



# Idaho Senior Farmers' Market Nutrition Program: Farmers' Market Survey Results

*The following document summarizes survey results gathered to gauge grassroots support for a Senior Farmers' Market Nutrition Program in Idaho. The feedback gathered indicates strong support and interest in the program, and also suggests several design features that would ensure effective and efficient implementation of the program.*

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## SUMMARY RESULTS

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The following documentation pertains to survey data collected in the summer of 2009 on the interest and support of Idaho farmers' markets (FMs) for the implementation of a Senior Farmers' Market Nutrition Program (SFMNP). The results are very encouraging, revealing both interest and support for the program at the grassroots. Suggestions gathered through the interviews also suggest several key features that should be implemented into planning for the SFMNP.

97% of the markets interviewed expressed interest in the program and said that they would consider committing to the program or would definitely commit to it. The results are very encouraging, especially given the fact that only three markets had previous knowledge of the program. One market was not interested in participation, but many requested additional information. The results of this survey showed that many markets are drawing large senior populations; markets such as Moscow also emphasized a desire to draw in even more seniors to their vendors. Also notably is the fact that Farmer's Market's using EBT cards have no apprehensions about participating in an additional government-run program. The situation of the Lewiston Farmer's Market is also noteworthy; the lack of a SFMNP program has allowed nearby Clarkston to cannibalize business from Lewiston, which nevertheless stands in a position to service a large low income community. In summary, the benefits of the program were self-evident to the vast majority of those interviewed and the vast majority was willing to participate.

Several notable trends were visible in the comments and concerns of the markets. Most notable is the need for vendors to receive quick reimbursement for their coupons. Farmers' markets frequently draw small vendors who do not have the resources to wait out a lengthy reimbursement period. These comments suggest that a coupon system modeled on that of Montana would be appropriate, as it allows farmers to immediately cash their coupons. Several markets were apprehensive about bureaucratic complexity, but others – such as the Kuna market – were willing to go so far as cashing coupons for farmers and then waiting for reimbursement from the state. Such action would doubtless be unnecessary under a well-designed model, but it exemplifies the positive energy surrounding the project nonetheless.

## SURVEY RESULTS

The following notes summarize the results of FM interviews conducted in the summer of 2009.

Market	Contact	Heard of SFMNP	Status	EBT Cards	Comments
Bonner's Ferry	Sora Huff (208-267-7987)	Yes	Would Commit	N	<i>Program should allow farmers to cash coupons immediately.</i>
Buhl	Lynette Butler (208-543-4577)	No	Would Consider Committing	-	<i>Market is located directly next to a senior center.</i>
Coeur d'Alene	Anissa Duwalk (208-659-4213)	No	Would Consider Committing	-	<i>Working on plans for a co-op and new markets, but still interested.</i>
Crouch	Beth Ann Church	No	Would Consider Committing	N	<i>Market serves a large senior population.</i>
Eagle Sat. Market	Dean Burrup (208-631-3630)	No	Would Commit	N	<i>Needs city approval, but is confident of it. Would like more information.</i>
Grangeville	Julie Worthington (208-451-0008)	No	Would Commit	Y	
Hope	Sara Thompson (208-264-5197) sarajane_thompson@msn.com	No	Would Consider Committing	N	<i>Program should ensure farmers get money quickly.</i>
Kootenai County	Gail Cassidy (208-755-5023) <a href="mailto:cassidy@dishmail.net">cassidy@dishmail.net</a>	No	Would Consider Committing	-	<i>Meeting with Farmers' Market Board on August 1. Would like additional information.</i>
Kuna	Cheryl McCord (208-922-5113)	Yes	Would Commit	N	<i>Interview was conducted with Bill Clark. Very enthusiastic and said check coupons would work. Said his market could also cash coupons for farmers and wait for reimbursement.</i>
Lapwai	Veldasue Steele	No	Would Consider Committing	-	<i>Farmers' market planned for next summer. Large senior population.</i>
Moscow	Kenna Eaton (208-882-8537)	No	Would Commit	Y	<i>Farmers' market is looking to draw in senior population.</i>
Potlatch Dale's Sat. Market	Dale Rose (208-875-0201) <a href="mailto:junctionlumber@potlatch.com">junctionlumber@potlatch.com</a>	No	Would Consider Committing	-	<i>Senior population frequently visits store. Dale has some concerns about messy government programs, but did warm up to the idea.</i>
St. Maries	Julie Pollard (208-245-2831) <a href="mailto:spiderwort@yahoo.com">spiderwort@yahoo.com</a>	No	Would Consider Committing	N	<i>Serves large senior population and would like market-wide certification. Coupons should be checks. Would like as little paperwork as possible.</i>
Twin Falls	Carl Hatfield (208-948-0832)	No	Would Consider Committing	N	<i>Would like more information. Would need board approval but the market is frequented by many seniors.</i>

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Market	Contact	Heard of SFMNP	Status	EBT Cards	Comments
American Falls	Pam Warner (208-226-5914) pwarner@afwireless.com	No	Would Consider Committing	N	<i>Market services a senior population.</i>
Southeast Idaho	Larry Barkell (208-241-2832) eaterssupply@msn.com	No	Would Consider Committing	N	<i>Seniors use the market and it is also a social hub. Needs to talk to board and would prefer minimal paperwork. Prefers check coupon method.</i>
Teton Valley	Laina Tomb (208-313-7197)	No	Would Consider Committing	N*	<i>*Interested in EBT cards.</i>
Rexburg	Kristy Geisler (208-359-3020) kristyg@rexburg.org	No	Would Consider Committing	N*	<i>*They have talked about EBT cards. SMNP info will be passed on to FM board.</i>
Oregon Trail	Terri Bergmeier (208-241-6396)	No	Would Consider Committing	-	
Hailey	Kaz Thea (208-720-7805)	No	Would Commit	N	
Caldwell	Sheila McGregor (208-454-1853)	No	Would Consider Committing		<i>Implementing program would be very hard without check coupons.</i>
Nampa	Suzette Bolling (371-3774) (208-461-4807)	No	Would Consider Committing	-	<i>Spoke with husband who said they would probably be interested in the program.</i>
Cambridge	Becky Nolan (208-257-3849)	No	Would Consider Committing	-	<i>Likes the idea of a simple program that uses check coupons.</i>
Meridian	Donna Egner (208-376-2610)	No	Would Consider Committing	-	<i>Wanted more information.</i>
Orofino	Sarah Schumaker (208-476-4434)	No	Would Consider Committing	-	<i>Wants more information and is very interested.</i>
Idaho Falls	Stephanie Gifford (208-339-3230)	No	Would Consider Committing	-	<i>Would like additional information to send to the FM board.</i>
Lemhi County	Janet Fogel (208-756-8593)	Yes	Would Commit	-	<i>FMD has parents in Montana who use SFMNP and are very pleased with the idea of it being expanded to Idaho</i>
Mini-Cassia	Carolyn Chinn (208-678-5472)	No	Would Consider Committing	-	
Middleton	Kathy May (208-571-3474)	No	Would Consider Committing	-	
Gooding	Linda Money (208-934-8904)	No	Would Consider Committing		<i>Assisted living center near-by.</i>

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<b>Market</b>	<b>Contact</b>	<b>Heard of SFMNP</b>	<b>Status</b>	<b>EBT Cards</b>	<b>Comments</b>
McFadden	Margo Whale 208-863-0432	No	Would Consider Committing	-	<i>Interested and would like more information to bring to board.</i>
Lewiston	Sascha Albrecht (208-790-1148)	No	Would Commit	-	<i>Losing business to Clarkston FM. There is a large low income population for this FM.</i>
Kooskia Kamiah	Pat Crocker (208-926-0013)	No	Not Willing to Participate	-	<i>Suspicious of government.</i>
Challis Community	Tina Hawkins (208-879-2456)	No	Would Consider Committing	-	<i>FM serves a senior population and would prefer a check coupon method.</i>
Sandpoint	RaeAnn Mavity 208-597-3355	No	Would Consider Committing	-	<i>Sounds interested and needs to talk to other board members.</i>

## FARMER'S MARKET CONTACT INFORMATION

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*The following list contains the email addresses for Idaho Farmer's Market personnel. This information may differ from that provided in the survey data and represent an additional route of communication.*

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