# DELTA PRODUCE SOURCES STUDY
## FARMERS MARKET & GROCERY STORE MEASURES

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## SURVEY INSTRUCTIONS

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This instrument is designed to collect information on availability, source, quality and price of produce (fresh fruits and vegetables) sold at farmers markets and in grocery stores.

**Instructions**
*The basic principle of these instrument is to gather information on <u>comparable</u> produce across farmers markets and grocery stores, so when possible, rate loose items of the same variety.*

**Layout**
1. Two check lists of items, one for fruits and one for vegetables, are presented first for identifying all items that are available.
2. Only items that are checked as available will appear for the source, quality, and price questions.
3. For items that have multiple varieties (or types), the preferred item is named. This is the item to rate given availability.

**Time**
1. Complete farmers market measures at least 1 hour after opening and at least 1 hour before closing. This helps to ensure that vendors have adequate time to set up and that items are not sold out.
2. Complete grocery store measures between 9 am and 4 pm. This helps to ensure that items have been stocked for the day and are not sold out.

**Preparation**
Before going into the field, make sure you know the farmers market or grocery store ID.

**General Completion Tips**
Remember to follow the tips below to decrease the data cleaning time later.
1. Use the correct comment line.
2. Check your work.

**Cover Page**
1. The survey will automatically enter your ID (first letter of first name and first 4 letters of last name) in data collector ID field.
2. Enter the farmers market or grocery store ID (e.g., F01, G01).

## Measurement Procedures

1. At the farmers market or in the grocery store produce department, check the types of fresh fruits that are available. If none of the 13 types of fruit are sold, check "None."

2. Next check the types of fresh vegetables that are available. If none of the 32 types of vegetables are sold, check "None."

3. For those fruits or vegetables with an alternate variety (or type) (i.e., apples, pears, grapes, and watermelon; cabbage, cucumbers, mushrooms, and tomatoes), choose the <u>cheapest</u> alternative type if the preferred type is not available. Check the "Other" bubble and record the variety (or type).
   ❖ For example, if there are no Golden Delicious apples and Gala apples are the cheapest alternate, record "Gala" in the "Other" text box.
   ❖ Similarly, if there are no beefsteak tomatoes and Roma tomatoes are the cheapest alternative, record "Roma" in the "Other" text box.
   ❖ Loose items are preferred, but if not available, select bagged or packaged items and make a note in the comments.
   ❖ Only select baby or precut carrots as a <u>last</u> resort and make a note in the comments.

4. If the item is sold out, enter "sold out" in comments and record the available information.
   ❖ If the item is only available as pre-cut and in a container, still check "yes" for available and enter "pre-cut in container" and any size information in the comments.
   ❖ If the item is available but mixed with other fruit or vegetables in a container, check "no" for available but note the fruit/vegetable cup contents, size, and price in the comments.

5. Record the source country listed on the package or bin containing the item. If the source country is other than United States or Mexico, check the "Other" bubble and record the country in the corresponding text field.
   ❖ If multiple source countries are present, the preferred source is the United States.
   ❖ If multiple source countries are present and the United States is not one of them, choose the <u>cheapest</u> alternative source country.
   ❖ If no source country can be found, check the "None listed" bubble and ask a store employee about the source of the item. If known, record the country in the corresponding text field.

6. If the source country is the United States, record the source state using the appropriate two-letter (all caps) abbreviation (e.g., MS for Mississippi).
   ❖ If multiple source states are present, the preferred source is Mississippi.
   ❖ If multiple source states are present and Mississippi is not one them, choose the <u>cheapest neighboring</u> source state (i.e., Arkansas, Louisiana, Tennessee, or Alabama).
   ❖ If multiple source states are present and Mississippi and its neighboring states are not one of them, choose the <u>cheapest</u> alternative source state.
   ❖ For farmers markets, if no source state can be found, ask the vendor and record the state given. If the vendor does not know, enter "NS" (no state).
   ❖ For grocery stores, if no source state can be found, enter "NS" (no state).

7. If a source state is listed, record the source town using proper capitalization (e.g., Mound Bayou).
   - ❖ If multiple source towns are present for the state selected, choose the <u>cheapest</u> source town.
   - ❖ If no source town can be found, enter "None".

8. Record the quality of the item by checking the green smiley face for acceptable or the red frowny face for unacceptable.
   - ❖ Acceptable = peak condition, top quality, good color, fresh, firm and clean.
   - ❖ Unacceptable = bruised, old looking, mushy, dry, overripe, dark sunken spots in irregular patches or cracked or broken surfaces, signs of shriveling, mold or excessive softening.
   - ❖ The rating is based on the majority (>50%) of the items. If it is difficult to decide whether to check acceptable or unacceptable, check unacceptable and describe in the comments.

9. Enter the quantity (#) of the item that is listed <u>for the price</u>. For example, if the sign says 2 for $1.00, enter "2" for the quantity. If the sign says 3 lbs for 99¢, enter "3" for the quantity.
   - ❖ If the item is not loose but packaged (e.g., pint or container), enter the quantity as "1" and record the size of the package in the comments.

10. Indicate if the price of the item is calculated by piece or pound by checking the appropriate bubble. For example, if the sign says 2 for $1.00, check "piece" for the unit. If the sign says 3 lbs for 99¢, check "pound" for the unit.
    - ❖ If packaging is other than piece or pound (e.g., per pint or bunch), check "piece" and note this in the comments.

11. Record the regular price of the item. If it is on sale and the regular price is not posted, calculate it based on the sale price label (i.e., add the sales price and the "you save" price) and record it. If the regular price cannot to be calculated based on the sale price label, record the sale price and enter "sale price" in the comments.
    - ❖ Always choose the price per pound if there is an option.
    - ❖ If the item is sold as packaged and loose, record the price of the one that is <u>cheapest.</u>
    - ❖ If price is not available, ask an employee (grocery store) or vendor (farmers market).

12. Nonorganic fruits and vegetables are the preferred type because they are generally less expensive. If the only available item is organic, record its information and note in the comments "Organic."