

PINE HILLS NUTRITION STUDY

Study Conducted By the Center for Public and Nonprofit Management:

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Study Funded By:

100 Women Strong/Community Foundation of Central Florida
Second Harvest Food Bank of Central Florida
Fry Hammond Barr
College of Health and Public Affairs, University of Central Florida

100 WOMEN STRONG
Every woman should have a purse of her own!



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Executive Summary

A research team with the Center for Public and Nonprofit Management in the School of Public Administration at the University of Central Florida conducted a study on the behaviors, preferences, and barriers to healthy eating and consumption of fresh fruits and vegetables in Pine Hills. The study was conducted in two parts: first, a survey was administered (attached Appendix A) through community and faith-based organizations in Pine Hills. A total of five community organizations helped administer the survey, generating a total response of 111 Pine Hills residents, reflecting the diversity of Pine Hills. The survey was made available in four languages: English, French, Creole, and Spanish. Second, nine focus groups (attached Appendix B) were conducted across four organizations, including 78 participants from diverse backgrounds.

Survey respondents reflect the diversity of the Pine Hills community. A summary of all responses are attached in Appendix C. Demographics of respondents are as follows:

- 77% were female (primary person in the household who shops for food).
- 25% were between the ages of 20-34; 38% were between the ages of 35-54; 14% were 55-64; 15% were 65 or older. The remaining 8% were aged 15-19.
- The plurality of respondents (38%) achieved a high school diploma or equivalency as a highest level of education, followed by 26% with an associate's degree.
- 45% of respondents were married with children; 22% were single female with children.
- 63% live with high blood pressure; 44% with high cholesterol; 43% with diabetes.
- 34% of respondents report that they receive food stamps, have in the past, or would like to receive them.
- 83% of respondents shop mostly at a large grocery store for food.

Key findings suggest a significant interest in expanding options for access to affordable and high quality fresh produce. However, any new option to provide produce will need to accommodate the cultural needs and preferences of residents, while also providing education on healthy eating practices. Notable findings and recommendations include:

- Significant factors residents consider when purchasing or acquiring fresh produce include price, quality, variety, cleanliness, and location.
- A *Farmer's Market* is widely seen as an attractive option (70% reporting to be very likely or somewhat likely to use it), particularly among middle-aged (35-64) residents. Residents have mixed experiences with Farmer's Markets and thus mixed expectations regarding the freshness, variety, source of the produce and cleanliness of the market.

Recommendation: A future *farmer's market* should clearly label the source of produce (local versus nonlocal; organic versus chemically supported) and ensure sanitary conditions within the market.

- Prospective use of a *Community Garden* was mixed with 47% reporting to be very or somewhat likely to use it, and 53% very or somewhat likely to help maintain it. Respondents below the age of 35 were least likely to want to participate in the maintenance of a community garden; older residents saw the potential for both producing food and establishing social relationships. Concern for the labor involved was reported, despite the higher level of interest in helping maintain the garden by older residents (aged 55 and over).

Recommendation: A future *community garden* will require careful planning to ensure residents who are willing to maintain it are able to do so. For instance, garden beds may need to be raised to prevent residents from having to bend and lift. The garden might also present opportunities for establishing mentoring relationships between older residents and youth, who may have greater physical capacity to maintain the garden. A partnership with an organization like 4-H, which runs a program called The Garden with the City of Orlando can help prepare and train youth and young adults to participate in this endeavor.

- Prospective use of a *Mobile Food Truck* to acquire produce was least supported (60% reporting they are only a little or not at all likely). Residents aged 65 and over reported to be most likely to use it (53%), suggesting transportation and mobility challenges for these residents that can be addressed by a mobile truck. (By contrast, 74% of 20-34 year olds reported that they were only a little or not at all likely to use a food truck). Respondents appreciated the convenience of a food truck but had concerns about the quality, cleanliness, and source of the food. They suggested a truck would be best if it were associated with a known organization (e.g. Second Harvest Food Bank, Publix, etc).

Recommendation: A future *mobile food truck* should clearly advertise the source of produce, demonstrate cleanliness and sanitation, and be aligned with an established and trusted private or nonprofit organization.

- The idea of a *Cooking Class* was highly supported, with 73% of respondents reporting that they are somewhat or very likely to attend such a class; this high level of support is consistent across age groups, with young residents (aged 34 and below) somewhat less likely. Respondents who report to be most likely to attend a cooking class are those who are also most likely to help maintain a community garden (73%) and those who are mostly likely to use a mobile food truck (53%). In contrast, 80% or more of respondents who are least likely to help maintain a garden or use a food truck are also less likely to

attend a cooking class. For those who would attend a class, it is important for the class to be conveniently located at a church, school, or other facility, that it include different cultural cuisines, and that it include a variety of cooking techniques.

Recommendation: Future *cooking classes* should be integrated with other interventions or programs, such as farmer's market, food truck, and community garden. The integration can include classes at the same or nearby venues as the market or garden, as well as distribution of recipe cards with produce purchased through the different outlets.

The full report expands on these findings and reports on additional data collected, such as unique cultural traditions for cleaning or preparing foods. Overall, any program or food intervention needs reflect the unique cultures and attitudes of residents. Additionally, the final design and implementation of a program or intervention needs to include participants from this study, who gave of their time and resources to help solicit survey responses and recruit focus group participants. Universally, participants and organization liaisons have high expectations that their feedback will be used to develop new resources for the community, and they wish to be included as the resources are more fully developed.

About the Study

A research team with the Center for Public and Nonprofit Management in the School of Public Administration at the University of Central Florida conducted a study on the behaviors, preferences, and barriers to healthy eating and consumption of fresh fruits and vegetables in Pine Hills. The study was conducted in two parts: first, a survey was administered (attached Appendix A) through community and faith-based organizations in Pine Hills. A total of five community organizations helped administer the survey, generating a total response of 111 Pine Hills residents, reflecting the diversity of Pine Hills. The survey was made available in four languages: English, French, Creole, and Spanish. Second, nine focus groups (attached Appendix B) were conducted across four organizations, including 78 participants from diverse backgrounds. Focus group data were analyzed by the research team, identifying both common themes and compelling anecdotes. Catering for the focus groups was provided by Hebni Nutrition Consultants, a nonprofit organization based in Parramore (see <http://soulfoodpyramid.org/>).

Survey respondents reflect the diversity of the Pine Hills community. A summary of all responses are attached in Appendix C. Demographics of respondents are as follows:

- 77% were female (primary person in the household who shops for food).
- 25% were between the ages of 20-34; 38% were between the ages of 35-54; 14% were 55-64; 15% were 65 or older. The remaining 8% were aged 15-19.
- The plurality of respondents (38%) achieved a high school diploma or equivalency as a highest level of education, followed by 26% with an associate's degree.
- 45% of respondents were married with children; 22% were single female with children.
- 63% live with high blood pressure; 44% with high cholesterol; 43% with diabetes.
- 34% of respondents report that they receive food stamps, have in the past, or would like to receive them.
- 83% of respondents shop mostly at a large grocery store for food.

Survey respondents represented more than 363 household member. Fewer than one percent of respondents are from single-person households; twenty-one percent are from two-person households; forty-three percent are from three to four person households; twenty-four percent are from five to six person households; four percent are from seven to nine person households. Seventy-seven percent of respondents reside within zip codes 32818 (40%) or 32808 (37%). All other respondents reside in surround zip codes but attend worship service or classes within one of these two zip codes.

Respondents were recruited through the following faith-based and neighborhood organizations:

- Pine Hills Seventh-Day Adventist Church (4955 Rose Ave., 32808)
- Berakah Seventh-Day Adventist Church (1517 Mercy Dr., 32808)
- YMCA (870 N. Hastings St., 32808)
- Haitian Outreach Program (5211 Hernandes Dr., 32808)
- The Worship Center (8001 Silver Star Rd., 32818)

Findings

Key findings suggest a significant interest in expanding options for access to affordable and high quality fresh produce. However, any new option to provide produce will need to accommodate the cultural needs and preferences of residents, while also providing education on healthy eating practices. Significant factors residents consider when purchasing or acquiring fresh produce include *price, quality, variety, cleanliness, and location*. When asked about their perceived limited choice and what would expand their choice, these are the issues identified.

With respect to price, residents were not overall very specific about how much is too much, but the price consideration was not just concern for high cost but also low cost. Residents expressed concern that if they find markets selling cheap produce, they would have concerns about quality of product. They preferred a venue with reasonable cost that speaks to the quality of product. One resident suggested the price at, for instance, a farmer's market, should be at least 30% less than can be found at a chain grocery store in order to justify the additional trip. This was not a generally agreed upon statement, and it was not tested further across focus groups.

Quality is an issue universally expressed in focus groups. Residents want produce options that are of reasonable cost and not beyond ripe. Their experiences have been in certain markets that they find produce that is not of sufficient quality, thus not worth even a lower cost. One participant suggested his strategy to strike a balance between quality and cost: visit Publix on the day they receive a new shipment of produce to purchase the older produce, which is still good if consumed quickly, frozen, or juiced.

Variety is important for residents within the multi-cultural Pine Hills community. They would like to see a range of produce offerings, including "non-traditional" products, such as gizzards and chicken feet. With the array of cultural traditions, residents expressed an interest in cooking classes specifically to learn how to cook using a variety of ingredients and cooking methods.

Residents expressed concern about the cleanliness of stores, markets, and marts. In this context, as well, some residents spoke about the importance of sanitary conditions in shopping areas, hoping at once for options to touch the produce but also concerned about too many hands doing so. In one focus group, residents spoke about the use of diluted Clorox as a means to clean

produce, a technique suggesting the need for education on proper and healthy cleaning of produce but also the importance of maintaining clean facilities for the sale of produce.

Location is important for residents, as they consider where and when to shop for produce. Generally, the location needs to be convenience to either their place of residence, the location of their regular food grocery store, or convenient to their pace of worship or recreation.

Each of these issues should be kept in mind as interventions are considered to introduce more options and choice of fresh fruits and vegetables in Pine Hills. The “ideal” (representing the wishes of the range of participants) in which choice is optimized would be a one-stop facility with fresh produce, prepared foods, with a good variety and cooking classes. The location would need to be clean, with a parking lot, an opportunity to “pick your own,” and possibly open twenty-four hours. The location should also offer “deals, sales, and coupons” and also potentially “freshly caught meat.”

Food Pantry

Forty-three percent of survey respondents expressed that they were “not at all likely” to use a food pantry to get food when needed; an additional twenty-five percent expressed that they were “only a little likely” to do so. Focus group participants identified reasons for this hesitation. Impressions of food pantry offerings include food that is old/expired, “stuff nobody wants,” unhealthy food, and mostly canned food. Participants identified a negative perception of individuals who use a food pantry as “needy,” and as “someone else, not me.” In terms of food pantry facilities, participants maintained an impression that they were dirty and unwelcoming, and some participants expressed concern about whether they would even qualify to get food at a pantry if they showed up. For instance, participants expressed concern regarding needed paperwork, including an identification card, utility bill, or other documents proving identity and demonstrating need. From a cultural standpoint, members of the Haitian community expressed that they do not eat processed or canned foods, thus limiting the usefulness of perceived offerings at food pantries.

Farmer’s Market



Figure 1: Capture of the Lake Eola Farmer's Market Website

A *Farmer’s Market* is widely seen as an attractive option (70% reporting to be very likely or somewhat likely to use it), particularly among middle-aged (35-64) residents. Residents have mixed experiences with Farmer’s Markets and thus mixed expectations regarding the freshness, variety, source of the produce and cleanliness of the market.

The impressions offered of farmer's markets at focus groups were mixed. Some participants thought prices would be cheaper at markets than they have experienced; others felt prices that are too low indicate low quality. Some participants considered farmer's market products to be mostly organic and chemical free, whereas others were concerned about safety and the lack of regulation monitoring quality of farmer's market produce. Cleanliness was the overriding concern, particularly with respect to an unknown number of hands touching the produce, as well as the bugs and insects that might be present. Participants would likely frequent a farmer's market if the source of the produce is clearly identified and the market itself kept clean. One market that was considered a good one by participants who have experienced it is Webster's, which is forty-five minutes outside Pine Hills in Webster, Florida, and only open on Mondays.

Recommendation: A future *farmer's market* should clearly label the source of produce (local versus nonlocal; organic versus chemically supported) and ensure sanitary conditions within the market.

Community Garden

Prospective use of a *Community Garden* was mixed with 47% reporting to be very or somewhat likely to use it, and 53% very or somewhat likely to help maintain it. Respondents below the age of 35 were least likely to want to participate in the maintenance of a community garden; older residents saw the potential for both producing food and establishing social relationships. Concern for the labor involved was reported, despite the higher level of interest in helping maintain the garden by older residents (aged 55 and over).

Participants considered community gardens generally to be well organized with a fair distribution of labor. In focus groups, there was more attention given to the community-building and social aspects of a garden, particularly if they are tied to faith-based organizations or other community facilities. No participant identified existing community gardens within Pine Hills.



Figure 2: The White House Vegetable Garden (photo by Thomas Bryer)

Recommendation: A future *community garden* will require careful planning to ensure residents who are willing to maintain it are able to do so. For instance, garden beds may need to be raised to prevent residents from having to bend and lift. The garden might also present opportunities for establishing mentoring relationships between older residents and youth, who may have greater physical capacity to maintain the garden. A partnership with an organization like 4-H, which runs a program called The Garden with the City of Orlando can help prepare and train youth and young adults to participate in this endeavor, potentially in coordination Evans Community School.

Mobile Food Truck

Prospective use of a *Mobile Food Truck* to acquire produce was least supported (60% reporting they are only a little or not at all likely). Residents aged 65 and over reported to be most likely to use it (53%), suggesting transportation and mobility challenges for these residents that can be addressed by a mobile truck. (By contrast, 74% of 20-34 year olds reported that they were only a little or not at all likely to use a food truck). Respondents appreciated the convenience of a food truck but had concerns about the quality, cleanliness, and source of the food. They suggested a truck would be best if it were associated with a known organization (e.g. Second Harvest Food Bank, Publix, etc). One focus group participant suggested wrapping in plastic or saran wrap all fruits and vegetables to ensure sanitary conditions and to make residents feel more secure about the cleanliness of the product. A participant summarized the potential value of a food truck: “awesome, fresh, and easy access.”

Recommendation: A future *mobile food truck* should clearly advertise the source of produce, demonstrate cleanliness and sanitation, and be aligned with an established and trusted private or nonprofit organization.

Cooking Classes

The idea of a *Cooking Class* was highly supported, with 73% of respondents reporting that they are somewhat or very likely to attend such a class; this high level of support is consistent across age groups, with young residents (aged 34 and below) somewhat less likely. Respondents who report to be most likely to attend a cooking class are those who are also most likely to help maintain a community garden (73%) and those who are mostly likely to use a mobile food truck (53%). In contrast, 80% or more of respondents who are least likely to help maintain a garden or use a food truck are also less likely to attend a cooking class. For those who would attend a class, it is important for the class to be conveniently located at a church, school, or other facility, that it include different cultural cuisines, and that it include a variety of cooking techniques, including juicing.

Participants expressed no strong feeling about the use of crock pots. Those with experience using crock pots appreciated their convenience and ability to start them and leave them until the meal is complete. Those without experience had concerns about how slow they

are, as well as a couple of reported concerns regarding safety and the risk of fire when the device is left on during the day with nobody home to monitor.

Recommendation: Future *cooking classes* should be integrated with other interventions or programs, such as farmer's market, food truck, and community garden. The integration can include classes at the same or nearby venues as the market or garden, as well as distribution of recipe cards with produce purchased through the different outlets. Hebni Nutrition Consultants is a local nutrition education nonprofit organization that might be able to serve as a partner in providing cooking classes either in their Parramore location or elsewhere.

Conclusion

Overall, any program or food intervention needs reflect the unique cultures and attitudes of residents. Additionally, the final design and implementation of a program or intervention needs to include participants from this study, who gave of their time and resources to help solicit survey responses and recruit focus group participants. Universally, participants and organization liaisons have high expectations that their feedback will be used to develop new resources for the community, and they wish to be included as the resources are more fully developed.

Specifically, we recommend the following activities be undertaken as the interventions (farmer's market, food truck, community garden, cooking classes, or other) are more fully developed and undertaken.

1. Share the findings and conclusions from this study at two or three community meetings convened in Pine Hills (e.g. at Evans Community School, The Worship Center, and the Boys and Girls Club). Plan on small (10) to medium (50) sized crowds and opportunity for open discussion. Representatives from 100 Women Strong should be in attendance to meet community members, develop familiarity with community members, and begin to develop trust with community members. Team members from the Center for Public and Nonprofit Management can attend to facilitate and/or to discuss findings.
2. Once an intervention is selected and a plan developed for design and implementation, conduct a set of focus groups in partnership with the same organizations that helped convene focus groups for this study. The groups can provide final feedback on implementation and help ensure the project is ultimately responsive to community member needs.
3. Conduct on-going assessments on the use of the intervention(s) and health outcomes associated with it for residents who use it.

APPENDIX A

Survey Instrument



Dear Pine Hills Resident,

You are invited to participate in a study to determine opportunities and challenges for residents in Pine Hills to get and eat healthy foods. This study is being conducted by faculty and students with the University of Central Florida, under the direction of Dr. Thomas Bryer. The study is paid for by several organizations, including 100 Women Strong/Central Florida Community Foundation, Second Harvest Food Bank, Fry Hammond Barr, and the College of Health and Public Affairs at the University of Central Florida.

You are not required to complete this survey, and your participation is voluntary. We are not collecting any personal identifying information. The survey is completely anonymous. There is no way for anyone, including the research team, to determine your identity based on your survey responses.

If you have any questions about the survey, please contact Dr. Bryer at 407-823-0410, or email thomas.bryer@ucf.edu.

Thank you for your participation.

Sincerely,

A handwritten signature in black ink, appearing to be 'T. Bryer', with a long horizontal line extending to the right.

Dr. Thomas Bryer
Director, Center for Public and Nonprofit Management
University of Central Florida



1. How often do you get groceries?
 - a. Once a day
 - b. Three to five times per week
 - c. Once a week
 - d. Every other week
 - e. Once a month

2. Where do you usually get your groceries?
 - a. Large grocery store, such as Walmart, Publix, or Save Rite
 - b. Neighborhood food mart
 - c. Convenience store (such as at a gas station)
 - d. Food pantry
 - e. Warehouse club (example: Costco)
 - f. Other, please specify:

3. Some people get food from a food pantry or a local charity. How likely are you to get food from a food pantry or local charity when needed?
 - a. Very likely
 - b. Somewhat likely
 - c. Only a little likely
 - d. Not at all likely

4. How likely are you to find fresh fruits and vegetables at the place you usually get your groceries?
 - a. Very likely
 - b. Somewhat likely
 - c. Only a little likely
 - d. Not at all likely

5. When you get food, what is your typical mode of transportation?
 - a. Personal vehicle
 - b. Public transportation
 - c. Walking
 - d. Bicycling
 - e. Friends of family

6. Does your typical mode of transportation allow you to shop regularly for fresh fruits and/or vegetables?
 - a. Yes
 - b. No

7. Some people buy fresh fruits and vegetables whenever they go shopping; others buy them much less frequently. When you go grocery shopping, how often do you buy fresh fruits and/or vegetables?
 - a. All the time
 - b. Most of the time
 - c. Some of the time
 - d. Hardly ever
 - e. Never

8. Some people eat fresh fruits and vegetables every day; others eat them much less often and some not at all. How many times per week do you eat fresh fruits or vegetables?
 - a. Every day, several times per day
 - b. Every day, once a day
 - c. Occasionally throughout the week, every week
 - d. It depends on the week
 - e. I never eat fresh or frozen vegetables

9. To what extent do you believe fresh fruits and vegetables are too expensive?
 - a. A great deal
 - b. Somewhat
 - c. Only a little
 - d. Not at all

10. To what extent do you feel you have choice over what food items your purchase?
 - a. A great deal of choice
 - b. Some choice
 - c. Only a little choice
 - d. No choice

11. If you eat fresh fruits and vegetables, how do you usually cook/prepare them?
- Wash and eat them raw (like apples and other fruit, carrots, cucumbers, tomatoes, etc.)
 - Fry my vegetables in cooking oil
 - Bake my fruits and vegetables in the oven (like potatoes, fruit pies, etc.)
 - Steam my vegetables
 - Pan fry or sauté vegetables in butter or oil like onions, peppers, mushrooms, etc.
 - Boil and simmer in a pot (collards, turnips, kale, peas, beans)
 - Other
-
12. To what extent do you feel you have choice over what foods you eat?
- A great deal of choice
 - Some choice
 - Only a little choice
 - No choice
13. To what extent do you feel you can make informed choices about healthy food options when you shop?
- I can make very informed choices about healthy food options
 - I can make informed choices about some food items but not all
 - I cannot make informed choices about very many food items
 - I cannot make any informed choices about healthy food options
14. How likely would you be to get fresh fruits and/or produce from a Farmer's Market (an open air market, not an indoor store)
- Very likely
 - Somewhat likely
 - Only a little likely
 - Not at all likely
15. How about a Community Garden (a garden maintained by community members)
- Very likely
 - Somewhat likely
 - Only a little likely
 - Not at all likely
16. How about a Mobile Food Truck (a vehicle that travels throughout the community to sell produce)
- Very likely
 - Somewhat likely
 - Only a little likely
 - Not at all likely
17. How likely would you be to help maintain (plant, water, pick) a community garden in Pine Hills?
- Very likely
 - Somewhat likely
 - Only a little likely
 - Not at all likely
18. How likely would you be to attend a healthy eating cooking class conducted at a convenient location in Pine Hills?
- Very likely
 - Somewhat likely
 - Only a little likely
 - Not at all likely

19. Do you receive food stamps (SNAP) or WIC?
- Yes
 - No
 - Have in the past but not now
 - No, but would like to
20. Some people eat fast food every day; others eat it much less frequently. On average, how many days per week do you eat at “fast food” or other types of restaurants?
- 5 to 7 days per week
 - 3 or 4 days per week
 - 1 or 2 days per week
 - Never
21. Some people cook meals at home every day; others cook at home much less frequently. On average, how many days per week do you eat a home-cooked meal (including leftovers)?
- 5 to 7 days per week
 - 3 or 4 days per week
 - 1 or 2 days per week
 - Never
22. Some people eat frozen meals every day; others eat frozen meals less frequently. On average, how many frozen, pre-made meals do you eat each week (including leftovers)?
- 5 to 7 days per week
 - 3 or 4 days per week
 - 1 or 2 days per week
 - Never

Please answer the following demographic questions:

Male _____ Female _____

How many people live in your household? _____

In what zip code do you live? _____

What is your age range?

15 to 19 ___ 20 to 34 ___ 35-54 ___ 55 to 64 ___ 65 or older ___

What is the primary language spoken at home?

What is the highest level of Education that you have completed? (choose one)

None Technical School High School AA Degree Bachelor's Degree

Master's Degree PhD Other _____

What is your household "type"?

Married w/ children Married w/out children Single female w/ children

Single female w/out children Single male w/ children Single male w/out children

Multi-family w/ children Multi-family w/out children

Have you or anyone in your household been diagnosed with any of the following?

(Check all that apply)

Heart Disease Diabetes High Blood Pressure High Cholesterol

Obesity Stroke Cancer (type of cancer _____)

Other _____

What is your race/ethnicity? How do you self-identify?

APPENDIX B

Focus Group Protocol

Pine Hills Nutrition Study Focus Group

Preface: Thank you for taking the time to be with us today. I/we are from the Center for Public and Nonprofit Management at the University of Central Florida. We are conducting a study on behalf of a set of funders, including 100 Women Strong with the Central Florida Community Foundation, Second Harvest Food Bank, Fry Hammond Barr, and the College of Health and Public Affairs at the University of Central Florida to learn more about food preferences and potential barriers to healthy eating here in the Pine Hills area. For the past couple of months, we have been administering a survey through community and faith-based organizations to assess general preferences and behaviors; today, we want to explore some of what we learned in greater depth.

I have a set of questions to ask, and I will ensure everyone has the opportunity to respond. I will encourage conversation between each of you. Please keep in mind there is no wrong or right answer to these questions, and you are not obligated to answer a question you do not wish to answer. Once we complete this focus group and several others like it, we will be preparing a report to the study sponsors, who will determine how they can best invest limited resources to affect healthy eating in Pine Hills.

Does anyone have any questions before we get started?

Questions

1. Can you tell us about your experiences trying to purchase fresh fruits and vegetables? Specifically, what factors do you consider when deciding whether to purchase fresh fruits and vegetables, and which fresh fruits and vegetables to purchase? Be specific in thinking about examples.

- Prompt: Cost? (Specifically, what cost is too much?)
- Prompt: Understanding how to prepare or cook the items?
- Prompt: Quality of the options?
- Prompt: Other?

2. In our survey, we asked about different places where Pine Hills residents might get fresh fruits and vegetables, as well as other food items. We asked about chain grocery stores such as Publix or Walmart, gas marts, and food pantries. I want to focus on the food pantry for a minute. When you think about a food pantry, what comes to mind?

- Prompt: Physical description
- Prompt: Characteristics of residents or get food at a pantry
- Prompt: Location

3. In our survey, we also asked about specific other options that may not exist yet in Pine Hills. Specifically, we wanted to know how likely Pine Hills residents are to get food at each of these

options. Now, I want to hear more about your impressions regarding these options. As I say each one, I would like for you to tell me what words or images come into your mind.

- Farmer's Market: What words or images come to mind?
 - What would make you want to get fresh fruits and vegetables at a farmer's market?

- Community Garden: What words or images come to mind?
 - What would make you want to participate in the maintenance of a community garden?

- Mobile Food Truck: What words or images come to mind?
 - What would make you want to get fresh fruits and vegetables from a mobile food truck?

4. Once you get or purchase fresh fruits and vegetables, you have numerous options for how you prepare them to eat, including washing and eating raw. What factors influence how you prepare fresh fruits and vegetables to eat?

- If you had the opportunity to take a cooking class specifically focusing on preparing fresh fruits and vegetables, what kinds of ideas or techniques would you hope to learn?
 - Prompt: Crock pot recipes?






- Is there any particular location you would be most likely to attend a cooking class?

5. My last question has to do with the choices you have to purchase and eat foods. What would it look like if you had expanded choice to find and get food items you want within Pine Hills?






APPENDIX C

Survey Data Aggregate Summary

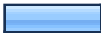



1. How often do you get groceries?

		Response Percent	Response Count
Once a day		5.5%	6
Three to five times per week		19.3%	21
Once a week		28.4%	31
Every other week		28.4%	31
Once a month		18.3%	20
answered question			109
skipped question			2





2. Where do you usually get your groceries?

		Response Percent	Response Count
Large grocery store, such as Walmart, Publix, or Save Rite		82.6%	90
Neighborhood food mart		7.3%	8
Convenience store (such as at a gas station)		0.0%	0
Food pantry		4.6%	5
Warehouse club (example: Costco)		2.8%	3
Other (please specify)		2.8%	3
answered question			109
skipped question			2





3. Some people get food from a food pantry or a local charity. How likely are you to get food from a food pantry or local charity when needed?

		Response Percent	Response Count
Very likely		14.2%	15
Somewhat likely		18.9%	20
Only a little likely		24.5%	26
Not at all likely		42.5%	45
		answered question	106
		skipped question	5



4. How likely are you to find fresh fruits and vegetables at the place you usually get your groceries?

		Response Percent	Response Count
Very likely		70.4%	76
Somewhat likely		24.1%	26
Only a little likely		4.6%	5
Not at all likely		0.9%	1
		answered question	108
		skipped question	3



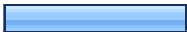


5. When you get food, what is your typical mode of transportation?

		Response Percent	Response Count
Personal vehicle		88.1%	96
Public transportation		1.8%	2
Walking		5.5%	6
Bicycling		0.0%	0
Friends of family		4.6%	5
answered question			109
skipped question			2






6. Does your typical mod of transportation allow you to shop regularly for fresh fruits and/or vegetables?

		Response Percent	Response Count
Yes		88.6%	93
No		11.4%	12
answered question			105
skipped question			6





7. Some people buy fresh fruits and vegetables whenever they go shopping; others buy them much less frequently. When you go grocery shopping, how often do you buy fresh fruits and/or vegetables?

		Response Percent	Response Count
All the time		40.2%	43
Most of the time		27.1%	29
Some of the time		27.1%	29
Hardly ever		4.7%	5
Never		0.9%	1
answered question			107
skipped question			4





8. Some people eat fresh fruits and vegetables every day; others eat them much less often and some not at all. How many times per week do you eat fresh fruits or vegetables?

		Response Percent	Response Count
Every day, several times per day		23.9%	26
Every day, once a day		22.9%	25
Occasionally throughout the week, every week		37.6%	41
It depends on the week		14.7%	16
I never eat fresh or frozen vegetables		0.9%	1
answered question			109
skipped question			2

9. To what extent do you believe fresh fruits and vegetables are too expensive?

		Response Percent	Response Count
A great deal		40.0%	44
Somewhat		43.6%	48
Only a little		13.6%	15
Not at all		2.7%	3
answered question			110
skipped question			1

10. To what extent do you feel you have choice over what food items you purchase?

		Response Percent	Response Count
A great deal of choice		51.8%	57
Some choice		36.4%	40
Only a little choice		10.9%	12
No choice		0.9%	1
answered question			110
skipped question			1

11. If you eat fresh fruits and vegetables, how do you usually cook/prepare them?

		Response Percent	Response Count
Wash and eat them raw (like apples and other fruit, carrots, cucumbers, tomatoes, etc.)		35.5%	38
Fry my vegetables in cooking oil		4.7%	5
Bake my fruits and vegetables in the oven (like potatoes fruit pies, etc.)		1.9%	2
Steam my vegetables		20.6%	22
Pan fry or saute vegetables in butter or oil like onions, peppers, mushrooms, etc.		6.5%	7
Boil and simmer in a pot (collards, turnips, kale, peas, beans)		11.2%	12
Other (please specify)		19.6%	21
answered question			107
skipped question			4

12. To what extent do you feel you have choice over what foods you eat?

		Response Percent	Response Count
A great deal of choice		62.0%	67
Some choice		31.5%	34
Only a little choice		4.6%	5
No choice		1.9%	2
answered question			108
skipped question			3





13. To what extent do you feel you can make informed choices about healthy food options when you shop?

		Response Percent	Response Count
I can make very informed choices about healthy food options		59.8%	64
I can make informed choices about some food items but not all		30.8%	33
I cannot make informed choices about very many food items		7.5%	8
I cannot make any informed choices about healthy food options		1.9%	2
answered question			107
skipped question			4





14. How likely would you be to get fresh fruits and/or produce from a Farmer's Market (an open air market, not an indoor store)?

		Response Percent	Response Count
Very likely		33.6%	36
Somewhat likely		35.5%	38
Only a little likely		21.5%	23
Not at all likely		9.3%	10
answered question			107
skipped question			4

15. How about a Community Garden (a garden maintained by community members)?

		Response Percent	Response Count
Very likely		22.4%	24
Somewhat likely		25.2%	27
Only a little likely		24.3%	26
Not at all likely		28.0%	30
answered question			107
skipped question			4

16. How about a Mobile Food Truck (a vehicle that travels throughout the community to sell produce)?

		Response Percent	Response Count
Very likely		19.6%	21
Somewhat likely		19.6%	21
Only a little likely		24.3%	26
Not at all likely		36.4%	39
answered question			107
skipped question			4





17. How likely would you be to help maintain (plant, water, pick) a community garden in Pine Hills?

		Response Percent	Response Count
Very likely		27.8%	30
Somewhat likely		25.0%	27
Only a little likely		20.4%	22
Not at all likely		26.9%	29
answered question			108
skipped question			3





18. How likely would you be to attend a healthy eating cooking class conducted at a convenient location in Pine Hills?

		Response Percent	Response Count
Very likely		41.7%	45
Somewhat likely		30.6%	33
Only a little likely		14.8%	16
Not at all likely		13.0%	14
answered question			108
skipped question			3




19. Do you receive food stamps (SNAP) or WIC?

		Response Percent	Response Count
Yes		28.0%	30
No		63.6%	68
Have in the past but not now		5.6%	6
No, but would like to		2.8%	3
answered question			107
skipped question			4



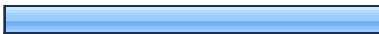

20. Some people eat fast food every day; others eat it much less frequently. On average, how many days per week do you eat at "fast food" or other types of restaurants?

		Response Percent	Response Count
5 to 7 days per week		4.9%	5
3 to 4 days per week		15.7%	16
1 to 2 days per week		57.8%	59
Never		21.6%	22
answered question			102
skipped question			9

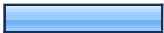

21. Some people cook meals at home every day; others cook at home much less frequently. On average, how many days per week do you eat a home-cooked meal (including leftovers)?

		Response Percent	Response Count
5 to 7 days per week		44.1%	45
3 to 4 days per week		31.4%	32
1 to 2 days per week		24.5%	25
Never		0.0%	0
answered question			102
skipped question			9

22. Some people eat frozen meals every day; other eat frozen meals less frequently. On average, how many frozen, pre-made meals do you eat each week (including leftovers)?

		Response Percent	Response Count
5 to 7 days per week		2.9%	3
3 to 4 days per week		13.6%	14
1 to 2 days per week		56.3%	58
Never		27.2%	28
answered question			103
skipped question			8

23. Please answer the following demographic questions:

		Response Percent	Response Count
Male		23.6%	25
Female		76.4%	81
		answered question	106
		skipped question	5






24. How many people live in your household?

		Response Count	
		102	
		answered question	102
		skipped question	9

25. In what zipcode do you live?

		Response Count	
		98	
		answered question	98
		skipped question	13








26. What is your age range?

		Response Percent	Response Count
15-19		7.6%	8
20-34		24.8%	26
35-54		38.1%	40
55-64		14.3%	15
65 or older		15.2%	16
answered question			105
skipped question			6








27. What primary language is spoken at home?

	Response Count
	93
answered question	93
skipped question	18









28. What is the highest level of Education that you have completed?

		Response Percent	Response Count
None		5.8%	6
Technical School		3.8%	4
High School		37.5%	39
AA Degree		26.0%	27
Bachelor's Degree		13.5%	14
Master's Degree		3.8%	4
PhD		0.0%	0
Other (please specify)		9.6%	10
answered question			104
skipped question			7

29. What is your household "type"?

		Response Percent	Response Count
Married w/ children		44.9%	44
Married w/out children		7.1%	7
Single female w/ children		21.4%	21
Single female w/out children		9.2%	9
Single male w/ children		3.1%	3
Single male w/out children		6.1%	6
Multi-family w/ children		5.1%	5
Multi-family w/out children		3.1%	3
		answered question	98
		skipped question	13

30. Have you or anyone in your household been diagnosed with any of the following?

		Response Percent	Response Count
Heart Disease		9.7%	7
Diabetes		43.1%	31
High Blood Pressure		62.5%	45
High Cholesterol		44.4%	32
Obesity		12.5%	9
Stroke		6.9%	5
Cancer		8.3%	6
Type of Cancer or Other (please specify)		11.1%	8
		answered question	72
		skipped question	39

31. What is your race/ethnicity? How do you self-identify?

		Response Count
		89
		answered question
		89
		skipped question
		22