**Appendix AG.1**

**Outlet Survey: Farmers Market**

**English Only**

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| **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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. 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

1. 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

1. 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

1. 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

1. 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. 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

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

* Very easy
* Somewhat easy
* Neither easy nor difficult
* Somewhat difficult
* Very difficult

1. 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

1. 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 |  |  |  |  |  |  |

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

* Yes
* No
* Not sure

1. Please describe the challenges in implementing <FINI> at your market.
2. 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**