has a very friendly vibe. The surroundings are good, there's a lot going on.

## Average ratings (5 markets) - experience getting and shopping with EBT/Market Match tokens/coupons (on scale from 0 - 10)



### Some representative comments from reviewers about the experience shopping with EBT/Market Match tokens and coupons:

- Overall, the experience was good at this farmer's market. The vendors were all friendly and I did not feel judged. I got a good variety of produce for 20 dollars. The pricing was a little higher compare to other places where I shop but I can see the quality. This is a decent amount of produce for a small family but for larger families this might not do it. It was a bit of struggle to not go over the amount that I had. I had to be cautious on what I was purchasing.
- At the market I was able to purchase great quality fruits and vegetables. I purchased some plums, peaches, zucchini, cilantro, peppers and radishes. The actual shopping experience was also a bit difficult as pricing was much unknown until we had it weighed because most of the pricing was based on weight. That opened my eyes that many vendors only had one scale to weigh the produce, so customers in general did not know the actual price until they were ready to pay. I felt that this would be very discouraging for many CalFresh customers, especially if all they have is \$20.
- One vendor had pre-bagged items for \$4 a bag or 2 bags for \$6. When I approached and started looking at the bags the vendor said that we could take 2 bags for \$5 ... There were multiple booths that had pre-bagged items for a set price which I think was very useful because then you can see how much you are getting for a set price instead of having to go to the vendor to weigh your items and get a price. This made it easier to stay on a budget.
- I found it very challenging to be carrying the tokens around because they took up too much space. It was a lot easier for me to slip the bills into my pocket than the tokens.
- I also felt very limited with only 20 tokens worth to spend. I had to be very careful on what to purchase and to not go over the amount. For example, I tried to buy a bigger cabbage and I went over 50 cents. I had to put it back and get the one in the picture. It was a little stressing to find something that was worth exactly 3 dollars. If Calfresh participants were to go through similar experiences every time they go to the farmer's market, it will definitely decrease the chances of them coming back. I still personally think that the prices are higher for shoppers including myself who don't shop at the farmer's market regularly. A big family will more likely go

to the place where they can get a larger amount of produce for a lesser amount.

- I purchased some tomatoes, apples, green onion, corn, and some carrots with my \$20. This was the most difficult part of the Environmental Scan experience. The first thing I purchased was the tomatoes and they were \$10, which was half of my budget. I bought the carrots for \$3 from another vendor, in which I was hoping to purchase more from, but ended up leaving most of my produce because of the weight and going over budget. The green onions cost me \$3, which left me with \$1 market dollar to spend. I luckily found the corn for \$1. My one main concern is that this was very difficult to stay in budget. I would imagine that many CalFresh customers would not feel great about having to put produce back if all they have is \$20. I think this could be embarrassing for some CalFresh customers, if they don't have extra money to spend. I would also imagine that a CalFresh customer would not want to come back. I think more weight scales should be placed at the booths for customers to weigh the produce themselves.
- I did buy some apples from another vendor and I did not like my experience at all. The vendors were not willing to talk to me, I bought some apples from them at \$3.25 and when I handed over the market money they said they could not give me any change if I paid with this, which was frustrating, because if this was a CalFresh customer they would not be getting their full money's worth. I ended up having to pull out a dollar of my money so that they could then provide me with some change. I overall thought that the shopping experience here at this market was very unsuccessful, so many barriers to get the produce. The vendors don't really seem to offer any deals or really seem to understand the whole concept of the market money.
- There were still a couple of stands where products were not priced. I did not purchase from stands that did not have a price. Since I only had a \$20 budget I did not want to risk grabbing something and finding out it was more expensive than what I could afford; in this situation a person may feel pressured to purchase an item since they already grabbed it or embarrassed if they have to return the item because they cannot afford it.

**From Baseline Data: Potential for impact of farmers' market intervention**

Number of Cal Fresh clients (individuals) who live within 2 miles	Range from 587 to 6201, with data not available for newest market
Total Cal Fresh benefits distributed <b>annually</b> to Cal Fresh clients who live within 2 miles	Range from \$821,628 to \$9,152,484, with data not available for newest market
Total Cal Fresh redeemed at this market in 2018 <b>full year</b>	Range from \$241 to \$24,297 (data from 5 markets)
Total Market Match Incentives distributed at this market in 2018 <b>full year</b>	Range from \$164 to \$21,684 (data from 5 markets)
Total number of EBT swipes at this market in 2018 <b>full year</b>	Range from 17 to 1484 (data from 5 markets)
Change in number of EBT swipes at this market from 2017 to 2018 <b>full years</b>	Range from +17 to +429 (data from 5 markets)