



Purpose: To increase awareness of and access to locally produced goods.

Setting the Goal to Measure a Behavior Change

What behavior change are we going for?

- Increase amount of local foods eaten by low-income people in our community.

How are we going to measure this?

- Measure SNAP sales, aim to increase the use of SNAP benefits at Farmers Market.

Simple 3-part map of humanity:

Category 3: Zero willingness	Category 2: Some interest	Category 1: Already doing it
Has pre-formed opposing attitude.	Is curious about doing it "someday."	Has pre-formed attitude in alignment.
Doesn't listen to new information.	Will listen to new information.	Does their own research; will tell others.
Has different routines that satisfy them.	Has different routines that may not satisfy them.	Has satisfying routines already.
They won't do it.	They will do something new, if you make it available.	They will do something new, if you make it available.

Don't bother trying to recruit Category 3 people

Compliance = consensus x empowerment

What is easier to do?

Increase consensus? If you are a teacher, teach. Otherwise, not that easy.

Or increase empowerment? Yes. Meaning, the easiest way to the goal is to connect with people who already agree, and then make it easier for them.

Farmers Market of Cumberland County Local Food Initiative

SNAP Sales volume at our Farmers Market

2015: \$20

2016: \$300

2017: \$2280

2017: 164 total SNAP transactions.

49 unique customers, average transaction \$13.90

21 customers had only one transaction.

23 customers shared 73 transactions, average 3-4 transactions per customer

These 44 customers are probably CATEGORY 2 people

Top 5 repeat buyers:

20 transactions	\$350
16 transactions	\$189
15 transactions	\$290
11 transactions	\$136
<u>8 transactions</u>	<u>\$153</u>
= 70 transactions	\$1118

top 5 customers accounted for 70 transactions, **43% of the transactions**

top 5 customers accounted for \$1118, **49% of the sales volume**

10% of the SNAP customers accounted for 50% of the SNAP sales volume

the top 5 customers are probably CATEGORY 1 people.

Questions:

How did you hear about this Farmers Market?

- 20 word of mouth
- 11 poster/flyer
- 9 driving by
- 3 newspaper
- 2 Facebook

During the past month how has the healthy food incentive program at this market changed the amount of fruits and vegetables that you are eating?

Possible answers: decreased a lot, somewhat decreased, no change, somewhat increased, increased a lot. This question was problematic because about half the time I asked it, (43% of the transactions) I got the answer I didn't want: NO CHANGE! The top 4 buyers all said, "we always eat a lot of vegetables, this program just MAKES IT EASIER for us to do that."

The question I would rather ask of the SNAP buyers:

During the past month, how has the Double Dollars program affected your SNAP spending choices?

- a. I get < \$50 SNAP monthly; I used ALL my benefits at the Farmers Market.
- b. I used a lot of my SNAP benefits at the Farmers Market, aiming for the allowable limit of \$20 each Market visit.
- c. The Double Dollars program allowed me to buy local food, which otherwise seems too expensive.
- d. (other) (ask and let the customer give me their answer, which I would then make into one of the multiple-choice options.)

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