



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

The purpose of this survey/interview is it to gather feedback from Jackson Riverside Farmers and Makers Market Power of Food Club participants. Your feedback will help us evaluate the impact the Power of Food Club has had for the farmers market, you and/or your family, and the community.

As a reminder, the PoF Club is a program that allows individuals to receive up to \$10 in tokens for the market season and families (3 or more individuals) to receive up to \$30 in tokens for the market season. Each token is worth \$2, and can be used to purchase eligible products including: Vegetable and Fruits; Meat, Poultry and Fish; Dairy Products; Breads and Cereal; Snack Foods; Seeds and Plants; and Honey.

The Power of Food Club's goal is to engage persons of all ages at the Jackson Riverside Farmers and Makers Market, and empowers them to make healthful food choices.

1. Please share your first and last name (this is optional, but those who do share will have their name added to the Gift Card Raffle)

2. Please share how many individuals currently live with you, including yourself.

- 1
- 2
- 3
- 4
- 5
- 6 or more

3. Please share your Zipcode

4. In what range does your annual household income fall?

- Between \$15,000 and \$29,999
- Between \$30,000 and \$49,999
- Between \$50,000 and \$74,999
- Between \$75,000 and \$99,999
- Over \$150,000
- Under \$15,000

5. Please share your age.

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

6. Please share your gender

- Male
- Female
- Other
- Prefer not to answer

7. Due to flooding in June 2024, the Rivereside Farmers and Makers Makers Market was moved to Downtown Jackson (located outside the Jackson Center for the Arts). Do you prefer the marketing being located in Downtown Jackson or in Ashley Park? You can share feedback if you wish.

- I prefer Ashley Park
- I prefer Downtown Jackson (outside the Jackson Center for the Arts)
- I prefer another location (please share location in Comment Box)

You're welcome to share feedback on locations or a preferred location for the market.

8. 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
- Bi-weekly (2x a month)
- Monthly
- Other (please explain in Comment Box).

You're welcome to share feedback about your selection.

9. Not including the Power of Food Club Tokens, how much do you typically spend at the market?

- \$1-\$10
- \$11-\$20
- \$21-\$30
- \$31-\$50
- More than \$50
- I really don't buy anything, I mostly attend the market to browse or interact with others.

10. What is your preferred way to pay for your purchases at the market? (Please select all that apply).

- Cash
- Credit/Debit Card
- EBT/SNAP Benefit
- Power of Food Tokens
- Farmers Market Senior Nutrition Program Vouchers
- Farmers Market WIC Nutrition Program Vouchers

11. Have you experienced spending more or less at the Jackson Riverside Farmers and Makers Market because of the Power of Food Club program?

- Spend less than before participating in Power of Food Club.
- Spend about the same as before participating in the Power of Food Club
- Spend more than before participating in the Power of Food Club

12. During the market days, what time-frame did you spend your Power of Food Club tokens the most often?

- Between 330pm-430pm
- Between 430pm-530pm
- Between 530pm-630pm
- Other time (please share in Comment Box)

You're welcome to share feedback about your selection.

13. What month(s) did you prefer using your Power of Food Club tokens? Please select all that apply.

- May
- June
- July
- August
- September

You're welcome to share feedback about your selection.

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

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

Please explain Why you feel this way.

15. Using your Power of Food Club tokens, which product(s) did purchase at the Riverside Farmers and Makers market (select all that apply)?

- Vegetables
- Fruits
- Meats (i.e. eggs, beef, poultry, fish)
- Dairy products
- Breads, cereals, granolas
- Snack foods (i.e. cookies, bars, trail mix, etc.)
- Seeds and plants
- Honey
- Other (please share other products purchased in Comment Box)

You're welcome to share feedback about your selection.

16. Which product(s) would you like to see more of at the market? (Please select all that apply).

- Vegetables
- Fruits
- Meats
- Dairy products
- Breads
- Snack foods
- Seeds and plants
- Honey
- Other (please explain in Comment Box)

You're welcome to share feedback about your selection.

17. Because of the Power of Food Club, has your number of trips to the market...

- Increased
- Stayed about the same
- Decreased

18. After participating in the Power of Food Club, do you... (Please select all that apply)

- Spend more at the market because of the Power of Food Club?
- Plan to participate in the Power of Food Club in the future?
- Enjoy attending the market because of the Power of Food Club?
- Socially Connect more often with market vendors and/or other market patrons?
- Bring your children to the market to help pick out products (i.e. fruits, vegetables, breads, canned goods, etc.) (if you have children)?
- Bring your relatives to the market more often?
- Bring your friends to the market more often?
- Attend the market for activities more often? (i.e. live music, arts/crafts, etc.).

You're welcome to share feedback about your selection.

19. After participating in the Power of Food Club, is/are... (Please select all that apply)

- You and/or your children/family helping select fruits and vegetables more often at the farmers market?
- You and/or your children/family helping prepare fruits and vegetables for more often at home?
- You and/or your children/family are consuming more fruits and vegetables at home (produce that you typically do not eat)?
- You and/or your children/family are trying new fruits and vegetables that haven't tried before.

You're welcome to share feedback about your selection.

20. In your opinion, has the Power of Food Club program improved healthy eating opportunities and/or healthy behavior changes for you and/or your family? Please explain Why you feel this way.

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

You're welcome to share feedback about your selection.

21. 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 about your selection.

22. What do you like about the Jackson Riverside Farmers and Makers Market? Please select all that apply.

- The quality and variety of products
- Close to home
- Close to work
- The location- at Ashley Park
- Inexpensive access to healthy foods
- Having a connection with the farmer/producer
- Live music- available during specific market days
- The hours of operation- 330pm-630pm
- The Power of Food Club program- the new token program
- The Senior Farmers' Market Nutrition Program- for qualifying seniors
- The location- Downtown Jackson (near Jackson Center for the Arts)
- Other- please explain in Comment Box

You're welcome to share feedback about your selection.

23. What do you least like about the Jackson Riverside Farmers and Makers Market? Please select all that apply.

- The price/cost of market products
- The quality of market products
- Limited variety of market products
- No EBT machine available for my debit card
- The market hours of operation (i.e. 330pm-630pm)
- The location
- Power of Food Club- only available to get tokens one time
- Limited market activities (i.e. arts/crafts, music, education, etc.).
- Transportation to/from the market (i.e. limited access to a vehicle, bicycle, mobility issues, etc.).
- Other- please explain in Comment Box

You're welcome to share feedback about your selection.

24. What other places do you purchase groceries from? Please select all that apply.

- Small grocery stores (i.e Sunshine Foods, Maynards)
- Grocery stores or super-stores (i.e. Walmart, Target, Sam's Club, Costco, etc.)
- Convenience stores (i.e. Dollar Stores, gas stations, etc.)
- Food delivery services (i.e. Meals on Wheels, Community Support Agriculture, etc.)
- Other area farmers markets
- Food shelf
- Other- please explain in Comment Box

You're welcome to share feedback about your selection.

25. What educational or social connections activities would you be interested in attending at the Riverside Farmers and Makers Market?

- Cooking demonstration classes/events
- Container gardening demonstrations
- Fitness activities
- Children/youth activities
- Arts/crafts activities
- Live music- from local/community artists/musicians
- Education events/presentations
- Other- please explain in Comment Box

You're welcome to share feedback about your selection.

26. Anything else you would like to share about your or your family's experience participating in the Power of Food Club program or attending the Riverside Farmers and Makers Market?