

**Connecticut Department of Public Health  
Farmers' Market 2007:  
Capitol Avenue Complex  
Participant Survey**



**July 12 – October 25, 2007**



*Keeping Connecticut Healthy*

**Connecticut Department of Public Health  
Nutrition, Physical Activity & Obesity Prevention Program**

## **DPH Farmers' Market 2007: Capitol Avenue Complex Participant Survey**

Chronic diseases—such as heart disease, stroke, cancer and diabetes—represent the leading causes of death in Connecticut, the nation, and around the world, for both men and women, and for all racial and ethnic groups. Obesity, a major risk factor for all of these chronic diseases, is now widely considered to be the second-leading cause of preventable death in the United States, after smoking.

Each year, chronic diseases are responsible for 7 out of 10 deaths in the United States, and lead to disability and decreased quality of life for millions more. And yet chronic diseases are among the most preventable of all health problems. Just three lifestyle factors—smoking, poor diet and lack of physical activity—are the root causes of over one-third of all deaths in the U.S. According to the *New England Journal of Medicine*, average life expectancy in the United States will decline over the next 20 years due to unhealthy lifestyles and resulting chronic disease—reversing a trend that dates back to the 1850s.

### **Worksite Wellness**

Given the ever-increasing rates of chronic disease and sky-rocketing health care costs, many employers have started to implement “Worksite Wellness” programs in an effort to improve employee health, attendance, productivity and retention, while also reducing medical costs.

Comprehensive Worksite Wellness programming can empower employers and employees alike to take an active role in understanding and improving their health and wellness, and their lives both on and off the job. An ideal healthy worksite creates learning opportunities for employees, and offers an environment conducive to being physically active, eating healthy foods, and living tobacco-free. Adults typically spend half—or more—of their waking hours at work and, as such, the workplace can have a powerful impact on an individual’s health.

### **The Farmers' Market**

The Connecticut Department of Public Health’s (DPH) Nutrition, Physical Activity & Obesity Prevention (NPAOP) program seeks to create workplaces that support healthy behaviors by educating, increasing awareness, and promoting policies and environmental changes to help make “the healthy choice, the easy choice”. One such initiative is the annual Farmers’ Market, an effort to increase availability and access to, and promote consumption of, fresh fruits and vegetables.

The consumption of fruits and vegetables provides a variety of well-documented health benefits. The *Dietary Guidelines for Americans 2005* recommends eating 5 – 9 servings a day. Compliance with this recommendation is associated with reduced risk for a number of chronic health conditions such as hypertension, stroke, and heart disease—that is, cardiovascular disease—the leading cause of death among Americans for both men and women. Research has shown that increasing consumption of fruits and vegetables can also reduce the risk of developing type 2 diabetes, and the incidence of colon, mouth, pharynx, esophagus, stomach, lung and possibly prostate cancer has been reduced in individuals who consume at least 5 servings of fruits and vegetables a day.

The USDA Food Guide Pyramid <sup>1</sup> makes the following recommendations:

- **2 – 4 servings of fruit each day:**<sup>2</sup>

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<sup>1</sup> *The Food Guide Pyramid, A Guide to Daily Food Choices* @ <http://www.nal.usda.gov/fnic/Fpyr/pmap.htm>. Accessed November 16, 2007.

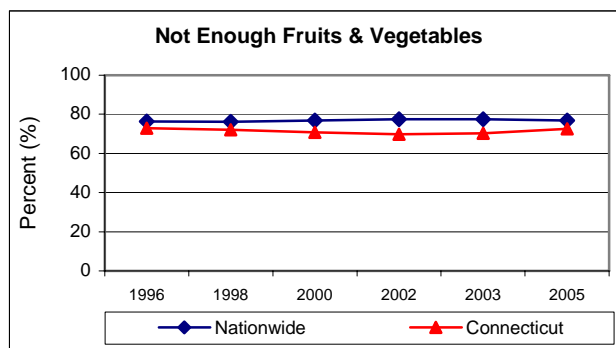
<sup>2</sup> One serving of fruit is the equivalent of 1 medium apple, banana or orange; ½ cup of chopped, cooked or canned fruit; or ¾ cup of fruit juice.

- Choose fresh fruits, fruit juices, and frozen, canned, or dried fruit. Go easy on fruits canned or frozen in heavy syrups and sweetened fruit juices.
- Eat whole fruits often--they are higher in fiber than fruit juices.
- Count only 100 percent fruit juice as fruit. Punches, "-ades", and most fruit "drinks" contain only a little juice and lots of added sugars.

▪ **3 – 5 servings of vegetables each day:**<sup>3</sup>

- Different types of vegetables provide different nutrients. Eat a variety.
- Include dark-green leafy vegetables and legumes (from the pea and bean family) several times a week. (Both are good sources of vitamins and minerals). Legumes also provide protein and can be used in place of meat.
- Go easy on the fat you add to vegetables at the table or during cooking. Added spreads or toppings, such as butter, mayonnaise, and salad dressing, count as fat.

Despite the demonstrated health benefits of increased fruit and vegetable consumption, most Americans do not heed this advice. In fact, according to the Centers for Disease Control & Prevention's (CDC) Behavioral Risk Factor Surveillance Survey (BRFSS), between two-thirds and three-quarters of adults eat fewer than the recommended minimum of 5 servings of fruits and vegetables each day, both in Connecticut and nationwide. As illustrated in the accompanying graph, fruit and vegetable consumption has shown virtually no improvement over the past decade.



High cost, poor quality and limited variety and availability of fresh produce are all factors commonly cited as obstacles to an individual's adequate consumption of fruits and vegetables. Limited access is especially common in urban areas, such as Hartford, where there are few supermarkets in relation to the population served.

Background

With these concerns in mind, the Department of Agriculture and the Department of Public Health's (DPH) Nutrition, Physical Activity & Obesity Prevention (NPAOP) program sponsored the Farmers' Market in 2007 for a third consecutive year. By promoting and enhancing accessibility to a variety of fresh, locally grown fruits and vegetables, the Farmers' Market seeks to help increase produce consumption among state employees. The Market ran weekly for a 16-week period in two sites:

- The Capitol Avenue Complex held its weekly market on Thursdays, July 12 to October 25, from 9:30 am to 1:00 pm, in the 470 Capitol Avenue courtyard, outside the Complex cafeteria. Locating the market adjacent to the cafeteria permitted easy access at a central location for all employees in the Complex. Killam & Bassette Farmstead (Glastonbury) offered fresh fruits and vegetables, herbs, cut flowers, baked goods, homemade jams and honey; George Hall Farm (Simsbury) provided a similar selection of fresh organic<sup>4</sup> produce; and, Summer Hill Sauces sold homemade sauces, dipping oils and salad dressings.

<sup>3</sup> One serving of vegetable is the equivalent of 1 cup of raw leafy vegetables; ½ cup of other vegetables, cooked or chopped raw; or ¾ cup of vegetable juice.

<sup>4</sup> As a result of feedback received from the 2006 Farmers' Market Participant Survey, a Certified Organic farmer was featured at each site this year. "Certified Organic" means that the products have been grown or raised without the use of synthetic fertilizers, pesticides, growth hormones, irradiation, or genetic engineering. The certification process is rigorous and requires extensive record keeping, payment of an annual fee, and an annual inspection.

- The Department of Administrative Services (DAS) and the DPH Laboratory (10 Clinton Street) hosted a second weekly market site on Mondays, July 9 to October 29, from 10:00 am – 1:00 pm, at the First Presbyterian Church of Hartford, located next to the Bushnell Theater at 136 Capitol Avenue in Hartford. Killam & Bassette Farmstead (Glastonbury) and Urbanowicz Farm (Enfield) were approved by the Department of Agriculture as vendors for this location.

This report will focus on the Capitol Avenue Complex site.

The Farmers' Market was promoted through flyers, posters, email, and newsletters, and was open to employees of the several state agencies housed within the Capitol Avenue Complex, including CTF (Children's Trust Fund), DDS (Department of Developmental Services, formerly the Department of Mental Retardation - DMR), DMHAS (Department of Mental Health & Addiction Services), DPH (Department of Public Health), DRS (Department of Revenue Services), OHCA (Office of Health Care Access), and OPM (Office of Policy & Management). The Market was also open to state employees at the Department of Social Services (DSS), and the Legislative Office Building (LOB), located approximately ¼ mile west and east of the Capitol Avenue Complex, respectively.

### The Produce

The three vendors offered an array of locally grown fresh produce and other goods, including but not limited to apples, blackberries, blueberries, grapes, melon, peaches, pears, plums, raspberries, rhubarb, strawberries; asparagus, broccoli, Brussels sprouts, cabbage, carrots, cauliflower, corn, cucumbers, eggplant, green beans, lettuce and other greens, onions, peas, peppers, potatoes, radishes, spinach, squash, tomatoes, turnips; fresh-baked goods, including tea breads, pies, rolls and strudels; and specialty items such as fresh cut flowers, garlic, herbs, honey, homemade jams, and handmade blankets and scarves; sauces, dipping oils and salad dressings; and decorative items such as gift baskets, gourds and pumpkins. The fresh produce varied from week to week, according to which fruits and vegetables were in season.

### Market Attendance

An average of 309 shoppers attended the weekly Capitol Avenue Complex Farmers' Market over the 16-week period.

### **The Survey**

The 2007 Farmers' Market Participant Survey was sent out electronically to agency employees in the Capitol Avenue Complex, as well as to employees at DAS and the DPH Laboratory for the second market site. This report presents the survey results obtained from those state employees who attended the Farmers' Market located at the Capitol Avenue Complex.

The 2007 Farmers' Market Participant Survey was a 25-item, self-administered questionnaire, developed using the online survey support program, SurveyMonkey ([www.surveymonkey.com](http://www.surveymonkey.com)). A web link to the survey was emailed to all state employees in the Capitol Avenue Complex. Participation in the survey was voluntary.

### Respondent Profile (see Appendix I)

The typical Farmers' Market patron was a non-Hispanic white (82.4%) female (85.1%), 45 – 54 years of age (42.4%), employed at the Department of Public Health (55.9%). Over 60% of the respondents currently have no children living at home, while close to 15% have children under 10 years of age at home—a prime target group for instilling early healthy eating habits.

Over 80% of the respondents or a family member suffer from at least one chronic health condition—most commonly high blood pressure (48.5%)—followed by high cholesterol (37.7%), arthritis (32.9%), overweight or obesity (32.3%), asthma (24.0%), cancer (22.8%), diabetes (22.2%), or heart disease (21.6%). It is important to note, however, that 38 participants (18.5% of the total)

did not respond to this question—the highest non-response rate of any questionnaire item—perhaps a reflection of their hesitation to share personal medical information.

Hispanics and non-Hispanic blacks—both at higher risk for high blood pressure, high cholesterol, diabetes, cardiovascular disease and overweight/obesity, compared to non-Hispanic whites—represented only 2.7% and 11.5% of respondents, respectively. These numbers are down slightly for Hispanics compared to 2006 (5.6%), and up slightly from last year for black respondents (10.4%).

### **Survey Results** (see [Appendix II](#))

A total of 252 surveys were completed and submitted; of these, 205 surveys corresponded to state employees at the Capitol Avenue Complex who had attended the Farmers' Market at least once during the 16-week period. The main points of interest from these surveys follow.

#### Participation

Ninety percent of shoppers attended the Farmers' Market either every week (62.9%) or every other week (26.8%). Most had learned about the Market through email notifications and reminders (82.3%), others by word-of-mouth from friends or colleagues (29.6%), or from program flyers posted throughout the Complex (27.6%).

Nearly all participants (98.0%) indicated that they would attend the Farmers' Market if it were held again next year, and a similar percentage (97.0%) would recommend the Market to their colleagues—both positive measures of acceptance. Over 45% had no preference as to which day of the week the Market is held; among those who did indicate a preference, Thursday scored the highest (39.2%)—the same day of the week the 2007 Market was held at the Capitol Avenue Complex. Of those who indicated a scheduling preference, 42.7% preferred mid-day hours, followed by mid-morning (40.2%)—again, the time frame during which this year's Market was held. A number of participants, however, expressed their desire that the weekly Farmers' Market keep longer hours.

#### Benefits

Seventy percent of the survey respondents agreed that having a Farmers' Market available at work had encouraged them to try new fruits and vegetables; over 60% indicated that the Farmers' Market had increased their—and/or their family's—consumption of fruits and vegetables. Significantly, over half (52.4%) of survey respondents indicated that they would not have purchased fruits and vegetables if the Farmers' Market had not been available, or would have purchased fewer.

The most commonly cited advantage of purchasing fruits and vegetables at the Market was the *freshness & quality of the produce* (85.8%), followed by *convenience* and *access to locally grown produce* (tied at 83.8%), and the opportunity to *support local farmers* (77.9%). Nearly 40% cited *reasonable prices* as an advantage of shopping at the Farmers' Market, and 38.7% considered the *variety / selection* of the produce as a reason for shopping there.

The vast majority (97.5%) of customers felt the quality of the fruits and vegetables was satisfactory, and 93.6% felt the farmer-vendors were *helpful, courteous and knowledgeable* about the preparation and storage of their produce. One respondent noted, "I feel better about the quality of the food, buying it at a farmers' market."

#### Program Activities

In addition to offering up-to-date health information and healthy recipes each week, the DPH Nutrition, Physical Activity & Obesity Prevention (NPAOP) program added some new activities to the 2007 Farmers' Market.

DPH nurses volunteered their time to take *blood pressure* for an hour or two at half (8) of the weekly Markets. Over three-quarters of respondents (76.9%) agreed that this was a “good addition” to the 2007 Market. Nearly three-quarters (74.0%) felt that adding *new vendors*—organic farmer George Hall Farm and Summer Hill Sauces—and *weekly drawings* were also good additions.

NPAOP invited guest agencies or programs to host 9 of the 16 weekly Markets, offering health-related information and resources to Market visitors, as outlined in the table, below. Over 70% of Market attendees found the information and materials presented by these guest hosts “interesting and helpful”; nearly 75% found the educational materials and recipes presented at the DPH NPAOP table “interesting and helpful”.

Agency / Program	Host Topic	Date
DOA - Department of Agriculture	Connecticut-grown produce	July 12
AHA - American Heart Association	Cardiovascular disease risk prevention	July 26
DPH - Tobacco Use Prevention & Control Program	Risks of smoking and tobacco use	August 2
DPH - Wisewoman Program (cardiovascular disease screening)	Physical activity & healthy eating for women	August 23
DAS – Department of Administrative Services	Office ergonomics	Sept. 6
EAP - Employee Assistance Program	Stress management	Sept. 13
DPH – NPAOP	Family mealtime environment	Sept. 20
CT Forest & Park Association	Connecticut parks & trails; walking programs	Sept. 27
DPH - Diabetes Prevention & Control	Diabetes education	October 18

Prizes at the *weekly drawings* ranged from tote bags, travel mugs, key chains, stress balls and exercise bands, to canvas brief cases, heart-healthy cookbooks donated by the American Health Association, trail guidebooks provided by CT Forest & Parks Association, and a George Foreman Grill donated by the DPH cardiovascular disease screening program *Wisewoman*. A DVD player, a pen-&-pencil set, 2 motivational prints, and 2 tickets to the Hartford International Film Festival served as grand prizes the final week. An average of 97 individuals participated in the weekly drawings.

### Satisfaction

Over 90% of shoppers rated the 2007 Farmers’ Market as either excellent (66.3%) or very good (25.9%). Only 1.5% (3 individuals) scored the initiative as fair; no one rated the effort as poor. The most inconsistent responses were with regard to pricing, with one of the more passionate comments rating the prices as “ridiculously” high, while others maintained that the Market’s prices were “more favorable” than those at their “local supermarkets”. (Recall that nearly 40% of respondents cited *reasonable prices* as one of the advantages of shopping at the Farmers’ Market.)

### Improvements

Suggestions for additions to the produce selection for future Farmers’ Markets included some less-well-known vegetables such as fiddleheads, broccoli rabe and buttercup squash. Other requests included offering a greater selection of herbs, adding canned and pickled goods, cheeses and more breads, as well as more “lunch” items, “healthier baked goods” and “healthy snack foods”, including fresh fruit salads. One person suggested, “A sampling of some of the produce or recipes would be nice.” (Note: NPAOP is limited in what can be offered or served at the Farmers’ Market due to DPH and City of Hartford food handling and storage guidelines.)

A number of responses to this open-ended question were very positive with regard to the Market’s variety and selection, such as, “Overall, I think the choices were great” and “They had everything!” (Recall that 38.7% of respondents cited *variety / selection* as one of the advantages of shopping at the Farmers’ Market.)

### Looking Toward the Future

The most common suggestions for improving next year's Farmers' Market were to:

- increase the number / variety of vendors in order to stimulate competition and lower prices; and,
- extend the Market schedule in order to offer 1) more late-fall and early-winter dates for the later fall harvests, and, 2) longer hours to accommodate the schedules of those who take a late lunch. Additional suggestions around scheduling included having "a way to reserve (pre-pay) items and have them held somewhere for pick-up if you can't get there by the time they leave", alternating "between two days every week so field workers can visit", and, "having the Market inside through the month of November".

Many expressed their appreciation for the program, describing it as a "great idea" and a "wonderful program", and encouraged the Nutrition, Physical Activity & Obesity Prevention Program to continue and expand the program in future years, since the Market "made an excellent alternative for lunch to be able to have fresh fruits and veggies!" Others offered creative suggestions, such as combining the Farmers' Market with DPH Spirit Team events. Many seemed to truly appreciate the effort involved in establishing such an initiative, with comments like, "I appreciate all the work that went into getting this set up at DPH. Thank you to everyone involved ... and thank you to all the vendors that agreed to come here for us." Another satisfied customer simply said, "Thank you!!"

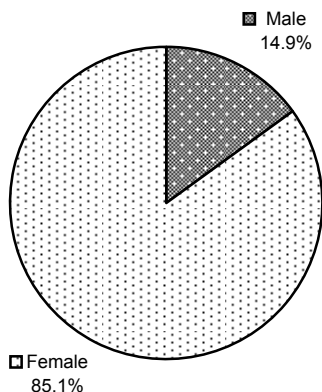
These results will be shared with the Department of Agriculture, the farmer-vendors, DAS and DPH staff, and the Building Manager of the Capitol Avenue Complex. A follow-up meeting will be scheduled with the Department of Agriculture to discuss plans for hosting the Summer 2008 Farmers' Market.

Department of Public Health  
Nutrition, Physical Activity &  
Obesity Prevention Program  
December 2007

# Appendix I: Farmers' Market 2007 ~ Participant Survey Respondent Profile

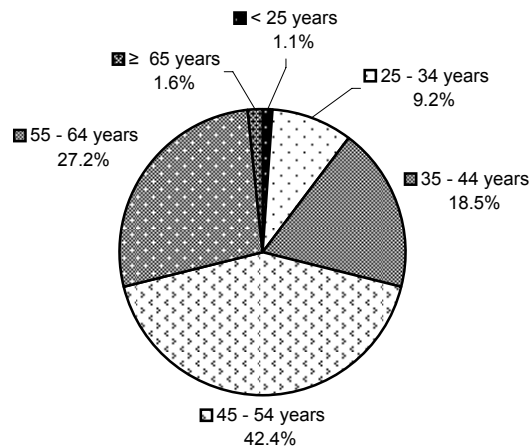
## Sex of Respondents

(No response = 17)



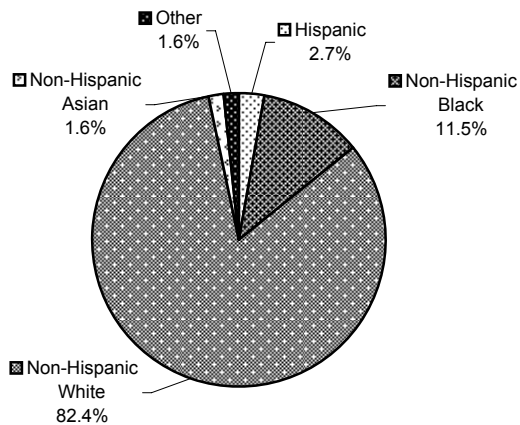
## Age of Respondents

(No response = 21)



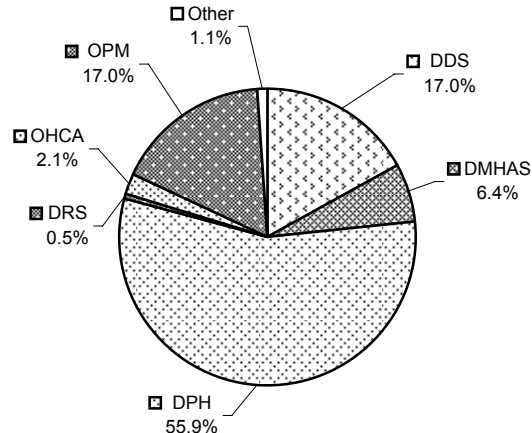
## Race / Ethnicity

(No response = 23)



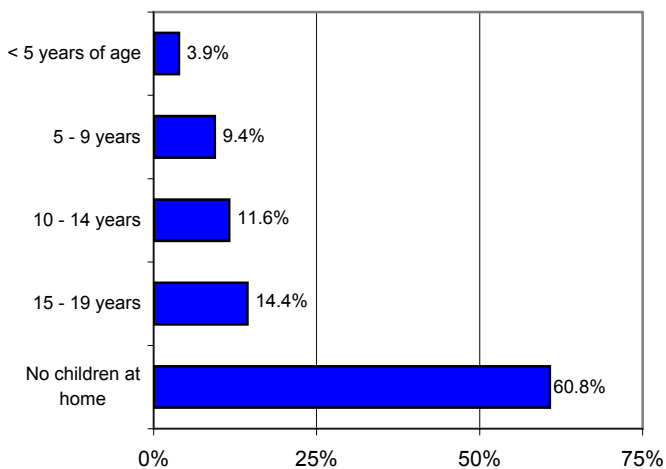
## Agency of Employment

(No response = 17)



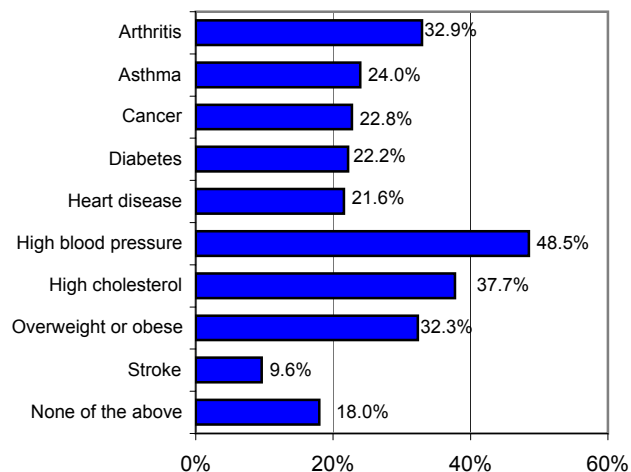
## Ages of Children at Home

(No response = 24)



## Medical Conditions (Self or Family)

(No response = 38)



## Appendix II



### 2007 Farmers' Market Participant Survey:

#### Survey Instrument & Results

	<b>2007</b> (n=205)	<b>2006</b> (n=141)
<b>1. How did you learn about the DPH Farmers' Market? (*)</b>		
- By accident, passing by	3.9%	6.4%
- Friends and/or colleagues	29.6%	37.6%
- Program flyers	27.6%	29.8%
- <b>Program emails</b>	<b>82.3%</b>	<b>80.1%</b>
- Healthy Tips emails / newsletter	18.2%	19.1%
- Other: "attended last year's Market"; "looked forward to it from last year"; "familiar with and loved the FM from last year"; ...	7.9%	---
No response:	2	0
<b>2. On average, how often did you attend the DPH Farmer's Market?</b>		
- <b>Every week</b>	<b>62.9%</b>	<b>47.5%</b>
- Every other week	26.8%	37.6%
- Once a month	6.3%	7.1%
- Every other month	1.5%	3.5%
- Other: "when possible"; "once - schedule did not allow"; ...	2.4%	4.3%
No response:	0	0
<b>3. What do you consider to be the advantages of purchasing your fruits &amp; vegetables at the DPH Farmers' Market? (*)</b>		
- Convenience	83.8%	<b>90.1%</b>
- Locally grown produce	83.8%	78.7%
- To support local farmers	77.9%	79.4%
- <b>Freshness / quality of produce</b>	<b>85.8%</b>	85.8%
- Reasonable prices	39.2%	39.0%
- Variety / selection	38.7%	35.5%
- Other: "helpful people with recipes"; "nice people"; "people are personable and knowledgeable"; "organics"; "unusual organic vegs (garlic!); "fun activity"; "I get to speak with the farmers that grow my food"; "reduced greenhouse gases to bring product to market"; "try foods I hadn't tried before"; "produce is not weighed, as opposed to the grocery store;" ...	6.4%	---
No response:	1	0
<b>4. Would you have purchased fruits &amp; vegetables even if the DPH Farmers' Market had not been available?</b>		
- <b>Yes, but fewer</b>	<b>49.0%</b>	44.3%
- Yes, about the same	45.1%	<b>47.9%</b>
- No	3.4%	5.0%
- Don't know / No opinion	2.5%	2.9%
No response:	1	1

(\*) Multiple responses permitted.

	2007 (n=205)	2006 (n=141)
<b>5. The quality of the fruits &amp; vegetables was satisfactory.</b>		
- <b>Strongly agree</b>	<b>71.9%</b>	---
- Agree	25.6%	---
- Neutral	1.0%	---
- Disagree	0.5%	---
- Strongly disagree	0.0%	---
- Don't know / No opinion	1.0%	---
No response:	2	---
<b>6. The George Hall Farm (organic) and Summer Hill Sauces were good additions to the 2007 Farmers' Market.</b>		
- Strongly agree	34.7%	---
- <b>Agree</b>	<b>39.3%</b>	---
- Neutral	16.3%	---
- Disagree	0.0%	---
- Strongly disagree	0.5%	---
- Don't know / No opinion	9.2%	---
No response:	9	---
<b>7. Having a DPH nurse volunteer to take blood pressure was a good addition to the 2007 Farmers' Market.</b>		
- Strongly agree	35.2%	---
- <b>Agree</b>	<b>41.7%</b>	---
- Neutral	16.1%	---
- Disagree	0.5%	---
- Strongly disagree	0.0%	---
- Don't know / No opinion	6.5%	---
No response:	6	---
<b>8. The weekly drawings &amp; incentives were a good addition to the 2007 Farmers' Market.</b>		
- Strongly agree	35.2%	---
- <b>Agree</b>	<b>38.8%</b>	---
- Neutral	15.8%	---
- Disagree	0.0%	---
- Strongly disagree	1.0%	---
- Don't know / No opinion	9.2%	---
No response:	9	---
<b>9. You would attend the DPH Farmers' Market if it were held again next year.</b>		
- <b>Strongly agree</b>	<b>86.6%</b>	<b>84.4%</b>
- Agree	11.4%	13.5%
- Neutral	1.5%	2.1%
- Disagree	0.0%	0.0%
- Strongly disagree	0.0%	0.0%
- Don't know / No opinion	0.5%	0.0%
No response:	3	0
<b>10. You would recommend to your colleagues that they attend future DPH Farmers' Markets.</b>		
- <b>Strongly agree</b>	<b>79.2%</b>	<b>82.3%</b>
- Agree	17.8%	13.5%
- Neutral	2.0%	4.3%
- Disagree	0.5%	0.0%
- Strongly disagree	0.0%	0.0%
- Don't know / No opinion	0.5%	0.0%
No response:	3	0
<b>11. Having access to the DPH Farmers' Market encouraged you to try new fruits &amp; vegetables.</b>		
- Strongly agree	31.3%	<b>34.8%</b>
- <b>Agree</b>	<b>38.3%</b>	25.4%
- Neutral	18.4%	22.5%
- Disagree	11.0%	14.5%
- Strongly disagree	0.0%	1.4%
- Don't know / No opinion	1.0%	1.4%
No response:	4	3

	2007 (n=205)	2006 (n=141)
<b>12. The weekly Farmers' Market increased your--and/or your family's--consumption of fruits &amp; vegetables.</b>		
- Strongly agree	30.2%	<b>28.6%</b>
- <b>Agree</b>	<b>30.7%</b>	27.9%
- Neutral	22.3%	25.0%
- Disagree	15.8%	14.3%
- Strongly disagree	1.0%	2.9%
- Don't know / No opinion	0.0%	1.4%
No response:	3	1
<b>13. The farmer-vendors were helpful, courteous and knowledgeable about the preparation &amp; storage of their produce.</b>		
- <b>Strongly agree</b>	<b>63.7%</b>	<b>57.2%</b>
- Agree	29.9%	24.8%
- Neutral	4.5%	8.6%
- Disagree	0.0%	0.7%
- Strongly disagree	0.0%	0.0%
- Don't know / No opinion	2.0%	8.6%
No response:	4	2
<b>14. You visited the DPH Nutrition, Physical Activity &amp; Obesity Prevention Program table, and found the educational materials &amp; recipes interesting and helpful.</b>		
- <b>Strongly agree</b>	<b>39.9%</b>	---
- Agree	33.7%	---
- Neutral	11.4%	---
- Disagree	1.0%	---
- Strongly disagree	0.0%	---
- Don't know / No opinion	14.0%	---
No response:	12	---
<b>15. You visited the weekly guest host tables (e.g. American Heart Association, CT Parks &amp; Forest Assoc., Dept of Agriculture, DPH Tobacco Program, etc.), and found their information &amp; materials interesting and helpful.</b>		
- Strongly agree	32.0%	---
- <b>Agree</b>	<b>39.6%</b>	---
- Neutral	9.1%	---
- Disagree	0.5%	---
- Strongly disagree	0.0%	---
- Don't know / No opinion	18.8%	---
No response:	8	---
<b>16. Overall, how would you rate the DPH Farmers' Market?</b>		
- <b>Excellent</b>	<b>66.3%</b>	<b>47.5%</b>
- Very good	25.9%	38.3%
- Good	6.3%	12.1%
- Fair	1.5%	2.1%
- Poor	0.0%	0.0%
- No opinion	0.0%	0.0%
No response:	0	0
<b>17. What other produce would you like to see added to future DPH Farmers' Market selections?</b>		
- The existing variety was good, but increasing variety in the green vegetable area would be nice.		
- Anything in season!!!		
- More herbs--fresh or dried. More canned or pickled goods. More variety in organic vegs. Broccoli rabe.		
- Fiddleheads. Buttercup squash. Perhaps cheeses, more breads? More local honey - more 'heritage' varieties.		
- More "lunch" items as an alternative to the cafeteria. Salsa.		
- I like having the new vendor with a great assortment of new items which I would not have tried otherwise.		
- Everything that was in season during the Market was already there; not sure what else they could bring.		
- Overall, I think the choices are great.		
- They had everything!		

	2007 (n=205)	2006 (n=141)
<b>18. What days and hours would be most convenient for you to attend future Farmers' Markets? (*)</b>		
- Monday	9.3%	21.9%
- Tuesday	19.1%	21.9%
- Wednesday	17.2%	20.4%
- Thursday	39.2%	39.4%
- Friday	10.8%	13.1%
- <b>No preference for day of the week</b>	<b>46.1%</b>	<b>48.9%</b>
	No response: ---	4
- Early morning	13.2%	8.6%
- Mid-morning	40.2%	27.3%
- <b>Mid-day</b>	<b>42.7%</b>	29.7%
- Mid-afternoon	16.2%	15.6%
- Late afternoon	5.4%	3.9%
- No preference for time of day	32.8%	<b>48.4%</b>
	No response: 1	13

**19. Please share any additional comments or suggestions to help us improve future DPH Farmers' Markets. <sup>[1]</sup>**

- Thank you very much for all of your work & commitment.
- Greater variety of vendors. More late fall / early winter dates to see the later fall harvests.
- I love it! Keep it up! I look forward to seeing it again next year!
- I think I would purchase more if the prices were a little lower.
- I truly wish it could be a year-round thing (but alas, snowballs are not in the 5-a-day program)....
- I built a special salad around those gorgeous radishes and had marinated, grilled cauliflower 2 nights in a row.
- Thought it was wonderful; sorry to see it end. Look forward to the winter veggies and pies in November.
- I appreciated the vendors' tips on cooking of veggies, etc. and their sharing of recipes.
- Perhaps alternate between two days every week so field workers can visit.
- Pricing of produce at this farmers' market is not as competitive as for others I frequent.
- Healthier baked goods--unbleached wheat flour, sugar in the raw or honey, alternate sugar, etc.
- THANK you for operating this! The benefits are real and varied across life domains. My family, colleagues & I reap the benefits every year. Please keep it coming!
- Wonderful!! The convenience of having the market right here on site is a nice bonus.
- I hope it continues!! I feel better about the quality of the food, buying it at a farmers' market.
- Prices are very comparable and tend to even out--some items cost more, but some cost less.
- Thanks for your efforts! I really loved it! Wonderful! Thank you.
- Having the market inside through the month of November would be excellent.
- It would be useful to have a way to reserve (pre-pay) items and have them held somewhere for pick-up if you can't get there by the time they leave.
- Attending the farmers' market was fun and healthy. Everyone seemed happy to be there.
- It would be nice if healthy snack foods could be sold; fruits salad would be great and fresh.
- Enjoy and look forward to the market next year. Great job to all. Thanks!!!
- A sampling of some of the produce or recipes would be nice.
- I was disappointed a few times when all the berries were gone by the time I got there.
- I think the quality is much better than the supermarket. Loved it! Keep it up!
- It was great to have such a variety of fruits and vegetables available - and so convenient!
- Prices were a bit high.
- I see many of my coworkers buying a lot of fruits and veggies, which has been pleasing to watch.
- More vendors. Have the market open a little later - perhaps until 3.
- I found it wonderful to have this resource on a weekly basis. The farm folks were helpful, gave good advice, and the food was both fresh and a good value in comparison to area store prices.
- It definitely enabled me to use MORE fresh fruit & vegetables because of the lower costs.
- I wish the Farmers' Market could be held all year long.
- I think you are doing a great job with the farmers' market. I hope it continues for years to come.
- I think it was great just the way it is. Pies were fantastic, love fresh pears, radishes terrific, beans fantastic.
- I did not like the fact that while we fill out the raffle tickets, no one ever published who the winners were.
- I miss it terribly when it ends and have to wait until next July to see it again!!!
- I would have purchased more from the organic farmer if he had posted his prices.
- I appreciate all the work that went into getting this set up at DPH. Thank you to everyone involved & thank you to all the vendors that agreed to come here for us.
- The farmers' market is wonderful. The staff is hopeful & friendly. Prices are excellent compared with the supermarket! I wish this could be a year-round thing!!!
- I appreciate the DPH volunteer nurse taking blood pressure, and similar representatives; plus, your newsletter is very enlightening and I enjoy reading it.
- The fruit & vegetable breads were often dry, not flavorful & stale for the price that was charged.
- ... the vendors were often packed up by 12:45; some of us cannot get out there until lunch time.
- Keep up the good work! IT WAS GREAT - HOPE YOU'RE BACK NEXT YEAR.

	<b>2007</b> (n=205)	<b>2006</b> (n=141)
<b>Please tell us about you!</b>		
<b>20. Sex:</b>		
- Male	14.9%	12.4%
- <b>Female</b>	<b>85.1%</b>	<b>87.6%</b>
No response:	17	20
<b>21. Age:</b>		
- Less than 25 years	1.1%	0.7%
- 25 to 34 years	9.2%	14.5%
- 35 to 44 years	18.5%	16.7%
- <b>45 to 54 years</b>	<b>42.4%</b>	<b>44.2%</b>
- 55 to 64 years	27.2%	22.5%
- 65 years or older	1.6%	1.4%
No response:	21	3
<b>22. Race / Ethnicity:</b>		
- Hispanic	2.7%	5.6%
- Non-Hispanic black	11.5%	10.4%
- <b>Non-Hispanic white</b>	<b>82.4%</b>	<b>80.0%</b>
- Non-Hispanic Asian	1.6%	2.4%
- Other	1.6%	1.6%
No response:	23	16
<b>23. Do you have children in any of the following age groups currently living at home? (*)</b>		
- < 5 years	3.9%	10.5%
- 5 to 9 years	9.4%	10.5%
- 10 to 14 years	11.6%	14.3%
- 15 to 19 years	14.4%	9.8%
- <b>No children at home</b>	<b>60.8%</b>	<b>65.4%</b>
No response:	24	8
<b>24. Have you--or anyone else in your family--been diagnosed with any of the following medical conditions? (*)</b>		
- Arthritis	32.9%	30.6%
- Asthma	24.0%	19.8%
- Cancer	22.8%	17.4%
- Diabetes	22.2%	28.1%
- Heart disease	21.6%	19.0%
- <b>High blood pressure</b>	<b>48.5%</b>	<b>43.0%</b>
- High cholesterol	37.7%	37.2%
- Overweight or obesity	32.3%	39.7%
- Stroke	9.6%	8.3%
- None of the above	18.0%	22.3%
No response:	38	20
<b>25. What state agency do you work with?</b>		
- CTF (Children's Trust Fund)	0.0%	0.0%
- DDS (Department of Developmental Services; formerly DMR)	17.0%	8.8%
- DMHAS (Department of Mental Health & Addiction Services)	6.4%	6.6%
- <b>DPH (Department of Public Health)</b>	<b>55.9%</b>	<b>64.0%</b>
- DRS (Department of Revenue Services)	0.5%	0.7%
- OHCA (Office of Health Care Access)	2.1%	0.0%
- OPM (Office of Management & Budget)	17.0%	0.0%
- Other: Ombudsman for Property Rights; Cafeteria (2006 data include DAS & DPH Lab)	1.1%	19.9%
No response:	17	5

[1] Some liberty has been taken in combining responses of a similar nature, without jeopardizing the intent or gist of the individual comments.