

## USU Extension Grant-Final Report

**Project Leader:** Heidi LeBlanc

**Project Title:** Create Farm Fresh Food

**Project Beginning & End Date:** June 1, 2016 - December 15, 2016

**Total Requested:** \$10,000

**Project Summary:** The Food \$ense Create Farm Fresh Food series aimed to increase participation in farmers' markets, as well as increase fruit and vegetable (FV) consumption among Utah's Supplemental Nutrition Assistance Program-Education (SNAP-Ed) participants. Participants in the Create Farm Fresh Food series were given the information, skills, and tools necessary to purchase locally grown FV at local farmers' markets. Create Farm Fresh Food classes were taught as a series of four to six classes. Participants were asked to fill out a survey after each class they attended. Surveys asked participants about farmers' market shopping behaviors and FV intake. The project also provided graduate and undergraduate students valuable research opportunities including data collection, management, and analysis.

### Project Results

#### a) Increased collaboration between on and off campus faculty

The success of the Create Farm Fresh Food series was dependent upon collaboration between the on-campus Food \$ense (SNAP-Ed) State Office and agents and nutrition education assistants (NEAs) at the county level. On-campus faculty and staff developed and disseminated materials necessary to recruit, teach, and evaluate the Create Farm Fresh Food series. County agents and NEAs were responsible for the recruiting and teaching the series of classes.

#### b) Outcomes, Outputs, and Impacts

Create Farm Fresh Food was offered in five counties during the 2016 farmers' market season. There were 75 unduplicated participants reached with the education. Many participants attended more than 1 class, resulting in a sample size of n=127. Participants were also asked to take a final class survey offered only once during the series. Since most participants came to some, but not all of the classes, only 27 individuals completed the final surveys. Participants were primarily white non-Hispanic females. See page 3 for participant demographics.

The findings suggest that participants felt they ate healthier and shopped at farmers' markets more frequently as a result of participating in the Create Farm Fresh Food series. As a result of the classes, participants also tried new FV and prepared healthy Food \$ense recipes at home. Areas for program improvement include increasing the number of participants who report purchasing new and additional FV after the classes. Data also revealed the most common barriers participants must overcome in order to shop at farmers' markets, which included being busy during farmers' markets hours and forgetting about the market. Strategies for overcoming these barriers will be included in future Create Farm Fresh Food materials.

#### c) Efforts/plans to produce, publish, and disseminate scholarly materials

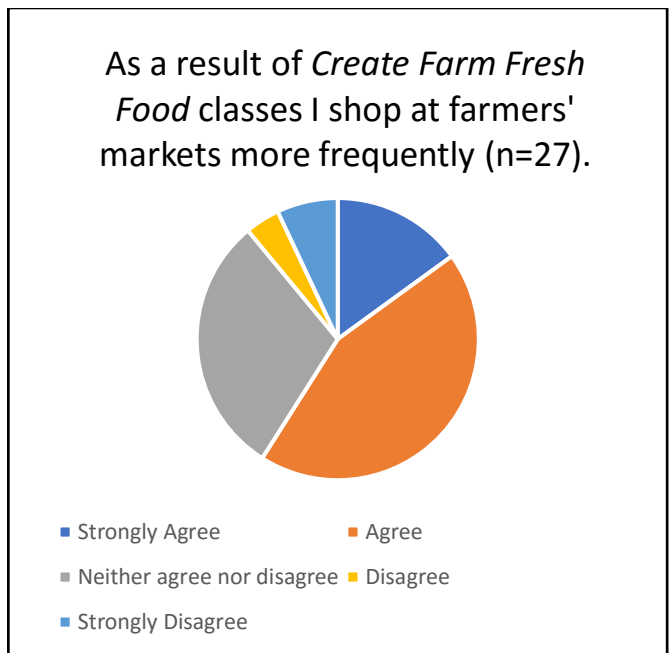
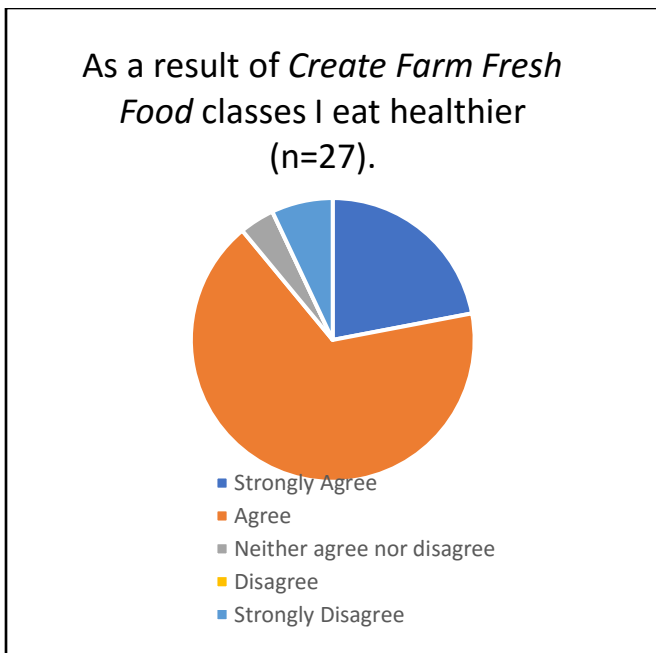
Create Farm Fresh Food classes were successful at increasing participants use of the farmers' markets and intake of fresh FV during the 2016 farmers' market season, therefore, the classes will be offered again during the 2017 market season. Data collected from the pilot series in 2016 included a relatively small sample size. This data will be added to data collected during the upcoming 2017 farmers' market season

and will be used to write a journal article that will be submitted for publication in a peer reviewed journal. There is national interest in how to encourage SNAP participants to utilize farmers’ markets making this data timely.

**d) Efforts/plans to secure extramural funds**

Due to the success of the Create Farm Fresh Food series during the 2016 farmers’ market season, Food \$ense was able to write the classes into the federal grant funding to continue the program. Federal funding was approved for 2017 through 2019. Continued evaluation and implementation of the program will continue through at least FY 2019.

The Co-PI of this project, Casey Coombs, will present 2016 Create Farm Fresh Food findings via a Zoom meeting in March. The Zoom presentation will be broadcast live to all Food \$ense staff statewide, as well as other interested Extension and Utah State University employees. The Zoom presentation will be recorded and available for viewing on the Food \$ense staff website ([extension.usu.edu/fscreate](http://extension.usu.edu/fscreate)).



**Create Farm Fresh Food Class Impacts**

- “During the Create Farm Fresh Food series participants were informed about the Double Up Food Bucks incentive program. During the program, one participant said, ‘We went to the farmers’ market twice. We haven’t eaten fresh fruit in 6 months, just couldn’t afford it. With this matching program (DUFEB) we could finally pick a few things. We even made peach smoothies.’” – Food \$ense Supervisor
- “I shopped [at a farmer’s market] for the first time ever since starting taking these classes. It was great!” –Create Farm Fresh Food Participant.”
- “These classes make things really easy and fast so we can eat in a healthier way.” –Create Farm Fresh Food Participant

<b>Demographic characteristics of <i>Create Farm Fresh Food</i> participants (n=127)</b>	
<b>Gender</b>	<b>% of total</b>
Female	92%
Male	8%
<b>Primary Race</b>	
White	97%
Black/African American	2%
American Indian/Alaska Native	1%
Asian	0%
<b>Ethnicity</b>	
Hispanic	9%
Non-Hispanic	89%
No Answer	2%

<b>Since taking <i>Create Farm Fresh Food</i> classes have you.... (n=127)</b>	
	<b>% of total</b>
<b>Tasted new fruits &amp; vegetables?</b>	
Yes	43%
No	35%
Unsure	2%
No answer	20%
<b>Purchased more fruits &amp; vegetables?</b>	
Yes	35%
No	43%
Unsure	2%
No answer	20%
<b>Prepared Food Sense recipes at home</b>	
Yes	46%
No	35%
Unsure	8%
No answer	9%
<b>Prepared new fruits or vegetables at home?</b>	
Yes	27%
No	51%
Unsure	2%
No answer	20%