

A. Household Composition & CSA Program Participation

First, I would like to understand who lives in your household and then I would like to learn more about your CSA experience.

- 1) Could you tell me who lives in your household?
 - a) ***If children are mentioned, ask:*** How old are your children?
- 2) Is this the first time that you have participated in a CSA? ***If yes, proceed to Q #3.***
 - a) ***If no, ask:*** How many years have you purchased a CSA share? Have you ever purchased a winter or other season CSA share? Have you ever switched among CSA farms?
 - i. ***If they have ever switched farms, ask:*** What were your reasons for switching?
How many years have you been a member of your *current* summer CSA?
- 3) In your current CSA, what type of share do you get? For example, a full share, half share, single share, etc.
 - a) What were some reasons for choosing this share option?
 - b) How many weeks does your share last?
 - c) Would you also mind sharing how much you paid for this share?
- 4) Are there 'add-on' items available for purchase at your CSA pick-up? By that I mean items that are not part of the regular CSA share but are available for purchase at CSA pick-up.
Probe, if needed: Do you buy meat, eggs, bread, or honey at your CSA pick-up?
 - a) ***If no, probe:*** What are some reasons that you don't purchase these items at your CSA?
Is it due to lack of availability or other factors?
 - b) ***If yes, probe:*** What are some reasons that you choose to purchase these items? How frequently do you buy these items? Are they sold by your CSA farm or a partner farm?
- 5) How far do you travel to pick up your CSA share? ***If needed, prompt the individual to respond in terms of minutes spent driving, biking, or walking to the pick-up location AND miles traveled.***
- 6) What are some reasons that you originally decided to get a CSA share¹? ***If this is not their first CSA (from #2 above), also ask:*** Are there new or other reasons that you decided to continue getting a CSA share?
 - a) Did you have any concerns about CSA participation before you first joined?
 - i. ***If yes, ask:*** what were they? Have you found these concerns to be true?

- 7) ***If children living in household (from #1 above):*** How did having (a) child(ren) impact your decision to purchase a CSA share²?
- What do(es) your child(ren) think of your household's CSA? ***Probe, if needed:*** What do they think of the produce that you receive? Has your CSA involvement affected their eating habits or food preferences? ***If yes, ask:*** How so?
 - Have they joined you when picking up your share? ***If yes, ask:*** What was their experience? How often do they join you?
 - Have they had an opportunity to visit the CSA farm? ***If yes, ask:*** Was this their first time visiting a farm? What did they think of the farm?
 - Do(es) your child(ren) help to plan meals or prepare food at home? ***If yes, ask:***
 - How do they usually help? ***Probe, if needed:*** Do they help plan meals? Wash produce? Chop or slice food?
 - Do they also help to prepare the food you get from the CSA?
 - If so,*** which foods have they helped to prepare? How did it go?

B. Food Shopping Preference

Now I am going to ask about food shopping preferences.

- In addition to your CSA, where else do you purchase food?
 - If shops at a food store (e.g. convenience store, grocery store, supermarket, etc.), ask:*** What are some reasons that you choose that/those store(s) to shop at?
 - If shops at farmers' markets, ask:*** You also mentioned the farmers' market. How often do you go to the farmers' market? How long have you been shopping at farmers' markets? What are some reasons that you shop there³? What types of foods do you buy? ***Probe, if needed:*** Do you buy foods other than fruits and vegetables at the farmers' market?
 - If does NOT mention a farmers' market, ask:*** Is there a farmers' market in your community? ***If no, skip to Q #2.***
 - If yes,*** Have you shopped at it before? ***If so,*** how often do you go? What are some reasons that you don't shop at the farmers' market as frequently as the other food shopping places that you mentioned?
- How important is where food is sourced from (that is, where it is grown or raised) to your decision whether or not to buy it? Please rank your response on a scale of 1 to 5 where 1 is "very unimportant" and 5 is "very important". Could you tell me more about why you responded this way? ***If not important/neutral (score of 1-3), skip to section C.***
 - If important (score of 4 or 5), probe:*** How do food sourcing considerations impact which foods you buy or where you shop?

- b) ***If preference for 'local' or 'regional' foods is mentioned, ask:*** Which foods do you prefer to buy from local sources? What are some reasons that you purchase local foods⁴⁻⁶?
- i. Are there other ways that you are involved in or support the local food system?

C. Food Assistance Programming

Now I am going to ask about your thoughts on issues related to accessing food.

- 1) Children in some households don't eat enough fruits and vegetables to maintain good health. What do you think are some reasons for this? What do you think would be some good ways to address the issue(s) you've identified? (*Repeat the reason(s) they provided, if needed*)
- a) There are government-funded programs that help families to access food, such as the Supplemental Nutrition Assistance Program (previously known as food stamps) and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). What is your opinion of these programs?
- b) There are also private, church-, or charity-based programs, such as soup kitchens and food pantries, in many communities. What is your opinion of these programs?
- 2) What are your thoughts on incorporating local foods into government food assistance programs? ...private food assistance programs? ***Probe, if needed:*** Could you tell me a little more about why you responded that way?
- a) ***Provide example, if needed:*** For example...
- i. Allowing SNAP recipients to use their benefits to purchase a CSA share?
- ii. Offering incentives at farmers' market to encourage SNAP or WIC participants to purchase locally grown produce?
- iii. Encouraging local farmers and growers to donate excess produce to food pantries?

D. Contingent Valuation of Produce

Interviewer: *For this exercise, we want to see how different factors like produce price, amount, share frequency, and distance influence participation in a CSA. While CSA shareholders typically pay for the entire share at the beginning of the season, the prices presented in this activity represent the cost of the share per week.* Please note that this is an exercise and does not mean that your CSA farmer will make changes to the share to reflect the results from the study.





{Based on responses to question 3b & c, interviewer calculates what participant pays per week for their current share (weekly cost = answer to 3c ÷ answer to 3b). For example, if someone pays \$400 for a 20-week share, that equals \$20 per week. If someone pays \$225 for a 15-week share, that equals \$15 per week. Interviewer then proceeds with questions, fills out form, showing images and tables to participants, and asks all probes. For tables, go row by row.}

- 1) First, I want you to consider together both the share frequency AND price of the CSA.
You currently pay \$XX/week for your CSA share. Would you be willing to purchase a share of produce if it was 1 time per week and the share cost \$8? *{Interviewer ask about each scenario}*
{Interviewer show photo of a full share with standard variety.}



Frequency	\$8	\$10	\$15	\$20
1 time per week				
Every 2 weeks (one share)				
1 time per month (one share)				

- 2) Now I want you to consider together both the share frequency AND amount of produce.
 Would you be willing to purchase a share of produce if it was 1 time per week and you got the summer CSA starter share? *{Interviewer continues with each scenario, noting “yes” or “no” in each cell in the table below to indicate whether the participant would be willing to purchase the share given the scenario}*












Amount		Frequency		
		1 time per week	Every 2 weeks	1 time per month
Summer CSA Starter Share				
Summer CSA Half Share				
Summer CSA Full Share-Low Variety				
Summer CSA Full Share-Standard variety				








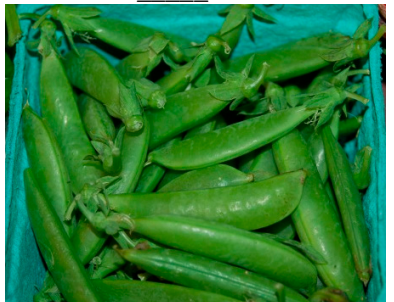




*[PROBE]- Which is your ideal share size/frequency? What is the reason for that? Based on the exercise above, would you rather have frequent smaller shares, frequent larger shares, less frequent smaller shares, or less frequent larger shares? What are some reasons why?









- 3) Now I want to know more about what you would most want in a share of produce. First, please tell me which of the items pictured you would want and why. Next, please tell me what an ideal weekly share of produce would look like for you and your family by indicating which items and how many of each item you would like.

Interviewer: If the respondent points, please verbalize their choice for transcription purposes.

- a. Please tell me about the reasons you choose those items.
- b. Please tell me about the reasons you choose that amount for each item
- c. Do you think you could eat all of those items in one week, without them spoiling? What are some of the reasons for your answer?
- d. Are there items not pictured that you would like in a share? What are the reasons you would like those items?
- e. What price would you be willing to pay for the share you have selected?
 - a. What is the highest amount you would pay? Can you tell me more about that?

<p>Green Beans (1lb. pictured) # lbs. desired _____</p> 	<p>Beets: # beets desired _____</p> 	<p>Broccoli: # heads desired _____</p> 	<p>Radishes (1 small bunch pictured) # bunches desired _____</p> 
<p>Cabbage: # heads desired _____</p> 	<p>Carrots (large bunch pictured) # bunches desired _____</p> 	<p>Cauliflower: # heads desired _____</p> 	<p>Summer Squash: # squash desired _____</p> 
<p>Cucumbers: # cucumbers desired _____</p> 	<p>Fennel: # desired _____</p> 	<p>Peppers: # peppers desired _____</p> 	<p>Winter Squash: # squash desired _____</p> 

<p>Kohlrabi: # heads desired _____</p> 	<p>Turnips: # turnips desired _____</p> 	<p>Sweet Potatoes: # desired _____</p> 	<p>Cooking Greens (1 bunch pictured) # bunches desired _____</p> 
<p>Tomatoes: # desired _____</p> 	<p>Lettuce: # heads desired _____</p> 	<p>Potatoes: # potatoes desired _____</p> 	<p>Peas (1 pint pictured) # pints desired _____</p> 
<p>Plums: # desired _____</p> 	<p>Apples: # desired _____</p> 	<p>Grapes: # bunches desired _____</p> 	<p>Melon: # Melons desired _____</p> 

<p>Blueberries (1 pint pictured) # pints desired_____</p> 	<p>Raspberries: # pints desired_____</p> 	<p>Blackberries: # pints desired_____</p> 	<p>Strawberries: # pints desired_____</p> 
<p>Nectarines: # desired_____</p> 	<p>Peaches: # desired_____</p> 	<p>Pears: # desired_____</p> 	<p>Watermelon: # desired_____</p> 

E. Where You Shop for Produce

Now I want to ask you some questions about your preferences for where you purchase produce.

- 1) First, I have a table here that displays the price of the CSA produce share compared to produce at the supermarket, and the travel time from your home to pick-up the CSA produce share compared to the supermarket. In each of the first set of scenarios, the CSA produce share is priced lower than purchasing the same produce in the supermarket.

[Hand the table to the participant. Interviewer go through each scenario]

a. Same Distance Scenario

"If the CSA share was 5% less expensive than the same produce from the supermarket, meaning the CSA produce would cost you \$7.40 instead of \$8.00, would you be willing to purchase from the CSA produce share program if it was the same distance from your home?"

b. Further Distance Scenario

"If the CSA share was 5% less expensive than the same produce from the supermarket, meaning the CSA produce would cost you \$7.40 instead of \$8.00, would you be willing to purchase from the CSA produce share program if it was 5 minutes further from your home than the supermarket? 10 minutes further? 15 minutes further?"

[Ask the participant to circle the shares they agree with. Go through all further scenarios]

Discount on CSA Produce Share	Supermarket Price	CSA Produce Share Price	Travel Time for CSA Produce Share Pick-up Compared to Supermarket
5%	Price: \$8.00	Price: \$7.40	same
			+5 minutes (further)
			+10
			+15
10%	Price: \$8.00	Price: \$7.20	same
			+5 minutes (further)
			+10
			+15
20%	Price \$8.00	Price: \$6.40	same
			+5 minutes (further)
			+10
			+15
30%	Price: \$8.00	Price: \$5.60	same
			+5 minutes (further)
			+10
			+15
40%	Price: \$8.00	Price: \$4.80	same
			+5 minutes (further)
			+10
			+15

- 2) Next, I have a similar table in which each scenario has the CSA produce share priced higher than the same produce from the supermarket. **[Hand the table to the participant. Interviewer go through each scenario]**

a. Same Distance Scenario

"If the Supermarket produce was 5% less expensive than the same produce from the CSA share, meaning the supermarket produce would cost you \$7.40 instead of \$8.00, would you be willing to purchase from the CSA produce share program if it was the same distance from your home?"

b. Closer scenario

"If the Supermarket produce was 5% less expensive than the same produce from the CSA share, meaning the supermarket produce would cost you \$7.40 instead of \$8.00, would you be willing to purchase from the CSA produce share program if it was 5 minutes closer to your home than the supermarket? 10 minutes closer? 15 minutes closer?"

[Ask the participant to check the shares they agree with. Go through all further scenarios]

Markup on CSA Produce Share	Supermarket Produce Price	CSA Produce Share Price	Travel Time for CSA Produce Share Pick-up Compared to Supermarket
5%	Price: \$7.40	Price: \$8.00	same
			-5 minutes (closer)
			-10
			-15
10%	Price: \$7.20	Price: \$8.00	same
			-5 minutes (closer)
			-10
			-15
20%	Price \$6.40	Price: \$8.00	Same
			-5 minutes (closer)
			-10
			-15
30%	Price: \$5.60	Price: \$8.00	same
			-5 minutes (closer)
			-10
			-15
40%	Price: \$4.80	Price: \$8.00	same
			-5 minutes (closer)
			-10
			-15

F. Cost Offset CSA Participation

In this final section, I will ask about your thoughts on a CSA share Cost Offset Program. The program aims to improve access to fresh fruits and vegetables in low-income households. A CSA cost-offset program might ask individuals, like you, to pay a little more for your CSA share in order to decrease the cost of a CSA share for a lower-income household.

- 1) What are your initial thoughts about a program like this? **Probe, if needed:** What are some reasons a program like this might or might not be needed? What are your thoughts on how successful a program like this might be?
- 2) Would you support a program like this? With your money? With your time (e.g. volunteering at the farm)?
 - a) **If not willing to provide time or money:** Tell me more about your response.
 - b) **If willing to provide their time:** If you volunteered your time to such a program, what role do you see yourself playing?
 - c) **If willing to support financially:** How much would you be willing to pay in addition to your produce box *per week* in order to make a produce box more accessible for a low income person?

Amount per week	Willing?	Amount per CSA season	Willing?
\$1		\$20	
\$2		\$40	
\$3		\$60	
\$4		\$80	
\$5		\$100	
\$8		\$160	
\$10		\$200	
\$12		\$240	

- i. If the CSA was a non-profit organization and you could deduct your donation from your taxes, would that impact the *dollar value*, or total amount, of any donations you made to the CSA cost-offset program? Would it impact the *frequency* of your donations?
- ii. Would you prefer a CSA that does an *automatic sliding scale payment system* based on income or one that allowed for *voluntary donations*? **Probe, if needed:** Would you be more likely to join one CSA over the other?
 - a. **If they would prefer a voluntary donation**, how frequently would you prefer to donate? **Probe, if needed:** Weekly? Monthly? Annually?

3) There are other strategies that could be used to 'offset' the cost of CSA shares for low-income households.

What are your thoughts on:

- a) Low-income households using SNAP/EBT benefits to offset the cost? (Note: EBT refers to the electronic card payments that participants in the SNAP program – what we used to call the Food Stamp program – can use to purchase food.)
- b) Work-shares as a cost-offset? (Note: A work-share is an agreement where the customer would work a certain number of hours in return for a discounted CSA share.)
- c) Charitable donations from an institution or other individuals as a cost-offset?
- d) Grants as a cost-offset?
- e) Fund-raising as a cost-offset?

Demographic Survey⁷

1. What is your address?

Street: _____

Town/City: _____

Zip code: _____

2. What is your date of birth? (month and year only)

__ __ Month __ __ __ __ Year

3. What is your sex?

☐₁ Male

☐₂ Female

☐₃ Prefer not to answer

4. Are you Hispanic, Latino/a, or Spanish origin?

☐₀ No, not of Hispanic, Latino, or Spanish origin

☐₁ Yes, Mexican, Mexican American, or Chicano/a

☐₂ Yes, Puerto Rican

☐₃ Yes, Cuban

☐₄ Yes, another Hispanic, Latino/a, or Spanish origin

5. What is your race? Choose one or more.

☐₁ White

☐₂ Black or African American

☐₃ American Indian/Alaska Native

☐₄ Asian Indian

☐₇ Japanese

☐₁₁ Native Hawaiian

☐₅ Chinese

☐₈ Korean

☐₁₂ Guamanian or Chamorro

☐₆ Filipino

☐₉ Vietnamese

☐₁₃ Samoan

☐₁₀ Other Asian

☐₁₄ Other Pacific Islander

☐₇₇ Other: _____

6. Including yourself, how many adults and/or children live in your household?

__ __ Adults

__ __ Children (18 years of age and younger)

For Researcher Use Only:

Interview ID#: _____

Town/City: _____ State: _____

RUCA code: _____ Town Pop.: _____

County Pop.: _____

County Pop. Density: _____/sq mi

7. What is your annual household income from all sources?

- ☐₁ Less than \$10,000
- ☐₂ Between \$10,000 and \$14,999
- ☐₃ Between \$15,000 and \$19,999
- ☐₄ Between \$20,000 and \$24,999
- ☐₅ Between \$25,000 and \$34,999
- ☐₆ Between \$35,000 and \$49,999
- ☐₇ Between \$50,000 and \$74,999
- ☐₈ Between \$75,000 and \$99,000
- ☐₉ \$100,000 or more

8. What is the highest grade or year of school you completed?

- ☐₁ Never attended school or only attended kindergarten
- ☐₂ Grades 1 through 8 (Elementary)
- ☐₃ Grades 9 through 11 (Some high school)
- ☐₄ Grade 12 or GED (High school graduate)
- ☐₅ College 1 year to 3 years (Some college or technical school)
- ☐₆ College 4 years or more (College graduate)

References

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