**Appendix AG.2**

**Outlet Survey: Grocery Stores, CSAs, Farm Stands**

**English Only**

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| **FINI OUTLET SURVEY: Grocery Stores, CSAs, Farm Stands** |

1. Why did your outlet 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
* Corporate office asked us to join
* Know other outlets who joined
* To increase sales of fruits and vegetables
* To increase sales of other items sold at the outlet
* Other reasons for participating, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Did your outlet 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.

* Outlet owner
* Outlet managers (excluding outlet owner), \_\_\_\_ (count)
* Cashiers (excluding outlet owner), \_\_\_ (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 outlet 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 outlet develop 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 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
* Separating <FINI> food items from non<FINI> food items
* Having a complete list of eligible items
* Calculating incentive value
* Processing sales with incentives
* Responding to customer questions
* Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Employees did not have any questions

1. What questions have customers asked you or other market staff about <FINI>? (**CHECK ALL THAT APPLY**)

* Clarification on the types of products eligible
* Maximum amount of incentive they can receive
* Reimbursements on unused FINI incentives
* Returning items purchased with FINI
* Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Customers did not have any questions

1. Have you contacted the grantee for clarification on <FINI> implementation?

* YES
* NO **🡪 GO TO QUESTION 8**

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

7b. Did the 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 tracking and managing <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. Comparing your current stock to that before you joined FINI, would you say that you stock more, the same, or less of the following products?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Stock more than before FINI | Stock about the same amount as before FINI | Stock less than before FINI | Not applicable |
| Fresh fruits |  |  |  |  |
| Frozen fruits |  |  |  |  |
| Canned fruits |  |  |  |  |
| Dried fruits |  |  |  |  |
| 100 percent fruit juice |  |  |  |  |
| Fresh vegetables |  |  |  |  |
| Frozen vegetables |  |  |  |  |
| Canned vegetables |  |  |  |  |
| Dried vegetables (e.g. mushrooms, dehydrated potatoes) |  |  |  |  |

1. Comparing your current fruit stock to that before you joined <FINI>, would you say that you now stock (choose only one):

* Different types of fruits that you did not stock before
* The same types of fruits that you stocked before
* Does not apply to my outlet

1. Comparing your current vegetable stock to that before you joined <FINI>, would you say that you now stock (choose only one):

* Different types of vegetables that you did not stock before
* The same types of vegetables that you stocked before
* Does not apply to my outlet

1. Because of your participation in <FINI>, have you done any of the following? (check all that apply)

* Started working with any new produce suppliers
* Received more shipments from any produce suppliers
* Increased frequency of restocking produce display floor
* Installed new refrigeration or freezer units for produce
* Increased shelf space for produce
* Changed where produce is located in the store
* Changed where produce is located on the shelves
* Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How did offering <FINI> affect the following at your outlet?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Large Increase | Small Increase | No Change | Small Decrease | Large Decrease | Not Applicable |
| Average time to process SNAP purchases |  |  |  |  |  |  |
| Sale of fruits and vegetables |  |  |  |  |  |  |
| Number of non-SNAP shoppers |  |  |  |  |  |  |
| Store profits |  |  |  |  |  |  |

1. If you 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 outlet.
2. Please describe the successes in implementing <FINI> at your outlet.

**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**