2018 HEALTHY FOOD ACCESS INITIATIVE EVALUATION ANNUAL REPORT

PREPARED BY

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INTRODUCTION

Access to affordable and quality fruits and vegetables (F&V) is a critical factor in the ability to consume a healthy diet. Individuals living in lower-income neighborhoods are less likely to have access to F&V compared to individuals living in higher income neighborhoods. Consequently, increasing access to healthy food in low-income neighborhoods has become a priority for researchers, advocates, and city planners. Although efforts to increase access have been evaluated, evidence from these studies has been limited for several reasons including weak study designs, lack of dietary intake as main outcome, and assessment of one strategy only (as opposed to comprehensive set of strategies).

In 2016, the City of Austin started the implementation of a city-wide healthy food access initiative that allocated nearly $500,000 for a comprehensive, multi-sector Healthy Food Retail Initiative (Access Initiative) in Austin's low-income communities with high rates of chronic disease risk factors. For 2017, the goals of the Access Initiative are to increase food access points where residents can purchase affordable healthy foods, with a strong emphasis on fresh F&V. The following strategies were implemented during the initial phase: 1) strategic placement of farm stands at schools and public housing, 2) stocking of fresh F&V and healthy foods in corner stores, 3) placement of mobile markets at strategic locations, and 4) use of a financial incentive program to purchase locally grown F&V. Implementation of these strategies was entrusted to three local implementing organizations: GAVA, Farmshare Austin, and the Sustainable Food Center (SFC). This report describes the findings of an evaluation study of the Healthy Food Access Initiative in Austin for 2018, funded by the City of Austin, Austin Public Health, which was conducted by The University of Texas Health Science Center at Houston (UTHealth) School of Public Health in Austin. Strategies implemented at three different food access points: farm stands, corner stores, and the mobile market are included here. The financial incentive program was not included in this evaluation report.

Purpose of the Study

The purpose of this study was to assess the impact of the Access Initiative on F&V purchasing and consumption behaviors of community residents living in low-income areas of Austin. For the 2018 contract, the UTHealth School of Public Health in Austin team worked closely with the three implementation organizations (i.e. Sustainable Food Center (SFC), Farmshare Austin, and GAVA) and collected data from both customers and through store, stand, and market audits. This study also included a price comparison component which compared the prices of products sold at the stores, stands, and markets to those sold at a larger grocery store.

METHODS

Description of the Evaluation of the Food Access Points

Data collection needs at each of the three types of food access points are described below.

Farm Stands:

The farm stand strategy was implemented by the Sustainable Food Center (SFC) and involved five farm stands: three farm stands at low-income public schools, one farm stand at a recreation center/library, and one farm stand at a low-income housing complex. The UTSPH evaluation team collected data at each of the five farm stands. The Customer Survey was created by the UTSPH evaluation team with collaboration from Farmshare Austin, SFC, and GAVA and administered to individuals purchasing produce at the farm stands. The goal was to recruit 5 individuals per farm stand. Some baseline data were collected by Austin Public Health during the fall 2016, and by the UTSPH evaluation team in 2017 and those data were compared to data from fall 2018 to the extent possible. Sales data collected by SFC were used for the economic evaluation. Audits were also conducted at each farm stand.

Mobile Markets:

The mobile market strategy was implemented by Farmshare Austin and involved nine mobile markets at various locations in low-income communities throughout Austin and Del Valle. The UTSPH evaluation team conducted evaluations at all nine locations where the mobile markets were operational. The evaluation tool was administered to individuals who purchased produce and staple foods at the mobile markets. The goal was to recruit 5 individuals per location. Sales data collected by Farmshare Austin were used for the economic evaluation. Audits were also conducted at each mobile market. When possible, data from 2018 were compared to data from 2017.

Corner Stores:

The corner store strategy was implemented by Go Austin!/Vamos Austin! (GAVA), and for the 2018 evaluation, eight intervention corner stores were included in the Healthy Food Access Initiative. The UTSPH evaluation team was responsible for conducting intercept surveys (n=5 per store), and audits at all intervention stores. However, two intervention stores declined to have intercept surveys and one store declined to have an audit. Therefore, a total of six stores were included in the data collection for intercept surveys and seven stores were audited. When possible, data from 2018 were compared to data from 2017.

METHODS

Customer Surveys

Customer surveys were developed by the UTSPH evaluation team in collaboration with the City of Austin, Farmshare Austin, SFC, and GAVA. These self-administered surveys took about five minutes to complete and included questions about socio-demographic information, food insecurity, food assistance, awareness and utilization of SNAP/SFC Double Dollar, shopping behaviors and motivation for shopping at each of the food access points, awareness of the food access points, cooking skills and self-efficacy, marketing at each of the food access points, fruit and vegetable consumption, satisfaction with produce and other health food items sold at each of the food access points, how they would like to receive more information, and other topics. Because of different offerings and retail models at the three access points, surveys needed to be tailored to the specific food access points; however, to the extent possible, constructs measured were comparable across the three types of food access points. All instruments used for this evaluation were reviewed by the UTHealth IRB Committee (HSC-SPH-16-0388) and no data were collected until approved. All study participants received a $10 gift card as a thank you for their participation.

Participant Recruitment and Data Collection for Customer Surveys

Potential participants for the customer evaluations were approached by the UTSPH evaluation team as they exited one of the food access points (farm stand, mobile market, or corner store), after completing their purchase. Screening criteria included the ability to read or understand English or Spanish, having purchased at least one item during the current visit, and not having taken the survey before. This last criterion was especially important at farm stands and mobile markets, as a number of the customers at these two food access points were repeat customers. Eligible customers were told what the survey was about, informed of the $10 HEB gift card incentive, and then asked if they would be willing to participate in the study by taking the survey. Customers who provided verbal consent were given the survey. Surveys were offered in Spanish and English. The majority of participants completed the surveys orally where survey administrators orally administered the survey in Spanish or English. Participants were also offered the option to complete the survey on their own.

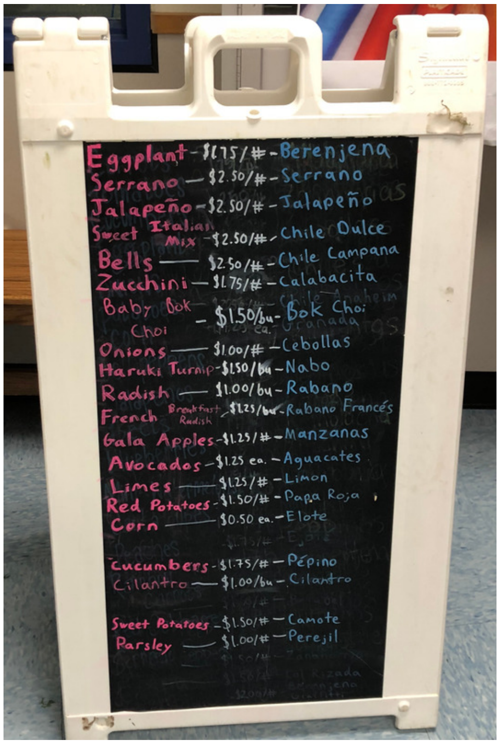
METHODS

Audits

To measure availability of products offered and other site-specific factors, audits were conducted at each of the farm stands, mobile markets, and seven corner stores were conducted utilizing an instrument adapted from the Nutritional Environment Measurement Survey in Stores (NEMS-S) and the Nutritional Environment Measurement Survey in Farmers' Markets (NEMS-FM). Two trained members of the UTSPH evaluation team independently filled out the NEMS-S tool for seven corner stores. The NEMS-FM tool was adapted in order to have it be an appropriate assessment of the farm stands and mobile markets. Two trained members of the UTSPH evaluation team independently filled out the tool for all farm stands and mobile markets. Each audit took approximately 30 minutes to complete. All audits took place during fall 2018.

Comparison Pricing Across the Food Access Points

In order to compare the prices of the most popular items sold at the three different food access points, the UTSPH evaluation team collected cost data of the items sold at farm stands and mobile markets during the late fall, as well as the commonly sold produce items sold at corner stores. The UTSPH evaluation team collected prices from the corner stores, mobile markets, and farm stands and compared them to the prices of similar food items available at HEB for conventional and organic products. The grocery store, the HEB at the corner of S. 1st and William Cannon in 78745, was selected because it was the closest HEB to many of the audited food access points. The selected HEB had very limited availability of organic products, thus additional prices for organic produce were collected from the HEB on Brodie Lane and William Cannon. For some items, only conventional items were available at both stores, and this is noted in the results.



METHODS

Analysis

For the analysis, frequencies were calculated for all variables obtained through the surveys. For the variables for which there were baseline data (fall 2016 or from the 2017 evaluation) frequencies from previous years are shown. For the purposes of this report, data from the farm stand, mobile market, and corner store audits are reported in terms of amount of the produce available and the varieties of produce available on the day of the audit. Price comparison data was averaged by item and unit across corner stores, and grocery stores respectively. Price averaging was not needed for mobile market and farm stand pricing since the pricing was consistent across mobile markets and farm stands respectively.

RESULTS

Customer Intercept Survey Findings

A total of 100 customers were surveyed for this study (i.e. 25 from farm stands; 45 from mobile markets; and 30 from corner stores). Five customers were surveyed from each of the six different corner stores, for a total of 90 customers surveyed (one in 78744: Citgo (formerly Texaco), and five corner stores in 78745: Hula Hu, Bread Basket, 7-Eleven on Manchaca, EZ on S.1st, and EZ on William Cannon). We surveyed 25 customers from five farm stands, one in 78744 (Dove Springs Rec Center/Library), and two in 78745 (St. Elmo-Sierra Vista, and Cunningham) and two in North Austin off of Rundberg in 78758 and 78753 (Padron and Dobie Pre-K). We surveyed 45 customers at nine different mobile markets that were located in six different zip codes throughout Austin and Del Valle: 78741 (SE Health and Wellness Center), 78617 (Elroy Community Library, Popham Elementary, Del Valle Middle School), 78724 (Hornsby-Dunlap Elementary), 78723 (East Communities YMCA), 78753 (Hart Elementary) and 78758 (St. John's Episcopal Church, North Austin YMCA).

Socio-demographic Information

	Corner Stores		Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Gender						
Female	11	36.67	21	84.00	38	84.44
Male	19	63.33	4	16.00	7	15.56
Transgender	0	0.00	0	0.00	0	0.00
Other	0	0.00	0	0.00	0	0.00
Race/Ethnicity						
African American or Black	2	6.67	0	0.00	0	0.00
Hispanic or Latino	18	60.00	22	88.00	29	65.91
Caucasian or White	9	30.00	3	12.00	14	31.82
Asian	1	3.33	0	0.00	0	0.00
American Indian or Alaska Native	1	3.33	0	0.00	0	0.00
Middle Eastern or North African	0	0.00	0	0.00	0	0.00
Native Hawaiian or Pacific Islander	0	0.00	0	0.00	0	0.00
Multiple Race	0	0.00	0	0.00	0	0.00
Other	0	0.00	0	0.00	1	2.27
Language Normally Spoken at Home						
Only/mostly English	22	73.33	6	24.00	24	54.55
Equally English and Spanish	3	10.00	5	20.00	3	6.82
Only/mostly Spanish	5	16.67	14	56.00	17	38.64
Other Language	0	0.00	0	0.00	0	0.00

There were notable differences in demographic composition of surveyed participants across the three food access point types. Over 80% of individuals surveyed at farm stands and mobile markets identified as female, while almost two thirds of individuals surveyed at corner stores identified as male, which is similar to findings from 2017. Over 60% of participants surveyed at all food access points identified as Hispanic or Latino, reflecting the ethnic composition of the larger geographical area. At corner stores and mobile markets, around 30% of participants identified as Caucasian or White, while only 12% of participants surveyed at farm stands identified as Caucasian or White. However, there was a much higher percentage of Hispanic or Latino customers surveyed at farm stands than at the other two types of food access points. In line with the ethnic differences across locations, there were differences in primary language (language spoken at home). English was the primarily language spoken at home by the majority of customers surveyed at corner stores and at mobile markets, while Spanish was the primarily language spoken at home among customers surveyed at farm stands.

RESULTS

Customer Intercept Survey Findings

Socio-demographic Information Continued

Over 25% of customers surveyed at all food access points reported having a gross annual household income under $25,000. These findings were very similar to what we found in 2017 at corner stores and mobile markets, however last year approximately 29% of customers surveyed at farm stands reported a gross annual household income was under $25,000, which is much lower than the 40% of respondents from farm stands this year. This could mean that the farm stands are reaching the low-income communities that they are hoping to serve.

Also, in 2018 less than 10% of customers surveyed at all assets refused to disclose their income, which is a much lower rate than the over 20% that refused to disclose their incomes in 2017.

	Corner Stores		Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Gross Annual Household Income						
Under $25,000	10	33.33	10	40.00	12	26.67
$25,001-$35,000	3	10.00	5	20.00	6	13.33
$35,001-$45,000	3	10.00	3	12.00	8	17.78
$45,001-$55,000	3	10.00	2	8.00	4	8.89
$55,001 or greater	10	33.33	3	12.00	13	28.89
Do not wish to disclose	1	3.33	2	8.00	2	4.44

Food Insecurity

The majority of customers surveyed at all food access points were almost never or never food insecure. However, at corner stores, almost half of the customers surveyed considered themselves sometimes or always food insecure. This is somewhat surprising given that corner store participants had relatively low rates of participating in food assistance programs, as shown in later tables. These 2018 findings are very similar to what customers reported in 2017, with all percentages being within a 2% differential.

Food Security	Corner Stores		Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Almost Always or Always Food Insecure	2	6.67	1	4.00	3	6.67
Sometimes Food Insecure	12	40.00	6	24.00	7	15.56
Almost Never or Never Food Insecure	16	53.33	18	72.00	35	77.78

RESULTS

Customer Intercept Survey Findings

Socio-demographic Information Continued

Food Assistance

Although the majority of people surveyed at corner stores and mobile markets were not on any type of food assistance, there were substantial differences in customers reporting food assistance from 2017 to 2018.

Are you or anyone else on any type of food assistance?	Corner Stores		Farm Stands		Mobile Markets	
	Percent 2017	Percent 2018	Percent 2017	Percent 2018	Percent 2017	Percent 2018
SNAP	17.78	6.67	21.67	28.00	9.09	15.56
WIC	4.44	0.00	8.33	20.00	5.68	8.89
Food Pantry	2.22	3.33	1.67	8.00	3.41	2.22
None	72.22	90.00	60.00	36.00	72.73	66.67

*Individuals could report more than one type of food assistance

Only 10% of corner store customers surveyed reported receiving any type of food assistance, which is surprising given the aforementioned rates of food insecurity. Also, these numbers were substantially less than those from 2017. However, there was tremendous growth of customers at farm stands reporting being on some type of food assistance, with only 36% of customers surveyed reporting not being on any type of food assistance in 2018 compared to 60% in 2017. There were also increases in reported food assistance among mobile market customers, however these increases were not as substantial as farm stands. Thus, enrollment in food assistance among customers surveyed has increased from 2017 to 2018 among customers at farm stands and mobile markets but enrollment in food assistance has decreased among customers surveyed at corner stores.

Have used the following at a...	Corner Stores		Farm Stands		Mobile Markets	
	Percent 2017	Percent 2018	Percent 2017	Percent 2018	Percent 2017	Percent 2018
SNAP Card	6.67	6.67	15.00	12.00	6.00	11.11
WIC Card	n/a	n/a	n/a	4.00	n/a	2.22
SFC Double Dollars	n/a	n/a	10.00	20.00	6.00	11.11
Loyalty Card	n/a	n/a	6.67	16.00	12.00	57.78
Coupon	5.56	n/a	0.00	0.00	0.00	0.00
I did not know I could use SNAP or Double Dollar at this FS/MM	n/a	n/a	n/a	0.00	n/a	2.72

Few participants surveyed at corner stores, mobile markets and farm stands used their SNAP cards; however, given internal sales data, we understand that this could be due to obtaining the same number of surveys at each farm stand and market, and that there are specific markets that drive greater SNAP utilization (Sierra Vista, Central Health, etc.). Reported SFC Double Dollar usage at farm stands and mobile markets doubled from 2017 to 2018. SFC Double dollars enable people who are enrolled in SNAP, WIC and/or FMNP to get up to $30 in fruit and vegetable vouchers. Corner stores do not currently accept SFC Double Dollars, so that answer was not applicable for those participants. Usage of loyalty cards at farm stands more than doubled, and increased nearly fivefold at mobile markets from 2017 to 2018. Loyalty cards are punch cards where every visit the customer gets a "punch" and after four punches, they get a gift. Thus, there could be a greater prevalence of repeat shoppers at these locations. There were very low rates of customers not knowing that they could use SNAP or SFC Double Dollars at the markets (less than 3%). Lack of use of SNAP cards at corner stores, despite the high percentage of SNAP eligible respondents, may reflect that the purchase basket at corner stores does not usually include food.

RESULTS

Customer Intercept Survey Findings

Socio-demographic Information Continued

Food Assistance Continued

The majority of those surveyed at farm stands and mobile markets reported that they would still shop at their respective location even if those two types of food access points did not accept SNAP.

If the FS/MM did not accept SNAP, how likely would you be to shop here?	Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent
Very Unlikely	0	0.00	3	6.98
Unlikely	6	24.00	1	2.33
Likely	6	24.00	4	9.30
Very Likely	15	60.00	35	81.40

Awareness of SFC Double Dollars was also asked about to all respondents. Given that SFC Double Dollars had higher utilization rates at farm stands, it is to be expected that they would have the highest rates of knowledge about SFC Double Dollars. There was also a nearly 29% increase in customers at farm stands knowing what SFC Double Dollars were. Also, since corner stores do not currently accept SFC Double Dollars, it is not surprising that no one surveyed at corner store locations was aware of what they were. These data suggest that there may not be overlap or cross-outlet shopping between customers at farm stands and customers at corner stores.

I know what SFC Double Dollars are	Corner Stores		Farm Stands		Mobile Markets	
	Percent 2017	Percent 2018	Percent 2017	Percent 2018	Percent 2017	Percent 2018
Yes	0.00	0.00	33.90	52.00	29.55	31.11
No	100.00	100.00	66.10	48.00	70.45	68.89

RESULTS

Customer Intercept Survey Findings

Shopping Behaviors and Motivations

Data in this section are presented by farm stand/mobile market and by corner store. This is because some of the components and questions are different between farm stand/mobile markets and corner stores.

Farm Stands and Mobile Markets

Farm stands and mobile markets: According to individuals surveyed at farm stands the main reasons for shopping at these food access points included the following: 1) convenient location, 2) they like to support local farmers/businesses, and 3) reasonable pricing of items. For individuals surveyed at mobile markets, the main reasons for shopping at these food access points included the following: 1) supporting local farmers/businesses, 2) convenient location, and 3) good selection of products. It is notable that supporting local farmers/ businesses and convenient locations were the two most popular reasons for shopping at mobile markets, and farm stands and perhaps these factors should be specifically emphasized in promotional materials. While not explicitly asked about, many respondents also noted that the availability of locally grown, organic produce was a key motivating factor, and why the “other” response option was so substantial.

Why did you decide to shop at the FS/MM today?	Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent
Conveniently located	18	72.00	29	64.44
It is clean	12	48.00	17	37.78
The hours are convenient	12	48.00	14	31.11
Items here are reasonably priced	13	52.00	18	40.00
There is a good selection	8	32.00	27	60.00
It is a safe place	10	40.00	14	31.11
The produce is attractively laid out	10	40.00	20	44.44
I like to support local farmers/businesses	15	60.00	33	73.33
It is convenient to shop here while picking up my kids from school	9	36.00	7	15.56
My kids like to come here	8	32.00	4	8.89
Other	6	24.00	14	31.11

*Respondents could select more than one option

RESULTS

Customer Intercept Survey Findings

Shopping Behaviors and Motivations

Farm Stands and Mobile Markets Continued

There was also substantial evidence of repeat shopping in farm stands and mobile markets. Over 50% of the individuals surveyed at farm stands or mobile markets had either been there three or more times in the last two months. However, over a quarter of all participants surveyed at mobile markets and farm stands were first time customers, meaning that there is still growth in the customer base for farm stands and mobile markets.

During the last two months, how many times have you visited this FS/MM?	Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent
This is my first time	8	32.00	12	26.67
This is my second time	1	4.00	10	22.22
This is my third time	4	16.00	1	2.22
I have been here four or more times	12	48.00	22	48.89

The majority of those surveyed at farm stands and mobile markets drive to the respective locations. However, it is interesting that at the farm stands, over a third of participants reported walking to the farm stand. Individuals driving to shop for fresh produce has been found in all previous evaluations in 2016 and2017. Also, the greater proportion of mobile market and farm stand customers that report driving to the markets is to be expected since most participants surveyed live over one mile away.

How do you usually get here?	Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent
Car (driving)	15	60.00	41	93.18
Bus	0	0.00	1	2.27
Walking	9	36.00	1	2.27
Biking	0	0.00	0	0.00
With a friend/got a ride	1	4.00	0	0.00
Other	0	0.00	1	2.27

Lived more than a mile from the FS/MM	Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent
Yes	9	36.00	27	61.36
No	16	64.00	17	38.64

RESULTS

Customer Intercept Survey Findings

Shopping Behaviors and Motivations

Corner Stores

Corner store customers were asked about motivations for shopping at corner stores. The majority of individuals surveyed at corner stores stated that they like to shop at that food access point because of the convenient location and convenient hours, which is similar to 2017. The cleanliness of the store and the good selection of non-food products were also influential factors that surveyed corner store customers reported being important reasons for them to shop at the corner stores,

What are the reasons that you use this store?	Corner Stores	
	Frequency	Percent
Conveniently located	22	73.33
It is clean	12	40.00
The hours are convenient	17	56.67
Items in the store are reasonably priced	10	33.33
There is a good selection of food products	10	33.33
There is a good selection of non-food products	11	36.67
It is a safe place	10	33.33
The store is well laid out	7	23.33
I like to support local farmers/businesses	7	23.33
It is convenient to shop here when I get gas	10	33.33
My kids like to come here	5	16.67
Other	3	10.00

*Respondents could select more than one option

If there were more fruits and vegetables at this store, would you buy them?	Corner Stores	
	Frequency	Percent
Yes	19	63.33
No	11	36.67

Interestingly, the majority of customers surveyed at corner stores (63.33%) stated that if there were more fruits and vegetables at the store, they would buy them.

How often do you visit this store	Corner Stores	
	Frequency	Percent
Less than 3-4 times a year	5	16.67
About 1-2 times a month	2	6.67
About 1-3 times a week	12	40.00
Almost daily	11	36.67

Most of the individuals surveyed at corner stores were frequent shoppers, with over 75% of participants surveyed shopping there daily or one-three times a week. Which is similar to our findings in 2017.

RESULTS

Customer Intercept Survey Findings

Shopping Behaviors and Motivations

Corner Stores Continued

As at farm stands and mobile markets, the majority of those surveyed at corner stores drove to the corner store. Notably, over 10% of respondents also reported walking or biking less than 10 minutes to get to the store. Meaning, that some individuals that live in the immediate vicinity of the store may be more likely to walk or bike to the store than those that live farther away.

How do you usually get to this store	Corner Stores	
	Frequency	Percent
I drive my car or truck from home	24	82.76
I ride with a friend	0	0.00
I walk or bike 10 minutes or more to get there	1	3.45
I walk or bike less than 10 minutes to get there	4	13.79

Usual Shopping Behaviors for Fruits and Vegetables

Where do you usually obtain fruits and vegetables for your family	Corner Stores		Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Supermarket	29	96.67	23	92.00	44	97.78
Small Grocery Store or Bodega	10	33.33	11	44.00	18	40.00
Convenience Store/Corner Store	3	10.00	1	4.00	1	2.22
Farmers' Market	5	16.67	9	36.00	7	15.56
Own Garden or Community Garden	1	3.33	2	8.00	2	4.44
School/Community Farm Stand	1	3.33	25	100.00	4	8.89
Mobile Market	0	0.00	0	0.00	45	100.00
I don't buy fruits and vegetables for my family	1	3.33	0	0.00	0	0.00

Across food access points, the majority of customers usually obtain their fruits and vegetables for their families at supermarkets, followed by small grocery stores or bodegas. Not surprisingly, utilization of farmers' markets was higher among customers surveyed at farm stands compared to corner stores and mobile markets. This could be due to SFC running the farm stands and many of the local farmers' markets.

RESULTS

Customer Intercept Survey Findings

Marketing

Knowledge and Awareness of Surveyed Customers at Farm Stands and Mobile Markets

Most people learned about the mobile markets and farm stands through flyers at school and driving by and deciding to stop. Thus, physical promotional materials such as flyers, and seeing the mobile markets and farm stands were relatively effective at making customers aware and motivating them to shop, while it appears that social media channels had limited impact. Over 20% of farm stand customers surveyed and almost half of customers surveyed at mobile markets selected an "other" option for how they learned about the market or farm stand. While these answers varied, a common theme was that the customers surveyed frequented or worked at the location (school, YMCA, church, etc.) and noticed the stand/market during those visits. Therefore, they did not necessarily drive by or see promotional materials but saw the stand/market itself and decided to shop. The popularity of a location should be considered when thinking about where to place future markets.

How did you find out about the FS/MM?	Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent
Drove by and decided to stop	4	16.00	6	13.33
Flyer outside of the site	2	8.00	2	4.44
Flyer inside of the site	2	8.00	2	4.44
Flyer inside of the school	6	24.00	9	20.00
Family/Friend	3	12.00	4	8.89
Community Event	2	8.00	2	4.44
NextDoor	1	4.00	2	4.44
Social Media	2	8.00	3	6.67
Church Newsletter	0	0.00	2	4.44
Neighborhood Association Meeting	0	0.00	0	0.00
WIC Clinic	1	4.00	1	2.22
Website	0	0.00	2	4.44
Farmers' Market	3	12.00	2	4.44
Neighborhood Association Letter	0	0.00	0	0.00
School Newsletter	2	8.00	1	2.22
Newspaper	0	0.00	0	0.00
Food Bank	0	0.00	1	2.22
Radio	1	4.00	0	0.00
Texting Service	0	0.00	1	2.22
Other	5	20.00	22	48.89

RESULTS

Customer Intercept Survey Findings

Marketing

Knowledge and Awareness of Surveyed Customers at Corner Stores

Over a third of the individuals surveyed at corner stores did not know that the stores sold fruits, vegetables, and healthy food items. Most of those who did know learned about the fruits, vegetables, and healthy food item offerings from noticing them on their normal visits. Thus, other promotional materials have not been as effective as just noticing the products on their normal visits. This could be due to the fact that many corner store customers surveyed are regular customers, and also that most corner stores have their fruits and vegetables located near the front of the store, or near the cashier station, making them very visible to customers.

How did you learn about the fruits, vegetables, and healthy food items available	Corner Stores	
	Frequency	Percent
Community Event	2	6.67
Social Media	2	6.67
Block Walk	0	0.00
Mailer	0	0.00
Neighbor/Word of Mouth	2	6.67
Random Chance	3	10.00
Signs	0	0.00
Noticed them on my normal visits	12	40.00
TV	1	3.33
Radio	0	0.00
My Child's School	0	0.00
I did not know fruits, vegetables, and healthy food items were available at this store	13	43.33

In 2018, corner store customers were also asked about their awareness and utilization of farm stands and mobile markets. Over 50% of corner store customers surveyed reported not knowing anything about the farm stands and mobile markets. However, over 23% of corner store customers are familiar with and have shopped at them. Thus there are some customers that utilize multiple types of the food access points.

Are you familiar with the farm stands and mobile markets in your community?	Corner Stores	
	Frequency	Percent
Yes, I am familiar and have shopped at the ones in my community	7	23.33
Yes, I am familiar but have never shopped there	6	20.00
I am familiar with them, but they are outside of my community	1	3.33
No, I have no idea what you are talking about	16	53.33

RESULTS

Customer Intercept Survey Findings

Marketing

Future Marketing Strategies

Farmshare Austin and SFC requested that we ask additional questions to farm stand and mobile market customers about how they would like to receive information and what type of information they would like to receive. The majority of customers at farm stands and mobile markets preferred to receive information over text. However, email was the second most popular preference for mobile market customers, while farm stand customers preferred information over Facebook than email.

How would you like to receive information about the markets?	Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent
Phone Call	5	20.00	1	2.22
Texting	19	76.00	24	53.33
Email	6	24.00	18	40.00
Facebook	7	28.00	7	15.56
Other	2	8.00	7	15.56

While all suggested types of information that could be shared with customers had high response rates, over 75% of customers at farm stands and mobile markets requested notifications about weekly products. Hours, prices, and weather closures also had high response rates for information that customers would like to receive.

What kind of information would you like to receive about the markets?	Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent
Weekly Products	20	80.00	35	77.78
Hours	15	60.00	27	60.00
Prices	15	60.00	21	46.67
Weather Closures	11	44.00	24	53.33
Special Events	10	40.00	23	51.11
Other	2	8.00	4	8.89

RESULTS

Customer Intercept Survey Findings

Fruit and Vegetable Consumption and Satisfaction

Fruit and Vegetable Consumption

Amount Consumed:

The majority of customers surveyed at farm stands and mobile markets believed that their families consume more fruits and vegetables because of the farm stand/mobile market. Specifically, 80% of mobile market customers surveyed somewhat or strongly agree that the amount of fruits and vegetables their family eats has increased as a result of the mobile market. Farm stands had similar findings, with 92% of customers surveyed at farm stands stating that they somewhat agree or strongly agree that the amount of fruits and vegetables their family eats has increased as a result of the farm stand.

As a result of shopping at (CS/MM/FS) the amount of fruits and vegetables my family eats has increased	Corner Stores		Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Strongly Disagree	0	0.00	0	0.00	0	0.00
Somewhat Disagree	1	3.33	1	4.00	1	2.22
Neither Agree or Disagree	5	16.67	1	4.00	8	17.78
Somewhat Agree	2	6.67	7	28.00	13	28.89
Strongly Agree	4	13.33	16	64.00	23	51.11
I do not buy fruits and vegetables here	18	60.00	n/a	n/a	n/a	n/a

The corner stores had lower rates of perceived increases in fruit and vegetable consumption as a result of the corner stores, with 20% of customers surveyed stating that they somewhat agree or strongly agree that the amount of fruits and vegetables my family eats has increased. The lower rate among corner store customers is to be expected given that there is a more limited supply of fruits and vegetables at corner stores than at the farm stands and mobile markets, and that 60% of customers surveyed at corner stores reported not buying fruits and vegetables at the corner store.

Quantity and variety of fruit and vegetable consumption was not explicitly asked in the farm stand and mobile market customers given the very high rates of fruit and vegetable consumption reported in 2017 and conversations with Farmshare Austin and SFC about what should be included in the Customer Survey. These data regarding fruit and vegetable consumption was collected in the survey for the FRESH-Austin Customer Survey and more detailed data about fruit and vegetable consumption could be provided once that data analysis begins if requested.

RESULTS

Customer Intercept Survey Findings

Fruit and Vegetable Consumption and Satisfaction

Fruit and Vegetable Consumption

Amount Consumed Continued:

	Corner Stores	
	Percent 2017	Percent 2018
Do you eat fruits and/or vegetables as snacks		
No	3.37	10.00
Yes, sometimes	24.72	36.67
Yes, often	40.45	30.00
Yes, always	31.46	23.33
Do you eat more than one variety of fruit a day		
No	8.99	16.67
Yes, sometimes	35.96	26.67
Yes, often	26.97	30.00
Yes, always	28.09	26.67
Total amount of fruit you eat each day		
0 cups	2.22	6.67
1/2 cup	26.67	26.67
1 cup	27.78	26.67
1 1/2 cup	18.89	6.67
2 cups or more	24.44	33.33
Do you eat more than one variety of vegetable a day		
No	7.78	15.38
Yes, sometimes	32.22	19.23
Yes, often	27.78	26.92
Yes, always	32.22	38.46
Total amount of vegetables you eat each day		
0 cups	3.33	10.00
1/2 cup	22.22	23.33
1 cup	27.78	40.00
1 1/2 cup	13.33	6.67
2 cups or more	33.33	20.00

Compared to data from 2017, individuals surveyed at corner stores had similar rates of eating fruits and vegetables as snacks, and the amount and varieties of fruits and vegetables eaten.

However, there were more respondents in 2018 that reported never eating fruits and vegetables as snacks, eating one or fewer varieties of fruits or vegetables each day, or eating zero cups of fruits or vegetables each day than in 2017, but these changes were not statistically significant.

Yet, there was an increase in the percentage of corner store customers surveyed that reported eating two or more cups of fruits everyday.

Also, there was an increase in the percentage of corner store customers surveyed that reported always having more than one variety of vegetable a day in 2018 than there was in 2017.

Therefore, there have been increases at both ends of the fruit and vegetable consumption spectrum, with more customers surveyed in 2018 reporting very low or very high amount and variety of fruits and vegetables consumed compared to 2017.

RESULTS

Customer Intercept Survey Findings

Fruit and Vegetable Consumption and Satisfaction

Fruit and Vegetable Consumption

Variety Consumed:

The majority of customers surveyed at mobile markets and farm stands believed that the variety of fruits and vegetables their family eats has increased as a result of shopping at that food access point. Specifically, 68.89% of mobile market customers surveyed somewhat agree or strongly agree that the variety of fruits and vegetables their family eats has increased as a result of the mobile market. Also, 92% of farm

As a result of shopping at (MM/FS) the variety of fruits and vegetables my family eats has increased	Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent
Strongly Disagree	0	0.00	0	0.00
Somewhat Disagree	0	0.00	2	4.44
Neither Agree or Disagree	2	8.00	12	26.67
Somewhat Agree	9	36.00	9	20.00
Strongly Agree	14	56.00	22	48.89

stand customers surveyed somewhat agree or strongly agree that the variety of fruits and vegetables their family eats has increased as a result of the farm stand. This question was not asked of corner store customers because of the limited selection at the corner stores.

Fruit and Vegetable Satisfaction

Overall, it the majority of customers surveyed at all food access points were satisfied or very satisfied with the variety of fruits and vegetables sold at the survey location. Over 93% of mobile market customers surveyed were satisfied or very satisfied with the variety of fruits and vegetables sold at the mobile markets. Similarly, among customers surveyed at farm stands, 80% were satisfied or very satisfied with the variety of fruits and vegetables sold at the farm stands. Over 43% of corner store customers surveyed were also satisfied or very satisfied with the variety of fruits and vegetables sold, and 46.67% of those surveyed at corner stores reported not buying the fruits and vegetables here.

RESULTS

Customer Intercept Survey Findings

Fruit and Vegetable Consumption and Satisfaction

Fruit and Vegetable Satisfaction Continued

The majority of customers surveyed at all food access points were satisfied or very satisfied with the quality of fruits and vegetables sold at the survey location. For instance, 97.78% of mobile market customers surveyed were satisfied or very satisfied with the quality of fruits and vegetables sold at the mobile markets. Among customers surveyed at farm stands, 96% were satisfied or very satisfied with the quality of fruits and vegetables sold at the farm stands. Also, 43.33% of corner store customers surveyed were also satisfied or very satisfied with the quality of fruits and vegetables sold.

	Corner Stores		Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
How satisfied are you with the variety of fruits and vegetables sold at the...						
Very Unsatisfied	0	0.00	0	0.00	0	0.00
Unsatisfied	0	0.00	2	8.00	1	2.22
Neither Unsatisfied or Satisfied	3	10.00	3	12.00	2	4.44
Satisfied	8	26.67	11	44.00	11	24.44
Very Satisfied	5	16.67	9	36.00	31	68.89
I do not buy fruits and vegetables here	14	46.67	n/a	n/a	n/a	n/a
How satisfied are you with the quality of fruits and vegetables sold at the...						
Very Unsatisfied	0	0.00	0	0.00	0	0.00
Unsatisfied	0	0.00	0	0.00	0	0.00
Neither Unsatisfied or Satisfied	1	3.33	1	4.00	1	2.22
Satisfied	7	23.33	6	24.00	10	22.22
Very Satisfied	6	20.00	18	72.00	34	75.56
I do not buy fruits and vegetables here	16	53.33	n/a	n/a	n/a	n/a
How satisfied are you with the prices of fruits and vegetables sold at the...						
Very Unsatisfied	0	0.00	0	0.00	0	0.00
Unsatisfied	0	0.00	1	4.00	0	0.00
Neither Unsatisfied or Satisfied	3	10.00	0	0.00	3	6.67
Satisfied	6	20.00	10	40.00	10	22.22
Very Satisfied	5	16.67	14	56.00	32	71.11
I do not buy fruits and vegetables here	16	53.33	n/a	n/a	n/a	n/a

At the mobile markets and farm stands, customers surveyed also were satisfied with the prices of the fruits and vegetables. For instance, 93.33% of mobile market customers surveyed were satisfied or very satisfied with the prices of fruits and vegetables sold at the mobile markets. Also, 96% were satisfied or very satisfied with the prices of fruits and vegetables sold at the farm stands. However, 10% of the customers surveyed at the corner stores were neither not satisfied nor satisfied with the prices of the fruits and vegetables there, which is a much lower rate than those surveyed in 2017 (47.78%). However, this could be due to the additional answer option of “I do not buy fruits and vegetables here,” which was not an answer option in the 2017 survey.

RESULTS

Customer Intercept Survey Findings

Staple Goods and Healthy Food Items Consumption and Satisfaction

Staple Goods and Healthy Food Items Consumption

The findings for the staple goods and healthy items sold at mobile markets and corner stores respectively are not as clear as the fruits and vegetables. Although approximately 22% of customers surveyed at mobile markets reported not purchasing staple goods from mobile markets, over 56% of customers surveyed reported that their family has increased the amount of staple goods that they eat due to shopping at the market.

As a result of shopping at MM the amount of staple goods my family eats has increased	Mobile Markets	
	Frequency	Percent
Strongly Disagree	0	0.00
Somewhat Disagree	1	2.27
Neither Agree or Disagree	8	18.18
Somewhat Agree	12	27.27
Strongly Agree	13	29.55
I don't buy staple goods here	10	22.22

Among corner store customers surveyed, 43.33% reported that they do not buy healthy foods at the corner store. However, 23.33% of corner store customers surveyed reported that their family eats more healthy food because of shopping at the corner store.

As a result of shopping at this corner store the amount of healthy food my family eats has increased	Corner Stores	
	Frequency	Percent
Strongly Disagree	0	0.00
Somewhat Disagree	2	6.67
Neither Agree or Disagree	8	26.67
Somewhat Agree	4	13.33
Strongly Agree	3	10.00
I do not buy healthy foods here	13	43.33

RESULTS

Customer Intercept Survey Findings

Staple Goods and Healthy Food Items Consumption and Satisfaction

Staple Goods and Healthy Food Items Satisfaction

Staple goods are specific to mobile markets and 71.11% of mobile market customers surveyed were satisfied or very satisfied with the variety of staple goods sold at the mobile markets. Also, almost a quarter of mobile market customers reported not buying staple goods at the market.

How satisfied are you with the variety of staple goods sold at the...	Mobile Markets	
	Frequency	Percent
Very Unsatisfied	0	0.00
Unsatisfied	1	2.22
Neither Unsatisfied or Satisfied	2	4.44
Satisfied	14	31.11
Very Satisfied	18	40.00
I don't buy staple goods here	10	22.22

How satisfied are you with the variety of healthy food items (nuts, fat-free, dairy, eggs, whole grains, etc.) available at this store?	Corner Stores	
	Frequency	Percent
Very Unsatisfied	0	0.00
Unsatisfied	0	0.00
Neither Satisfied or Unsatisfied	2	6.67
Satisfied	13	43.33
Very Satisfied	5	16.67
I do not buy healthy food items here	10	33.33

Of the customers surveyed at corner stores 60% reported being satisfied or very satisfied with the variety of healthy food items available at the store. This is a very high satisfaction rate since a third of corner store customers surveyed reported not buying healthy foods at the corner store.

RESULTS

Customer Intercept Survey Findings

Cooking Skills and Self-Efficacy

In the 2018 analysis, questions about cooking skills and efficacy were also included. Specifically, respondents were asked how many times in the last week they ate a home cooked dinner at home, and how confident they felt making a meal from scratch that uses raw vegetables as ingredients. Over the majority of respondents having a home-cooked meal at home 3 or more times in the last week at corner stores (76.67%), farm stands (95.83%), and mobile markets (97.76%). While these rates are very high, corner store customers surveyed had higher rates of having a home cooked dinner at home 2 or fewer times in the last week.

During the PAST WEEK, how many times did you eat a home cooked dinner at home?	Corner Stores		Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Never	1	3.33	0	0.00	0	0.00
A few times (1-2)	6	20.00	1	4.17	1	2.22
Sometimes (3-4)	6	20.00	2	8.33	7	15.56
Many times (5 or more)	17	56.67	21	87.5	37	82.22

Over two thirds of respondents at all food access points reported being very confident about being able to prepare a home cooked meal that uses vegetables as ingredients. However, corner store customers reported higher levels of being not at all confident or being a little confident to do so. This difference could be due to the fact that the majority of customers surveyed at corner stores were men and mentioned anecdotally to data collectors that their mothers or wives are primarily the cooks of the household and they do not have much experience in the kitchen. Thus, this gendered response could be why there are higher levels of customers at corner stores that report being not at all confident to cook a home-cooked meal with vegetables as ingredients.

How confident are you in preparing a home cooked meal that uses raw vegetables as ingredients	Corner Stores		Farm Stands		Mobile Markets	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not at all confident	4	13.33	0	0.00	3	6.67
A little confident	2	6.67	0	0.00	0	0.00
Somewhat confident	2	6.67	1	4.00	5	11.11
Pretty confident	2	6.67	7	28.00	6	13.33
Very Confident	20	66.67	17	68.00	31	68.89

RESULTS

Audits

Corner Store Audits

Seven of the eight intervention corner stores (including Teri Metro Mart) were audited, with Stassney Metro Mart declining to participate. All 7 of the stores carried had a total of over 11 pieces of fruits or vegetables being sold on the day of the audit, not to be confused with variety of fruits or vegetables. The amount of produce (number of pieces) carried varied widely by store, with the E-Z on S. 1st carrying 11 pieces of produce, with Bread Basket carrying over 150 pieces of produce on the day of the audit. We believe that this substantial increase in the quantity of fresh produce being sold in stores is largely in part due to substantial improvements in refrigeration capability, specifically at Bread Basket.

	Bread Basket	Hula Hu	7-11	Teri	E-Z S. 1st	E-Z William Cannon	Citgo/Texaco
Fruit							
Number of Fruit Sold	126+	25	50+	48	11	40	29
Number of Types of Fruit Sold	10	3	4	4	3	5	5
Canned Fruit Sold	No	Yes	Yes	Yes	Yes	No	Yes
Vegetables							
Number of Vegetables Sold	32+	0	1	8	0	0	0
Number of Types of Vegetables Sold	5	0	1	2	0	0	0
Canned Vegetables Sold	No	Yes	Yes	Yes	Yes	No	No
GAVA Signage							
Inside	Yes	No	No	No	No	Yes	Yes*
Outside	Yes	No	No	No	No	No	No

*GAVA sign on cooler, but cooler did not have any healthy food items in it

RESULTS

Audits

Corner Store Audits Continued

Having at least 11 pieces of fresh produce available for purchase on the day of the audit is an increase in the number of fruit and vegetables available in store from 2016 and 2017, where corner stores had an average of five and ten pieces of fruits and one vegetable being sold on the day of the audit respectively. This substantial increase in fresh produce being sold in stores is most likely due to substantial improvements in refrigeration capability, specifically at Bread Basket. Also, while the total number of fruits and vegetables have increased, all of the other stores except Bread Basket have reduced the number of varieties of fresh fruits and vegetables that they carry in the store from 2017 to 2018. Also, there was a reduction in GAVA-related signage, with only three stores having signage about fresh produce and healthy food items inside or outside of their stores. Thus, this is an area of improvement for future programming.

RESULTS

Audits

Farm Stand and Mobile Market Audits

Audits were conducted at all five of the farm stands, and nine mobile markets. The audits of the farm stands and mobile markets were an additional component to the 2018 evaluation, so there was no comparative 2017 data. All audits were completed in December 2018, therefore the understanding of seasonality and that limitation for the availability of different types of fruits and vegetables must be considered. On audited days in 2018, farm stands on average carried two different types of fruits, and over 4 different types of vegetables. Mobile markets had on average over 2 types of fruit, 14 types of vegetables, and 14 types of staple goods (various sizes of honey and types of pasta were considered as one good for the purpose of this analysis) on audited days in 2018. All farm stands and mobile markets had Fresh For Less Signage present in the immediate and/or surrounding area of all markets on the days of the audit.

	Farm Stands	Mobile Markets
Average Number of Fruit Varieties Sold	2	2.5
Average Number of Vegetable Varieties Sold	4.7	14
Number of Staple Good Varieties Sold	n/a	14
Presence of FFL Signage	Present at All	Present at All

RESULTS

Price Comparison

Fruit and Vegetables

The prices of conventional and organic produce were collected from an HEB in South Austin located near many of the farm stands and corner stores. The prices were averaged based upon the price and unit sold at the store. All HEB prices were collected on the same day. For items sold at multiple corner stores, the prices were adjusted for consistent units and then were averaged. Produce sold at mobile markets and farm stands were organic, and the price data was collected by data collectors from the UTSPH evaluation team on the day of the audit. Additional sales data was provided by Farmshare Austin and SFC.

	Price MM ($)	Price FS ($)	Price CS* ($)	Price HEB Conventional* ($)	Price HEB Organic* ($)
Fruit					
Apple	NS	NS	0.94 /each	1.12/lb	1.99/lb
Lemon	1.25/lb	NS	0.68 /each	0.33/each	2.48/lb
Lime	NS	NS	0.60 /each	0.20/each	2.96/lb
Orange	1.00/lb	1.00/lb	1.13/each	0.77/lb	1.66/lb
Banana	NS	NS	0.67 /each	0.44/lb	0.58/lb
Grapefruit	0.75/lb	1.00/lb	NS	0.58/each	1.77/lb
Canned Fruit	NS	NS	2.43	1.25	NS
Vegetables					
Lettuce	1.25/bunch	NS	NS	1.23/head	2.48/head
Spinach	1.50/bunch	NS	NS	1.48/bunch	3.98/lb
Kale	1.50/bunch	NS	NS	0.98/bunch	2.48/bunch
Bok Choi	1.50/bunch	NS	NS	0.98 /lb	NS
Carrots	1.50/bunch	2.00/bunch	NS	0.98 /lb	2.98/bunch
Tomatoes	1.50/lb	NS	1.45/each	1.50/lb	2.48/lb
Avocado	1.25/each	NS	NS	0.58 /each	1.98/each
Sweet Potato	1.50/lb	1.75/ lb	NS	0.68/lb	1.66/ lb
Reg Potato	1.25/lb	NS	NS	0.98/lb	1.32/lb
Cabbage	1.00/each	1.75/ lb	NS	0.48/each	1.26/head
Pepper	2.50/lb	NS	NS	1.32/lb	NS
Corn	0.50/ear	NS	NS	0.50/ear	NS
Onions	NS	NS	1.25/each	0.81/lb	1.16/ lb
Beets	1.50/bunch	NS	NS	1.68/lb	2.98/bunch
Cilantro	1.00/bunch	1.50/bunch	NS	0.38 /bunch	NS
Radishes	1.50/ lb	2.25/bunch	NS	0.94 /bunch	NS
Turnips	1.50/ lb	NS	NS	1.58/lb	NS
Parsley	NS	1.50/bunch	NS	0.67/bunch	1.48/bunch
Green Beans	1.75/ lb	NS	NS	2.97/lb	5.31/lb
Canned Vegetables	NS	NS	1.67	0.78	NS

*If more than one corner store or variety was sold, prices were averaged
**NS = Not Sold on Day of Audit

When taking into account the unit sold, corner stores sold conventional produce at a higher price than large grocery stores. This is not surprising since the majority of the corner store owners reported obtaining their produce from HEB or other large grocers, and they are selling a much smaller quantity of produce than large grocers so they do not obtain the produce at wholesale prices. Mobile markets also sold their organic produce at lower prices than large grocers (when taking into account the unit sold) for the majority of fresh produce items when organic options were sold at HEB.

RESULTS

Price Comparison

Staple Goods

Prices of staple goods were also compared to conventional and organic offerings at HEB. Mobile Markets often sold their staple goods at higher prices than HEB organic prices, with the exception of peanut butter, eggs, canola oil, and pasta sauce. Also, the canned beans at the mobile markets were competitively priced when compared to the price of organic canned beans.

	Price MM ($)	Price HEB Conventional* ($)	Price HEB Organic* ($)
Staple Goods			
Pasta			
Spaghetti	1.25	0.79	1.09
Penne	1.25	0.79	1.09
Pasta Sauce	2.00	1.89	3.49
Honey			
8 oz	4.25	2.98	NS
12oz	5.75	3.98	NS
16 oz	7.75	4.99	NS
Olive Oil	4.50	3.68	3.99
Canned Beans			
Pinto	1.00	0.90	0.99
Black	1.00	0.90	0.99
Garbanzo	1.00	0.75	0.99
Other Items			
Canned Corn	1.25	0.80	0.99
Peanut Butter	3.25	2.37	3.39
Apple Cider Vinegar	3.25	NS	2.50
Balsamic Vinegar	3.50	4.00	NS
Eggs	3.75	2.58	4.43
Sparkling Water	2.00/6 or 0.50/each	2.36/12 pack	NS
Canola Oil	2.75	2.34	4.99

*If more than one corner store or variety was sold, prices were averaged

**NS = Not Sold on Day of Audit

CONCLUSIONS

The intervention served low-income communities as intended. Also, the majority of people surveyed at all food access points were frequent shoppers (frequent shoppers for the corner stores was defined as shopping at the food access point almost daily for farm stand and mobile market customers it was defined as shopping at the food access point at least every other week). Most customers surveyed learned about the farm stands, mobile markets, and healthy foods for sale at corner stores by driving by/their normal visits to the store, school flyers, or from frequenting the site (library, recreational center, etc.). A media campaign to raise awareness of the new food access points in the community among residents could increase sales substantially, given the high satisfaction rates noted. We would also like to note that we found good communication between the evaluation team, Austin Public Health, collaborators, market coordinators, farm stand facilitators, promotoras, and corner store managers/owners to be instrumental for the success of our evaluation. The UTSPH Evaluation Team is incredibly thankful for all of our collaborators work to encourage and foster that communication.

Farm Stands

The farm stand initiative has been received very warmly, with customers surveyed reporting very high overall satisfaction with prices, quality, and variety of fruits and vegetables sold. There has been a significant increase in utilization of SNAP and SFC Double Dollar at farm stands, demonstrating greater awareness that the farm stand accepts SNAP and SFC Double Dollar, as well as that the farm stands are serving the communities they were intended to reach. Also, the initiative has been successful at increasing fruit and vegetable consumption, where the majority of customers reported increased amount and variety of fruits and vegetables consumed as a result of shopping at the farm stand. Most customers at the farm f stands learned about the farm stand by driving by or from flyers inside or outside of the schools. A media campaign or greater marketing could raise awareness of farm stands. Also, this new marketing should emphasize that the produce is available at convenient locations, since that was the number one reason for shopping at the farm stands according to customers surveyed.

CONCLUSIONS

Mobile Markets

The mobile market initiative was also very successful given that that was very high overall satisfaction with prices, quality, and variety of fruits and vegetables sold among customers surveyed. There have been increases from 2017 to 2018 in SNAP, SFC Double Dollar, and substantial increases in loyalty card usage. Therefore, there is a strong base of repeat customers and there has been growth in reaching communities in need. Also, the majority of customers surveyed reported increases in the amount and variety of fruit and vegetables and the amount of staple goods consumed as a result of shopping at the mobile market. Most customers at the mobile markets reported learning about the mobile market by driving by, from a school flyer, or by frequenting the site (recreational center, library, etc.) and noticing the market during a regular visit. A media campaign or greater marketing could raise awareness of mobile markets within the community. This additional marketing should emphasize that the produce is supplied by local farmers and the convenient locations of the mobile markets, since those were the number one reasons for shopping at the mobile markets according to customers surveyed. Mobile markets also appeared to have very competitive pricing for their products when compared to organic produce and staple good offerings at larger grocery stores.

Corner Stores

There appears to be huge potential in this area given that the majority of people surveyed state that they will purchase more fruits and vegetables if they are available. Quantity of produce availability has increased in corner stores from 2016 and 2017 to 2018, and providing refrigeration or aiding in the process of refrigeration for corner stores could assist in greater amounts and variety of produce being sold. However, it is crucial that the new foods are marketed correctly and outside of the store (given that most people did not know about the fruits, vegetables, or other healthy food items until they were in the store for other reasons).

CONCLUSIONS

In conclusion, the Fresh For Less program designed to increase access to healthy food among low-income communities in Austin and the greater Austin area has been well received in 2018. High satisfaction rates and the strong presence of frequent shoppers signify that the stands, markets, and stores, are well utilized and supported among those that shop at them. Greater marketing could increase the number of customers and communities served in the future. Strong communication between all collaborating partners of the Fresh For Less resulted in a successful evaluation and hope to foster this communication on future Fresh For Less evaluations.

FOR MORE INFORMATION OR QUESTIONS PLEASE CONTACT THE UTSPH EVALUATION TEAM