

# APPENDIX

## Appendix 1: Comparing Produce in Supermarkets and Farmers Markets Assessment Tool

<b>Section 1: Information about store</b>			
Date:		Name of auditor:	
Day of the week: M T W TH F SA		Start time of visit:	PM / AM
Store name:		End time of visit:	PM / AM
Store Address: _____			

<b>Store Type:</b> Farmer's Market Grocery S	<b>Handicapped Parking:</b>		Y N
<b>Parking:</b> Offstreet Street None	# of bus stops within 1/4 a mile: _____		
<b>Walkability Score:</b> _____	% of SNAP users in neighborhood _____		
<b>Number of other food retailers within a 2 mile radius:</b> _____			
<b>Store Hours:</b>			
	<b>Day(s):</b>	<b>Hours:</b>	<b>Months:</b>
<b>Seasonal:</b>			
<b>Year Round:</b>			

<b>Promotional Activities (Circle all that Apply)</b>			
Cooking Tent	Children Activities	Live Music	Other (specify)
Nutrition Guidance	Customer Service		

## Section 2: Information about produce

### Conventional + Fresh Produce

#### Conventional Apples

1. Are conventional apples sold at this location? Y N
2. How many TOTAL varieties of conventional apples are sold? \_\_\_\_\_
3. Are the conventional varieties listed below sold? Please fill out all relevant information:

Type of Apple (Conventional)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price(\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Fuji</i>								
<i>Granny Smith</i>								
<i>Cheapest option</i>								
<i>Most expensive option</i>								

\* Please refer to descriptions on page XX

Additional space for notes

Type of Apple (Conventional)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Fuji</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Granny Smith</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

## Conventional Pears

1. Are conventional pears sold at this location? Y N
2. How many TOTAL varieties of conventional pears are sold? \_\_\_\_\_
3. Are the conventional varieties listed below sold? Please fill out all relevant information:

Type of Pear (Conventional)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>d'Anjou</i>								
<i>Bartlett</i>								
<i>Cheapest option</i>								
<i>Most expensive option</i>								

\* Please refer to descriptions on page XX

Additional space for notes

Type of Pear (Conventional)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>d'Anjou</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Bartlett</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

## Conventional Potatoes

1. Are conventional potatoes sold at this location? Y N
2. How many TOTAL varieties of conventional potatoes are sold? \_\_\_\_\_
3. Are the conventional varieties listed below sold? Please fill out all relevant information:

Type of Potatoes (Conventional)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Yukon Gold</i>								
<i>Red</i>								
Cheapest option _____								
Most expensive option _____								

\* Please refer to descriptions on page XX

Additional space for notes

Type of Potatoes (Conventional)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Yukon Gold</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Red</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

## Conventional Carrots

1. Are conventional carrots sold at this location? Y N
2. How many TOTAL varieties of conventional carrots are sold? \_\_\_\_\_
3. Are the conventional varieties listed below sold? Please fill out all relevant information:

Type of Carrots (Conventional)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Cheapest option</i>								
<i>Most expensive option</i>								

\* Please refer to descriptions on page XX

Type of Carrots (Conventional)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	



## Conventional Mushrooms

1. Are conventional mushrooms sold at this location? Y N
2. How many TOTAL varieties of conventional mushrooms are sold? \_\_\_\_\_
3. Are the conventional varieties listed below sold? Please fill out all relevant information:

Type of Mushrooms (Conventional)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>White</i>								
<i>Cremini</i>								
<i>Cheapest option</i>								
<i>Most expensive option</i>								

\* Please refer to descriptions on page XX

Additional space for notes

Type of Mushrooms (Conventional)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
-------------------------------------	--	---------------	-------------

<p><i>White</i></p>	<p>None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____</p>	<p>Within WA Out of State Outside US Unknown</p>	
<p><i>Cremini</i></p>	<p>None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____</p>	<p>Within WA Out of State Outside US Unknown</p>	
<p><i>Cheapest option</i> _____</p>	<p>None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____</p>	<p>Within WA Out of State Outside US Unknown</p>	
<p><i>Most expensive option</i> _____</p>	<p>None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____</p>	<p>Within WA Out of State Outside US Unknown</p>	

## Conventional Onions

1. Are conventional onions sold at this location? Y N
2. How many TOTAL varieties of conventional onions are sold? \_\_\_\_\_
3. Are the conventional varieties listed below sold? Please fill out all relevant information:

Type of Onion (Conventional)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Red</i>								
<i>White</i>								
<i>Cheapest option</i>								
<i>Most expensive option</i>								

\* Please refer to descriptions on page XX

Additional space for notes

Type of Onion (Conventional)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Red</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>White</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

## Conventional Squash

1. Is conventional squash sold at this location? Y N
2. How many TOTAL varieties of conventional squash are sold? \_\_\_\_\_
3. Are the conventional varieties listed below sold? Please fill out all relevant information:

Type of Squash (Conventional)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Acorn</i>								
<i>Butternut</i>								
<i>Cheapest option</i> _____								
<i>Most expensive option</i>								

\* Please refer to descriptions on page XX

Additional space for notes

Type of Squash (Conventional)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Acorn</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Butternut</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

## *Conventional Kale*

1. Is conventional kale sold at this location? Y N
2. How many TOTAL varieties of conventional kale are sold? \_\_\_\_\_
3. Are the conventional varieties listed below sold? Please fill out all relevant information:

Type of Kale (Conventional)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Curly</i>								
<i>Dinosaur</i>								
<i>Cheapest option</i> _____								
<i>Most expensive option</i>								

*\* Please refer to descriptions on page XX*

*Additional space for notes*

Type of Kale (Conventional)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Curly</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Dinosaur</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	



## Conventional Collard Greens

1. Are conventional collard greens sold at this location? Y N
2. How many TOTAL varieties of conventional collard greens are sold? \_\_\_\_\_
3. Are the conventional varieties listed below sold? Please fill out all relevant information:

Type of Collard Greens (Conventional)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Cheapest option</i> _____								
<i>Most expensive option</i> _____								

\* Please refer to descriptions on page XX

Type of Collard Greens (Conventional)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

# Organic + Fresh Produce

## Organic Apples

1. Are organic apples sold at this location? Y N
2. How many TOTAL varieties of organic apples are sold? \_\_\_\_\_
3. Are the organic varieties listed below sold? Please fill out all relevant information:

Type of Apple (Organic)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Fuji</i>								
<i>Granny Smith</i>								
<i>Cheapest option</i> _____								
<i>Most expensive option</i> _____								

\* Please refer to descriptions on page XX

Type of Apple (Organic)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Fuji</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Granny Smith</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

## Organic Pears

1. Are organic pears sold at this location? Y N
2. How many TOTAL varieties of organic pears are sold? \_\_\_\_\_
3. Are the organic varieties listed below sold? Please fill out all relevant information:

Type of Pear (Organic)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>d'Anjou</i>								
<i>Bartlett</i>								
<i>Cheapest option</i> _____								
<i>Most expensive option</i>								

\* Please refer to descriptions on page XX  
Additional space for notes

Type of Pear (Organic)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>d'Anjou</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Bartlett</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

\* Please refer to descriptions on page XX

## Organic Potatoes

1. Are organic potatoes sold at this location? Y N
2. How many TOTAL varieties of organic potatoes are sold? \_\_\_\_\_
3. Are the organic varieties listed below sold? Please fill out all relevant information:

Type of Potatoes (Organic)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Yukon Gold</i>								
<i>Red</i>								
<i>Cheapest option</i> _____								
<i>Most expensive option</i> _____								

\* Please refer to descriptions on page XX  
 Additional space for notes

Type of Potatoes (Organic)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Yukon Gold</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Red</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

## Organic Carrots

1. Are organic carrots sold at this location? Y N

2. How many TOTAL varieties of organic carrots are sold? \_\_\_\_\_

3. Are the organic varieties listed below sold? Please fill out all relevant information:

Type of Carrots (Organic)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Cheapest option</i> _____								
<i>Most expensive option</i> _____								

\* Please refer to descriptions on page XX

Type of Carrots (Organic)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	



## Organic Mushrooms

1. Are organic mushrooms sold at this location? Y N
2. How many TOTAL varieties of organic mushrooms are sold? \_\_\_\_\_
3. Are the organic varieties listed below sold? Please fill out all relevant information:

Type of Mushrooms (Organic)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			<i>Per lb</i>	<i>Per Unit</i>	<i>Per Piece</i>	<i>Per lb</i>	<i>Per Unit</i>	<i>Per Piece</i>
<i>White</i>								
<i>Cremini</i>								
<i>Cheapest option</i> _____								
<i>Most expensive option</i> _____								

\* Please refer to descriptions on page XX  
Additional space for notes

Type of Mushrooms (Organic)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>White</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cremini</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

## Organic Onions

1. Are organic onions sold at this location? Y N
2. How many TOTAL varieties of organic onions are sold? \_\_\_\_\_
3. Are the organic varieties listed below sold? Please fill out all relevant information:

Type of Onion (Organic)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Red</i>								
<i>White</i>								
<i>Cheapest option</i> _____								
<i>Most expensive option</i> _____								

\* Please refer to descriptions on page XX  
Additional space for notes

Type of Onion (Organic)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Red</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>White</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

## Organic Squash

1. Is organic squash sold at this location? Y N
2. How many TOTAL varieties of organic squash are sold? \_\_\_\_\_
3. Are the organic varieties listed below sold? Please fill out all relevant information:

Type of Squash (Organic)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Acorn</i>								
<i>Butternut</i>								
<i>Cheapest option</i> _____								
<i>Most expensive option</i> _____								

\* Please refer to descriptions on page XX  
Additional space for notes

Type of Squash (Organic)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Acorn</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Butternut</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

## Organic Kale

1. Is organic kale sold at this location? Y N
2. How many TOTAL varieties of organic kale are sold? \_\_\_\_\_
3. Are the organic varieties listed below sold? Please fill out all relevant information:

Type of Kale (Conventional)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Curly</i>								
<i>Dinosaur</i>								
<i>Cheapest option</i> _____								
<i>Most expensive option</i> _____								

\* Please refer to descriptions on page XX  
Additional space for notes

Type of Kale (Conventional)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Curly</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Dinosaur</i>	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	
<i>Most expensive option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	



# Organic Collard Greens

1. Are organic collard greens sold at this location? Y N
2. How many TOTAL varieties of organic collard greens are sold? \_\_\_\_\_

3. Are the organic varieties listed below sold? Please fill out all relevant information:

Type of Collard Greens (Organic)	Mark if sold (Y/N/SO)	Appearance (A=Excellent, B=Good/Satisfactory, C=Poor/Unacceptable)*	Regular Price (\$0.00)			Sale Price (\$0.00)		
			Per lb	Per Unit	Per Piece	Per lb	Per Unit	Per Piece
<i>Cheapest option</i> _____								
<i>Most expensive option</i>								

\* Please refer to descriptions on page XX

Type of Collard Greens (Organic)	Merchandising (Circle all that apply)	Source/Origin	Other/Notes
<i>Cheapest option</i> _____	None Label Promotional Signage Taste testing/samples Recipe featuring the item Special display Other _____	Within WA Out of State Outside US Unknown	

<p><i>Most expensive option</i></p> <p>_____</p>	<p>None</p> <p>Label</p> <p>Promotional Signage</p> <p>Taste testing/samples</p> <p>Recipe featuring the item</p> <p>Special display</p> <p>Other _____</p>	<p>Within WA</p> <p>Out of State</p> <p>Outside US</p> <p>Unknown</p>	
--	---	---	--

## Appendix 2: Retail Produce Manager Interviews

### NUTR 531-Winter 2016 Interview Template

**Manager Name:**

**Grocery Store:**

**Date:**

**Interviewer:**

(NOTE: ORAL CONSENT MUST BE READ BEFORE PROCEEDING)

1. Please describe how the season of the year affects the produce purchasing patterns of your customers.
2. What are the most important factors that affect the types of fresh produce purchased by your customers?
3. In your opinion, how responsive are your customers to changes in fruit and vegetable prices?
4. Tell us about the value that your customers place on local produce.
5. What are your store's values related to local produce?
6. Tell us about the value that your customers place on organic produce.
7. What are your store's values related to organic produce?
8. What is the relationship of your store to Farmer's Markets? Probe: Do Farmer's Markets affect your sales in any way?

9. How would you describe the average produce shopper in this area at a retail store compared to a farmer's market?

10. Tell us about how your store merchandizes fruit and vegetables. Probe: What about pricing strategies (coupons, discounts, buy-one-get-one deals, etc?)

11. What are some ideas that you have about increasing fresh produce purchasing among lower-income populations in your store?

12. What are some ideas that you have about increasing organic produce purchasing among lower-income populations in your store?

13. What else should I be asking you?

Thank you so much for taking the time to talk with us. We will be preparing a full report and briefing paper that will synthesize what we are learning from retail produce managers, along with other assessments we have conducted in grocery stores and farmers markets. We will be stakeholders to the presentation in March, and will provide the Washington State Department of Health with a copy of the report.

## Appendix 3: Literature Review Tables

**TABLE 1: Factors that influence Fruits and Vegetables Purchasing and Consumption of SNAP Participants**

Factors that influence F&V Purchasing and Consumption of SNAP Participants, Stratified by Theme		
Themes	Key Points	Citation
<b>Price/Cost</b>	Perceive F&V as too expensive, must balance cost and healthy purchases	Haynes-Maslow et al. 2013; Mushi-Brunt et al. 2007; Wolfson & Bleich 2015; Haynes-Maslow et al. 2015; Edin et al. 2013; Webber et al. 2010; Leone et al. 2012; Lin et al. 2014; Wetherill & Gray 2015; Pitts et al. 2015
	Purchase the majority of groceries at the beginning of the month, around time of assistance dispersal	Mancino & Guthrie 2014; Edin et al. 2013; Darko et al. 2013; Caswell & Yaktine 2013; Phipps et al. 2013; Share Our Strength 2012; Blisard et al. 2015
	Seek out deals, comparison shop, and buy in bulk when affordable	Edin et al. 2013; Webber et al. 2010; Grace et al. 2005; Mabil & Worthington 2015; Wiig & Smith 2009
	Perceive FM as too expensive to shop at	Wetherill & Gray 2015; Pitts et al. 2015; Haynes-Maslow et al. 2015
	Spend a larger percentage of their total expenditures on food than ineligible individuals; more affected by price differences in foods	Castner & Mabli 2010
	More likely to skip F&V and healthy food purchases (low income)	Share Our Strength 2012
<b>Convenience/Availability</b>	More likely to shop once a month than non-participants	Mancino & Guthrie 2014; Caswell & Yaktine 2013; Phipps et al. 2013; Share Our Strength 2012; Blisard et al. 2015
	Prefer the convenience and one-stop shopping of SMS	Wetherill & Gray 2015; Karakus 2014; Webber et al. 2010; Shannon 2014
	May buy F&V at smaller convenience stores or seek out ethnic stores	Kyureghian et al. 2013; Edin et al. 2013; Laska et al. 2009
	Unable or unwilling to attend FMs because of limited availability (days and hours)	Wetherill & Gray, 2015; Leone et al., 2012; Lucan et al., 2015; Grace et al., 2005
	Often unaware of FM hours and locations	Wetherill & Gray 2015; Karakus 2014; Webber et al. 2010
	Often unable to use EBT or unaware of benefit acceptance at FM	Pitts et al. 2015; Leone et al. 2012; Webber et al. 2010; Wetherill & Gray 2015; Cole et al. 2013; Andreyeva & Luedicke 2013; Cole et al. 2013
	Prefer access to wide variety of produce	Grace et al. 2005; Haynes-Maslow et al. 2013
	Difficulty accessing markets, primarily if elderly or without a car	Karakus 2014; Haynes-Maslow et al. 2013; Haynes-Maslow et al. 2015; Wetherill & Gray 2015

Factors that influence F&V Purchasing and Consumption of SNAP Participants, Stratified by Theme		
Themes	Key Points	Citation
<b>Quality/Value</b>	Purchase pre-packaged, convenience foods because of time constraints, perceived affordability and lack of cooking/nutrition knowledge	Wetherill & Gray 2015; Share Our Strength 2012; Haynes-Maslow et al. 2013
	Weigh cost against quality	Karakus 2014; Haynes-Maslow et al. 2013
	Value food safety and freshness (no mildew, mold, odors, bruising etc.)	Webber et al. 2010; Pitts et al. 2015
	May overlook poor appearance if fresh and affordable	Webber et al. 2010; Grace et al. 2005
	Prefer fresh F&V over canned or frozen	Karakus 2014; Wiig & Smith 2009
	Perceive FM F&V as higher quality; fresh	Pitts et al. 2015; Grace et al. 2005
	Perceive FM F&V as lower quality; concerns over regulations	Wetherill & Gray 2015; Karakus 2014
<b>Store Atmosphere</b>	Value F&V with long shelf-life	Grace et al. 2005; Wiig & Smith 2009; Wolfson & Bleich 2015; Mancino & Guthrie 2014
	Prefer newer, clean, well-lit stores, with well-stocked shelves and good customer service	Webber et al. 2010; Karakus 2014
	Consume more F&V if shop at FMs or interact with farmers	Wetherill & Gray 2015; Pitts et al. 2015; Grace et al. 2005
	Value social interactions and family-friendly activities at FMs	Karakus 2014
	May feel stigma at FMs for using benefits and not feel a part of the "FM demographic"	Karakus 2014; ASAP, 2012; Wetherill & Gray 2015; Haynes-Maslow et al. 2015
<b>Household/Taste</b>	Consider mental and physical work, and location within the store when purchasing	Glanz & Yaroch, 2004; Wetherill & Gray, 2015; Share Our Strength 2012; Haynes-Maslow et al. 2013
	Recognize that F&V are healthy, but do not eat recommended amounts	Share Our Strength 2012; Haynes-Maslow et al. 2015; Webber et al 2008; Mancino & Guthrie 2014
	Influenced by taste preferences at individual and household level	Mancino & Guthrie 2014; Wolfson & Bleich 2015; Edin et al. 2013; Kyureghian et al. 2013; Grace et al. 2005
	Unconvinced that dietary improvements improve health	Mancino & Guthrie 2014; Karakus 2014
	Desire to support child health may be strong motivator for F&V purchasing	Webber et al. 2010; Wiig & Smith 2009
	May lack cooking and nutrition knowledge around using F&V to create healthy, convenient, affordable meals	Haynes-Maslow et al. 2015; Haynes-Maslow et al. 2013; Edin et al. 2013
	Influenced by gender (role of women in healthy purchases)	Monsivais & Drewnowski 2009; Haynes-Maslow et al. 2015
	May be cognizant of local production and sustainability of F&V	Webber et al. 2010
Seek out ethnic retailers for cultural foods (Ethnic Participants)	Karakus 2014; ASAP 2012; Wetherill & Gray 2015; Haynes-Maslow et al. 2015; Alkon et al. 2007;	

Factors that influence F&V Purchasing and Consumption of SNAP Participants, Stratified by Theme		
Themes	Key Points	Citation
	Influenced by acculturation and eat less healthy foods (Ethnic Participants)	Caswell & Yaktine 2013

**TABLE 2: Factors that Influence Vendor Marketing and Sale of Fruits and Vegetables**

Factors that Influence Vendor Marketing and Sale of F&V, Stratified by Theme		
Themes	Key Points	Citation
<b>Price/ Cost</b>	Price among similar items varies widely at SMs	Drewnowski et al. 2010
	Superstores and large chain stores may set the bar in affordability and pricing	Shannon 2014; Wetherill & Gray 2015
	Nutrient-dense foods more expensive and subject to inflation	Monsivais & Drewnowski 2007; Monsivais et al. 2010
	FM and SM pricing decreases with store density; competition drives prices down	Pearson et al. 2014
	Difference in pricing between FMs and SMs is inconsistent	Lucan, et al. 2015; Wheeler et al., 2014; Lee et al. 2010; Triem 2013
	Pricing is independent of area SES, but marketing strategies vary in areas with differing SES	Millichamp et al. 2012; Ellickson & Misra 2008
<b>Convenience/Availability</b>	SMs and larger store size correlated to increased shelf space for F&V	Bodor et al. 2007; Laska et al. 2009
	FM not often present in low income neighborhoods	Wetherill and Gray 2015
	Local availability of FM and SM is correlated to increased shopping frequency and F&V consumption	McGuirt et al. 2014; Widner et al. 2011; Evans et al. 2012; Mancino & Guthrie 2014
	Stores in low-income stores stock more processed foods	Laska et al. 2009
<b>Quality/Value</b>	There is no significant difference between SES areas for quality and availability	Millichamp et al. 2013
	SM brand foods are the same quality as brand name foods	Faulkner et al. 2013
<b>Store Atmosphere</b>	Store presentation and marketing can improve F&V purchasing	Champions for Change 2011; Glanz & Yaroch 2004; Webber et al. 2009
	Maintain well-stocked unblemished, uniform produce	Champions for Change 2011; Glanz & Yaroch 2004, Webber et al. 2009
<b>Household/Taste</b>	Neighborhood demographics can affect availability and sales of cultural/ ethnic foods	Wetherill and Gray 2015; Shannon 2014
	Presence of FMs can contribute to neighborhood gentrification	Alkon et al. 2007

**TABLE 3: Current Recommendations from Literature to Improve Fruits and Vegetables**

**Purchasing and Consumption by SNAP Participants**

Current Recommendations from Literature to Improve F&V Purchasing and Consumption by SNAP Participants, Stratified by Type of Factors		
Factor	Recommendation	Reference
<b>Cost</b>	Implement well advertised incentive programs at stores and FMs	Wolfson & Bleich 2015; Castner & Mabli 2010, Blumenthal et al. 2012; Leung et al. 2013; Brunt et al. 2007; Lin et al. 2014; Herman et al. 2006; Wetherill & Gray 2015; Haynes-Maslow et al. 2015; Karakus 2014; ASAP 2012; Cole et al. 2013
	Expand of SNAP benefits per month	Haynes-Maslow et al. 2015; Darko et al. 2013; Andreyeva & Luedicke 2013
	Increase access to F&V at food banks to support end of month budgets and reduce food waste	Cotugna & Beebe 2002; Hoisington et al. 2011; Handforth et al. 2013
<b>Convenience</b>	Increase EBT acceptance at FM, awareness of acceptance among SNAP participant, and reduce associated stigma	Wetherill & Gray 2015; Haynes-Maslow et al. 2015; Karakus 2014; ASAP 2012
	Increase access to FM through presence of FM in low income neighborhoods and direct farmer to consumer venues	Pitts et al. 2015; Grace et al. 2005
	Increase access to F&V in convenient packaging	Grace et al. 2015; Champions for Change 2011
	Increase local access to F&V at SMs	McGuirt et al. 2014; Widner et al. 2011
<b>Quality/Value</b>	Emphasize nutritional similarities of frozen F&V	Wolfson & Bleich 2015
	Improve quality of F&V available	Haynes-Maslow et al. 2013; Webber et al. 2010
<b>Household Taste</b>	Provide education on convenient, affordable healthy shopping and cooking, shelf-life extension, nutritional similarities of frozen foods	Wolfson & Bleich 2015; Haynes-Maslow et al. 2013; Haynes-Maslow et al. 2015; Share Our Strength 2012; Brunt et al. 2007; Leone et al. 2012; Leung et al. 2013; Darko et al. 2013; Castner & Mabli 2010; Blumenthal et al., 2012; Brunt et al. 2007; Lin et al. 2014; Herman et al. 2006
	Discourage purchase and consumption of low nutrient-dense foods	Blumenthal et al. 2012; Leung et al. 2013
<b>Store Atmosphere</b>	Utilize strategic marketing, promotional signage	Surkan et al. 2015; Foster et al. 2014; Glanz & Yaroch 2004; Darko et al. 2013
	Address perceive barriers of exclusive FM culture and affordability	ASAP 2012; Wetherill & Gray 2015