

**Appendix AG.1**

**Outlet Survey: Farmers Market**

**English Only**



**FINI OUTLET SURVEY: FARMERS MARKETS**

1. Why did your market choose to participate in <FINI>? (**CHECK ALL THAT APPLY**)

- To benefit customers
- To be part of something new
- <Name of Grantee> asked us to join
- Know other outlets who joined
- To increase sales of fruits and vegetables
- To increase sales of other items in the market
- Other reasons for participating, please specify: \_\_\_\_\_

2. Did your market receive training from <NAME OF GRANTEE> to help implement <FINI>?

- Yes
- No → **GO TO QUESTION 3**

2a. For each type of staff listed below, please indicate how many attended the <FINI> training.

- Paid staff, \_\_\_\_ (count)
- Paid managers, \_\_\_\_ (count)
- Volunteer managers, \_\_\_\_ (count)
- Volunteer staff, \_\_\_\_ (count)
- Other attendees, specify: \_\_\_\_\_, \_\_\_\_ (count)

2b. Which of the following topics were covered in the <FINI> training? (**CHECK ALL THAT APPLY**)

- List of eligible products
- Calculating incentive value
- Ratio of SNAP purchase to incentive value
- Maximum amount of incentive value per customer
- Submitting invoices for reimbursement
- Handling customer issues
- Other, please specify: \_\_\_\_\_

3. What types of marketing materials did your market receive from <NAME OF GRANTEE> to inform SNAP participants about <FINI>? (**CHECK ALL THAT APPLY**)

- Posters or signs
- Shelf tags
- Educational pamphlets
- Flyers to mail or hand out to community residents
- Other, please specify: \_\_\_\_\_
- Did not receive any marketing materials

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The time required to complete this information collection is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

4. What types of marketing materials did your market develop to inform SNAP participants about <FINI>? (**CHECK ALL THAT APPLY**)
- Posters or signs
  - Display tags
  - Educational pamphlets
  - Flyers to mail or hand out to community residents
  - Other, please specify: \_\_\_\_\_
  - Did not develop any marketing materials

5. What questions have staff (paid or volunteer) or vendors at the market asked you about <FINI>? (**CHECK ALL THAT APPLY**)
- Knowing what items are eligible
  - Having a complete list of eligible items
  - Calculating incentive value
  - Processing sales with incentives
  - Responding to customer questions
  - Other, please specify: \_\_\_\_\_
  - Staff and vendors did not have any questions

6. What questions have customers asked you or other market staff (manager, volunteers, or vendors) about <FINI>? (**CHECK ALL THAT APPLY**)
- Clarification on the types of products that are eligible
  - Maximum amount of incentive the customer can receive
  - Returning unused <FINI> incentives
  - Returning items purchased with FINI
  - Other, please specify: \_\_\_\_\_
  - Customers did not have any questions

7. Have you contacted the <FINI grantee> for assistance with <FINI> implementation?
- YES
  - NO → **GO TO QUESTION 8**

7a. Briefly indicate the topic(s) on which clarification was needed.

\_\_\_\_\_

7b. Did the <FINI grantee> provide the clarification in a timely manner?

- Yes
- No

7c. What was the format in which <FINI grantee> provided clarification? (**CHECK ALL THAT APPLY**)

- Phone call
- Email
- Directed to National Institute of Food and Agriculture (NIFA) website
- Directed to SNAP (Supplemental Nutrition Assistance Program (SNAP) Policy Website
- Directed to FINI Evaluation Technical Assistance Website
- Directed to someone else, please specify: \_\_\_\_\_
- Other format, please specify: \_\_\_\_\_

8. How easy or difficult has it been to track and manage <FINI> funds?

- Very easy
- Somewhat easy
- Neither easy nor difficult
- Somewhat difficult
- Very difficult

9. How easy or difficult has it been to receive <FINI> reimbursements?

- Very easy
- Somewhat easy
- Neither easy nor difficult
- Somewhat difficult
- Very difficult

10. Which of the following best describes your experience with <FINI> reimbursements?

- Received in a reasonable amount of time
- Taken longer than expected to receive
- Varied and unpredictable

11. How did offering <FINI> affect the following at your market?

	Large Increase	Small Increase	No Change	Small Decrease	Large Decrease	Not Applicable
Average time to process SNAP purchases	•	•	•	•	•	•
Number of produce vendors	•	•	•	•	•	•
Number of artisan vendors	•	•	•	•	•	•
Number of vendors who accept SNAP	•	•	•	•	•	•
Sale of fruits and vegetables	•	•	•	•	•	•
Number of non-SNAP shoppers	•	•	•	•	•	•

12. If your market had to do it again, would you join another <FINI> project?

- Yes
- No
- Not sure

13. Please describe the challenges in implementing <FINI> at your market.

14. Please describe the successes in implementing <FINI> at your market.

**Thank you for completing this survey. Please return it in the postage-paid envelope or mail it at the following address:**

**Attention: <FINI PROJECT>,  
1600 Research Blvd  
Rockville, MD 20850**