

**Appendix AG.2**

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

**English Only**



OMB Approval No. 0584-XXXX  
Expiration Date: XX/XX/20XX

Food and Shopping

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

2. 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: \_\_\_\_\_

3. 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

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 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
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
  - 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
6. 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
7. 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: \_\_\_\_\_

8. 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

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. 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)	•	•	•	•

12. 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

13. 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

14. 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: \_\_\_\_\_

15. 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	•	•	•	•	•	•

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

- Yes
- No
- Not sure

17. Please describe the challenges in implementing <FINI> at your outlet.

18. 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**