

Farmers' Market Environmental Audit Tool

Farmers' market name: _____

Address: _____

Number of vendors: _____

Auditor 1: _____

Auditor 2: _____

Farmers' market ID (for Transtria use only): _____

Community partnership: _____

Date: _____

Audit start time: ____ : ____ ○ AM ○ PM

Audit end time: ____ : ____ ○ AM ○ PM

Section A: Overall market					Section A: Overall market (cont.)					
1. What are the market months of operation?					4.c. Security features (security guard(s) and/or security camera(s))					
1.a. January	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.g. July	<input type="checkbox"/> No	<input type="checkbox"/> Yes			<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.b. February	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.h. August	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.d. On-site market manager		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.c. March	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.i. September	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.e. Legible signs to identify the market		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.d. April	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.j. October	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.f. Seating (e.g., benches, tables/chairs)		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.e. May	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.k. November	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.g. Events/activities (e.g., yoga, live music)		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.f. June	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.l. December	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.h. ATM		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
2. What are the market days and hours of operation?					4.i. Information booth/table					
2.a. Sunday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.j. Market maps (e.g., maps with directions to market, site map with vendors)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.b. Monday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.k. Public transit stop visible from the farmers' market		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.c. Tuesday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.l. Parking lot adjacent to farmers' market		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.d. Wednesday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.m. On-street parking adjacent to farmers' market		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.e. Thursday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.n. Other, specify:		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.f. Friday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	5. Does the market accept WIC/SNAP/EBT? (If no, skip to Question 6)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.g. Saturday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	5.a. Sign for WIC		<input type="checkbox"/> No	<input type="checkbox"/> Yes
3. What is the frequency of operation? (Circle one.)					5.b. Sign for SNAP/Food stamps					
Daily		2-6 days a week					5.c. WIC/SNAP/EBT customers use tokens to make purchases at the market.		<input type="checkbox"/> No	<input type="checkbox"/> Yes
1 day a week		1-3 days a month					5.d. Other discount, specify:		<input type="checkbox"/> No	<input type="checkbox"/> Yes
4. What features are present in the market?					Section B: Vendor characteristics					
4.a. Accessible entrance (allows entry for strollers and wheelchairs)					<input type="checkbox"/> No	<input type="checkbox"/> Yes	Fill in the appropriate number of vendors for the next three items.			
4.b. Room to maneuver around market (e.g., wheelchairs, strollers)					<input type="checkbox"/> No	<input type="checkbox"/> Yes	6. How many vendors sell only produce?			
					7. How many vendors sell produce and other products?					
					8. How many vendors sell no produce?					

Comments?

Evaluation of Healthy Kids, Healthy Communities

Section B: Vendor characteristics (cont.)				Section D: Frozen or canned fruits/vegetables (cont.)			
9. Circle the most appropriate response for each item.				14. How many types of frozen vegetables are available? (Circle one.)			
9.a. Amount of produce sufficient for vendor space				None (0)	Limited (1-3 types)	Variety (4+ types)	
None	Some	Most	All	Section E: Other foods			
9.b. Visible signs with farmers'/ businesses' names				15. Are any high-fiber, whole grain foods offered (e.g., whole wheat bread or pasta, brown rice)?		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	16. What other types of <u>healthier</u> foods are offered?			
9.c. Clean and well-organized displays				16.a. Cottage cheese or low-fat yogurt		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	16.b. Lean meats, fish, poultry		<input type="checkbox"/> No	<input type="checkbox"/> Yes
9.d. Power cords taped down to prevent tripping				16.c. Nuts, seeds, or dry beans		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	16.d. Low-fat prepared meals (e.g., baked chicken)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
Section C: Product signage and pricing (for fresh fruits and vegetables only)				16.e. Other, specify:		<input type="checkbox"/> No	<input type="checkbox"/> Yes
10. Circle the most appropriate response for each item.				17. What other types of foods with minimal nutritional value are offered?			
10.a. Products are identified by name.				17.a. Salty foods (e.g., potato chips, popcorn)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	17.b. Ice cream/frozen desserts		<input type="checkbox"/> No	<input type="checkbox"/> Yes
10.b. Clear signs document the price.				17.c. Sweet foods (e.g., cookies, cakes)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	17.d. Candy/chocolate		<input type="checkbox"/> No	<input type="checkbox"/> Yes
10.c. Units are appropriately labeled (e.g., weight, box, bunch).				17.e. Regular to high-fat prepared meals (e.g., fried chicken)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	17.f. Other, specify:		<input type="checkbox"/> No	<input type="checkbox"/> Yes
10.d. Discounts for larger sales				18. Is milk sold? (If no, audit is complete.)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	18.a. Skim milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
Go to the Attachments for Section C: Fresh fruits: Fruit availability, price, quality, and quantity; and Fresh vegetables: Vegetable availability, price, quality, and quantity				18.b. 1%		<input type="checkbox"/> No	<input type="checkbox"/> Yes
Section D: Frozen or canned fruits/vegetables				18.c. 2%		<input type="checkbox"/> No	<input type="checkbox"/> Yes
11. How many types of canned fruits are available? (Circle one.)				18.d. Whole or Vitamin D milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None (0)	Limited (1-3 types)	Variety (4+ types)		18.e. Flavored whole milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
12. How many types of canned vegetables are available? (Circle one.)				18.f. Flavored skim, 1%, or 2% milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None (0)	Limited (1-3 types)	Variety (4+ types)		18.g. Rice milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
13. How many types of frozen fruits are available? (Circle one.)				18.h. Soy milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None (0)	Limited (1-3 types)	Variety (4+ types)		18.i. Lactaid		<input type="checkbox"/> No	<input type="checkbox"/> Yes

Comments?

Attachment for Section C: Fresh fruit availability, price, quality, and quantity

Fruit	a. Not Available	b. Lowest price	c. Unit/Weight				d. Quality		e. Quantity			f. Comments
			Per pound (lb)	Per box/bag	Each	Bunch	Avg./Good	Poor	A lot 10+	Some 3-9	Few <3	
19. Apples												
20. Bananas												
21. Blackberries												
22. Blueberries												
23. Cantaloupes												
24. Cherries												
25. Cranberries												
26. Grapefruits												
27. Grapes												
28. Honeydew melons												
29. Kiwis												
30. Mangos												
31. Nectarines												
32. Oranges												
33. Papayas												
34. Peaches												
35. Pears												
36. Pineapples												
37. Plums												
38. Raspberries												
39. Strawberries												
40. Tangerines												
41. Watermelons												
42. Other:												
43. Other:												
44. Other:												

Attachment for Section C: Fresh vegetable availability, price, quality, and quantity

Vegetable	a. Not Available	b. Lowest price	c. Unit/Weight				d. Quality		e. Quantity			f. Comments
			Per pound (lb)	Per box/bag	Each	Bunch	Avg./Good	Poor	A lot 10+	Some 3-9	Few <3	
45. Artichokes												
46. Asparagus												
47. Avocados												
48. Broccoli												
49. Brussels sprouts												
50. Cabbages												
51. Carrots												
52. Cauliflower												
53. Celery												
54. Collard greens												
55. Corn												
56. Green beans												
57. Green peppers												
58. Kale												
59. Lentils												
60. Lettuce – Romaine												
61. Lima beans												
62. Mushrooms												
63. Okra												
64. Onions												
65. Radishes												
66. Red peppers												
67. Spinach												
68. Summer squash												
69. Sweet potatoes												
70. Tomatoes												
71. Other:												
72. Other:												
73. Other:												

Farmers' Market Environmental Audit

Introduction

This tool and protocol were developed by the evaluation team from Transtria LLC (Laura Brennan, PhD, MPH, Principal Investigator; Allison Kemner, MPH; Tammy Behlmann, MPH; Jessica Stachecki, MSW, MBA; Carl Filler, MSW) and Washington University Institute for Public Health (Ross Brownson, PhD, Co-Principal Investigator; Christy Hoehner, PhD, MSPH), with feedback from national advisors and partners. This tool and protocol were adapted from Farmers' Market Vendor Evaluation (created by Monika Roth), Farmers' Market Evaluation, Mystery Shopping-Farmers' Market (created by marketumbrella.org), and Nutrition Environment Measurement Survey-NEMS (created by Glanz et al.).

Funding was provided for the *Evaluation of Healthy Kids, Healthy Communities* by a grant from the Robert Wood Johnson Foundation (#67099). Transtria LLC is leading the evaluation and dissemination activities from April 2010 to March 2014. For more information about the evaluation, please contact Laura Brennan (laura@transtria.com) or Allison Kemner (akemner@transtria.com).

Prior to conducting the audit

- Assess the safety of the environment for auditing before entering the area. If dangerous or suspicious activities are taking place, leave the premises, notify the Project Director or Coordinator, and determine whether to schedule a new observation.
- Introduce the audit team to the market manager and ask for permission to collect data. Be prepared to provide background information on the project and to share a letter from the Project Director or Coordinator explaining the reason for data collection. Offer to share data with them, if desired.
- Items to remember
 - Pencils, a copy of the paper tools for all data collectors, clipboards
 - Comfortable shoes
 - Data collectors' contact information (in case of emergency)
 - List and map of market for data collection
 - Letter from the Project Director or Coordinator explaining the reason for data collection
 - Transportation to and from the market for observers, if needed

Farmers' Market Environmental Audit (Instruction Sheet)

Top of the Farmers' Market Environmental Audit form

- Farmers' market name: Print the name of the farmers' market.
- Address: Print the street address, city, state, and zip code for the farmers' market.
- Number of vendors: Print the number of vendors that sell goods at the farmers' market.
- Auditor 1: Print the first and last name of Auditor #1
- Auditor 2: Print the first and last name of Auditor #2
- Farmers' market ID (for Transtria use only): Transtria will assign an ID for this farmers' market for the data analysis.
- Community partnership: Print the name of your community partnership for *Healthy Kids, Healthy Communities*.
- Date: Print the date of data collection.
- Audit start time: Print the time that the data collection process starts.
- Audit end time: Print the time that the data collection process ends.

Section A: Overall market

For Questions 1 – 2, place an **X** in the appropriate box () corresponding to Yes or No.

1. What are the market months of operation?
 - 1.a. – 1.l.: Indicate whether or not the market is open for each month of the year.
2. What are the market days and hours of operation?
 - 2.a. – 2.g.: Indicate whether or not the market is open for each day of the week.
 - For each day that the market is open (Yes), enter the market's operating hours (e.g., 7am-7pm).
3. What is the frequency of operation? Circle the best response.
 - Daily: The market is open every day.
 - 2-6 days a week: The market is open more than once a week but not every day.
 - 1 day a week: The market is open once a week.
 - 1 day a month: The market is open one day a month.

For questions 4 – 5, place an **X** in the appropriate box () corresponding to Yes or No.

4. What features are present in the market?
 - 4.a. Accessible entrance (allows entry for strollers and wheelchairs): The market entrance is accessible to all customers. Consider individuals that may be in wheelchairs or pushing strollers.
 - 4.b. Room to maneuver around market (e.g., wheelchairs, strollers): The market area provides enough room between vendors and product displays for customers to move around in the market. Consider individuals that may be in wheelchairs or pushing strollers.
 - 4.c. Security features (security guard(s) and/or security camera(s)): The market has a security guard present, a police sub-station on site, or a video camera surveillance in use.
 - 4.d. On-site market manager: The market is overseen by a market manager who is present during market operating hours.
 - 4.e. Legible signs to identify the market: A visible sign that identifies the name of the market.
 - 4.f. Seating (e.g., benches, tables/chairs): Is there somewhere to sit down?
 - 4.g. Events/activities (e.g., yoga, live music): The market sponsors special events or other activities to encourage attendance.
 - 4.h. ATM: An ATM is available for use inside the market.
 - 4.i. Information booth/table: There is a designated place for customers to ask questions or receive information about the market.
 - 4.j. Market maps: Maps or signs direct customers to the location of different types of products at the market.
 - 4.k. Public transit stop visible from the farmers' market: There is a public transit stop (e.g., bus, train, light-rail) visible from the market entrance.
 - 4.l. Parking lot adjacent to farmers' market: There is a parking lot alongside the market.
 - 4.m. On-street parking adjacent to farmers' market: There is on-street parking available alongside the market.
 - 4.n. Other: Note any items of interest present at the market not listed above.

5. Does the market accept WIC/SNAP/EBT?
 - 5.a. Sign for WIC: Is there at least one (1) sign indicating that Women, Infants, and Children (WIC) payments are accepted?
 - 5.b. Sign for SNAP/Food stamps: Is there at least one (1) sign indicating that Supplemental Nutrition Assistance Program (SNAP) or food stamps payments are accepted?
 - 5.c. WIC/SNAP/EBT customers use tokens to make purchases at the market: Customers using nutritional assistance program benefits use tokens to pay for their purchases.
 - 5.d. Other discount: Are there signs that indicate other discounts or payments (e.g., double bucks, Benefit Security Card) are accepted?

Section B: Vendor characteristics

6. How many vendors sell only produce? Specify the number of vendors that only offer produce.
7. How many vendors sell produce and other products? Specify the number of vendors that sell other products in addition to selling produce.
8. How many vendors sell no produce? Specify the number of vendors that do not sell produce.

Comments?: An optional space for auditors to enter notes.

9. Circle the most appropriate response for each item: None (0 vendors), Some (1%-50% of vendors), Most (51%-99% of vendors), All (100% of vendors)
 - 9.a. Amount of produce appropriate for vendor space
 - 9.b. Visible signs with farmers'/ businesses' names
 - 9.c. Clean and well-organized displays
 - 9.d. Power cords taped down to prevent tripping

Section C: Product signage and pricing (for fresh fruits and vegetables only)

10. Circle the most appropriate response for each item: None (0 products), Some (1%-50% of products), Most (51%-99% of products), All (100% of products)
 - 10.a. Products are identified by name: Signage indicates the product names.
 - 10.b. Clear signs document the price: Visible signs state the price of each item.
 - 10.c. Units are appropriately labeled (e.g., weight, box bunch): Price signs clearly identify the unit of sale.
 - 10.d. Discounts for larger sales: Discounts are offered for larger/bulk purchases.

Go to the Attachments for Section C: Fresh fruits and Fresh vegetables

- For Questions 19 – 73, please fill in the information for fresh fruit/vegetable availability, price, quality, and quantity.
- a. **Not Available**: Place an **X** in the box for any fresh fruit or vegetable item that is not available at the market.
 - b. **Lowest price**: What is the lowest retail price of the item? For example, there may be several varieties of apples available (e.g., Red Delicious and Gala), each with a different price. Print the lowest price across varieties.
 - c. **Unit/Weight**: Place an **X** in the box that best represents how the fresh fruits or vegetables are being sold.
 - Per pound: Fresh fruits are sold by the pound (e.g., apples are \$2.50 per pound or lb).
 - Per box/bag: Fresh fruits are sold by the box or bag (e.g., apples are \$2.50 per box/bag).
 - Each: Fresh fruits are sold individually (e.g., apples are \$.50 each or per piece).
 - Bunch: Fresh fruits are sold by the bunch (e.g., grapes are \$2.50 per bunch).
 - d. **Quality**: Place an **X** in the box that best represents the quality of the fresh fruits or vegetables.
 - Average/Good: Fresh fruits are in good condition, top quality, good color, fresh, firm, and clean.
 - Poor: Fresh fruits are bruised, old, mushy, dry, overripe, or have signs of mold.
 - e. **Quantity**: Place an **X** in the box that best represents the quantity of fresh fruits or vegetables that are available for purchase.
 - A lot: There are more than 10 fruits available (e.g., 10 apples).
 - Some: There are more than 3 fruits and less than 10 available (e.g., 6 apples).
 - Few: There are 2 or fewer fruits available (e.g., 1 apple).
 - f. **Comments**: Print any important notes.

Section D: Canned/frozen fruits/vegetables

11. – 14. How many types of canned/frozen fruits or vegetables are available?
- None: No canned/frozen fruits or vegetables available.
 - Limited: 1 to 3 different types of canned/frozen fruits or vegetables available at the market.
 - Variety: 4 or more different types of canned/frozen fruits or vegetables available at the market.

Section E: Other foods

For questions 15 – 18, place an **X** in the appropriate box () corresponding to Yes or No.

15. Are any high-fiber, whole grain foods offered (e.g., whole wheat bread or pasta, brown rice)?: The market sells products made with whole grains. Check the ingredients to make the first ingredient says *whole*.
16. What other types of healthier foods are offered?
- 16.a. Cottage cheese or low-fat yogurt: The market sells products made with low- or no-fat milk (either fat-free or 1% milk).
 - 16.b. Lean meats, fish, poultry: The market sells lean meats, fish, or poultry products.
 - 16.c. Nuts, seeds, or dry beans: The market sells nuts, seeds, or dry beans. These may be sold in bulk or pre-packaged containers/bags.
 - 16.d. Low-fat prepared meals (e.g., baked chicken): The market has a prepared foods section with healthier foods.
 - 16.e. Other: Note any other healthier food items not listed above.
17. What other types of foods with minimal nutritional value are offered?
- 17.a. Salty foods: The market sells unhealthy snack foods with high salt contents.
 - 17.b. Ice cream/Frozen desserts: The market sells frozen desserts.
 - 17.c. Sweet foods: The market sells bakery items (a la carte or pre-packaged).
 - 17.d. Candy/Chocolate: The market sells chocolates or other candies (e.g., M&Ms, Skittles).
 - 17.e. Regular to high-fat prepared meals (e.g., fried chicken): The market has prepared foods with minimal nutritional value.
 - 17.f. Other: Note any other foods with minimal nutritional value not listed above.
18. Is milk sold?: The market offers at least one type of milk.
- 18.a. Skim milk
 - 18.b. 1%
 - 18.c. 2%
 - 18.d. Whole or Vitamin D milk
 - 18.e. Flavored whole milk
 - 18.f. Flavored skim, 1%, or 2% milk
 - 18.g. Rice milk
 - 18.h. Soy milk
 - 18.i. Lactaid

Comments? An optional space for auditors to enter notes.