

APPENDIX F5: FOCUS GROUP MODERATOR GUIDE FOR FARMERS MARKET NON-SHOPPERS

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Focus Group Moderator Guide Non FM-Shoppers

Introduction

Thank you for joining us in a discussion about food shopping today. Please help yourself to food and drink. My name is _____. I will be leading the session today. This is _____ and s/he will be taking notes. We work for Westat, a research firm hired by the USDA Food and Nutrition Service to talk with you about food shopping.

Ground Rules:

Before we get started, I would like to mention a few things.

- This is a research project, and your participation is voluntary.
- There are no wrong answers to any of the questions that we will be discussing today. Your opinions and experiences are important and we want to hear them.
- Participating in this study will not affect any of your SNAP benefits now or in the future.
- We will be recording this discussion, so I can listen to what you are saying. We will destroy the recording and any other form you completed when our project is finished.
- We will not use your name or personal information in any reports. Your comments will be combined with comments from other focus group participants and presented in the aggregate. The aggregated information/results from this study may be presented in meetings or in internal

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reports to the USDA Food and Nutrition Service. Aggregated results from this study and portions of audio recordings (with no identification of individuals by name) may be presented in meetings or oral presentation to the USDA Food and Nutrition Service. Your name, and any information that can be traced back to you, will not be included in any reports or meetings.

- When reviewing the transcripts from today's session, it is helpful for me to know when we change speakers. So, please identify yourself when you speak. You may just use your first name or your initials, or make up a name for today's session, as long as you use the same name throughout the session. There are name tags; please write the name you plan to use for this session, so we can refer to you by this name.
- Before you leave today, I will give you all your stipend of \$75.00, to thank you for coming and sharing your opinions and insights with us.
- Does any one have any questions thus far?
- If any of my questions are unclear, please let me know. Lots of times, participants get very enthusiastic about the topic and everyone has something to say – which is great! Except when I get back to listen to the audio recording, I won't be able to clearly hear anyone's comment. So please wait until someone is finished speaking before you speak. If you need to use the restroom during this time, please feel free – the men's room is located [DIRECTIONS] and the women's room is located [DIRECTIONS]. . If you haven't helped yourself to refreshments, please feel free to do so now OR anytime during our discussion.

I am going to turn the tape recorder on now.

Participant introductions

I would like to start by having everyone introduce themselves. Please just use your first name. Tell us a little bit about yourself, how long you've lived in <NAME OF CITY/TOWN/ NEIGHBORHOOD> and where you usually go for grocery shopping.

I. GENERAL GROCERY SHOPPING

1. As we just heard people buy their groceries from several different types of stores. Do you buy fruits and vegetables at these places or do you buy them someplace else?

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PROBE:

- Buy them at same place, usually grocery stores
- Buy groceries at corner stores, no fruit and vegetables available.
- Produce Stands

II. EBT USAGE FOR GROCERY SHOPPING

1. Do you use your EBT card each time you shop for groceries?

PROBE:

- Use EBT each time until it runs out of money?
- EBT use varies by grocery store?
- EBT use varies by the type of purchase?

2. Have you used your EBT card to buy fruits and vegetables?

PROBE:

- How often? What type of fruits and vegetables?
- Any places you buy fruits and vegetables that don't accept EBT?

III. FARMERS MARKET AWARENESS, BARRIERS, AND BENEFITS

Local farmers' markets are another place people use to purchase their fruits and vegetables these days.

1. [NAME] is a Farmer's Market near you. Have you thought about going there?

- *What are some reasons you haven't shopped there?*

PROBE:

- Operation of FM – location, day of operation, timing
- Transportation issues/hard to get to
- Prices-expensive compared to grocery stores
- People that shop there (not like me)
- Doesn't know it accepts EBT
- Using EBT there is difficult

2. What do you think might be some of the benefits of shopping at FM?

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PROBE:

- Quality of fruits and vegetables (or other foods)
- Organic produce/local produce/healthier foods available
- Location (proximity to home or work)
- Helps local economy
- Helps farmers
- Social experience; opportunity to meet other residents in the community
- Bonus program (allows to buy more)
- Accepts WIC, SNAP, other program coupons

IV. EBT USAGE AT FARMERS MARKET

1. Did you know that you can buy fruits and vegetables at the FM using your EBT card?

FOR THOSE THAT SAY YES: PROBE:

- How did you find out?
 - From signs at the FM, SNAP office, SNAP letter or other communication materials from SNAP?
 - Neighbor/friend?
- [IF NOT MENTIONED EARLIER IN BARRIERS DISCUSSION]What are some reasons that keep you from shopping at FM using your EBT card?

IF NO, PROBE:

- Now that you know that you can use your EBT card at (NAME OF FM), would you consider shopping there? Why or why not?

V. BONUS AND INCENTIVE PROGRAMS

1. Did you know that the (NAME OF FM AND LOCATION) offers (COUPONS OR INCENTIVE) that can be used to buy fruits and vegetables?

FOR THOSE THAT SAY YES, PROBE:

- Where did you hear about this?
 - SNAP office
 - Neighbor/friend
 - Signs
 - Other

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IF NO, PROBE:

- Now that you know about this incentive, would you consider shopping there? Why? Why not?

THANK AND END

Those are all the questions I had for you. Thank you for sharing your time and thoughts with us. Does any one have any questions for me?

We truly appreciate your joining us, thank you.