Community Food Assessment

Ferguson, Missouri 2016

“Making Ferguson a Better Place to Eat for All!”
About EarthDance Organic Farm School and Its Founding Director

Molly Rockamann first visited the Mueller Farm as a 15-year-old. Her father took her there to see the farm and meet Al & Caroline Mueller, the farmers, because of her nature-loving, vegetable-eating ways. He thought she might like to see an organic farm in the city he grew up in – Ferguson. That visit left an indelible impression on Rockamann, and she told herself that one day she hoped to work on that farm.

After studying environmental studies in Florida, agro-ecology in California, development studies in the Fiji Islands, and working with farmers in Ghana and Thailand, Molly returned to her hometown of St. Louis in 2007 and met organic farmer John Wilkerson at the Ferguson Farmers Market. Molly learned that John had been renting an acre of the Mueller Farm from Caroline since Al Mueller’s passing in 1999, and asked to join him.

In 2008 Rockamann decided to start EarthDance as a means of preserving the historic Mueller Farm while connecting more people to the land through community food production. Her experience as an apprentice at UC-Santa Cruz’s Center for Agro-ecology & Sustainable Food Systems in 2005 inspired her with the idea to create a part-time apprenticeship program for local residents in St. Louis.

In September 2008, The Open Space Council became EarthDance’s fiscal sponsor, giving 501c3 status to EarthDance, and enabling the farm to receive tax-deductible donations. The Open Space Council is an organization that works collaboratively to conserve and sustain land, water and other natural resources throughout the St. Louis region.

In 2009 EarthDance inaugurated the part-time training program for 12 beginner farmers. In the second growing season – 2010 – EarthDance expanded the program with 31 apprentices and almost double the acreage – to grow more local, organic food and farmers for the St. Louis region. The 2010 apprentices also acted as the first share-holders for the pilot community supported agriculture program (CSA) year. In 2011, EarthDance expanded its acreage and offered public CSA shares for the first time.

On May 24th, 2012 EarthDance bought the farm! The Open Space Council, along with a few donors, provided funds to purchase the farm, with the understanding that the land would be conserved as organic farmland.
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Acknowledgements

This community food assessment resulted from the hard work and engagement of many people and organizations in the St. Louis region. EarthDance extends its appreciation to the following:

- Community members, stakeholders and organizational representatives serving on the CFA Advisory Committee (see page 5);
- The CFA team, including Abigail Dunbar (GIS Mapping Specialist), Brittany Campbell (Outreach Specialist), Jake Smith (Production Specialist) and Jessica Perkins (CFA Coordinator);
- The 2016 EarthDance Junior Farm Crew – Danielle Blaydes, Tyrese Fields, Robert Fields, Michael Heineman, Kayla Hultz and Taliyah Stegall;
- Ferguson Farmers Market;
- The City of Ferguson City Clerk’s Office;
- The Emerson YMCA;
- The Ferguson Public Library;
- Washington University GIS Lab; and
- The Northwinds Apartment Complex management.

The assessment and this publication were made possible through a USDA National Institute of Food and Agriculture Community Food Projects grant in September 2015.
In September 2015, EarthDance Organic Farm School received a USDA community food project grant to conduct a community food assessment (CFA) in Ferguson, Missouri, the farm’s home. This report assesses the municipality’s food system – the path that food travels from field to fork – with a micro lens on education, access and ownership.

A generic food system (Figure 1) includes all the phases of moving a food item from production to consumption and beyond. In addition to the elements shown in the diagram to the right, a food system is supported by systems – emergency food providers, food system organizations, economic and business development entities, transportation, institutions and public policy.

**Assessment Goals**

The primary goal of a CFA is to create a snapshot of a community’s food system, through the collection of primary and secondary data and information and to identify food resources and gaps.

For this CFA, the primary goals include:

- Provide basic information about Ferguson’s food system to support actions and policies that foster community food security
- Expose community resources that can be shared with constituents and understanding how those resources can be strengthened to provide healthier food choices for residents.

**Figure 1: Generic Food System**
• Identify gaps and voids in the existing food system that can be addressed to improve or enhance healthy and nutritious food programs and services for all Ferguson residents, especially the most vulnerable – children and senior citizens.
• Identify areas where local food production can be increased and raising support and interest in the creation of more resources for local small scale farming.
• Create new and promote prevailing economic development opportunities through the local food system.
• Act as a catalyst for community organizing, especially among young people.
• Ultimately, this snapshot of Ferguson’s food system is designed to identify ways to “Make Ferguson a Better Place to Eat for All!”

For the Ferguson CFA, within each stage (see Figure 1), EarthDance concentrated on the following areas:
• Production: Farms, home, school and community gardens;
• Processing: Community and commercial processing facilities; value added businesses;
• Distribution Retail: Farmers markets, community supported agriculture, grocery and convenience food stores;
• Consumption: Nutritional literacy, food choices, health and well-being;
• Waste Management: Home composting

**Methodology**

Utilizing existing tools and resources to develop the methodology, EarthDance referred to the following publications to shape its assessment:
• USDA’s Community Food Security Assessment Toolkit; and
• Community Food Security Coalition’s What’s Cooking in Your Food System.

**Definitions of Community Food Systems**

A sustainable food system is one that provides healthy food to meet current food needs while maintaining healthy ecosystems that can also provide food for generations to come with minimal negative impact to the environment. A sustainable food system also encourages local production and distribution infrastructures and makes nutritious food available, accessible, and affordable to all. Further, it is humane and just, protecting farmers and other workers, consumers, and communities.

*American Public Health Association*

Community and regional food systems are ‘alternative, local, and sustainable’ systems designed to combat some of the problems of large, industrial food systems, including concentration of ownership and diet-related diseases such as obesity.

*American Planning Association*

A community food system is one in which sustainable food production, processing, distribution and consumption are integrated to enhance the environmental, economic, social and nutritional health of a particular place.

*Gail Feenstra*
Many communities have used these resources to establish a foundation for their research and applied them within the context of their own community. While EarthDance’s intent was to focus on all five food system areas, most of the primary and secondary research focused on food production, food distribution and food consumption. Food processing and waste management were included, but not to the extent of the other three areas.

The first task of the CFA team was to create a profile of community characteristics using existing demographic and socioeconomic data through US Census (V2015) data. Charts and graphs were created to compare Ferguson characteristics with the state of Missouri. During this same period, the GIS mapping specialist began creating maps that included grocery store locations, restaurant locations, MetroBus routes, age and income distribution, along with land use for Ferguson.

The CFA process began in May 2016 with the formation of a Community Food Assessment Advisory Committee (CFAAC), formed with 15 representatives from the non-profit, community, business and education sectors. The advisory committee was formed to:

• Connect EarthDance to community members and leaders to shape the CFA’s framework, process and goals;
• Develop recommendations to strengthen assets and address the issues uncovered during the assessment; and
• Broaden EarthDance’s reach with additional constituents.

The CFAAC, using a magazine cover story visioning process, was tasked with creating a vision of success of Ferguson’s food system for the year 2020 and beyond. The CFAAC imagined, through a magazine’s cover page, spotlight articles, images and quotes, how a transformed food system in Ferguson would benefit the residents.

<table>
<thead>
<tr>
<th>Community Food Assessment Advisory Committee Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Mary Lena Bolling, University of MO Extension</td>
</tr>
<tr>
<td>• Roxanne Crawford, Boys and Girls Club of Greater St. Louis</td>
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<td>• Brian DeSmet, Fair Food Network</td>
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<td>• Carla Fletcher, Community Mediation Services of St. Louis</td>
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<td>• Dwayne James, Live Well Ferguson</td>
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<td>• Darryl Jones, Urban League of Greater St. Louis</td>
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<td>• John Knobloch, Straw Hat Aquaponics</td>
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<td>• Cordaryl Patrick, St. Louis Economic Development Partnership</td>
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<td>• Heather Robinett, Ferguson City Council; Old Ferguson West Comm. Garden</td>
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<td>• Sunny Schaefer, Operation Food Search</td>
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<td>• Nick Speed, United Way, AmeriCorps</td>
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<td>• Molly Rockamann, EarthDance Organic Farm School</td>
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<td>• Carleton Stock, Ferguson Eco Team</td>
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<td>• Gina Traver, St. Louis County Department of Public Health</td>
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<td>• Melissa Vatterott, Missouri Coalition for the Environment/St. Louis Food Policy Coalition</td>
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</table>
In addition to the vision of success, the CFAAC generated a community environmental scan, which included the facilitators (community strengths and opportunities) and barriers (community weaknesses and threats) to the vision. Creating future strategies that take advantage of the facilitators and address the barriers is paramount to successfully achieving the vision of success.

In addition to the advisory committee, the core planning team was comprised of the CFA coordinator, GIS mapping specialist, an outreach specialist, a production specialist, along with EarthDance’s founding director (also a Ferguson resident.) The CFAAC met three times during the six-month planning process and the core team met every two weeks for a total of eight meetings.

The community engagement process, which was survey-based, was executed by the CFA coordinator and six members of EarthDance’s Junior Farm Crew (JFC), young people between 16 and 21 years of age. By involving the JFC in the CFA process, EarthDance continues its development of another generation of food leaders who are active and empowered participants in the stages of developing knowledge, defining problems and generating solutions. Participation provided another opportunity for JFC members to raise their consciousness about food issues impacting communities of color.

A considerable amount of time was spent conducting outreach and surveying of the Ferguson Farmers Market vendors, Ferguson Farmers Market patrons and Ferguson residents. At the Farmers Market, the vendor survey was conducted in June and the patron survey was conducted in July. The online household resident survey was active for almost 100 days from June until September; and 250 residents responded to the survey. To encourage participation and to expose people to a Ferguson food system asset, respondents received a $5 Ferguson Farmers gift certificate.

Cover Story Vision for 2020 and Beyond

Sample Cover Story Titles

“Sourcing Food Locally, Connecting Residents to Food and Community”
“Nutritious Food: A Human Right in Ferguson”
“Ferguson is a Great Place to Eat for All”

Sample Spotlight Articles

• A Community Garden at Every Ferguson School with Garden to School Lunch Programs
• Intergenerational Skill Swapping with Seniors and Young People Sharing Culinary and Technology Skills
• Locally Sourced Produce Is at All Time High for Area Institutions
• Lowered Incidence of Obesity, Diabetes and Cardiovascular Diseases for Children and Adults

Sample Quotes

“There is no need for me to travel to Soulard. All varieties of fresh produce are here in Ferguson.” – A Ferguson Resident
“I love my job at the food co-op and I love hanging out there, too. I’ve learned so much about myself and farming.” – Youth Employee
“I never imagined Ferguson could become a food/farm destination.” – Economic Development Professional
During July and August, the JFC, using the food retail survey instrument, conducted a thorough audit of fourteen food retailers, including large/super grocery stores (2), mid-sized grocery stores (5), small grocery stores (2), convenience food stores (2) non-traditional retailers (2), and a pharmacy. This was a representative sample of 50% of Ferguson’s 27 food retailers.

**Ferguson Demographics**

Ferguson, Missouri, which began as a transportation hub in the 1850’s, is located approximately twenty miles from downtown St. Louis. Through the mid-1900’s the city’s population grew exponentially, as executives settled in homes close to transportation and employment. From the 1940’s to the 1970’s, Ferguson’s population, which was predominantly white, quadrupled from 5,724 in the 1940’s to 28,759 in the 1970’s.

From the 1970’s to 1990’s, Ferguson’s socioeconomic and ethnic composition shifted due to the politics and public policies of the neighboring City of St. Louis. Throughout North County, many inner-ring suburbs became disproportionately African American as residents from the City of St. Louis began seeking lower rents, as white residents were moving to west and south St. Louis suburbs. Today, Ferguson is inhabited by approximately 21,000 residents, who are two-thirds African American. Approximately, 23% of residents live at or below the poverty line and 68% of children attending the Ferguson-Florissant School District are eligible for the free or reduced-lunch program. The median household income is roughly $41,000, the median home value is $89,000 and roughly 56% of homes are owner-occupied.

In 2014, Ferguson was the epicenter for civil unrest after the shooting of a young African American male, Michael Brown, by a white police officer. His shooting and the acquittal of the officer prompted the US Department of Justice to investigate Ferguson’s municipal court and law enforcement practices, such as warrants, ticketing, unlawful stops, and use of force. Ultimately, the Department of Justice sued the City of Ferguson for violating the civil rights of African American residents.

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1 USDA Typology – Super grocery store: Walmart; Mid-sized grocery store: Schnucks; Small grocery store: Jenny’s Supermarket; Convenience food store: Quik Trip; Non-traditional retailer: Family Dollar; and Pharmacy: Walgreen’s.

2 Note: Ferguson’s poverty rate exceeds that of St. Louis County (9.7%) and Missouri (14.3%)
Issues of racial justice can be a barometer for the degree of food insecurity, and Ferguson is no exception. From the household resident survey, one of four (26%) respondents stated they struggle to feed themselves at some time during an average year.

Throughout the research process, it was paramount that diversity of respondents closely resembled Ferguson’s socioeconomic, ethnic and age demographics. Unfortunately, after extensive outreach efforts encouraging residents to take the Household resident survey, racial demographics did not represent Ferguson. While Ferguson’s residents are two-thirds African American, the survey’s respondents were two-thirds white.

As the production, food system behaviors and health conditions of residents are reported later in this report, the data should be viewed as originating from a self-selected nonprobability sampling.

Referencing the 2010 Census data for Ferguson (Pop: 21,203):

- 55% of residents are female;
- 67% of residents are African-American descent;
- 52% are 34 years of age or younger with more than half of those under 34 years of age being children (Figure 3);
- 29% of residents are 50 years of age or older;
- 57% of residences are owner-occupied;
- 40% of Ferguson residents live in rental housing;
- Median household income is $40,660;
- 23% of residents have a Bachelor’s degree or higher; 87% of residents have a high school diploma; and
- Nearly 23% of residents live in poverty.
When comparing Ferguson’s demographics to the demographics reported by survey respondents, the following was revealed from respondents:

- 82% of respondents were female;
- 24% of residents identified themselves as African Americans;
- 17% were between 18 and 34 years of age;
- 45% were 45 years of age or older;
- 18% lived in rental housing; 92% lived in single family dwellings;
- 59% had a household income greater than the median of $40,660; and
- 79 to 98% of respondents did not have anyone in their household using government sponsored food assistance programs, e.g., SNAP, SSI, WIC or free or reduced school meals (see Figure 4).

The average survey respondent does not fully represent the average Ferguson resident who is more likely to be female, between the ages of 25 to 49 years of age with a high school diploma. Additionally, with 23% of Ferguson’s residents living in poverty, the average survey respondent earns more income than the average Ferguson resident. This was demonstrated by the low percentage (Figure 4) of respondents relying on government sponsored food assistance and income distribution.

Note: To adjust for the underrepresentation of black residents, percentages and averages were weighted.
Figure 5 indicates 59% of survey respondents earn more than $59,999 annually. As you will read later in this report, the food system needs improving, even for those with higher annual incomes.

Note: Educational attainment was not measured on the Household resident survey.
For a more comprehensive understanding of local food production, the following information was generated through on the ground research, public data and data gathered through the Household resident survey. Research topics and questions sought to understand current support systems for locally produced food, uncover opportunities for enhancing that support and establish greater connections between residents and local food producers.

Key Questions

When researching the availability and capacity of local food production, the CFA team researched farms and gardens in Ferguson and within a 2-mile radius of the city. Specifically, the team wanted to answer the following questions:

- Are there local food production resources (farms, community gardens, local producers) in Ferguson?
- Is production sufficient to feed Ferguson’s residents?
- Are production resources politically and financially supported by Ferguson? By St. Louis County?

Findings

The food production specialist surveyed a combination of farms, including EarthDance, and community and school gardens to assess capacity and yield. Ferguson has the following assets and opportunities pertaining to food production:

- An organic farm school (EarthDance) that provides apprenticeship and youth programs. The farm sells produce at the farmers market and offers a CSA program. With nearly 15 acres, approximately 30% of the acreage is in production and in 2015, the farm cultivated nearly 26,000 pounds of produce. This production rate of 26,000 is approximately 105,000 four ounce servings of produce. The CSA program services approximately 60 accounts annually.
- Four community gardens (Old Ferguson West, Wabash, Chambers and Kinloch), cultivating approximately 200 pounds of produce, which equates to 800 servings.
• Two **school gardens** (production unknown); and two additional gardens to be started in spring 2017 by the Emerson YMCA.

• **Urban agriculture ordinance** (Chapter 49, Article 8.3), which outlines purpose; standards and requirements; and enforcement.

• From the household resident survey:
  o Nearly three of ten (27%) stated they grow some of their own food; and
  o Five of ten (51%) stated they were “moderately to extremely interested” in attending gardening and farming classes.

• Several **plots of vacant land** (See Appendix), some located near its most densely populated area of residents living in apartments.

### Challenges

In Ferguson, the supply of organically grown produce does not satisfy potential residential demand. With 20,000 residents (excluding infants) eating three servings (4 oz.) of vegetables daily, that would require at least 5.5 million pounds of produce to feed residents annually. Ferguson farms and gardens (exclusive of home gardens) are meeting less than 1% of that potential demand.

Few retail stores carry organic produce and nearly three of ten (34%) of survey respondents stated they find it difficult to find organic food close to home. When survey data was segmented by ethnicity, 41% of black respondents as compared to 22% of white respondents reported difficulty finding organic food close to home. Few survey respondents (14%) have a community sponsored agriculture (CSA) subscription.

Although school gardens provide multiple benefits, such as supporting children as they learn about the biology and ecology of growing food and develop healthy eating habits to combat food-related diseases, very few respondents (14%) in the household resident survey, were interested in volunteering at a school garden. However, a CFA advisory committee member confirmed that she, too, had difficulty recruiting volunteers. Parents are likely volunteer candidates for school gardens, but their work schedules and other competing commitments impact their availability. Rather than recruiting seniors to volunteer individually, the YMCA has an organized senior program and one of their activities is maintaining school gardens. Having Intergenerational interactions are beneficial to students, as well as seniors.
While awareness of and participation in Ferguson farms and gardens is low, as evidenced by responses in the household resident survey, 53% of survey respondents are interested in visiting an organic farm and 51% want to learn more about gardening and farming. Both Ferguson and the region can satisfy these interests through such entities as EarthDance, Gateway Greening, the Missouri Botanical Gardens and the University of Missouri Extension.
Food processing – preparing fruits and vegetables for wholesale and retail distribution and creating value-added products from fresh produce – is an opportunity to enhance a farm’s productivity and while increasing profitability. As producers continue to see their share of the food dollar decline and shifted to processing, distribution and marketing, they are attempting to increase their share by either capturing value or creating value with such strategies as direct marketing to consumers, joining producer alliances and cooperatives and transforming farm products into food products.

With the Ferguson Farmers Market, and many St. Louis-based CSAs (community supported agricultural), local producers are capturing value at a small scale level. Additional revenue can be gained from selling directly to restaurants and local institutions, as well as online sales. Another untapped market for producers is creating value by developing new and/or unique products from produce.

Whether a producer is capturing or creating value, he or she must consider the risk-return tradeoff. While financial returns will be higher with any new product or value chain service, the risks are higher, as well. Production, marketing and investment risks could be addressed with community investments, such as a certified kitchen and/or marketing and processing cooperatives.

**Key Questions**

Specifically, the team wanted to answer the following questions:

• What are the food processing barriers for residents and farmers?
• Is there interest in having a certified kitchen and/or a food processing incubator in Ferguson to serve North County?
• Are farmers and/or budding food entrepreneurs interested in value added product development?
Findings

• Within the Ferguson city limits there is no food processing plant. However, the state of Missouri is an ideal location for food processing because of its central location, solid transportation network (roads, rail and waterway) and quality workforce.

• Results from the household resident survey indicate that one in four (25%) people do not eat the required servings of fruits and vegetables because they lack preparation and cooking time.

• For Ferguson Farmers Market vendors who market value-added products, a small number (14%; note: the sample size was 14) grow produce for their products;

• For Ferguson Farmers Market vendors who do not market value added products, 36% are interested in learning how value-added products could complement their operations.

• Six of ten (63%) vendors stated if a kitchen incubator with licensed and professional grade equipment was available, they would be “very likely” to use it. (Note: Great Rivers Market Fresh Network (Alton, IL) and STL Ventureworks (St. Louis Mid-Town), offer specialty space for culinary related businesses.)

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Missouri Partnership, “Missouri advantages for the food processing industry”, 2015
Throughout the U.S., nearly 30 million people live in neighborhoods without access to affordable nutritious food and persons living in lower-income communities, communities of color or rural communities are less likely to have healthier food available to them. One of several strategies that may help individuals to make healthier food choices and ultimately have better health outcomes is to increase the availability of affordable healthier foods through retail outlets. Research has shown that residents with access to full-service grocery stores tend to eat more fruits and vegetables.

Four factors – accessibility, availability, affordability and awareness – impact food security (Figure 6).

- **Accessibility** is a person’s proximity to retail grocery stores;
- **Availability** is the availability of healthy food options, such as fruits, vegetables and lean proteins.
- **Affordability** is the variable expense outlay for healthy food options, usually after all fixed and required household expenses are paid.

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• **Awareness** is the knowledge people have about healthy food choices, as well as the time and skills needed to prepare the foods. With a plethora of available information, people may not know where to acquire information about nutrition and food-related health outcomes.

**Key Questions**

Specifically, the team wanted to answer the following questions:

- Are Ferguson residents able to purchase healthy and affordable food within one mile of their homes?
- How much fresh produce and other healthier food items do local small stores carry, and what are the different options available in those stores?
- How readily available are locally-grown or produced foods?

**Findings**

For this section, the CFA team relied on data collected from the household resident survey, the Farmers Market customer survey and the retail store audit of 14 stores.

From the household resident survey respondents, the CFA team learned the following:

- While nearly nine of ten (89%) respondents used their own vehicles, overall, residents are equally divided by travel time and/or distance to the grocery store.
- Transportation to grocery stores is more of an issue for residents with less than $30K in household income.
• Of the healthier food options (Figure 8), respondents have found it most difficult to find organic foods in Ferguson. Overall, with a third (34%) of respondents stating that finding organic foods in Ferguson is difficult, the percent is slightly higher (41%) for black respondents.

• Nearly three of ten (29%) respondents stated they struggle to feed themselves at some time during an average year. For black respondents, 34% struggle at least some time during the year as compared to 18% of white respondents.

The Ferguson Farmers Market (FFM), which operates every Saturday from May to October from 8 am to 12 noon and every third Saturdays during the winter months, has been serving Ferguson and surrounding municipalities since 2002. On two Saturdays in July, EarthDance’s Junior Farm Crew administered a short 10-question survey to more than 150 customers. Additionally, they met with all vendors and asked them to complete a vendor survey online.

From patrons, the CFA team learned:

• The FFM serves residents living in all areas of St. Louis. However, on these two particular Saturdays, five of ten residents were from either Ferguson and Florissant. The remaining residents were mostly residents of the City of St. Louis, University City, Hazelwood, Bel-nor and Bel-Ridge.

• The patrons are frequent and loyal with 57% stating they visit either weekly or bi-weekly and with 62% stating they only visit the FFM. For the nearly four of ten who patronize other farmers markets, the most frequently mentioned markets were Soulard and Tower Grove.

• Their expenditures are small (42% spend between $11 and 20; and 33% spend between $12 and 40) and they tend to purchase most of their produce at traditional grocery stores.

• When asked why they supported the FFM, the most frequently mentioned patron responses were:
  o Desire to support the local economy (68%);
  o Convenience (58%); and
  o Availability of fresher and tastier produce (54%).

• Finally, the market is a “best kept secret” because 73% stated they learned about the market by word of mouth.
From vendors, the CFA team learned the following:

- Vendors are long-term and experienced
  - 83% sell weekly
  - 73% have sold at the market for multiple years

- Vendors sell a variety of products
  - 33% (4): Fruits and vegetables
  - 75% (9): Prepared foods (salsa, tea, jams)
  - 8% (1): Meat

- Vendors’ weekly earnings range from $200 to 1,000 weekly
  - Four vendors earn less than $200
  - Five vendors earn between $201 and 400
  - Two vendors earn between $601 and 800
  - One vendor earns between $801 and 1,000
When asked to grade their FFM vendor experience, using a grading scale with “A” being excellent, they were most satisfied with market’s location within Ferguson (weighted average: 3.73 on a 4-point scale), their location at the market (3.58) and the market’s hours of operation (3.58). They were least satisfied with the management’s communication with them (3.08) and the degree of marketing and outreach to boost customer attendance (2.42).

Market vendors offered two major improvements with possible strategies. Those improvements are:

1. Attract more customers and encourage them to spend more time at the market
   a. Expand marketing and social media presence;
   b. Increase community awareness and engagement;
   c. Add bathrooms and/or port-a-potties; and
   d. Host more creative and unique events; make the market more of a destination for Saturday mornings.
2. Change hours of operations for customer convenience
   a. Open later (9am to 1 pm)
   b. Open longer (8am to 1pm)

Using the USDA’s food store survey instrument, the Junior Farm Crew and CFA team conducted 14 food store audits from a total of 27 outlets, which provide food products in some quantity. Of the 27 outlets, at least 33% (9) are full service grocery stores. Stores that fall in this category are: Aldi’s, Paul’s Market, Sam’s, Sav-A-Lot, Schuncks, Shop n Save, Wal-Mart. Interestingly, Ferguson has a large number of non-traditional retail stores, which sell food and other products. Stores in this category are: Dollar Tree, Dollar General and Family Dollar. Note: Not all convenience stores (those associated with self-serve gasoline stations) were considered. Only those with larger stores, such as Quik Trip, were included.
The food survey instrument contains 86 food items (See Appendix) including: fresh fruits and vegetables, breads, cereals and other grain products, dairy products, meat and meat alternates, fats and oils, sugars and sweets and spices and condiments.

The fourteen stores included in the audit were chosen based on type, size and geographical location. Figure 11 details how completely each store met the market basket listing. As shown, Aldi’s, Schnucks, Shop N Sav and Wal-Mart stocked either all or nearly all of the market basket items. Non-traditional retailers, which are plentiful in Ferguson, met between one-third to one-half of the items.

Of those stores either stocking or nearly stocking the market basket’s items (Aldi’s, Schnucks, Shop N Sav and Wal-Mart), Aldi’s provides the best shopping value for residents. First, Aldi’s markets 100% of the items and its pricing for the complete list is 30% less than the average for all four stores (See Figure 11). Additionally, Aldi’s market basket pricing is 49% lower than Shop N Sav, saving shoppers ~$65; and 32% lower than Schnucks, saving shoppers ~$51 (See Figure 12).

Based on the availability of market basket items, the food store audit identified where food deserts might exist in Ferguson. While the food desert definition is varied, there are several conditions prevalent in Ferguson. People with the lowest incomes, especially those living in northwest Ferguson, to a large degree and, northeast Ferguson, to a lesser degree have few to no healthy food store options available to them. Figure 13 shows the top market basket food stores by income block group map. Even though residents living in the northwest
quadrant have access to another Schnucks at the Buzz Westfall Plaza, the audit revealed Schnuck’s pricing is about one-third higher than Aldi’s, the store with the lowest overall market basket pricing.

Figure 12: Best Value for Your Dollar: Aldi’s

<table>
<thead>
<tr>
<th>Store</th>
<th>Average Price</th>
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<tr>
<td>Shop N Save</td>
<td>$196.21</td>
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<td>Schnucks</td>
<td>$182.95</td>
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<td>Wal-Mart</td>
<td>$177.92</td>
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<td>Aldi’s</td>
<td>$131.69</td>
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<tr>
<td>Average</td>
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Figure 13: Key Store Locations by Income Block Group
In addition to determining how well a retail store met the market basket list, the audit teams assessed the number of organic options available. While the assessment was inconclusive across all retail stores because not all audit teams included the organic verification, Aldi’s, Schnucks and Wal-Mart had some organic options in their produce and canned goods sections. Not one store was verified as having a locally produced version of any market basket item.

The retail store audit not only uncovered the number of stores meeting the market basket list, but it also revealed the products that were most likely to be stocked. Figure 14 shows non-perishable foods are more likely to be stocked by a greater number of stores than perishable items. At least 50% of stores stock:

- Canned vegetables;
- Fats and oils;
- Spices and seasonings;
- Breads and cereals;
- Dairy; and
- Canned fruits.

Only four or five stores stock perishable items, such as:

- Meats and meat alternates;
- Fresh fruits; and
• Fresh vegetables.

The top 10 ten items stocked by 70 to 85% of the stores are (in order of concentration) are: white sugar, white bread, baking soda, cinnamon, salt, catsup, spaghetti, spaghetti sauce, 1% low fat milk, vegetable shortening and spices (cinnamon, onion powder, garlic powder and black pepper).

The bottom 10 items stocked by the fewest number of stores are: fresh fruits (grapes, oranges), fresh vegetables (carrots, onions and tomatoes), chicken (whole and thighs), lean ground beef, bagels and garbanzo beans.
When assessing Ferguson’s retail distribution channel, it was documented that three of the four factors impacting food security – accessibility, availability and affordability – could easily prevent someone from purchasing healthy and nutritious food. The fourth factor, awareness, is the knowledge people have about healthy food choices, as well as the time and skills needed to prepare the foods. With a plethora of available information, people may not know where to easily acquire information about nutrition and food-related health outcomes.

**Key Questions**

- How do residents define the terms “healthy food and locally produced?”
- Are people practicing healthy eating habits?
- What is the incidence of food related diseases?
- What healthy food options are desired by Ferguson residents?

**Findings**

Information for the consumption phase was mostly collected from the household resident survey. As depicted in Figure 15, survey respondents have knowledge about what constitutes healthy food. However, they are less sure of the term “locally grown”. As stated by the USDA, “There is no consensus about how to define ‘local food systems’, in terms of the geographic distance between production and consumption. However, defining ‘local’ based on marketing arrangements, such as farmers selling directly to consumers at regional farmers markets or schools is well recognized.”

Figure 15: What does healthy food mean to you?
Of the 228 respondents who answered the question, “How would you define locally produced foods?”, 22% described the term as produce grown within a certain number of miles (20 to 200) from St. Louis; grown nearby; grown within the St. Louis region (including the four contiguous states); or grown within a certain number of hours from home.

Regarding healthy eating habits, 39% of survey respondents prepare meals at home five to seven days weekly; and five of ten (53%) eat takeout or fast foods once or twice weekly. Unfortunately, their diets are not rich in fruits and vegetables, as shown by Figure 16, where 13% eat five or more servings of fruits and vegetables daily. Additionally, for the 31% who had school-age children living in the home, 13% of the children are eating the required servings of fruits and vegetables (Figure 17).

Like many competing interests and desires, the main reason for not eating more fruits and vegetables was lack of time (for preparation and cooking), where nearly 40% provided that response. That was followed by:

- Fruits and vegetables being too expensive (27%);
- Dislike for most fruits and vegetables (12%);
- Lack cooking skills (10%); and
- Rapid spoilage (4%).
The incidence of food related health diseases, self-reported by respondents, is lower than the US average for obesity and higher than the US average for high cholesterol, high blood pressure and diabetes.

When asked, “What three to five healthy food options survey respondents would like to see more readily available near their homes?”, the survey received nearly 600 responses from 175 respondents. Each respondent provided, on average three suggestions, and the most common suggestions were:

- **Brick and Mortar Establishments:**
  - Vegetarian and/or vegan restaurant
  - Standalone bakery serving natural yeasted breads
  - City Greens type market (a sliding scale food co-op)
  - Trader Joe’s or similar store
  - Juice or smoothie bar
  - Grab & Go healthy meals bar

- **Food Products**
  - Better variety of organic, non-GMO fruits and vegetables
  - Organic, natural, antibiotic free meat, poultry and chicken
  - Brown, organic free-range eggs
  - Fresh herbs, year-round
  - Locally produced organic cheese

- **Classes**
  - Organic, plant-based meals and fruits and vegetables
  - Food literacy

![Figure 18: Incidence of Food Related Diseases](image_url)
• Farming and gardening
  ○ More community gardens
  ○ Fruit orchards

There is an opportunity to improve farming, gardening and food literacy, as shown in Figure 19, because seven to nine of ten respondents have not participated in a local farm tour, cooking classes, garden classes, a community garden or a school garden. While this demonstrates opportunities for learning, it does not provide an indication of interest. Figure 20 indicates the respondents level of interest in each area.

![Figure 19: Opportunities to Learn More about the Food System are Expansive](image-url)

- Local farm tour: 29% Yes, 71% No
- Cooking classes: 20% Yes, 80% No
- Community garden: 17% Yes, 83% No
- School garden: 10% Yes, 90% No
- Farming or gardening classes: 7% Yes, 93% No
Figure 20 shows level of interest by activity. One of two respondents (50 to 52%) is interested in cooking classes, a local farm tour and farming and gardening classes. On a scale of one to five, with five being extremely interested, respondents were asked their level of interest.

The only activity will minimal interest is participating in a school garden, with 55% stating they were either slightly or not interested at all.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not at all interested</th>
<th>Slightly Interested</th>
<th>Somewhat Interested</th>
<th>Moderately Interested</th>
<th>Extremely Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking Classes</td>
<td>12%</td>
<td>13%</td>
<td>24%</td>
<td>21%</td>
<td>29%</td>
</tr>
<tr>
<td>Farming and Gardening Classes</td>
<td>15%</td>
<td>15%</td>
<td>20%</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Local Farm Tour</td>
<td>12%</td>
<td>15%</td>
<td>22%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>Community Garden</td>
<td>19%</td>
<td>20%</td>
<td>24%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Composting Workshop</td>
<td>27%</td>
<td>16%</td>
<td>21%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>School Garden</td>
<td>40%</td>
<td>15%</td>
<td>18%</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Waste takes place at every phase of the food system. Because of the system’s complexity and myriad of possibilities for loss, it is extremely difficult to estimate the amount of loss in each component, much less the total amount, the edible amount, or the value. Food losses are reported as a percentage of food servings, household food stocks, or retail inventories at specific points in the marketing system, such as fresh fruit and vegetable losses in supermarket produce departments, household plate waste, or preparation and storage losses in foodservice operations.

In the United States, food waste is estimated at between 30-40 percent of the food supply. This estimate, based on estimates from USDA’s Economic Research Service of 31 percent food loss at the retail and consumer levels, corresponded to approximately 133 billion pounds and $161 billion worth of food in 2010. Food waste, which is the single largest component going into municipal landfills, quickly generates methane, helping to make landfills the third largest source of methane in the United States.

The benefits of composting have been widely documented. Advancing composting and compost use is a key sustainability strategy to create jobs, protect watersheds, reduce climate impacts and improve soil vitality. As a place-based

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industry, which cannot be outsourced overseas, residential and institutional composting can become a solution that provides triple bottom line (environmental, economic and social) benefits.

**Findings**

Although there is still more research to conduct with Ferguson’s commercial and institutional entities, through the household resident survey it was determined that seven of ten respondents do not compost; Only 2% have participated in a composting workshop; and one of four (26%) are either moderately or extremely interested in attending a composting workshop.

Through Let’s Talk Trash, the USDA and the USEPA have joined forces to reduce food loss and waste by 50% in 2030. The initiative includes the Food Recovery Challenge, where participants prevent and divert wasted food by following the Food Recovery Hierarchy of prevention, donation, composting and anaerobic digestion.
The Community Food Assessment process revealed Ferguson has several food production and processing assets, such as the Ferguson Farmers Market, EarthDance and community and school gardens. However, there is much room for improvement in all food system phases, especially production, retail distribution and consumption. Even before the assessment was initiated the CFAAC identified the facilitators and barriers to “Making Ferguson a Great Place to Eat for All!”

The facilitators and barriers must be considered when prioritizing goals and strategies for future development and implementation. For example, with a robust farmers market, creating strategies to increase awareness and boost shopping for all Ferguson residents would be ideal because those are taking advantage of a major community resource.

Facilitators:

- A robust farmers market, which is open weekly from May to October and monthly for the remaining months;
- An organic farm school, EarthDance, located in Ferguson;
- Supportive school district with experience in farm to school programming and gardening;
- Senior volunteerism with approximately 15% of residents being 60 years of age or older;
- Higher than average number of young people (~30%) compared to the state’s average;
- Live Well Ferguson, a program helping residents lead healthier lifestyles through active living and improved dietary habits;
- Supportive urban farming municipal policies;
- Multiple plots of vacant land, some located near Ferguson’s most densely populated areas of residents living in apartments; and
- International, national and local interests and/or investments, due to the 2014 focus on civil and social and criminal justice issues.
Barriers:

- Residents’ lack of awareness, interest and action (and possibly apathy) about the effects of diet and nutrition on health outcomes;
- Financial and economic barriers of residents leading to the inability to purchase healthy and nutritious food (approximately 22% of residents live in poverty and median income is 12% lower than that of the state);
- Limited volunteer participation; and
- Ingrained food choice habits and routines.

EarthDance knows that influences on and leverages of each phase of the food system will impact others. From the CFA, five goals emerged and each one influences one or more food system phases.

As shown in Figure 21, future recommendations or strategies could be implemented by goal or by food system phase. For example, if reducing food related health outcomes was most important to residents and key stakeholders, those recommendations or strategies would impact production, processing and consumption. Conversely, if the focus was retail distribution, then recommendations or strategies associated with goals 2 and 5 could be implemented.
At its final planning meeting, the CFAAC discussed each goal and generated possible strategies to address each goal area. To continue progress, the goals should be prioritized based on community-based criteria and the possible strategies should study to determine those that are most feasible given Ferguson’s resources and assets.

**Goal 1: Food production increases in Ferguson**

- A. Create agricultural commercial zoning class
- B. Streamline permitting process
- C. Identify large tracts of vacant land for producers
- D. Promote urban agriculture and incentivize producers
- E. Partner with Gateway Greening and apartment complexes to create community gardens with trained volunteers
- F. Develop a long-term strategy for sustaining school gardens during summer closures; partner with churches and summer camps

**Goal 2: Residents have access to fresh, nutritionally balanced food that is affordable**

- A. Develop more community gardens at schools, churches and food pantries
- B. Implement and sustain Farm to School program in all schools
- C. Expand Double Up Food Bucks program and increase program awareness
- D. Launch a mobile farmers market in Ferguson to stop at MetroBus stations and apartment complexes
- E. Advocate and encourage healthy food options at all fast food restaurants
- F. Advocate for stronger federal regulations to combat food insecurity
- G. Initiate an ugly food movement in Ferguson to avoid food waste
Goal 3: Residents exhibit improved health outcomes, associated with food access and consumption

A. Initiate an ugly food movement in Ferguson to avoid food waste and to make food more affordable
B. Conduct periodic health and nutrition fairs for community
C. Increase nutritional information signage on food around the community
D. Distribute existing printed healthy eating materials key locations
E. Incentivize healthy lifestyle programs in schools and neighborhoods
F. Limit the number of fast food restaurants in every community
G. Conduct cooking classes at apartment complexes and health clinics with an emphasis on healthy cooking on a budget
H. Expand farm to institution programs to include hospitals, nursing homes, schools and childcare centers
I. Educate home health providers so they can inform clients; provide CEC/PD credits to home health providers

Goal 4: Residents have a greater understanding of how to obtain, grow, store and prepare nutritional food

A. Increase local resident participation in EarthDance Organic Farm School classes and Farm & Garden program
B. Partner with Gateway Greening to create community gardens with trained volunteers who can support community gardens
C. Partner with FFSD and YMCA to build awareness and staffing of community gardens; make gardening an inexpensive family outing
D. Conduct parent-child cooking classes using school kitchens and emphasizing healthy cooking on a budget
Goal 5: Producers have technical expertise and infrastructure to expand operations and develop value added products

A. Develop a wholesale buying club for consumers to buy direct from local producers
B. Create a year-round grocery co-op with kitchen incubator and value-added product apprenticeship program
C. Advocate for tax incentives and rezoning
D. Partner with SBA to provide technical assistance to farmers and producers in the areas of finance, accounting and marketing
E. Develop a YouTube channel for instructional videos on food processing and creating an added value product offering
F. Raise awareness of existing technical/financial resources available through USDA, MO Soil & Water, Missouri University and Lincoln University Extensions
CONCLUSION

The Ferguson Community Food Assessment was designed to be a first step in building a healthier local food system. The goal, from the outset, was to gain a better understanding of where Ferguson’s food comes from, the food-related resources available and the systemic and individual challenges of producing and securing access to good food. The process had its limitations related to demographic data and sampling. While the resident survey provided important information about food access, health and nutrition, it failed to capture responses from those most likely to have food awareness, access and affordability issues – low income residents. Further research should be conducted with focus groups of low-income unemployed and/or underemployed female-headed households. Additionally, it is important to note that the assessment did not examine the local food system in its entirety because it was limited to Ferguson. Therefore, no information was available about wholesale distribution because there are no facilities of that type in the municipality.

As capacity allows, additional research should be conducted in the following areas to support the initial findings:

- Soil testing of vacant Ferguson plots to understand the viability of establishing more gardens or farms;
- The capacity of large institutions (schools and the community college) to provide good and local food to their students;
- Supply and demand of food at local food pantries; and
- Residential, commercial and institutional composting.

While the process was complex, the purpose of the CFA was simple: to provide an information-based tool for use in improving the local food system. To continue this effort and to understand the viability of possible strategies and future actions, EarthDance might join with the City of Ferguson and/or LiveWell Ferguson to form a food council, which would be comprised of stakeholders and residents from diverse backgrounds. Understanding that food system phases are interdependent, the food council, through further community outreach, engagement and research, could select either a goal or food system phase for future programming, action and monitoring.
Ferguson Land Use/Land Cover

Legend
Parcels_Clip1
<all other values>
LUCODE
- Commercial
- Duplex/Townhome
- Industrial/Utility
- Institution
- Multi-Family
- Park
- Recreation
- Single Family
- Vacant/Agriculture

Community Food Assessment – Ferguson, Missouri

42
STL County Bus Routes

Community Food Assessment – Ferguson, Missouri
<table>
<thead>
<tr>
<th>Food Item</th>
<th>Brand/ Variety</th>
<th>Item Weight/ Unit (Desired)</th>
<th>Item Weight/ Unit (Actual)</th>
<th>Price (Lowest Cost)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit—fresh</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apples, any variety (bagged or loose)</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bananas</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grapes (green or red)</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Melon (cantaloupe, honeydew, or watermelon)</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oranges, any variety (bagged or loose)</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegetables—fresh</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carrots, unpeeled (bagged or loose)</td>
<td></td>
<td>1-lb bag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Celery, bunch</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green pepper</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lettuce, leaf (green or red)</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onions, yellow (bagged or loose)</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tomatoes (any variety)</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potatoes, any variety</td>
<td></td>
<td>5-lb bag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruit, canned</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oranges, mandarin (juice or light syrup)</td>
<td></td>
<td>15-oz can</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peaches, any variety (light syrup)</td>
<td></td>
<td>29-oz can</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegetables, canned</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mushrooms, pieces</td>
<td></td>
<td>4-oz can</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spaghetti sauce, any variety</td>
<td></td>
<td>26-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tomato sauce, any variety</td>
<td></td>
<td>8-oz can</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruits and Vegetables, frozen</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Orange juice, concentrate</td>
<td></td>
<td>12-oz can</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broccoli, chopped</td>
<td></td>
<td>16-oz bag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green beans—any variety</td>
<td></td>
<td>16-oz bag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green peas—any variety</td>
<td></td>
<td>16-oz bag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>French fries—any variety</td>
<td></td>
<td>32-oz bag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Item</td>
<td>Brand/ Variety</td>
<td>Item Weight/Unit (Desired)</td>
<td>Item Weight/Unit (Actual)</td>
<td>Price (Lowest Cost)</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>----------------</td>
<td>---------------------------</td>
<td>---------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td><strong>Breads, Cereals, and Other Grain Products, fresh</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bread, white, enriched</td>
<td></td>
<td>1-lb loaf</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bread, whole wheat</td>
<td></td>
<td>24-oz loaf</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hamburger buns, enriched</td>
<td></td>
<td>Package of 8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolls, dinner, enriched</td>
<td></td>
<td>Package of 12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>French or Italian Bread, enriched</td>
<td></td>
<td>Per 1-lb loaf</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bagels, plain, enriched</td>
<td></td>
<td>Package of 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bread crumbs, plain</td>
<td></td>
<td>10-oz can</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Breads, Cereals, and Other Grain Products, dry</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ready-to-eat cereal—corn flakes</td>
<td></td>
<td>18-oz box</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ready-to-eat cereal—toasted oats</td>
<td></td>
<td>20-oz box</td>
<td></td>
<td></td>
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<tr>
<td>Flour, white, all-purpose, enriched</td>
<td></td>
<td>5-lb bag</td>
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<tr>
<td>Macaroni, elbow-style, enriched</td>
<td></td>
<td>1-lb box</td>
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<td></td>
</tr>
<tr>
<td>Noodles, yolk-free, enriched</td>
<td></td>
<td>1-lb bag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Popcorn, microwave, any variety (unpopped)</td>
<td></td>
<td>9 oz package</td>
<td></td>
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</tr>
<tr>
<td>Rice, white, long-grain, enriched</td>
<td></td>
<td>5-lb bag</td>
<td></td>
<td></td>
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<tr>
<td>Spaghetti, any variety, enriched</td>
<td></td>
<td>1-lb box</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dairy Products, fresh</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk, 1% lowfat</td>
<td></td>
<td>1 gal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk, whole</td>
<td></td>
<td>1 gal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheese, cheddar, any variety</td>
<td></td>
<td>Per lb</td>
<td></td>
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<td>Cheese, cottage, any variety</td>
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<td>16-oz carton</td>
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<td>Cheese, mozzarella, whole</td>
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<td><strong>Dairy Products, canned</strong></td>
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<tr>
<td>Evaporated milk, any variety</td>
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<td>12-oz can</td>
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<tr>
<td>Food Item</td>
<td>Brand/Variety</td>
<td>Item Weight/Unit (Desired)</td>
<td>Item Weight/Unit (Actual)</td>
<td>Price (Lowest Cost)</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
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<tr>
<td><strong>Meat and Meat Alternates, fresh</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beef, ground, lean</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicken, fryer, cut-up or whole</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicken, thighs</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turkey, ground</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pork, ground</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turkey ham (packaged luncheon meat)</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eggs, grade A, large</td>
<td></td>
<td>1 doz</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Meat and Meat Alternates, frozen and canned</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fish, flounder or cod, frozen</td>
<td></td>
<td>Per lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuna fish, chunk-style, water packed</td>
<td></td>
<td>6-oz can</td>
<td></td>
<td></td>
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<tr>
<td>Beans, garbanzo (chick peas), canned</td>
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<td>15-oz can</td>
<td></td>
<td></td>
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<tr>
<td>Beans, kidney, canned</td>
<td></td>
<td>15.5-oz can</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beans, baked, vegetarian</td>
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<td>16-oz can</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fats and Oils</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Margarine, stick</td>
<td></td>
<td>1-lb box</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shortening, vegetable</td>
<td></td>
<td>3-lb can</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salad dressing, mayonnaise-type</td>
<td></td>
<td>32-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegetable oil, any type</td>
<td></td>
<td>48-oz bottle</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sugars and Sweets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sugar, brown (dark or light)</td>
<td></td>
<td>1-lb bag or box</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sugar, powdered</td>
<td></td>
<td>1-lb bag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sugar, white, granulated</td>
<td></td>
<td>5-lb bag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jelly, grape</td>
<td></td>
<td>32-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Molasses, any type</td>
<td></td>
<td>12-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pancake syrup, any type</td>
<td></td>
<td>24-oz bottle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chocolate chips, semi-sweet</td>
<td></td>
<td>12-oz package</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruit drink, refrigerated, any flavor</td>
<td></td>
<td>1 gal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fudgesicles, ice milk</td>
<td></td>
<td>Box of 12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Item</td>
<td>Brand/ Variety</td>
<td>Item Weight/ Unit (Desired)</td>
<td>Item Weight/ Unit (Actual)</td>
<td>Price (Lowest Cost)</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>----------------</td>
<td>----------------------------</td>
<td>----------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Other Food Items, optional</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baking powder</td>
<td></td>
<td>10-oz can</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baking soda</td>
<td></td>
<td>16-oz box</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chile powder</td>
<td></td>
<td>3.25-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cinnamon</td>
<td></td>
<td>3-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cumin</td>
<td></td>
<td>2-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onion powder</td>
<td></td>
<td>3.5-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garlic powder</td>
<td></td>
<td>4.25-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italian herb seasoning</td>
<td></td>
<td>2-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oregano</td>
<td></td>
<td>0.56-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paprika</td>
<td></td>
<td>2.9-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black pepper, ground</td>
<td></td>
<td>4-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salt, any type</td>
<td></td>
<td>26-oz carton</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vanilla, any type</td>
<td></td>
<td>6-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicken bouillon, reduced-sodium, cubes</td>
<td></td>
<td>3.75-oz jar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Catsup, any type</td>
<td></td>
<td>28-oz bottle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soy sauce, reduced-sodium</td>
<td></td>
<td>10-oz bottle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lemon juice, bottled</td>
<td></td>
<td>32-oz bottle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gelatin, powder, unflavored</td>
<td></td>
<td>Box of 4 envelopes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chocolate drink mix, powdered</td>
<td></td>
<td>32-oz can</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ferguson Farmers Market Customer Survey

Ferguson FM Patrons

1. How did you learn about the FFM?
   - Word of mouth
   - Social media
   - On-street advertising
   - Other (please specify)

2. How often do you visit the FFM?
   - Weekly
   - Twice monthly
   - Once monthly
   - Occasionally
   - First-Visit

3. Do you shop at other farmers markets in St. Louis?
   - No
   - Yes

4. Where?

5. During an average summer, what percent of your produce is purchased at a farmers market?
   - <25%
   - 26 to 50%
   - 51 to 75%
   - 76%
6. How much do you normally spend in a average visit to a farmers market?

- $5 to 10
- $11 to 20
- $21 to 40
- $41 or greater

7. Is what you buy at a farmers market comparable to what you buy in produce at a grocery store?

- No, the amount and quantity are lower at farmers market
- No, the amount and quantity are higher at farmers market
- Yes, the amount and quantity are the same

8. Select the top three reasons why you shop at a farmers market (not necessarily this market)?

- Convenient
- Variety of produce
- Fresher and tastier produce
- Learn about how fruits and vegetables are grown
- Connect with food producers
- Desire to support the local economy
- Economical
- Other (please specify)

9. Select the top three reasons why you shop at the FFM?

- Convenient
- Variety of produce
- Fresher and tastier produce
- Learn about how fruits and vegetables are grown
- Connect with food producers
- Desire to support the local economy
- Economical
- Other (please specify)
10. If you could improve one or two aspects of the FFM, what would they be?


11. Zip Code


12. Municipality?
Ferguson Farmers Market Vendor Survey

Introduction

Through a USDA grant, EarthDance Farm School is conducting a Community Food Assessment (CFA) to learn how Ferguson can become a better place to eat. This vendor survey will help us identify ways to improve the market for you, as well as the customers you serve. Please take about 15 minutes to complete the survey.

You are making a difference and we appreciate your participation. Thank You!
If you have any difficulties, contact [blank space]

Ferguson Farmers Market Vendor Survey

Your Market Selling Experience (Page 1)

1. What types of products do you sell at the market? (Check all that apply)

- [ ] Fruits and/or vegetables
- [ ] Meat, fish and/or poultry
- [ ] Baked goods (cookies, cakes, breads)
- [ ] Home-canned goods (jams, salsas, pickles, etc.)
- [ ] Home-made bath and beauty (soaps, scrubs, etc.)
- [ ] Other (please specify) [blank space]

2. How long have you been selling at the Ferguson Farmers Market?

- [ ] Years
- [ ] Months
- [ ] Weeks (first season)
3. How often do you operate a stand at the Ferguson Farmers Market?

- Less than once/month
- Once a month
- 2-3 times monthly
- Every week

4. Please grade (A is excellent and F is very poor) each of the following aspects of selling products at the market.

<table>
<thead>
<tr>
<th>aspect</th>
<th>A (Excellent)</th>
<th>B (Good)</th>
<th>C (Average)</th>
<th>D (Poor)</th>
<th>F (Very Poor)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market location for attracting customers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours of operation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market advertising</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market communications with you</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expense of operating a stand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of getting your product to the stand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your location at the market</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall experience selling at the market</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. Referring to your market evaluation in question #4, what three improvements would benefit you?

- Improvement 1
- Improvement 2
- Improvement 3

6. Are you aware that the Ferguson Farmers Market will soon accept food assistance vouchers (e.g. SNAP) for the purchase of fruits and vegetables?

- Yes
- No
7. How much gross income do you make on an average day at the Ferguson Farmers Market?

- Less than $200
- $201 to 400
- $401 to 600
- $601 to 800
- $801 to 1,000
- Greater than $1000

Ferguson Farmers Market Vendor Survey

About Your Farm (Page 2)

If you are primarily a farmer (produce and/or meat, poultry), please complete the questions on this page.
If you primarily sell prepared foods, go to the next page.

8. What is the zip code of your farm?


9. How many acres do you have in production?


10. What is your approximate annual production (in pounds)?


11. Do you own or lease the land that you farm?

- Own
- Lease
- Own and lease
12. How would you define your farming practices? (choose one)

- Organic certified
- Organic practices (not certified)
- Conventional
- Other (please specify)

13. How much of your total household income comes from farming?

- Less than 25%
- 26 to 50%
- 51 to 75%
- Greater than 76%

14. Please indicate the percentage of products sold through the following channels. Your responses must add to 100 (percent).

- Wholesale
- Retail
- Farmers Market
- CSA
- Other

15. During the growing season, how are you employed at the farm? (choose one)

- Self-employed, full-time
- Self-employed, part-time
- Employee, full-time
- Employee, part-time

16. What are the primary obstacles making it difficult for your farming operation to be more profitable?
17. What are the primary obstacles making profitability difficult for your vendor stand?


Ferguson Farmers Market Vendor Survey

About Your Added Value Products (Page 3)

If you primarily sell prepared or cooked foods, please COMPLETE this section. Then, go to the next page.
If you completed the previous section for farmers, SKIP this page and go to the next page.

18. To prepare your products for market, what food products or ingredients do you buy?


19. Are you producing/growing any of the food products or ingredients mentioned in Q18?

☐ Yes
☐ No

20. How far away, in average miles, is the source of the products mentioned in Q18?

☐ Less than 50 miles
☐ 51 to 100 miles
☐ 101+ miles
☐ Don't know

21. What are the primary obstacles making profitability difficult for your vendor stand?


Ferguson Farmers Market Vendor Survey
Potential New Strategies to Improve Ferguson's Food System (Page 5)

Answer these questions, as applicable to your business and interests.

22. If you are not already producing value-added products, are you interested in learning more about how value-added products might complement your current operations?

- Yes
- No
- Does not apply. I am already producing value-added products.

23. If you answered yes to Q22, please explain your interests and desires.


24. As a producer, how likely is it that you would benefit from a community owned grocery store, which focused on selling local food produce and products in Ferguson?

<table>
<thead>
<tr>
<th>Not at all likely</th>
<th>Somewhat likely</th>
<th>Neutral</th>
<th>Somewhat likely</th>
<th>Very likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>〇</td>
<td>〇</td>
<td>〇</td>
<td>〇</td>
<td>〇</td>
</tr>
</tbody>
</table>

25. As a producer, how likely is it that you would or could produce enough food to sell wholesale to a Ferguson grocery store, specializing in local food produce and products?

<table>
<thead>
<tr>
<th>Not at all likely</th>
<th>Somewhat likely</th>
<th>Neutral</th>
<th>Somewhat likely</th>
<th>Very likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>〇</td>
<td>〇</td>
<td>〇</td>
<td>〇</td>
<td>〇</td>
</tr>
</tbody>
</table>

26. How likely is it that you would use a kitchen incubator, which provides food entrepreneurs and chefs access to a licensed kitchen and professional grade equipment at an affordable rent?

<table>
<thead>
<tr>
<th>Not at all likely</th>
<th>Somewhat likely</th>
<th>Neutral</th>
<th>Somewhat likely</th>
<th>Very likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>〇</td>
<td>〇</td>
<td>〇</td>
<td>〇</td>
<td>〇</td>
</tr>
</tbody>
</table>

27. If you could do anything to change Ferguson’s food system what would you do? Please consider the production, distribution, selling, consumption and recycling of food products.


Ferguson Farmers Market Vendor Survey
28. What is your gender?
- Male
- Female
- Other
- Prefer not to answer

29. What best describes your race/ethnicity?
- Native American
- Black or African American
- Hispanic or Latino
- White or Caucasian
- Other
- Prefer not to answer

30. What is your age?
- Under 18
- 19 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older
- Prefer not to answer
Welcome!

EarthDance Organic Farm School is conducting a Community Food Assessment to better understand our region's food needs and assets. We want to help make our community a better place to eat. Your participation in this 10-minute survey will help us develop recommendations and create ways to improve food access, education and ownership for all residents.

For the first 200 residents finishing the survey completely, you will receive $5 in market bucks to be used at the Ferguson Farmers Market, located at 20 South Florissant (behind Aldi’s). At the survey’s end, you will have an opportunity to provide your contact information for notification.

1. Do you live in Ferguson?
   - [ ] No
   - [x] Yes, please tell us your subdivision, neighborhood, apartment complex or the street name.

2. When you hear the phrase "healthy food", what does that mean to you?

   [ ]
3. When you hear the phrase "locally produced food", what does that mean to you?


4. Where do you usually shop for groceries? (You may select up to 2 choices)

☐ Grocery store (such as Schnucks, Sav-a-Lot, Shop N Save, etc.)
☐ Large retailer (such as Target, Wal-Mart, Sam’s, etc.)
☐ Convenience or corner store
☐ Food bank or pantry
☐ Other (please specify)


5. Are you satisfied with the selection of fresh healthy food options (fresh fruits, vegetables, lean proteins and low sugar/salt items) near your home?

☐ Yes
☐ No, please explain why


6. In the past year, have you shopped at the Ferguson Farmers Market?

☐ Yes
☐ No
7. If you haven't visited the Ferguson Farmers Market, what are the reasons? (Select all that apply)
   - Not applicable (I have visited the market)
   - Unaware of the market and the hours of operation
   - Hours of operation are not convenient for me
   - Farmers markets are too expensive
   - Lack transportation to the market
   - Not enough product selection
   - Don't like shopping at a farmers market
   - Other (please specify)

8. In the past year, have you shopped at other farmers markets in the St. Louis area?
   - No
   - Yes, please name

9. In the past year, have you purchased fresh food through a CSA (community supported agriculture) program?
   - Yes
   - No

10. How do you generally pay for your groceries? (Select all that apply)
    - Cash or check
    - Debit or credit card
    - SNAP benefits
    - Other (please specify)

11. How far do you travel to purchase groceries?
    - Less than a mile (5 to 20 minutes walking or 5 minutes driving)
    - Two to five miles (21+ minutes walking or 10+ minutes driving)
    - More than five miles
12. How do you primarily get to the place where you grocery shopping?

- My own car or family car
- Ride with a friend or relative in their car
- Borrow friend or relative’s car
- Walk
- Other (please specify)

13. Is transportation a problem for you when shopping for groceries?

- No
- Yes, please explain:

14. When choosing a place to buy groceries, how important are the following factors?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Not at all important</th>
<th>Slightly important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Extremely important</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience of shopping location</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price of all groceries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of all groceries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of groceries needed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of organic and fresh food items</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall shopping experience</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
15. Is it difficult to find any of the food listed below close to your home?

<table>
<thead>
<tr>
<th>Item</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits and/or vegetables (fresh or frozen)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lean proteins (eggs, chicken, fish)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whole grains (bread, cereal, rice)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dairy products (milk, cheese, yogurt)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organic foods</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. In an average week, how often do you (or another household member) cook or prepare meals?

- Daily (5 to 7 days/week)
- Several times a week (3 to 5 days/week)
- Weekly (1 to 2 times a week)
- Never

17. In an average week, how often do you eat takeout or fast food?

- Daily (5 to 7 days/week)
- Several times a week (3 to 5 days/week)
- Weekly (1 to 2 times a week)
- Never
18. How often is it a struggle to feed yourself or your family?

- Never
- Daily
- Weekly
- Monthly
- Several times a year

19. How many servings of fruits and vegetables do you eat daily?

- None
- One to two
- Three to four
- Five or more

20. If there are children (infants to 18 years of age) in the home, how many servings of fruits and vegetables do they eat daily?

- Not applicable (No children in the home)
- None
- One to two
- Three to four
- Five or more

* 21. If you and/or your children do not eat at least five servings of fruits and vegetables daily, what are the major reasons why you/they do not? (Select all that apply)

- Not applicable (I/we eat at least five servings of fruits and vegetables daily)
- Unable to find in stores close to home
- Lack of preparation and cooking time
- Lack of cooking skills
- Lack of appropriate cooking equipment and utensils
- Lack of convenient transportation
- Don’t like most fruits and/or vegetables
- Unsure about how to make fruits and vegetables taste good
- Fruits and vegetables are not a dietary priority
- Cost too much
- Other (please specify)
22. What are three to five healthy food options that you would like to see more readily available near your home?

Option 1
Option 2
Option 3
Option 4
Option 5

23. Do you grow any of your own food?
   - Yes
   - No

24. Do you compost at your home?
   - Yes
   - No
25. Have you or anyone else in your household participated in the following programs near your home?

<table>
<thead>
<tr>
<th>Program</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community garden</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School garden</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tour of local farm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cooking classes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farming or gardening classes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Composting workshop</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

26. How interested would you be in participating in the following programs in the future?

<table>
<thead>
<tr>
<th>Program</th>
<th>Not at all interested</th>
<th>Slightly interested</th>
<th>Somewhat interested</th>
<th>Moderately interested</th>
<th>Extremely interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community garden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>School garden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tour of local farm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cooking classes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farming or gardening classes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Composting workshop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

27. Do you (or anyone else in your household) deal with:

<table>
<thead>
<tr>
<th>Condition</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High cholesterol</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heart disease</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High blood pressure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Obesity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

28. What is your gender?

- Female
- Male
29. What best describes your ethnicity?
   - Black or African American
   - Hispanic or Latino
   - Native American
   - White or Caucasian
   - Other (please specify)

30. What is your age?
   - 18 to 24 years of age
   - 25 to 34 years of age
   - 35 to 44 years of age
   - 45 to 54 years of age
   - 55 to 64 years of age
   - 65 years of age or older

31. Please provide the following information about people living in your household.
   Number of children under 18 years of age:
   Number of adults 19 to 64 years of age:
   Number of adults 65 years of age or older:

32. In what type of home do you live?
   - Single-family house
   - Duplex or townhouse
   - Apartment
   - Other (please specify)
33. Do you rent or own where you live?
- Rent
- Own

34. What is your zip code?

35. Do you or anyone else in your household currently participate in any of the following programs?

<table>
<thead>
<tr>
<th>Program</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNAP/EBT/Food Stamps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SSI (Supplemental Security Income)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior Coupons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer Meals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free or Reduced School Lunch or Breakfast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meals on Wheels</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

36. What is your average annual household income?

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 to $9,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10,000 to $19,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$20,000 to $29,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$30,000 to $39,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$40,000 to $49,999</td>
<td></td>
<td></td>
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<tr>
<td>$50,000 to $59,999</td>
<td></td>
<td></td>
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<tr>
<td>$60,000 to $69,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$70,000 to $79,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$80,000 to $89,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$90,000 to $99,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100,000 to $109,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$110,000 to $119,999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$120,000 or greater</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
37. In order to reserve the $5 market bucks for the first 200 residents finishing the survey, we need your name and email address. Your contact information will only be used for claiming your market bucks.

To claim your market bucks, go to the EarthDance Outreach booth at the Ferguson Farmers Market any Saturday until September 24. Give your name to the attendant, and you will receive your $5 market bucks. Remember, you must complete the survey fully to receive market bucks.

You will receive a confirmation email when you are eligible for market bucks.

First Name

Last Name

Email address