

VegU-cation Questionnaire

Mission: The purpose of this survey is to learn how familiar customers are with the fruit or vegetable featured; to learn what customers are taking away from the classes; and if attending VegU-cation effects market purchases.

1. What was the fruit or vegetable featured at VegU-cation today?

2. Have you eaten this fruit or vegetable before today?

Yes No

3. Have you ever grown this fruit or vegetable?

Yes No

If yes, where?

Farm

Community Garden

School Garden

Home Garden

Other _____

4. Have you ever cooked a dish that included this fruit or vegetable?

Yes No

5. How likely are you to purchase the featured fruit or vegetable after attending today's class?

Unlikely

Likely

6. Did you purchase the featured fruit or vegetable at today's farmers market?

Yes No Not yet but plan to

I would have but it was not available to purchase

I would have but I could not find it to purchase

I will purchase it at my local farmers market and/or grocery store

I will not purchase it

7. What information shared during today's class was most useful to you?

Seeing the fruit or vegetable growing on the plant

How to pick the fruit or vegetable

How to store the fruit or vegetable

How to cook with the fruit or vegetable

Nutritional information about the fruit or vegetable

Fun facts about the fruit or vegetable

8. Overall, how would you rate the quality of today's presentation and instructor?

Poor

Fair

Good Very

Good Excellent

9. How likely are you to attend another class?

- Unlikely
- Likely
- Very Likely

10. How did you find out about VegU-cation?

- Word of mouth (from friend, family member, coworker)
- The radio
- Read an article online or in print
- On social media
If so, which platform: Instagram Facebook Twitter
 Flickr the USDA website
- Stumbled upon it by accident
- Saw poster, postcard or other print advertisement
- Recommended by hotel, tour guide or tourism agency
- Other _____

11. Share your feedback. Have suggestions to improve VegU-cation?

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