#### FARMERS MARKET MANAGER SURVEY FEEDBACK

(20 markets responded to the survey)

#### How does the FMNCP run at your farmers' market(s)?

Smoothly, there are no problems	Usually quite smoothly with occasional problems	Inconsistently, with various problems and troubleshooting required	With constant problems and adjustments needed
13	7	0	0

If you answered the 2nd, 3rd or 4th option in Question #1, please describe the one change that would help the most in running the program more smoothly at your market(s):

- We reimburse vendors every market, which has on occasion been difficult due to running out of cash. Next season I would like to switch to a monthly payout with cheques.
- Time & experience we're still working the bugs out.
- More communication about the program to the farmer directly, from the BCAFM. We do our best to communicate to them hearing it from the sources would reinforce the message.
- Figure out consistent signage for vendors, deepen vendor orientation give stories, examples of benefits.
- Indicate on the coupon which market they belong to.
- Extra Funds.
- Vendors with more \$3 bundles or offerings maybe a kid's corner to free up Mom's with small children, so they can shop without distraction.
- Vendors are busy don't take the time to read the coupons mistakenly accept them not sure
  of solution.

# What is one change that could be made to the program to make the impact you indicated even greater?

- We're being pro-active about this, but better information being shared when coupons are handed out.
- Add additional food preserving classes freezing, canning, etc.
- Extend to seniors or people with disabilities (we have high populations of both in Powell River).
- More volunteers to help people who have coupons to get to market.
- Customers keep asking for honey, dried and frozen fruit and whole grain breads. It would be nice to see them added to the program.
- Expand the reach to include more families and seniors.
- Add honey, jams and breads.
- To not allow the coupons to be redeemed at another market.
- Give tours for the shoppers to know where they can use them.
- More money, more families involved.
- Increase the scope have more participant's coupons.

- Increase funding!
- Maybe having other denominations of coupons. le \$1 and \$5 I see some participants giving up two coupons for a dozen eggs that are priced at \$4.50
- More coupon value per family more families/seniors.
- Better availability of coupons to those in need less restrictions on access access to lessons on cooking fresh foods will come naturally.

## How might the reach of the FMNCP be increased in your community or by your market?

- We have another community group I'd like to see involved.
- Include seniors and/or people with disabilities more venues of distribution. Broader awareness of where coupon distribution happens.
- For us, a Senior's stream.
- Try to involve the local First Nations bands more directly.
- A notice could go out with family bonus payments advising them of the program and locations.
- Working through our connection in conjunction with our community garden.
- More advertising.
- Just keep partnering with community based organizations like the Salvation Army.
- If the coupons were distributed at the market during market hours.
- More coupons allocated for local groups.
- Including more community centres, holding info sessions at CC's where participants/interested participants can learn more.
- Make reporting structure less onerous for markets and community partners.
- Use existing for programs to be delivered to our sponsors address.
- Increase funding!
- Awareness approaching groups and presenting the program at meetings of the board to seek support and/or funding.
- More funding community funding.
- Better screening of those handing out coupons ensuring those in need get them regularly!

### PROGRAM MANAGER SURVEY FEEDBACK

(35 community programs responded to the survey)

#### How does the FMNCP run at your location?

Smoothly, there are no problems	Usually quite smoothly with occasional problems	Inconsistently, with various problems and troubleshooting required	With constant problems and adjustments needed
12	22	1	0

If you answered the 2nd, 3rd or 4th option in Question #1, please describe the one change that would help the most in running the program more smoothly at your location:

- Having an option to give out coupons to families in need if a registered participant is not being able to access the program.
- When working with at risk families on top of families having babies consistency in attending weekly is difficult but can't be helped or changed.
- Transportation: extra piece of using our vehicle to pick up participants with transportation barriers needed some communication changes. Often we would go to peoples houses and they were not ready or no longer needing the ride.
- Provide a larger portion of the honorarium up front at beginning of program so we can pay our
  coordinator for her services, using this cash during the months of operation rather than getting
  1/2 the money when the program has finished! We desperately need the financial assistance in
  the summer because I can't "borrow" from other funds to cover this cost of administering the
  service.
- For our first year I think it ran smoothly. Next year need at least two people from the host agency who can manage entire program to cover for summer holidays.
- Publicity giving the communities advance notice would assist people in a)arranging reliable transportation and b) committing to showing up as much as possible to the FM.
- Staff more relaxed about giving out the coupons. Often felt a lot of pressure to make sure that all/most of the coupons were distributed.
- Making sure that vendors and participants are aware that coupons are only to be used for produce, eggs, herbs and meat at our market.
- It would help to have a schedule of the coupon release dates. I was weary at times that we would not have enough to get to next disbursement.
- If I was able to dedicate more time to increasing capacity for more families.
- I would like a calendar showing each required form, report, survey, conference call or evaluation and their due dates.
- More funding for staff hours to run the program. Lots of one to one contact by phone was
  necessary and every regular stat keeping is time consuming but it's worth it. Also more
  structured forms ie for us to log booklet numbers etc.
- Not something that FMNC could help with, our participants do not attend regularly thus the multibooks handed out at time.
- People were frustrated when told I had no more spaces available for participates, last year was first come, first serve worked great also allow singles to take part. Ran out of coupons.
- Holding coupons for people, though some can't always reach me to hold for the next week.
- Because there are four organizations giving out coupons communication can some times be an

issue. Having each org fill out surveys and sign up sheets etc is challenging.

- Love the fresh fruits, veggies & fish etc.
- Get the coupons earlier, so that we can sign people up next year we will have the poster of the farmers market to help orient clients.
- Less paperwork ie time involved would be appreciated six skill building workshops is too time consuming for families. One to two would be more realistic.
- Even if we ran into minor problems FMNCP team has been really helpful and problems were solved pretty quickly.
- To have the skill building programs set up before the start.
- Increase of vegetable and fruit varieties in the market. We need more coupons in future because more people especially the seniors felt left out and truly have dependants too.
- This is a general problem; more helpers with child-minding. A criteria for participants ie participants may come to the programs and do not fit the criteria too participate in works full time
- We could use additional orientations with interpreters to increase participants confidence in going to market and using the coupons.

# What do you feel is the most important impact of the Farmers' Market Nutrition and Coupon Program?

- Brings new customer to the market1
- Introduce people to new foods: 1
- Nutritional options for pregnant women & young children: 1
- Connection to local food and benefits economy and farms: 9
- Helps seniors: 1
- Access for low income families: 21
- Education on how to cook and preserve nutritional foods. 9

Have	you obs	erved :	this im	pact oc	curring?
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Yes - 33

No

## What is one change that could be made to the program to make the impact you indicated even greater?

- Printing more information about importance of eating fresh local organic produce in Punjabi.
- Wednesday Mkt. needs more variety of produce and protein. Our participants like getting two
  weeks coupons and attend every other week.
- More variety at Farmers Markets (meat and cheese)
- Serve more families through a variety of organizations who serve qualifying families, when we may not be reaching ie disabilities, mental health, homeless, medical (chronic) condition.
- Farmers attend program to make a connection with families.
- I think there should be more other products beside veg some people can't eat veg with not teeth.
- ensuring city staff and elected officials are aware of what this program is all about.
- Opening up eligibility for the program for those on fixed incomes.
- Since we were given a period of time to ask clients if they were interested in this program I missed some clients (Single Moms) who could of benefited. Maybe next year we could still sign people into the program throughout the summer.

- Transportation we only heard halfway through the season that there are funds and resources and ideas to facilitate transport between our very spread out communities. We would love to set this up prior to the program commencing next year.
- A lot of the participants commented that they were only ever able to buy tiny amounts of meat and that they would have appreciated 3/5 coupons available for meat purchases rather than just 2.
- More coupons and we would have them from when the market started in May.
- Allocate more coupons for seniors community so more can participate.
- It would be great if we were alloted more coupons for families and seniors.
- We have found that there was stigma with the word "Coupon" and we have now been referring to the "Coupons" as "farmers market dollars".
- Be able to offer the program on ore days a week so that we can increase the amount of participants.
- The hardest part of us was the "nutrition skills" piece that held us back from expanding the program on the early stages.
- Sometimes food is sold out prior to noon (end time). Demand is higher than supply (some Saturdays).
- More coupons for more people, including those on disability.
- Have the program run longer, I think \$15 in coupons per week is good but families could utilize more coupons.
- We would love to be able to include more families in this amazing program.
- Pre-register still, but first come first serve for coupons, include all families, singles and elders.
- Having qualifications broader to people who have physical diseases and mental. They suffer as well and don't have much support.
- Having all markets and road side farm stands accept coupons would allow greater accessability to coupon participant.
- That the program applies to all foods being sold at the family market.
- Quite effective, just star or have coupons available earlier so that we can get people on board.
- More varied choices of produce, dairy, eggs, meat. Sechelt farmers market has no cheese, dairy, meat or eggs available for purchase.
- Being able to offer FM coupons to families year round.
- To be able to help individuals and/or families who are not seniors, but are low income with coupons as well.
- One event can bring all coupon receivers together, celebrate the healthy food and build friendship.
- For our clients language can be a challenge so being able to have an interpreter in the cooking session would have helped the participants to absorb more knowledge with a greater overall understanding of healthy eating/living.
- More volunteers, lots of children while participants are learning skills. Letting agency shop @ farmers market for skill building to support the FM rather than buying outside.
- We would like to incorporate farmers market food in our workshops (though the items don't fit into our program budget) This would help us introduce seasonal, local items to participants.
- Increase in value of coupon booklets, like \$20 per week. Increase in transportation support for program participants. And if we could have a Saturday market in town.

#### How might the reach of the FMNCP be increased in your community?

- More advertising in local South Asian Business Community.
- I would like to see our neighboring community of Enderby involved. The band extends through Enderby and Armstrong. First nations could be involved more if Enderby was to get involved.
- Have us coordinate the distribution in community/regionally we have the connections locally
  and could centralize distribution vs BCFMA contracting with each local organization BUT this
  takes advance planning i.e. the late winter months and money.
- · Connect with Share.
- I think we have spread the reach as far as we can by not keeping the participant involvement with only the people who attend he programs of the official community partner agency but instead extending to many other agencies/programs in the community.
- More markets, more evenings, outreach into other programs, cooking classes, shopping classes.
- Spread the word about the program.
- More commitment to showing up from participants. We could not seem to fill our quota of coupons each week, despite the extensive list of people who signed onto the program.
   Transportation for participants to FM.
- Increasing the number of coupon booklets available so more community organizations could give them out to clients. That, of course, would involve much more money.
- More coupons. Plus having it in future this was our first year.
- By allowing our Burnaby clients to also access this same service as we serve the communities of Burnaby and New Westminster.
- Connect with other community groups on the North Shore who service families.
- Partnerships with other service organizations.
- Offer coupons to large workplaces such as (employee health), school district.
- Earlier awareness of the program and extending the program in the winter months when the local market is till operating and food from individual's gardens is scarce.
- Mental health clients and other target groups with challenges could also benefit from the program.
- Word of mouth everyone talking about it best advertising.
- More coupons available at site. May be enough for 30 participants per week.
- Social media, inviting website, poster to pin up in community service buildings.
- If there was a way for community members to support coupon program where by buying market bucks or something like it where a % goes to coupon program could work. I think there needs to be some brainstorming for making this program more sustainable in long run and not rely on Goven't or other funding to keep going.
- It would be nice to include some prepared foods, homemade jam, sauces and pesto and encourage more farmers to participate eggs, cheese, sources of protein.
- 1)more participating groups ie churches, recreation centres, schools 2) increase of number of participating families.
- Having more programs/organizations distributing FM coupons to different clientele.
- To be available to any low income person.
- A coordinator dedicate to focus on the outreach of the program.
- We do some networking and involving everyone from more families.
- Outreach, partnerships with other organizations.
- More new immigrants and seniors.
- We could run the program more effectively with additional financial support. Running a parallel program at our partner, the Warehouse, would increase the reach and community capacity.
- Include families who are on disability.

Do you have ideas of additional partners in your community who might be able to increase funding to the FMNCP and/or increase the reach of the FMNCP?

- Local farmers like Lalli farms.
- Enderby resource centre and splatsin band.
- Maybe financial institutions?
- Share, women's resource centre
- If we get info early enough next year we can ext to daycares/schools.
- All of our funding sources have been tapped.
- BC Transit to link with them would increase the reach.
- Other organizations who work with families such as the boys and girls club. Also people with disabilities, not just seniors and families.
- I can't thing of any at present but will ponder this.
- Food First committee in Burnaby/Fraser Health
- North shore neighborhood house, John Braithwaite Centre.
- Not at this time.
- Tofino farmer's market many of our west coast clients attend Qualicum beach farmers market many of our PA clients go East.
- Local senior's groups, service clubs, the municipality.
- No at this time.
- Tuesday market other local businesses.
- Perhaps credit union or local foundation but have not looked into this.
- Industries that want to make an environmental impact contribute to earn energy points/credits.
- Agencies that focus on providing service for adults with learning disabilities may benefit from the program.
- Yes increase the reach of the FMNCP.
- Van. Coastal Health, Frog Hollow.
- The Warehouse (cityreach). Could be a potential host organization that would broaden program reach in our program.
- Not on top of my head, but some of the service clubs could be interested. It would help to get support for this through the BCAFM.

Can your program, as it operates now, handle more participants in the FMNCP?

Yes – 26	No – 7

### **FARMER SURVEY FEEDBACK**

(298 farmers responded to the survey)

#### What items do you sell at your stall?

Vegetables	Fruit	Meat/Fish	Eggs	Cheese	Herbs
232	147	58	73	16	74

#### How does the FMNCP run at your stall?

Smoothly, there are no problems	Usually quite smoothly with occasional problems	Inconsistently, with various problems and troubleshooting required	With constant problems and adjustments needed
267	29	2	=

If you answered the 2nd, 3rd or 4th option in Question #1, please describe the one change that would help the most in running the program more smoothly at your stall:

- Make \$1 coupons 10
- Better signage 4
- Participant Education RE: Change 11
- Ad processed food 5
- Adjust cash out procedure at market 3

## What do you feel is the most important impact of the Farmers' Market Nutrition and Coupon Program?

- Fresh, Healthy food for those who can't afford it. 128
- Brings new customer to the market. 51
- Introduce people to new foods. -14
- Nutritional options for pregnant women & young children 23
- Connection to local food and benefits economy and farms 29
- Helps seniors 5

Have you observed this impact occurring?	Yes - 199	No - 16

Have you made any changes at your stall or in your operations to accommodate the FMNCP participants?

Yes	No
89	206

#### If yes, what did you do?

- \$3 Bundles 56
- Put Up Sign 35
- Round Up/Down 10
- Provide Recipes/Info -6

#### PARTICIPANT SURVEY FEEDBACK

(497 participants responded to the survey)

# How many times (or weeks) have you received Farmers' Market coupons this year?

1	2	3	4	5	6	7	8+
19	20	17	53	26	48	35	279

#### How many coupon booklets have you used at a Farmers' Market this year?

0	1	2	3	4	5	6	7
12	11	19	33	43	38	40	298

# How has your ability to find local foods changed because of the Farmers' Market coupons?

Greatly	Somewhat A Little bit		It hasn't
252	141	50	34

# How has affordability of healthy foods changed for you because of the Farmers' Market Coupons?

Greatly	Somewhat	A Little bit	lt hasn't
343	81	38	14

# When shopping at the farmers' market, how much of your own money do you typically spend in a visit, in addition to the coupons?

\$0	\$1-\$5	\$6-\$10	\$11+
99	176	126	86

## Through this program, have you gained skills in cooking or preparing local foods?

Yes, Many	Yes, a few new skills	Yes, 1 or 2 new skills	No
121	155	119	86