



Copy of Jackson Riverside Farmers and Makers Market- Power of Food Club- Evaluation Project

The purpose of this survey/interview process is to ask market vendors a few questions regarding their experience with the Power of Food (PoF) Club program. As a reminder, the PoF Club is the program where individuals receive up to \$10 in tokens for the market season and families (3 or more individuals) receive up to \$30 in tokens for the market season. Each token is worth \$2, and can be used to purchase Eligible items these tokens can purchase include: Vegetable and Fruits Meat, Poultry and Fish Dairy Products Breads and Cereal Snack Foods Seeds and Plants, and Honey.

The Food Club's goal is to engage persons of all ages at the farmers market and empowers them to make healthful food choices.

1. Please share your name and organization name

2. Which location do you prefer having the Riverside Farmers and Makers Market at?

- Ashley Park
- Downtown Jackson (outside the Jackson Center for the Arts)
- A different location (please share feedback in Comment Box)

You're welcome to share feedback.

3. What do you sell at the Riverside Farmers and Makers Market? Please select all that apply.

- Fruits
- Vegetables
- Meat, Poultr, Fish
- Dairy products, including Eggs
- Breads and Cereals
- Snack foods (i.e. trail mix, candies, etc.)
- Seeds and Plants
- Honey
- Arts and Crafts

If you sell other products not listed on here, please share!

4. Did you participate in the Power of Food Club program during the 2024 market season?

- Yes
- No

If no, please share why you didn't.

5. Individuals are eligible to receive \$10 for the market season and families (3 or more individuals) are eligible to receive \$30. In you opinion do you feel this is adequate?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

You're welcome to share feedback.

6. Have you experienced an increase in my sales because of the Power of Food Club program?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

You're welcome to share feedback.

7. Individuals participating in the Power of Food Club make purchases at my booth more often because of the Power of Food Club (purchases beyond the \$2 token).

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

You're welcome to share feedback.

8. What do you like about the Power of Food Club program? Why do feel this way? Do you have a specific story or experience(s) you've encountered during the market season?

9. Have you seen an increase in sales because of the Farmers Market WIC Nutrition Program?

- Yes
- No
- Not applicable (I do not sell eligible products).

10. Have you seen an increase in sales because of the Farmers Market Senior Nutrition Program?

- Yes
- No
- Not applicable (I do not sell eligible products).

11. Do you feel the Riverside Farmers and Makers Market provides an opportunity for market patrons, residents, and vendors to socially connect or provide an outlet to socially connect? i.e. live music, market activities for youth, etc.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

You're welcome to provide suggestions to make the market more welcoming.

12. Have you experienced an increase in interactions (e.g. questions and conversations) with individuals at the market because of the Power of Food Club program?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Please share a few examples of interactions you've had with market patrons, or quotes patrons have shared with you about the market.

13. In your opinion, how often should the Riverside Farmers and Makers Market have Token Distribution Days? These are the days tokens are distributed to market patrons.

- Weekly (every Thursday)
- Bi-weekly (2x a month).
- Monthly (current method).
- Other recommendations

You're welcome to share feedback; you can also share other recommendations.

14. In your opinion, has the Power of Food Club program improved healthy eating opportunities and/or behavior changes among market patrons?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

You're welcome to share feedback.

15. In your opinion, does the Riverside Farmers and Makers Market provide an opportunity for healthy food access for the Jackson area?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

You're welcome to share feedback.

16. During the market days, what hour or hours did you receive Power of Food Club tokens the most?

- Between 330pm-430pm
- Between 430pm-530pm
- Between 530pm-630pm

You're welcome to share feedback.

17. In your opinion, which month during the market season was the most popular for token use and vendor sales?

- May
- June
- July
- August
- September
- October

You're welcome to share feedback.

18. Did you receive vouchers from the Senior and/or WIC Nutrition Programs? These programs allow eligible individuals to purchase fresh, locally grown, fruits, vegetables, and herbs. Please select all that apply.

- Yes
- No
- Not applicable (I don't sell eligible market products to participate)

Please share feedback you have about these programs.

19. What suggestions do you have to encourage youth to attend the Riverside Farmers and Makers Market more often? Please explain Why.

20. Do you have any suggestions on how we can improve the Power of Food Club program for future seasons? Please explain Why.