

Appendix A
 Vendor Survey results
 (Meat, Dairy, and Egg Survey)
 Surveys received: 11
 English: 10
 Spanish: 1

1. Do/did these vouchers bring in customers that are new to your business? (Yes, No, Unknown)

	Number of Surveys (11)	Percent (100%)
Yes	9	81.82%
No	1	9.09%
Unknown	1	9.09%

2. Do these vouchers help your business financially? (Yes, No, Unknown)

	Number of Surveys (11)	Percent (100%)
Yes	9	81.82%
No	2	18.18%
Unknown	0	0

3. Did you experience any challenges with accepting these vouchers? (Yes, No, Unknown)

	Number of Surveys (11)	Percent (100%)
Yes	5	45.45%
No	6	54.55%
Unknown	0	0

Do you have any ideas for how the program could be improved? (Survey highlights)

Frequency
"I would love to see the program continued on a more frequent regular basis"
"Offer every month."
Voucher issues and rollout
"Sometimes [the] manager ran out of cash to redeem"
"Change expiration date"
"More promotion online"
People typically don't spend their money on top of coupons, and therefore it is often a lot of back and forth with the customer to find the right weight (summarization from source not wanting to be quoted).
No Improvements
"Very straightforward"

4. Would you like to see the program continue?

	Number of Surveys (11)	Percent (100%)
Yes	11	100%
No	0	0%
Unknown	0	0%

Why? (survey highlights)

Access
"It allows access to some of the more expensive but nutritious items at the market"
"Everyone deserves access to quality and local nutritious food"
"Es Muy importante para la gente de baja recursos" (English translation: It is very important for people with little means)
"I think everyone should be able to have meat and eggs in addition to produce assistance as part of a healthy diet regardless of economic status"
"I think it's a benefit to those that need the help"
"Benefiting those who usually can't afford quality meat"
"Help and expand financially challenged folks"

Helps the customer (summarization from source not wanting to be quoted)
Helps people to shop locally
“To help people buy local food.”
Many customers that need the coupons will not shop without the coupons, program is needed for them to be repeat customers (summarization from source not wanting to be quoted).
Helps businesses
Helps with business publicity (summarization from source not wanting to be quoted).

Appendix B
 Customer Survey Results
 (Meat, Dairy, and Egg Survey)
 Surveys received: 60
 English: 60
 Spanish: 0

1. How did you find out about the Meat Dairy & Eggs Program?

	Number of Surveys (60)	Percent (100%)
Farmers' Market	48	80%
Word of Mouth	5	8%
Other (e.g. Burbank housing email; CalFresh/EBT, caregiver, newsletter)	7	12%

2. Did/Will the Vouchers help you: (Circle all that apply)

Questions:	Collective data (60 surveys)
Purchase a product that you are trying for the first time	Yes: 36 (60%)
	No: 24 (40%)
Purchase a greater quantity of product than you normally would purchase	Yes: 41 (68%)
	No: 18 (30%)
	Maybe: 1 (2%)
Purchase a product that you wouldn't otherwise purchase at the farmers market	Yes: 42 (70%)
	No: 18 (30%)
Purchase a product that you wouldn't otherwise have purchased elsewhere	Yes: 24 (40%)
	No: 35 (58%)
	Maybe: 1 (2%)
Come to the farmers market	Yes: 26 (43%)
	No: 34 (57%)

3. Would you like to see this program continue?

	Number of Surveys (60)	Percent (100%)
Yes	59	98.33%
No	0	0%
Unknown	1	1.67%

Why? (survey highlights)

Program helps customers shop local and support vendors
"It is helpful to the consumers as well as the vendors. Programs like this provide access to all our community to healthy foods - A human right!"
"Two-fold, [it] helps me spread my money dollars further with delicious food and I love helping out the vendors!"
"Easy to support farm market farmers"
"It supports local business"
"Supports farmers and supports families in eating more sustainable meat."
"It is good for farmers"
"It is a huge help and I get to support high quality local business"
"It's important to get more nutrition and support small scale meat, dairy, & egg farmers"
Supports farmers (From two sources)
Helps people to shop locally (From three sources)
Program helps buy nutritious and fresh food
"It helps tremendously in getting vital nutrition"
"Helps me eat more healthy, local food"
"Fresh products"
"It helped me discover foods I might not have bought"
"ABSOLUTELY. Because people need healthy food."
"Absolutely! I love supporting our local farmers market and buying my animal products at the market. This program helps me provide better nourishment to my family and I am so happy about that."
"I would love to buy dairy & eggs at the farmers market!"
"All the reasons stated above and it helps me eat healthier, more locally, and freely, more

confidence and clarity in my meals.”
Fresh food
Helps to buy proteins (From five sources)
Gives access to nutrition and healthy foods (From three sources)
Program helps stretch food budget
“It allows me to buy things I couldn't otherwise buy.”
“Helps financially”
“To purchase more than what I can normally”
“Great value”
Cost of food increasing and cost of living (From two sources)
Helps financially (From three sources)
Any aid possible helps (From two sources)
Programs improve food security
“Need it to be food secure”
“It allows me better quality of life and food security.”
“Meat, especially good quality meat, is very expensive for people on food stamps”
“Impossible to afford meat now so this program is invaluable”
Food scarcity
Helps those with families and/or children (From four sources)
Positive words about the program
Love the program (From three sources)
Helps and it is kind

4. Do you have any other comments you would like to make about this program? Do you have any suggestions for how the program could be improved?

Areas for improvement
Increase education
“Education to the consumers on the importance of <u>organic</u> meat, dairy & eggs!”
Need more education about the program, such as: how does it benefit the vendor? (from two sources)
Further Include
“It'd be nice to include the fish vendors”

“Last time I couldn't find a vendor at the market that I could eat. Need more vendors with a wide diversity of products. Need more beef, bones, chicken, organ meats.”
Seafood
Nuts
Increase frequency
“To make this weekly would be great”
“I appreciate the program and would like to see it continue.”
Continue the program, increase program frequency (From two sources)
Increase money/coupon programs
Simplify voucher system
“Too many types of voucher”
Positive Feedback
Improves quality of diet
“This program will make a big difference for the quality of my diet”
Improves financial access
“It allows me to buy thing I might”
Supports the local economy, customers and vendors
“I love it, helps all locals”
“This keeps me attending regularly and I am most grateful.”
Helps local people
Support the farmer, shop local
Appreciate the program
“I really enjoyed this program”
“Great program”
“This is my 1st time so I'm not sure yet. I'm glad this is offered.”
“This program has never been more important than this”
“Love the program, and “thank you” responses (from ten sources)
Market has a lot to offer

Appendix C
Bilingual Toolkit

FAQ's for Customers (English / Spanish)

List of Participating Farmers Markets for Customers

Vendor Information Sheet

Flyers

Social Media Graphics

Press Release

Distribution Tracking Document for Market Managers

Scrip Considerations