

CalFresh at Farmers Markets Environmental Assessment



To complete this tool online, visit:

https://ucanr.co1.qualtrics.com/jfe/form/SV_6D9lpEYKADKE5dY

The purpose of this tool is to identify potential areas of growth and areas where more support is needed to ensure the continued success of your CalFresh program. The questions reflect best practices in food access based on evidence from the literature and was modified from existing tools (see sources at the end).

This tool was developed specifically for partners of the CalFresh at Farmers Market Work Group in San Luis Obispo and northern Santa Barbara counties. The data from this assessment will go to UCCE in San Luis Obispo. We will use the data to measure progress over time and all data and results will be made available to the person who completes the assessment.

For questions about this tool, please contact Shannon Klisch sklisch@ucanr.edu

Section 1

The questions in this section are related to your overall Farmers Market Association, governance, community, etc. If you have recently completed this section for another market in your association and the answers are the same, you can skip to the next page.

Farmers Market Association Name (1)

Name of person(s) completing this assessment (2)

Title, role of person(s) completing assessment (Market Manager, volunteer, etc) (3)

Date of assessment (month/year) (4)

General support for CalFresh	Current status			Optional comments
	Yes (2)	No (0)	In progress or future goal (1)	
Does your board, downtown association, city council and/or county board of supervisors understand the benefit of accepting CalFresh to your market and the community? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is this n/a, high priority, etc. (0)
Have you shared sales information and market success stories with your board, vendors, local politicians, and the media to celebrate what your CalFresh program does for your community? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do board members have quick talking points to explain the program and its benefits? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Does your market's mission statement include a commitment to welcoming all shoppers? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you include a statement about welcoming all shoppers and/or accepting CalFresh/EBT on your website, advertising, and vendor onboarding materials? (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you have a simple "Frequently Asked Questions" poster or a section of your website about your CalFresh/EBT program? (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you have a CalFresh/EBT marketing plan or strategy? (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you have a budget for CalFresh/EBT marketing? (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Are your advertising materials translated into all of the languages spoken in your community? (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you use simple illustrations on advertising materials to explain your CalFresh program? This can help low literacy readers or those for whom English is their second language. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

General support for CalFresh	Current status			Optional comments
	Yes (2)	No (0)	In progress or future goal (1)	
Do you have a newsletter or social media posts alerting CalFresh customers to the foods available at the market each day so they can plan a shopping list or meals on a tight budget? (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is this n/a, high priority, etc. (0)
Do you include information about public transportation on your website and/or advertising? (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you offer your staff and volunteers cultural competency training to help them communicate with a variety of customers? (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Have you formed partnerships with community organizations and government agencies to help you get the word out about your CalFresh/EBT program? (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Does your board/market have a policy or guideline that all market vendors who sell CalFresh approved foods must accept CalFresh? (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Please continue to the next page

Section 2

The remaining questions are specific to one market location (vs. all markets in your association).

Market name, location (1) _____

How many total vendors are at this market? (2) _____

How many vendors sell food that can be purchased with CalFresh? (3) _____

How many vendors sell foods that can be purchased with Market Match (if applicable)? _____

Which food benefit programs are accepted/available at this market? Mark all that apply

CalFresh/EBT (1)

Market Match (2)

WIC (3)

WIC & Senior FMNP (4)

Other (5) _____

What facilities are present within 2 blocks of the market? (Mark all that apply)

- Sidewalks or pedestrian paths (1)
 - Crosswalks (2)
 - Bike racks (3)
 - Public transportation (4)
 - Free parking (5)
 - Restrooms (6)
 - Free drinking water (water fountain, place to fill water bottles, etc.) (7)
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What other services/amenities are open and within walking distance of the market? (Mark all that apply)

- Grocery store (1)
 - Library (2)
 - Social services or other government agencies (3)
 - Public park / playground (4)
 - Coffee shops / restaurants (5)
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Signage and staff at the market	Current status			Optional comments
	Yes (2)	No (0)	In progress or future goal (1)	Is this n/a, high priority, etc. (0)
Do you have signs at the market entrance and throughout the market letting the public know you accept CalFresh/EBT? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you have signage in Spanish or other relevant languages at the market entrance and throughout the market letting the public know you accept CalFresh/EBT? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Is there an information booth where customers can learn about using their food benefits? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Is the information booth clearly visible with signs pointing CalFresh customers to the EBT machine? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you have easily recognizable market staff/volunteers (example: wearing a bright colored or market-specific shirt)? (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you have well-trained staff or volunteers to run the EBT machine? (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Are your volunteers or staff fluent in the languages spoken in your community? (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do the staff or volunteers running your EBT machine have talking points to explain your CalFresh program and how to shop in the market with CalFresh? (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you have "Market Champions" or "Market Navigators" (local volunteers or partners that talk about your program to their neighbors and around their communities)? (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Signage and staff at the market	Current status			Optional comments
	Yes (2)	No (0)	In progress or future goal (1)	Is this n/a, high priority, etc. (0)
Do you have seating available for customers to have a place to rest and/or socialize? (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Have you surveyed your community to understand how your market is regarded by both current shoppers and those who have never come to your market? (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Have you taken steps to improve your CalFresh program based on ideas from shoppers, vendors, community partners, funders, etc.? (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Do you offer family-friendly and/or educational programming that fits the culture of the community, such as:	Current status			Optional comments
	Yes (2)	No (0)	In progress or future goal (1)	Is this n/a, high priority, etc. (0)
Market tours (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
New customer welcome/orientation (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Cooking demos and/or free samples (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Seasonal recipes or nutrition information reflective of the community (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Music/entertainment that reflects the culture(s) of the community (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Vendors	Current status	Optional comment

	Yes (2)	No (0)	In progress or future goal (1)	Is this n/a, high priority, etc (0)
Do vendors understand CalFresh and/or Market Match regulations and what purchases are allowed using each? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do vendors have quick talking points to educate shoppers about how to shop with CalFresh and/or Market Match? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do vendors clearly display all prices? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do vendors post signs that indicate that they accept CalFresh and/or Market Match? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Do you have a map or list of all vendors, what they sell, and who accepts CalFresh and Market Match? (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Thank you for completing the assessment tool!

This tool was modified from the Virginia SNAP-Ed programs SNAP at Farmers Market Environmental Assessment and a few questions from the Farmers Market Environmental Observation Form were also used. The Farmers Market Environmental Observation Form was developed by the Public Health Institute Center for Wellness and Nutrition through a partnership with the HealthMPowers, Inc.

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