



Kids' Farmers Market

2018-2019 Program Summary & 2019 Summer Survey



A member of:



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Part 1: Program History & Overview

Program History

The Kids' Farmers Market (KFM) was piloted in summer 2014 at 3 summer meal sites:

- Corning Area Youth Center - Steuben County
- Ernie Davis Community Center, Elmira – Chemung County
- Frontline Community & Youth Center, Elmira – Chemung County

This **pilot** provided more than **700 kids** with approximately **7,000 pounds** of - mostly purchased - produce. The weekly summer program evolved into a monthly KFM beginning during the 2016-2017 school year.

Since 2014 the **summer KFM has expanded to 12 summer meal sites** operating for 4-7 weeks in all six counties of our service area.

The **school year KFM** currently serves **4 sites in Steuben, Chemung, Tompkins & Schuyler Counties**. **One-off KFMs** have also been **coordinated with special events** like Strong Kids Safe Kids Steuben, Garden of Fire, Tioga CSD Harvest Festival, Schuyler Head Start and in coordination with school events.

The **original goal** of the summer program was to **increase access to fresh fruits and vegetables for children who received meals at open Summer Food Service Program (SFSP) sites**. Produce samples and cooking demonstrations/tastings through Cornell Cooperative Extension/Finger Lakes Eat Smart New York were a key component of the pilot program.

The **2016-2017 Pilot School Year KFM Report** indicated **5 goals for the program**:

1. Increase children's exposure to fresh fruits and vegetables thus creating an awareness of the importance of eating these foods.
2. Encourage long-term nutritious eating patterns.
3. Create new and fun opportunities for learning about fruits and vegetables (including taste tests and recipes).
4. Give children the confidence to try unfamiliar foods.
5. Provide an opportunity for children to take fruits and vegetables home to share with their families.

In **2019** the Food Bank began looking at all our programs using the same impact criteria through a Matrix Mapping model. This work is new and still in process, but the **initial impact criteria for measuring success include**:

1. How well does the program increase food access, particularly to nutritious foods?
2. How well does it incorporate education? Cooking/nutrition education and/or advocacy related education
3. How well does it foster and build on relationships with the individuals and families utilizing the program, as well as other partners and programs?

2018-2019 Statistics

During the 2018-2019 school year (including summer 2019) **24 KFM sites** provided nearly **96,000 pounds of fresh produce** to an estimated **3,150 kids**. Over the course of the program, there were more than 10,000 requests for produce. Produce cost was almost **\$19,000**. On average, each child received **9.4 pounds of produce at a cost of \$1.83** (food cost only) per distribution.

12 Summer KFM Sites

- Nearly **61,000 pounds of fresh produce** to an estimated **1,380 kids**, resulting in more than 6,300 requests for produce.
- Produce cost was almost **\$12,000**.
- On average, each child received **9.5 pounds of produce at a cost of \$1.85** (food cost only) per distribution.

4 School Year KFM Sites

- More than **24,600 pounds of fresh produce** to an estimated **340 kids**, resulting in nearly 2,200 requests for produce.
- Produce cost was nearly **\$5,000**.
- On average, each child received approximately **11.5 pounds of produce at a cost of \$2.23** (food cost only) per distribution.

Eight One-off KFM Sites

- More than **10,000 pounds of fresh produce** to an estimated **1440 kids**, resulting in 1,600 requests for produce.
- Produce cost was approximately **\$2,000**.
- On average, each child received **6 pounds of produce at a cost of \$1.24** (food cost only) per distribution

For more details see **Appendix A: Data Breakdown by Sites**

Survey Methodology

Kids' Farmers Market evaluations have not been consistent and have historically focused on the Summer KFM. Additionally, the summer KFM sites and surveys have changed from year to year, so it is difficult to track specific trends.

A survey was conducted during summer 2019, but not during the 2018-2019 school year or any of the one-off KFMs.

The Summer 2019 evaluation was sent to all Site Coordinators in July 2019 requesting input from Parents/Caregivers, Site Coordinators and Volunteers. **163 Parents/Caregivers returned surveys and 14 Site Coordinators/Volunteers.**

For more details see **Appendix B: Completed Evaluations by Site**

Parents who completed the survey and provided contact information were entered a drawing for a \$20 grocery store gift card. Once all surveys were entered in Survey Monkey, the data was downloaded into excel and sorted by county. An online random number generator was used to select a number for each county corresponding with one of the responding surveys.

All parents were invited to complete the survey, but it should be noted that there were varying degrees of consistency in their participation over the course of the summer:

- Every Week Available – 40%
- Most Weeks, but not all – 25%
- A few times – 18%
- Only One Time – 12%
- Did not answer – 4%

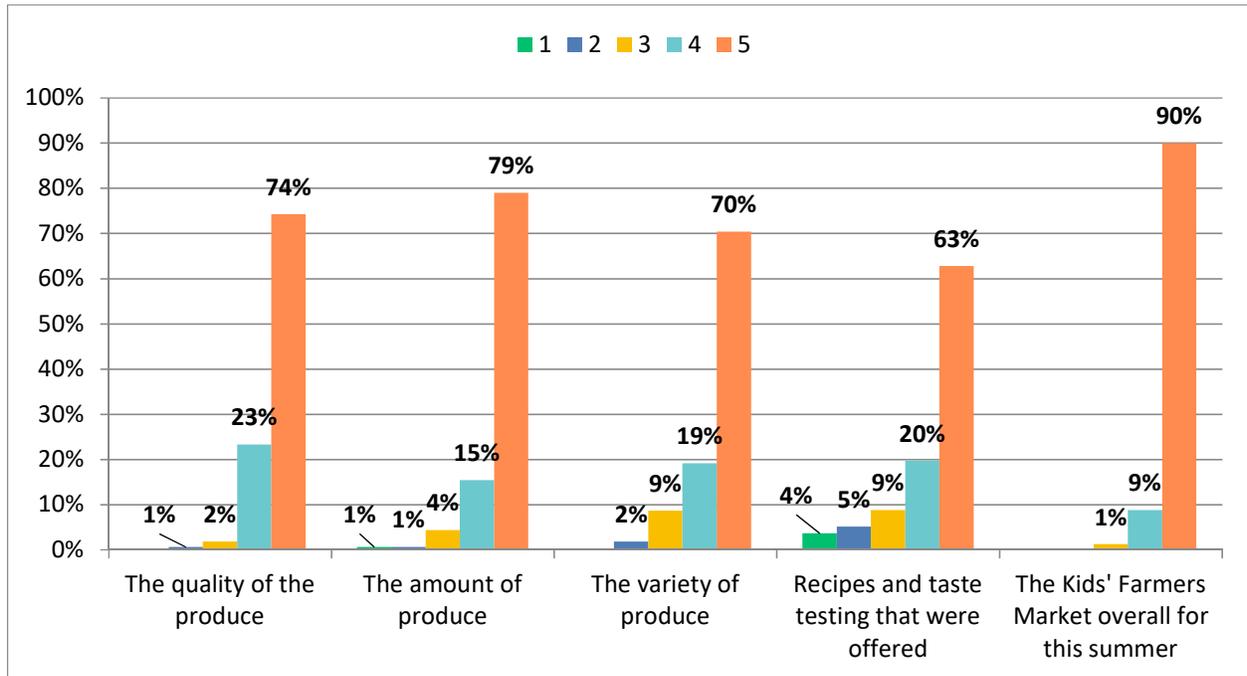
This report and included graphs are based on all responses. A deeper dive into the variations in responses possibly related to frequency of participation is available upon request.

For more details see Appendix C: Evaluation Instructions & Forms

Part 2: Program Satisfaction

Family Ratings

On a scale of 1-5, where 1 is the worst and 5 is the best:



With more than 90% of respondents rating the quality and amount of the produce and the program overall as a 4 or 5, families seem to be very satisfied with the Kids' Farmers Market. 89% rated the variety of produce available a 4 or 5 and 83% rated the recipes and taste testing the same.

Comments: What's Working

- Really enjoyed the samples with the produce available and the recipes!
- Amazing! Nice workers.
- Loved this program!
- We are so grateful for this program and look forward to it every week!
- This truly is a wonderful program. We use all the produce each week, it's an excellent supplement to our weekly shopping.
- What an awesome program that offers such a variety of veggies and fruits for children to try! Thank you!
- This program has helped us tremendously. Thank you.
- My children and I never miss the Farmers' Market if we can help it!

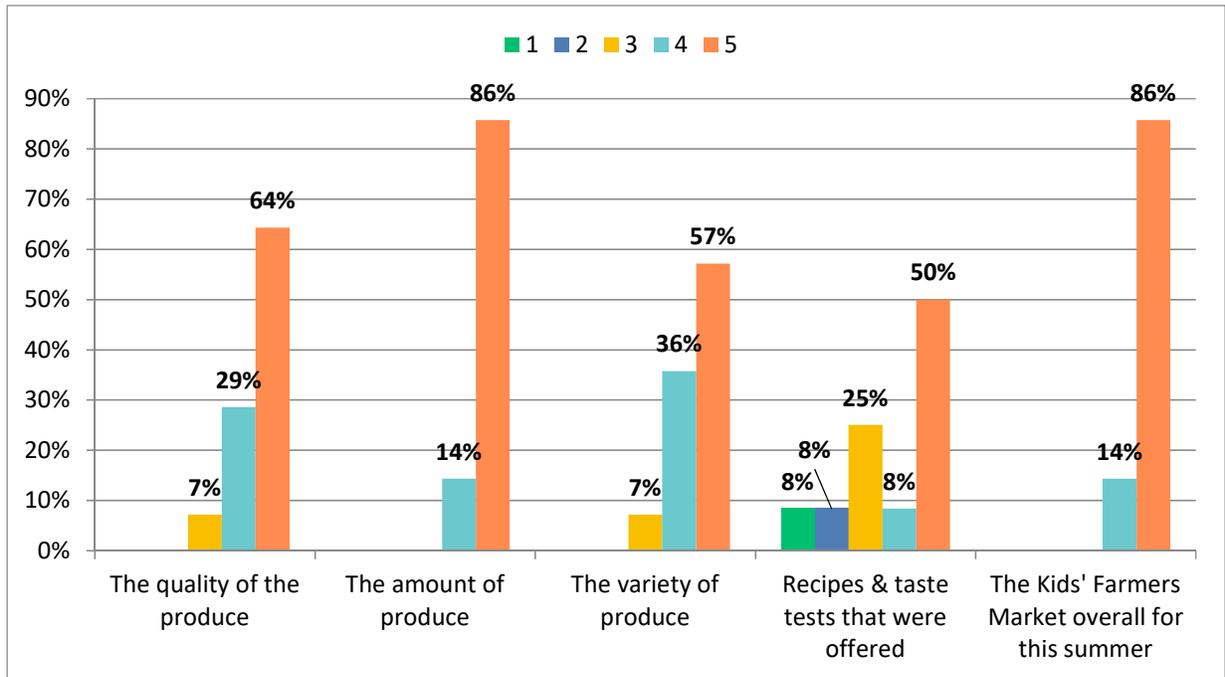
- I love the Kids' Farmers Market.
- I am in love with the Kids' Farmers Market.
- Great program for our area.
- My son loved bringing home various fruits and veggies that our whole family loves. This is a great program especially for children of food insecure families who may not have tried or have access to various produce.
- It is an excellent program that promotes healthy eating.
- The amount of produce offered was so generous that we were able to share it with others. Thank you!

Comments: What Could Be Improved

- I would suggest having it under the big pavilion not small ones. Not convenient for parents to watch their kids from the upper pavilion where there is some shade. Plus, then produce isn't sitting out in the sun all day. **Groton Memorial Park**
- Some produce was great while some was almost rotten. Overall it was a fun and helpful program. **Corning Library**
- Maybe one more tasting table. **Corning Library**

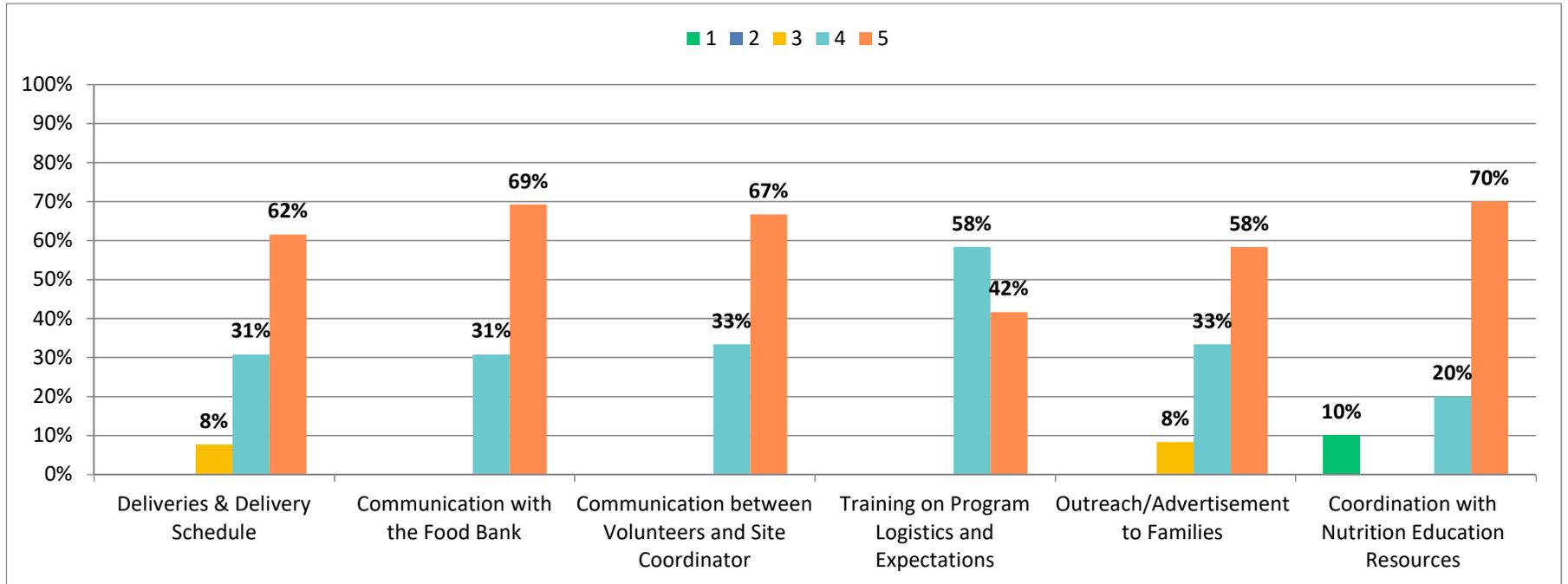
Coordinator & Volunteer Ratings

Thinking about the produce and cooking/nutrition education, on a scale of 1-5, where 1 is the worst and 5 is the best:



Like families, more than 90% of responding KFM coordinators and volunteers gave most aspects of the program a 4 or 5. However, these stakeholders gave recipes and taste tests a 4 or 5 only 58% of the time.

**Thinking about program logistics,
on a scale of 1-5, where 1 is the worst and 5 is the best:**



Comments: What's Working

- REACH families, Summer Rec families and Odessa-Montour families were very excited to take home fresh produce at dismissal. REACH kids & staff help set up, greet, explain, give recipes, distribute produce, keep count of participants & refrigerate leftovers to set out the next day. We used the KFM and our REACH Kids' Garden to teach how to create healthy meals & snacks during our Culinary Classes presented by Joan Martin from Eat Smart (CCE) and Lisa Shrout from 4-H (CCE). Some of these delicious meals were presented at the Final Family Picnic with recipes. It is a wonderful program received well by all.

Hanlon Elementary, Odessa

- Awesome program. Located in the perfect location. Excellent program!

Grove Park, Elmira

- I believe the program is fantastic. **Grove Park, Elmira**
- The program is very organized, the kids and their families love the produce.

Addison Youth Center

- Kids love the farmers market. People in the community are bringing their children to pick out fruits & veggies. This is our best summer! **Addison Youth Center**
- Youth employees have made the market much easier & efficient! Social media is key to getting info and reminders out in a timely manner. **Groton Memorial Park**
- I found the program operations manual very appropriate, informative and common-sense based. **Common Ground, Owego**
- Site Coordinator really appreciated the driver (Ryan) bringing cases of produce to the pavilion. She would not have been able to carry them herself. **Sullivan Park @ Thorne St, Horseheads**
- All of the fruit was very popular, as were the sweet potatoes and green beans. **Blandford Park, Elmira**

Comments: What Could Be Improved

- Some weeks we had a good amount of product and others we ran out of some things. Some of the produce came in unripe or otherwise not edible - rotten, moldy. No child should have to pick from unripe or rotten produce. Some weeks we had a great variety and others we didn't. I think more stability on part of the Food Bank would benefit this location. Other than that, it was run very well. Robert (site coordinator) is a great organizer. Need additional locations to cater to rural kids without transportation during market hours. Program would benefit from general food information (food storage, cooking temps, etc.) as well as

specific information for produce that is there that week. I understand that was a recurrent issue between Food Bank and educator.

Common Ground, Owego

- Could use more signs. Most do not know this is a FREE Kids' Market.

Sullivan Park, Horseheads

- My only suggestion would be to send 1/2 as much if it will be a one-day program. It took 2-3 days with the amount we received. **Hanlon Elementary, Odessa**

- I need to do a better job of advance outreach/advertisement, but the response was excellent none the less. A few glitches with delivery schedules were worked out. Food Bank representative Erica Miner was helpful, responsive, and was instrumental in resolving the few problems there were in the beginning. The Speakers' Bureau volunteers, however, seemed unfamiliar with the manual provisions. The issue was quickly resolved. **Common Ground, Owego**

- Some signage would help to best describe what the youth are taking home.

Grove Park, Elmira

Part 3: Nutrition Education & Taste Testing

The Kids' Farmers Market may provide fruits and vegetables that are new to a child and their family. Getting a chance to taste a new food is one way to help ensure it gets consumed when taken home. The Food Bank relies on partnerships with Cornell Cooperative Extension and Finger Lakes Eat Smart New York Nutrition Educators to provide education and tastings of items being distributed.

Half of the responding sites – 4 out of 8 - were able to coordinate and offer nutrition education and/or taste testing of available produce every week the program operated.

Comments: What's Working

- It's one thing to be introduced to a strange vegetable. It's quite another to be provided with information on how to prepare it, and samples of the finished product. I believe it's an essential program element. At our site it worked perfectly.
Common Ground, Owego
- Teaching how to properly clean, peel, cut & cook produce with creative nutritional dishes was excellent. The last week Joan Martin made dishes for our Cultural Culinary Arts studies that went with our SEL theme & was presented at our family picnic went phenomenally. They made a creative homemade salsa and quinoa salad that was delicious and refreshing. The kids were so proud of themselves to be able to create the dishes and serve them to their families! **Hanlon Elem, Odessa**
- Kids tried things/tasted things they hadn't. After trying took recipes home to make.
Corning Library
- The kids get to do a cooking class and learn how to cook. **Addison Youth Center**
- The positive way families enjoy the KFMs and nutrition education. The whole experience. Everyone is so happy. **CCE Nutrition Educator**
- The face of the youth getting produce. And all of the parents when they see their kids try a vegetable they didn't think they would. **CCE Nutrition Educator**

Comments: What Could Be Improved

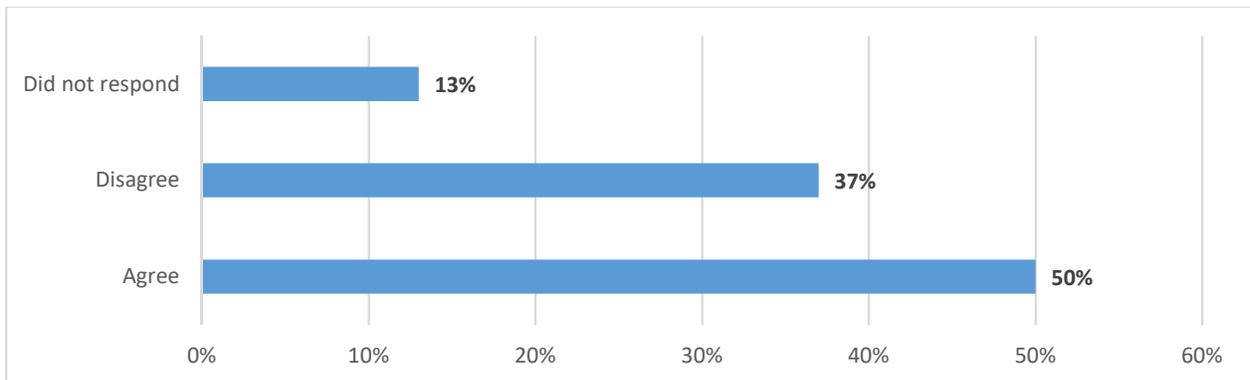
During an October 2019 debrief meeting with the Nutrition Educators, barriers were identified to increasing the availability of nutrition education and taste testing at the markets:

- KFM schedules have historically aligned with the date of delivery. All Steuben sites operated on Wednesdays and majority of Chemung sites operated on Thursdays – typically during the lunch hour.
- Limited number of educators – typically only 1-2 per County.
- These two factors are compounded by other demands on the educators' time – particularly the community Farmers' Market schedule. In Chemung County Wisner market also operates on Thursday. In Steuben County the Bath Market operates on Wednesday and Corning is on Thursday.

Another issue is the short notice around what produce will be available at each market. Donated produce is coming in daily and sometimes an anticipated load has too much rotten product to salvage, resulting in last minute adjustments. This affects the Nutrition Educators' ability to plan a demo that aligns with what is being distributed.

Recipe Use at Home

I tried a new recipe that we received at the Kids' Farmers Market



Half of responding parents did try a new recipe:

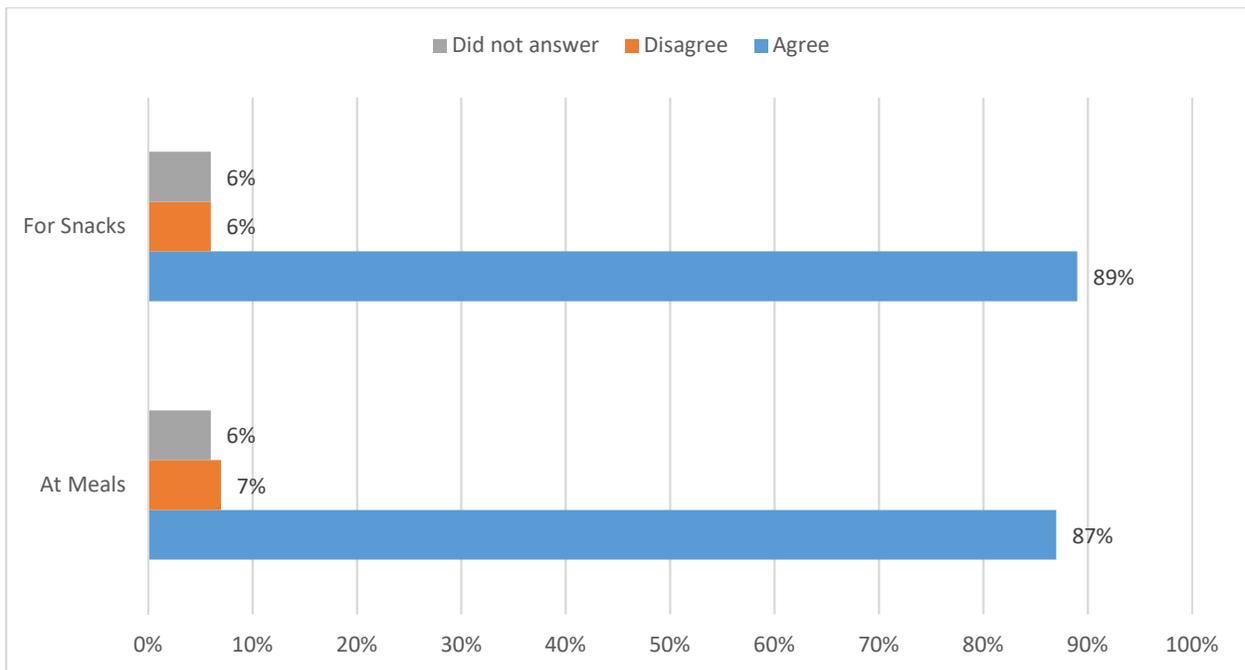
- We did recipes with the produce and the children helped.
- My kids learned about new veggies and tasted all the fruits too. She was excited to pick out her own fruits and veggies!
- They (the kids) are very excited every week and learned about all the fruits and veggies.

Part 4: Household Eating Habits

The Food Bank was interested in better understanding how the Kids' Farmers Market impacted overall consumption of fruits and vegetables, exposure to and trying new vegetables, as well as shopping habits.

Fruit and Vegetable Consumption

Since getting produce at the Kids' Farmers Market, our family ate more fruits or vegetables:

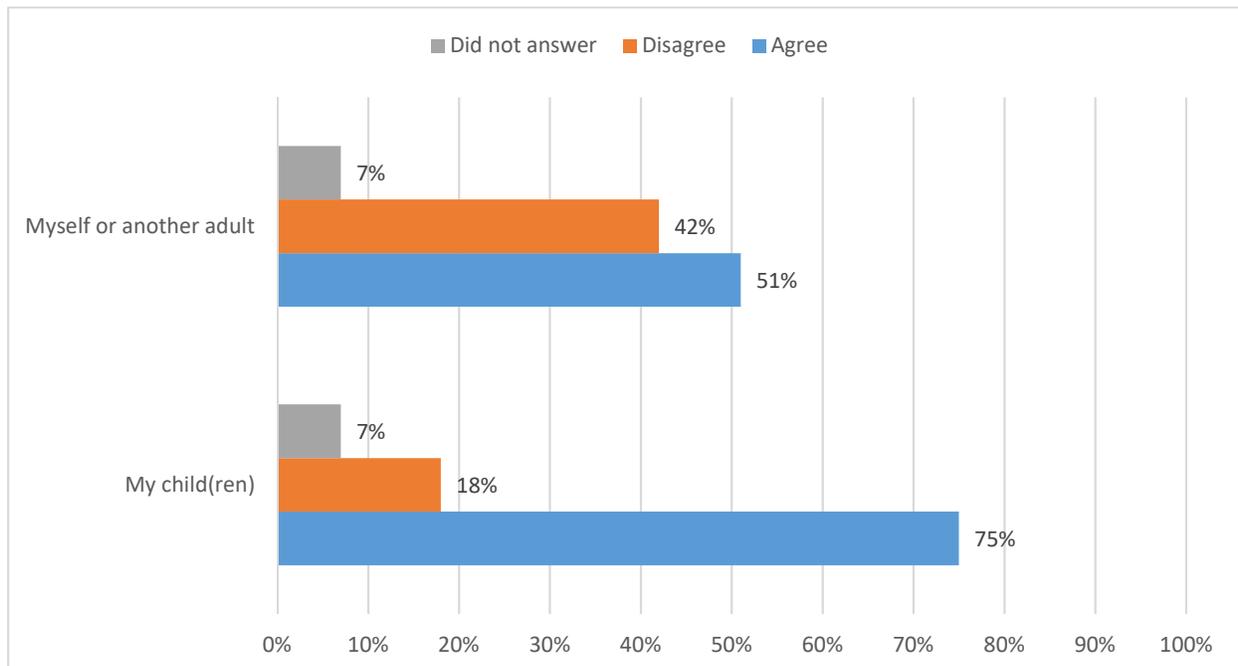


- Allows us more access to vegetables to add to our lunches and dinners.
- Yes! My daughter enjoys picking out her own produce.
- It has helped with getting my girls to eat more fruits and veggies.
- It has increased our fresh versus canned intake. Also allowed me to preserve some for the future.
- We ate healthier this summer!
- We have been able to have vegetables with dinner and a healthy snack at lunch.
- We have been able to incorporate produce into all meals and snacks.
- Increased frequency of how much & how often plus helping add to canning reserves.
- Made it easy to have fresh foods.
- It has provided a variety of fruits & veggies! We have also enjoyed sharing it with some neighbor children who don't have transportation to the center.

- A lot, it helps my family eat healthy.
- We have eaten more fruits and veggies.
- We usually grow a garden, but ours did not do well this year so it really helped us this year.
- We are eating more fruits and vegetables.
- Improved it. More salads. Kids ate more.
- We have eaten much more produce this summer.
- The kids love having extra produce to eat and fun things to make.
- It has made us eat healthier than we normally do because fruit is so expensive to buy.
- Great. They are eating or trying everything.
- We love having fresh fruits and vegetables. We eat them whenever we have them!
- Helped as fresh produce is hard to purchase due to price.
- It has allowed us the opportunity to eat more fresh fruits and veggies
- Our family already ate lots of fruits and veggies. This gave us more variety than before.

Exposure to New Vegetables

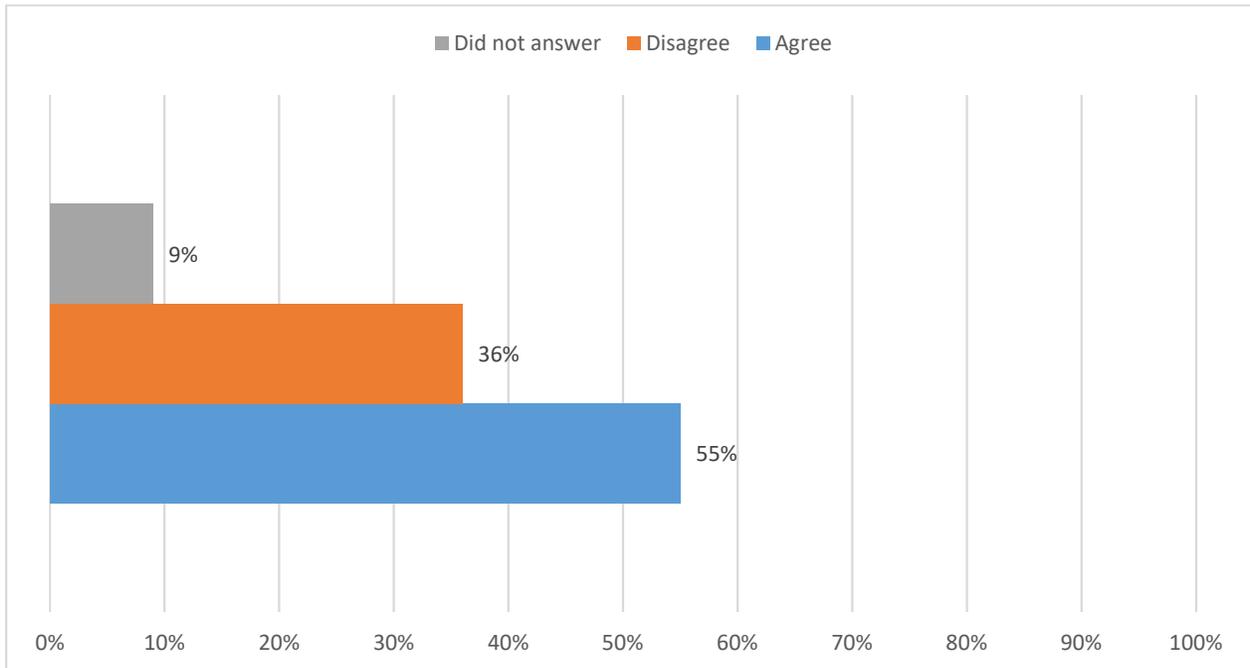
Since getting produce at the Kids' Farmers Market, our family tried a new vegetable we hadn't before:



- They (the kids) were willing to try new things.
- My kids have tried more fruits and veggies.
- The kids are more excited to eat them.
- Allows my kids to try new produce.
- It has helped the kids become more involved/excited about healthy eating.
- It's helped us be more intentional in eating local produce and it's also helped us include the kiddos in picking food and preparing it!
- Yes. Kids have been able to try a variety of foods and discovered some they liked that I had not purchased before.
- My kids tried brussel sprouts for the first time! They love trying everything they bring home.
- Showing where it comes from and try different fruits and vegetables.
- The Kid's Farmers Market piqued our son's interest in produce that he otherwise would have resisted.
- We are fortunate to eat a lot of produce, but it allowed my kids to enjoy plums and green beans which I don't normally buy.
- My kids have eaten zucchini! They've never been willing to try it, but we were able to make zucchini muffins and use zucchini in ways they never thought possible!
- It has been great! Kids trying new, healthy options is fantastic.
- Tried new produce we normally wouldn't buy.
- The kids have been eager to try the produce they picked out!
- The little ones are still tough when it comes to some veggies, but they are more willing to try things that they picked out here. My big kids love it.
- My child will try new food he has picked.
- Was able to try things that we wouldn't buy.
- The boys are excited to try new things and want to help prepare it.
- Has helped my daughter try new produce.
- We have tried things we would not normally buy.
- My child tried kale for the first time!
- We loved everything! My 3-year-old actually ate brussel sprouts!
- Kids tried plums for the first time.

Shopping Habits

**Since getting produce at the Kids' Farmers Market,
I purchased a specific fruit or vegetable
that we tried first at the Market:**



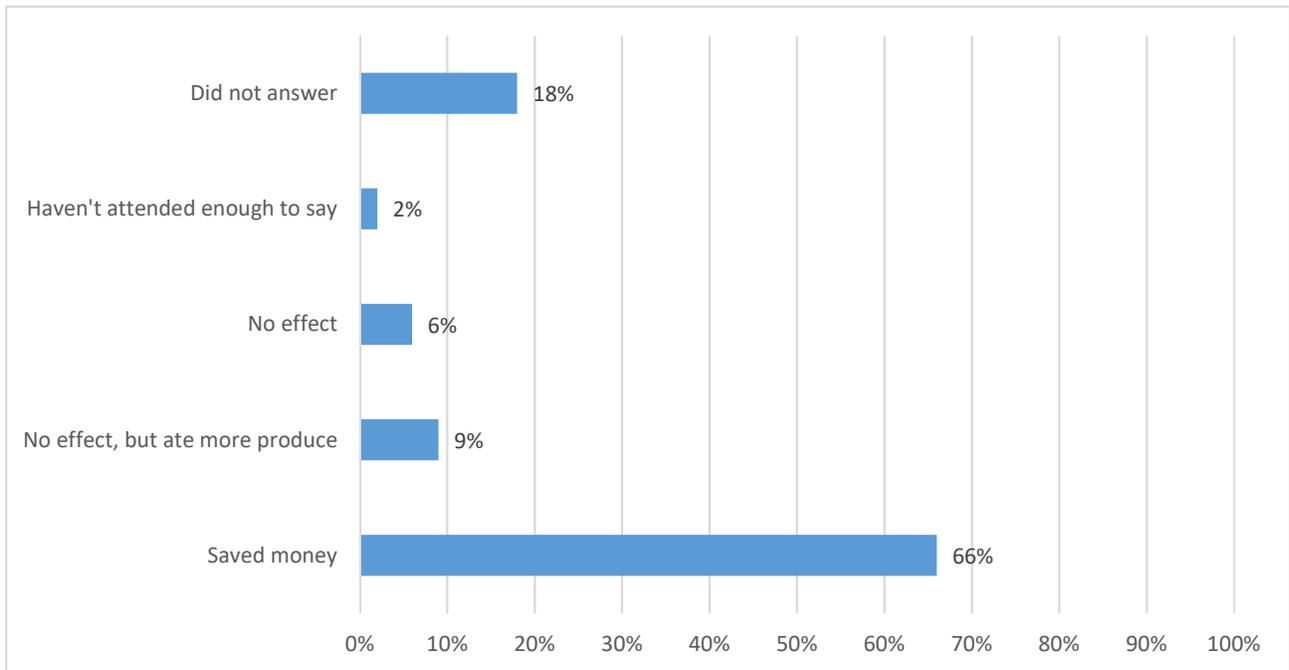
- I will be purchasing these fruits and vegetables in the future.

Part 5: Household Food Budget

The Food Bank also wanted to know if the Kids' Farmers Market has an impact on the overall food budget of participating households.

Better Budgets, Better Diets

Can you tell us how the Kids' Farmers Market affects your food budget?



This was an open-ended question and responses were grouped into categories for the purposes of this graph. In future surveys, this will be added to the Agree/Disagree statement section of the survey in order to rule out the need to interpret some answers that are not clear. For this survey, if there was a question about interpretation the default was to categorize as “Did not answer”.

Most families did clearly indicate that **the program saved them money**.

- It has been great. I am glad they offer this to families. Being a parent of 3 (one a newborn), it's very helpful. We do not qualify for WIC, so it helps.
- It has helped stretch meals and my food budget! Kids love the fruits & veggies.
- Fruits and veggies are so healthy, but expensive to buy. Considerably helps us save money!
- Big savings. Help to get fruit I can't afford.
- Helps increase the amount of money I have for staples.
- I planned meals around what we received, saving money at the store.

- It helped cut my grocery bill greatly.
- I'm off work for 2.5 months, so filled in and made it possible to feed them fresh.
- Decreased weekly spending.
- Between our amazing CSA program and the Market, I've barely had to purchase much. Which saves immensely! (Groton)
- Helps greatly! Helps us put more on the table without killing my budget.
- We can stretch our budget further each week during the summer.
- Helped so much! I have been able to cut my food budget almost in half.
- It helps because money can go to other items on my list.
- It has been such a blessing. We can a lot and were able to move the food money to different necessities.
- Makes more money available to other needed items.
- We have been saving money by not having to buy these at the store.
- The Kid's Farmers Market saved us some time and money by providing healthy snacks and fresh vegetables to serve with dinner.
- Helps a lot! Not having to worry about buying certain things.
- Help a lot. Fresh produce is costly.
- It helps with making it through the week.
- It's helped especially with fruit. Fruit can be expensive and we through a lot of it. We also have gotten things here we wouldn't always buy because of price.
- Saves us money when not making money over the summer.
- It has made us eat healthier than we normally do because fruit is so expensive.
- Greatly, the kids were able to have more fruits!!
- It's been very helpful and has been a positive thing for budget. Very grateful.
- Greatly! I plan the week's meals based on what we receive at the market.
- Helps so much. I'm able to provide a few healthy meals a week.
- Less money in summer so it was a big help.
- Fresh produce is expensive so having it available to us for free is very helpful, we can have more than we could buy at the store.

Families shared how much they **save each week** because of the program:

- I save around \$20 a week.
- Savings of about \$20-30
- Has helped, cuts down by at least \$10!
- It is so helpful, saves us about \$15 a week.

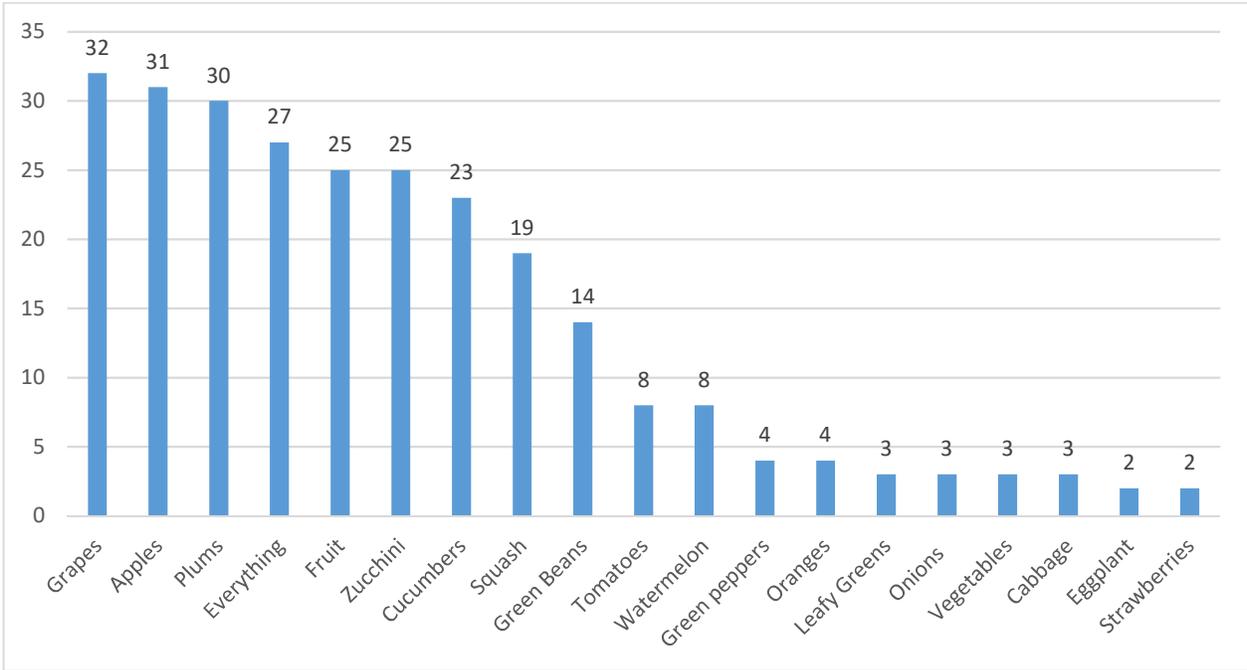
Families who didn't save money still welcomed the **benefits of more fresh produce**.

- It hasn't saved us any money but has made our meals healthier.
- Really helps supplement fresh fruits and vegetables.
- It's a plus but doesn't really affect it (food budget) any.
- Wish I had known (about the KFM) sooner. It certainly would have been helpful to get more produce. I don't buy much due to the cost.
- We still spent the same but enjoyed the extra!
- It has allowed us the opportunity to eat more fresh fruits and veggies.

Part 6: Fruit and Vegetable Preferences

The Food Bank surveyed parents to find out what produce was most and least useful and what families would like to have seen offered.

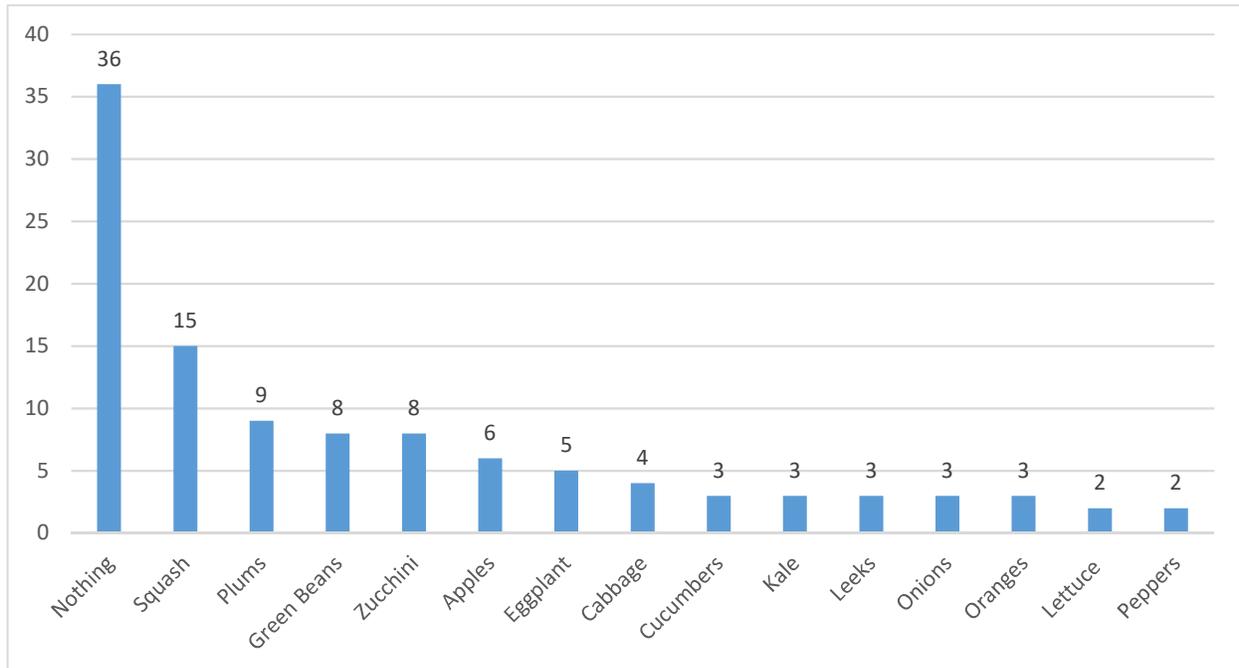
Most Useful Produce



Overall, **fruits were rated as being most useful – grapes (32), apples (31) and plums (30)** were the top 3 for produce overall. The top 3 vegetables were **zucchini (25), cucumbers (23) and squash (19)**.

Produce mentioned once, but not included in the graph, included corn, leeks, peaches, potatoes, salad items & sweet potatoes.

Least Useful Produce



Distributed produce seems to be more useful than not – 36 families felt that everything was useful. **Squash** (15), **plums** (9) and **green beans** (8) were rated the 3 least useful overall.

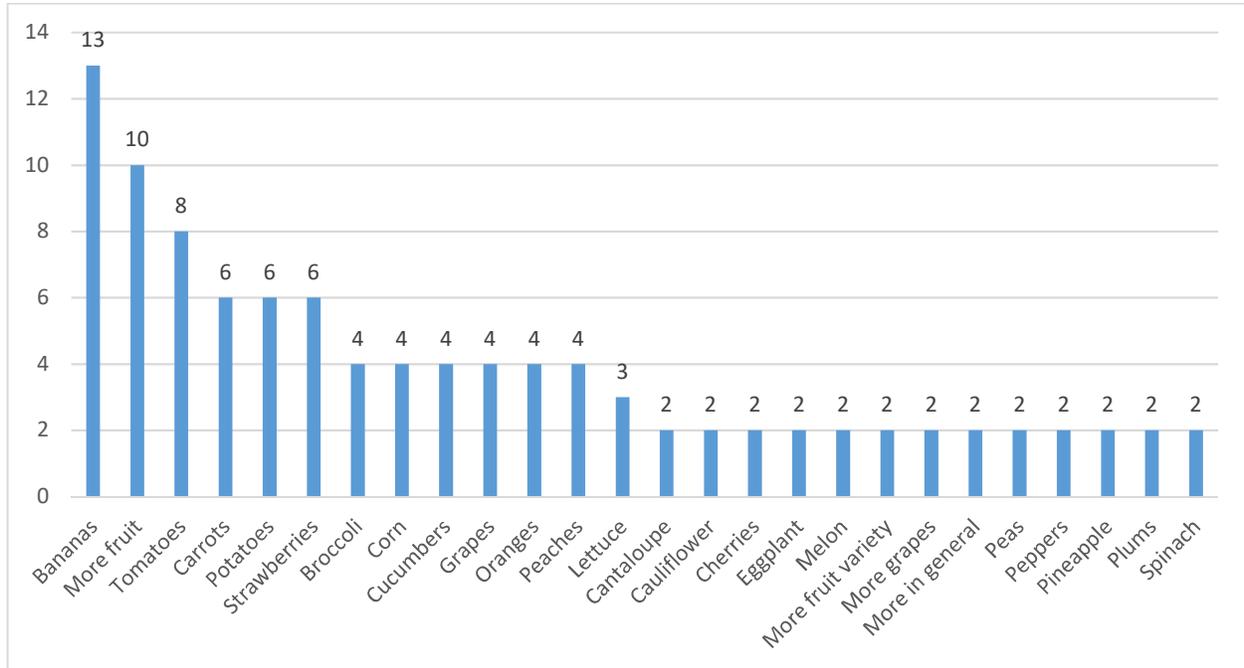
Comments provide some **context** for some rankings:

- Squash spoiled quickly; was dried out
- Green beans expired quickly
- Zucchini being grown in the home garden
- Apples had a chemical taste; too many were sent home
- Too many oranges
- Lettuce full of bugs

Produce mentioned once included asparagus, beets, broccoli, brussel sprouts, chard, fruit, grapefruit, grapes, green peppers, watermelon and anything that was past its prime.

Produce Wish List

What items would you like to see offered at the Kids' Farmers Market?



Bananas (13), more fruit in general (10) and tomatoes (8) were the top 3 items families would like to see offered.

Produce mentioned once included apples, apricots, beets, blueberries, brussel sprouts, celery, fruit, green beans, kale, kiwi, pears, pumpkins, raspberries, sweet potatoes, watermelon and anything locally grown. Also mentioned was more cauliflower, corn, tomatoes and watermelon.

Part 7: Recommendations

Program Goals

- Clarify intended impacts of the KFM considering all 3 models: School Year, Summer and One-offs
- Align with Finger Lakes Eat Smart NY/Just Say Yes to Fruits & Vegetables goals, objectives and evaluation standards where possible
- Assess impact of Enfield KFM Pilot – school-wide program, with some Farm to School Coordination

Close the Loop

- Determine key information to report back to stakeholders:
 - Internal: Board of Directors; Program, Operations, Development and Communications Staff
 - External: Site Coordinators, Nutrition Educators, Participating Families

Produce Type & Quality

- Produce Quality- Review process for sorting donated produce prior to being shipped
- Fruit is most popular with families, what are the possibilities of increasing the produce identified in the Wish List?

Strengthen Nutrition Education Coordination

- Consider ways to move Steuben and Chemung sites to other days, so Educators can attend more distributions.
 - Sites holding produce overnight, possibility of cold storage using coolbot?
 - Other delivery options. Elmira School Food Service transporting w/ summer meals?
- Improve/streamline communication of anticipated product to Educators
 - A produce box for pick up at Food Bank was suggested at the meeting
 - Could specific items commonly provided by local farms through Healthy Harvest be identified and committed for purchase ahead of the donated product so Educators have more lead time for planning purposes?
- Opportunities to train the trainer and utilize volunteer educators?

Signage for Site & Produce

- Ensure sufficient signage clearly stating that produce is no cost for all children
- Consider ways to support signage for produce
- Highlight local partner farms

Program Expansion

- Draft School Year Expansion Plan
- Other opportunities in summer

Appendix A: Data Breakdown by Site

Type of Site	Site Name	City/Town	County	# Distributions	Requests for Produce (Duplicated)	% Requests	Estimated Kids Served (Unduplicated)	% Kids Served	Pounds of Produce Distributed	% Produce	Produce Cost	% Cost	Cost/Request
18-19 SY	Southside Community Center	Elmira	Chemung	9 (monthly)	465	5%	94	3%	5301	6%	\$ 1,208	6%	\$ 2.60
18-19 SY	Addison Youth Center	Addison	Steuben	9 (monthly)	590	6%	82	3%	10816	11%	\$ 1,750	9%	\$ 2.97
18-19 SY	Groton Library	Groton	Tompkins	9 (monthly)	646	6%	85	3%	6036	6%	\$ 1,196	6%	\$ 1.85
18-19 SY	Watkins Glen	Watkins Glen	Schuyler	6 (monthly)	450	4%	75	2%	2500	3%	\$ 632	3%	\$ 1.40
One-off 2018	Parley Coburn Elem/GST Boces	Elmira	Chemung	1x Dec	90	1%	90	3%	866	1%	\$ 181	1%	\$ 2.01
One-Off 2018	Odessa Montour CSD/Hanlon	Odessa	Schuyler	1x Oct	255	3%	125	4%	1288	1%	\$ 266	1%	\$ 1.04
One-off 2018	Strong Kids Safe Kids	Bath	Steuben	1x Sep	250	2%	250	8%	1970	2%	\$ 352	2%	\$ 1.41
One-off 2018	Newfield Elementary	Newfield	Tompkins	1x Nov	180	2%	180	6%	2646	3%	\$ 386	2%	\$ 2.14
One-off 2018	Tioga CSD Harvest Fest	Tioga	Tioga	1x Sep	500	5%	500	16%	487	1%	\$ 60	0%	\$ 0.12
One-Off 2019	Schuyler Head Start	Montour Falls	Schuyler	2x Mar & Jun	149	1%	80	3%	896	1%	\$ 211	1%	\$ 1.42
One-off 2019	Winfield Elementary	Corning	Steuben	1x May	75	1%	75	2%	697	1%	\$ 82	0%	\$ 1.09
One-off 2019	Garden of Fire	Corning	Steuben	1x Aug	135	1%	135	4%	1235	1%	\$ 483	3%	\$ 3.58
Summer 2019	Addison Youth Center	Addison	Steuben	5 (weekly)	518	5%	121	4%	6153	6%	\$ 1,029	6%	\$ 1.99
Summer 2019	Common Ground Church	Owego	Tioga	6 (Weekly)	398	4%	84	3%	3827	4%	\$ 843	5%	\$ 2.12
Summer 2019	Blandford park	Elmira	Chemung	6 (weekly)	98	1%	18	1%	2160	2%	\$ 613	3%	\$ 6.26
Summer 2019	Southeast Steuben Library	Corning	Steuben	6 (Weekly)	1028	10%	222	7%	10784	11%	\$ 1,932	10%	\$ 1.88
Summer 2019	Family Enrichment Network	Johnson City	Broome	6 (Weekly)	697	7%	148	5%	5583	6%	\$ 1,312	7%	\$ 1.88
Summer 2019	Memorial Park	Groton	Tompkins	7 (weekly)	1408	14%	272	9%	6255	7%	\$ 1,329	7%	\$ 0.94
Summer 2019	Grove Park	Elmira	Chemung	7 (weekly)	328	3%	60	2%	4464	5%	\$ 801	4%	\$ 2.44
Summer 2019	Katy Leary Park	Elmira	Chemung	6 (Weekly)	285	3%	60	2%	3366	4%	\$ 660	4%	\$ 2.32
Summer 2019	Odessa Montour CSD/Hanlon	Odessa	Schuyler	4 (weekly)	342	3%	95	3%	4327	5%	\$ 680	4%	\$ 1.99
Summer 2019	Prattsburgh CSD	Prattsburgh	Steuben	5 (weekly)	494	5%	110	3%	5224	5%	\$ 1,018	5%	\$ 2.06
Summer 2019	Sullivan Park @ Thorne St	Horseheads	Chemung	6 (weekly)	274	3%	63	2%	2442	3%	\$ 568	3%	\$ 2.07
Summer 2019	Watkins Glen HS	Watkins Glen	Schuyler	5 (weekly)	508	5%	125	4%	6369	7%	\$ 1,035	6%	\$ 2.04
2018-2019 Total				111	10,163		3,149		95,692		\$ 18,627		\$ 1.83

Appendix B: Completed Evaluations by Site

County	Both Stakeholder Groups	Parent Only	None
Broome			Family Enrichment (due to staff turnover)
Chemung	Grove Park, Elmira Blandford Park, Elmira Sullivan Park, Horseheads	Katy Leary Park, Elmira (operated by FBST)	
Schuyler	Hanlon Elementary, Odessa	Watkins Glen HS	
Steuben	Addison Youth Center Southeast Steuben Library, Corning		Prattsburgh Central School (Surveys went out after program ended)
Tioga	Common Ground Church, Owego		
Tompkins	Groton Memorial Park		

Appendix C: Evaluation Instructions & Forms



388 Upper Oakwood Avenue Elmira, New York 14903
P: 607.796.6061 F: 607.796.6028 www.foodbankst.org

2019 Summer Kids' Farmers Market Evaluation Instructions

The Food Bank of the Southern Tier is looking for input on this year's Summer Kids' Farmers Market. We want to be sure the program is running well and meeting the needs of the community and volunteers.

Please take a minute to review these instructions and let us know any questions.

Instructions:

Parent/Caregiver Evaluation Form

1. The evaluation is available through Survey Monkey at <https://www.surveymonkey.com/r/6MR3QFJ> and a PDF of the survey is included in this email.
2. We ask that a survey be given to each family before the end of the Market schedule to be completed onsite. If a parent/adult is not with the child or they want to complete online, they can take the form home in their produce bag.

Site Coordinator/Volunteer Evaluation Form

1. The evaluation is available through Survey Monkey at <https://www.surveymonkey.com/r/6BHJZ9P> and a PDF of the survey is included in this email.
2. Please share with other volunteers or coordinators as you see fit.

Returning Forms to the Food Bank

1. You can print, distribute and collect paper copies to be mailed back to:
Food Bank of the Southern Tier
Attn: Jennifer Bertron
388 Upper Oakwood Ave, Elmira, NY 14903
2. You can give paper copies to the delivery driver by your last Market delivery.
3. You can scan paper copies and email to Jennifer Bertron at the Food Bank of the Southern Tier - jennifer.bertron@foodbankst.org.

Please return by August 30. Thank you for your help!

A regional agency of Catholic Charities and a member of Feeding America



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2019 Summer Kids' Farmers Market Parent/Caregiver Survey

The Food Bank of the Southern Tier is looking for input on this year's Summer Kids' Farmers Market. We want to be sure the program is running well and meeting the needs of the community.

The survey is only 10 questions and should take about 5 minutes to complete.

You can complete the survey online at: <https://www.surveymonkey.com/r/6MR3QFJ> or Return this form to any Kids' Farmers Market or mail to Food Bank, 388 Upper Oakwood Ave, Elmira, NY 14903

To be entered in a drawing for a \$20 grocery store gift card, please complete & provide:

First Name _____ **Phone** _____ **or Email** _____

1. Which Kids' Farmers Market (KFM) did you/your children attend? Check all that apply.

- Katy Leary Park in Elmira Grove Park in Elmira Blandford Park in Elmira
- Sullivan Park @ Thorne St in Horseheads Family Enrichment in Johnson City
- Hanlon Elementary in Odessa Watkins Glen High School Addison Youth Center
- Corning Library Prattsburgh Central School Common Ground Church in Owego
- Groton Memorial Park Other _____

2. How often have you or your child(ren) attended the KFM?

- Every week that is has been available
- Most weeks, but not all
- A few times
- One time
- Other _____

3. On a scale of 1-5, where 1 is the worst and 5 is the best, how would you rate the following?

	1	2	3	4	5
The quality of the produce	<input type="checkbox"/>				
The amount of produce	<input type="checkbox"/>				
The variety of produce	<input type="checkbox"/>				
Recipes & taste tests that were offered	<input type="checkbox"/>				
The program overall	<input type="checkbox"/>				

Comments:

4. How has the Kids' Farmers Market impacted your family's produce consumption?

5. Can you tell us how the Kids' Farmers Market effects your food budget?

6. Since getting produce at the KFM, do you agree or disagree with the following:

	Agree	Disagree
My child(ren) tried a new vegetable they hadn't had before.	<input type="checkbox"/>	<input type="checkbox"/>
I (or another adult) tried a new vegetable I/they hadn't before.	<input type="checkbox"/>	<input type="checkbox"/>
I purchased a specific fruit or vegetable that we tried first from the KFM.	<input type="checkbox"/>	<input type="checkbox"/>
I tried a new recipe that we received at the KFM.	<input type="checkbox"/>	<input type="checkbox"/>
Our family ate more fruits/vegetables during meals.	<input type="checkbox"/>	<input type="checkbox"/>
Our family ate more fruits/vegetables for snacks.	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

7. What produce items were MOST useful for you and your family?

8. What produce items were LEAST useful for you and your family?

9. What items would you like to see offered at the Kids' Farmers Market?

10. Let us know any additional comments or suggestions:

Thank you for your time!



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2019 Summer Kids' Farmers Market Site Coordinator/Volunteer Survey

The Food Bank of the Southern Tier is looking for input on this year's Summer Kids' Farmers Market. We want to be sure the program is running well and meeting the needs of the community & volunteers.

The survey is only 5 questions and should take about 5 minutes to complete.

You can complete the survey online at: <https://www.surveymonkey.com/r/6BHJZ9P> or
Return this form to your delivery driver or mail to Food Bank, 388 Upper Oakwood Ave, Elmira, NY 14903

1. Which Kids' Farmers Market (KFM) did you coordinate/volunteer at? Check all that apply.

- Katy Leary Park in Elmira Grove Park in Elmira Blandford Park in Elmira
- Sullivan Park @ Thorne St in Horseheads Family Enrichment in Johnson City
- Hanlon Elementary in Odessa Watkins Glen High School Addison Youth Center
- Corning Library Prattsburgh Central School Common Ground Church in Owego
- Groton Memorial Park Other _____

2. What is your role at the Kids' Farmers Market?

3. Thinking about the produce being distributed, on a scale of 1-5, where 1 is the worst and 5 is the best, how would you rate the following?

	1	2	3	4	5
The quality of the produce	<input type="checkbox"/>				
The amount of produce	<input type="checkbox"/>				
The variety of produce	<input type="checkbox"/>				
Recipes & taste tests that were offered	<input type="checkbox"/>				
The program overall	<input type="checkbox"/>				

Please share any examples of how the program is working well and/or should be improved:

4. Thinking about the logistics of the program, on a scale of 1-5, where 1 is the worst and 5 is the best, how would you rate the following?

	1	2	3	4	5
Deliveries & Delivery Schedule	<input type="checkbox"/>				
Communication with Food Bank	<input type="checkbox"/>				
Communication between Volunteers and Site Coordinator	<input type="checkbox"/>				
Training on Program Logistics and Expectations	<input type="checkbox"/>				
Outreach/Advertisement to Families with Children	<input type="checkbox"/>				
Coordination with Nutrition Education Resources (Ex Finger Lakes Eat Smart New York)	<input type="checkbox"/>				

Please share any examples of how program logistics are working well and/or should be improved:

5. How often was Nutrition Education/Taste Testing available at your Kids' Farmers Market?

- Every week the program operated.
- Most weeks, but not all.
- A couple of times during the program
- One time during the program.
- Never

Please share how coordinating/incorporating nutrition education worked well and/or could be improved:

6. Any other comments or suggestions for how the program can be improved?

Thank you for your time and commitment to the Kids' Farmers Market!