

Taking SNAP To The Farm—Or At Least To The Farmers' Market

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Overview



- Focus groups: Objectives and outcomes
- Applying the results: *Maricopa Healthy* app



Focus Groups

Focus Groups: Overview



- Objective
- Method
- Target Audience
- A Caution

Process



- Wave 1: Perceptions
- Wave 2: Testing



Significant Findings



- Wave 1
 - English group results
 - Spanish group results

Significant Findings



English Group

Fresh fruit
Good quality
Do take SNAP Local
Variety Nice experience
Fresh vegetables
Organic Don't take SNAP
Small business
Home grown Community
Expensive
Outdoors

Spanish Group

Organic
Fresh fruit
Freshly picked
Fresh vegetables
Still has the dirt
From the field
Natural

Significant Findings



- English group

			Ranking1	Ranking2	Ranking3	Last
A	Cost of produce at Farmers' markets is reasonable.	English				
C1	The Farmers' Market is a friendly, welcoming place where shopping is a positive experience.	English				
C2	Farmers selling vegetables at the market often pick the produce the night before or the morning of the market.	English				
H1	Farmers' Markets are friendly to families and provide an opportunity for family members to make healthy food purchases together.	English				
H2	Farmers' Markets offer nutritious foods that can help improve my family's health.	English				
P	Farmers' Markets offer produce that is of a higher quality than can be found in a grocery store.	English				
L	Farmers' Markets offer unusual varieties of fruits and vegetables for the shopper to try.	English				
S	Shopping at the Farmers' Market helps keep my family healthy while helping support local farmers.	English				

Significant Findings



- Spanish group

			Ranking1	Ranking2	Ranking3	Last
A	Cost of produce at Farmers' markets is reasonable.	Spanish				
C1	The Farmers' Market is a friendly, welcoming place where shopping is a positive experience.	Spanish				
C2	Farmers selling vegetables at the market often pick the produce the night before or the morning of the market.	Spanish				
H1	Farmers' Markets are friendly to families and provide an opportunity for family members to make healthy food purchases together.	Spanish				
H2	Farmers' Markets offer nutritious foods that can help improve my family's health.	Spanish				
P	Farmers' Markets offer produce that is of a higher quality than can be found in a grocery store.	Spanish				
L	Farmers' Markets offer unusual varieties of fruits and vegetables for the shopper to try.	Spanish				
S	Shopping at the Farmers' Market helps keep my family healthy while helping support local farmers.	Spanish				

Significant Findings



- Wave 2
 - English group results
 - Spanish group results

Highly-Ranked Concepts



Attribute	Concept					
	F	M	S	L	C	T
Applies to me	4.6	3.7	3.6	3.6	3.2	3.3
Conveys the idea of healthy food	4.6	4.4	3.9	3.9	2.8	3.6
Would get my attention	4.2	4.2	4.0	3.6	3.4	3.2
Makes me want to shop at a Farmers Market	4.4	4.3	4.2	3.7	3.1	3.1

Rankings	It.	Concept					
		M	C	F	S	L	T
1st	It.	6	2	1	1		
2nd		1		3	3	3	
3rd		1	2	3	4		
4th		1	1	3	1	4	
5th		1	3		1	3	2
6th			2				8

Highly-Ranked Concepts



Turn your grocery **MISSION**
into a grocery *experience*



*Fresh-Picked Produce ~ Tastings
Hot Food ~ Music ~ More*

Attribute	Concept					
	F	M	S	L	C	T
Applies to me	4.6	3.7	3.6	3.6	3.2	3.3
Conveys the idea of healthy food	4.6	4.4	3.9	3.9	2.8	3.6
Would get my attention	4.2	4.2	4.0	3.6	3.4	3.2
Makes me want to shop at a Farmers Market	4.4	4.3	4.2	3.7	3.1	3.1

Rankings	Concept					
	M	C	F	S	L	T
1st	6	2	1	1		
2nd	1		3	3	3	
3rd	1	2	3	4		
4th	1	1	3	1	4	
5th	1	3		1	3	2
6th		2				8

Highly-Ranked Concepts



Alimentos naturales, del campo a su mesa.



Attribute	Concept				
	N	A	O	C	M
Applies to me	4.6	4.6	4.3	4.0	3.8
Conveys the idea of healthy food	4.7	4.6	4.6	4.2	4.1
Would get my attention	4.5	4.8	4.1	4.6	4.3
Makes me want to shop at a Farmers Market	4.8	4.8	4.5	4.1	2.9

Rankings	O	Concept			
		N	C	A	M
1st	10	2	1		
2nd	2	9	1	1	1
3rd		1	6	2	2
4th			1	7	3
5th			3	2	6

Highly-Ranked Concepts



Attribute	Concept				
	N	A	O	C	M
Applies to me	4.6	4.6	4.3	4.0	3.8
Conveys the idea of healthy food	4.7	4.6	4.6	4.2	4.1
Would get my attention	4.5	4.8	4.1	4.6	4.3
Makes me want to shop at a Farmers Market	4.8	4.8	4.5	4.1	2.9

Rankings	Concept				
	O	N	C	A	M
1st	10	2	1		
2nd	2	9	1	1	1
3rd		1	6	2	2
4th			1	7	3
5th			3	2	6

Additional Findings



- Lack of top-of-mind awareness
- Literal interpretation of concepts



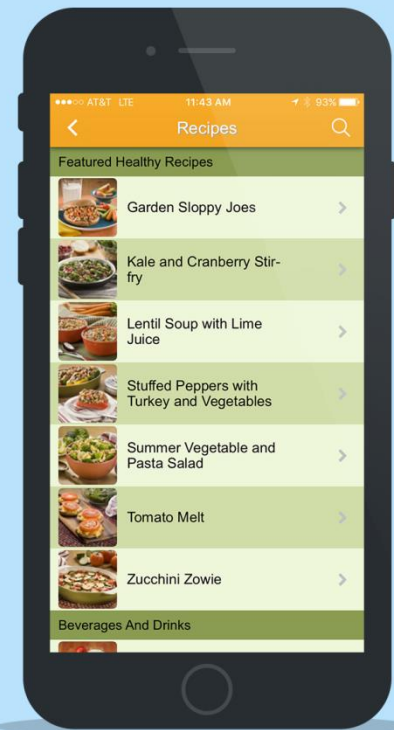
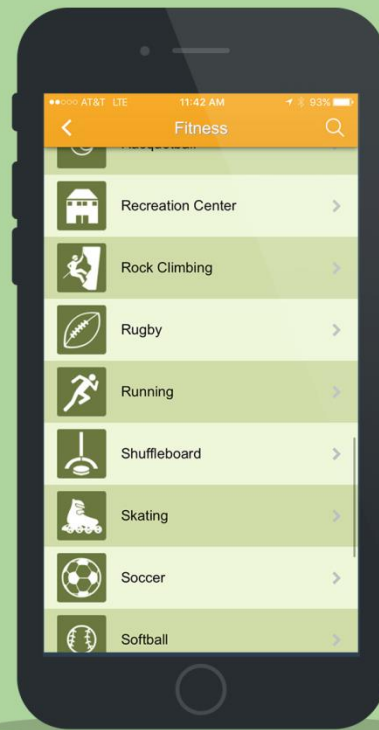
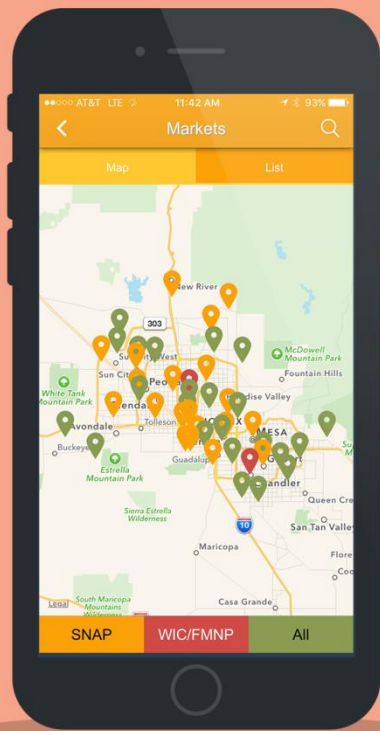
Questions on Focus Groups?





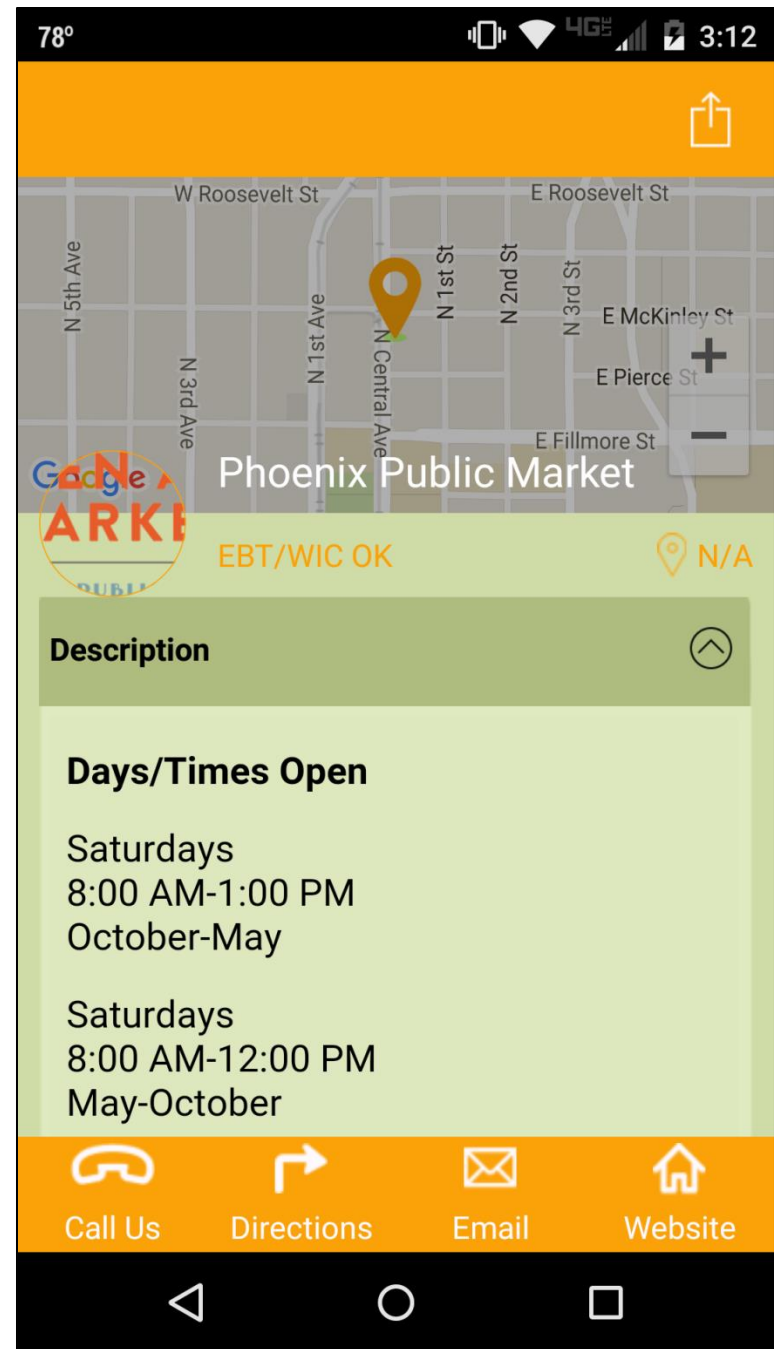
Applying the Results

Background: *Maricopa Healthy*



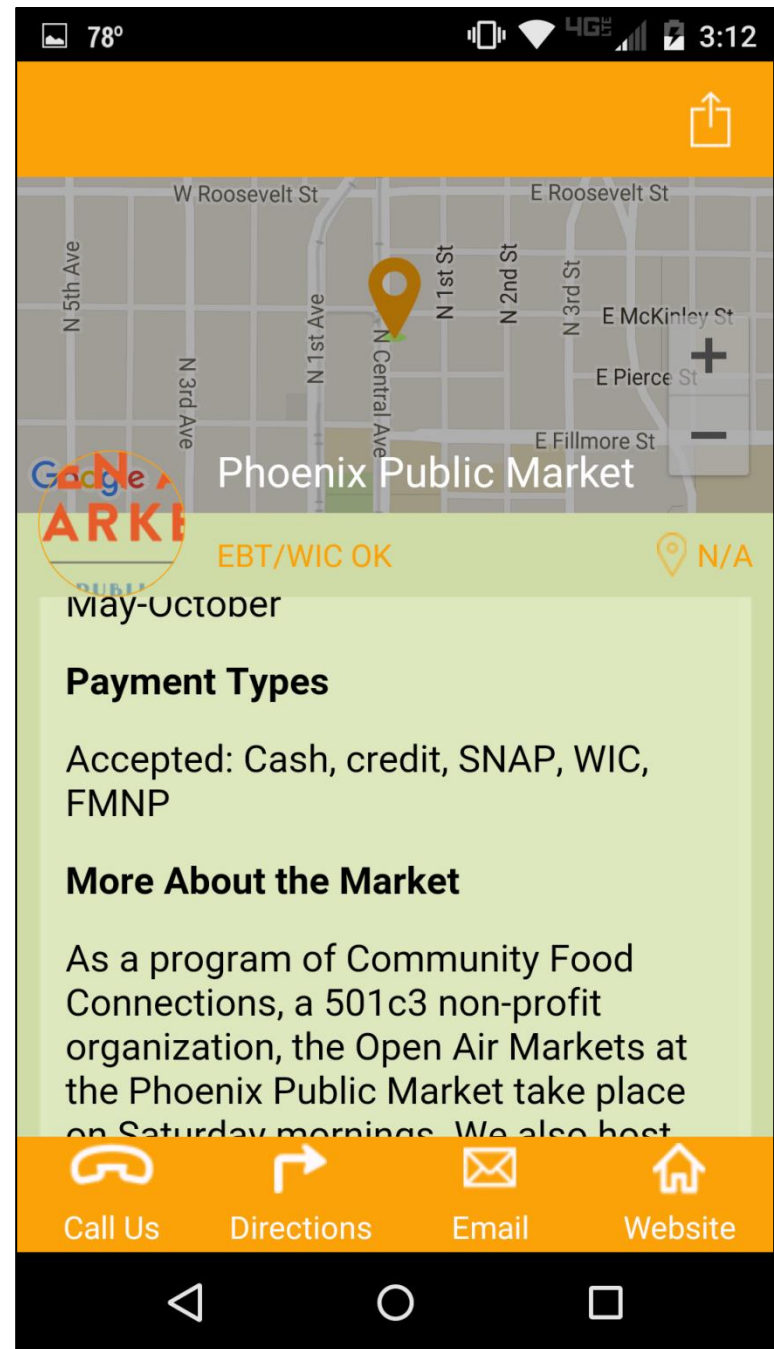
Focus Groups → App Design

*When are
markets open?*



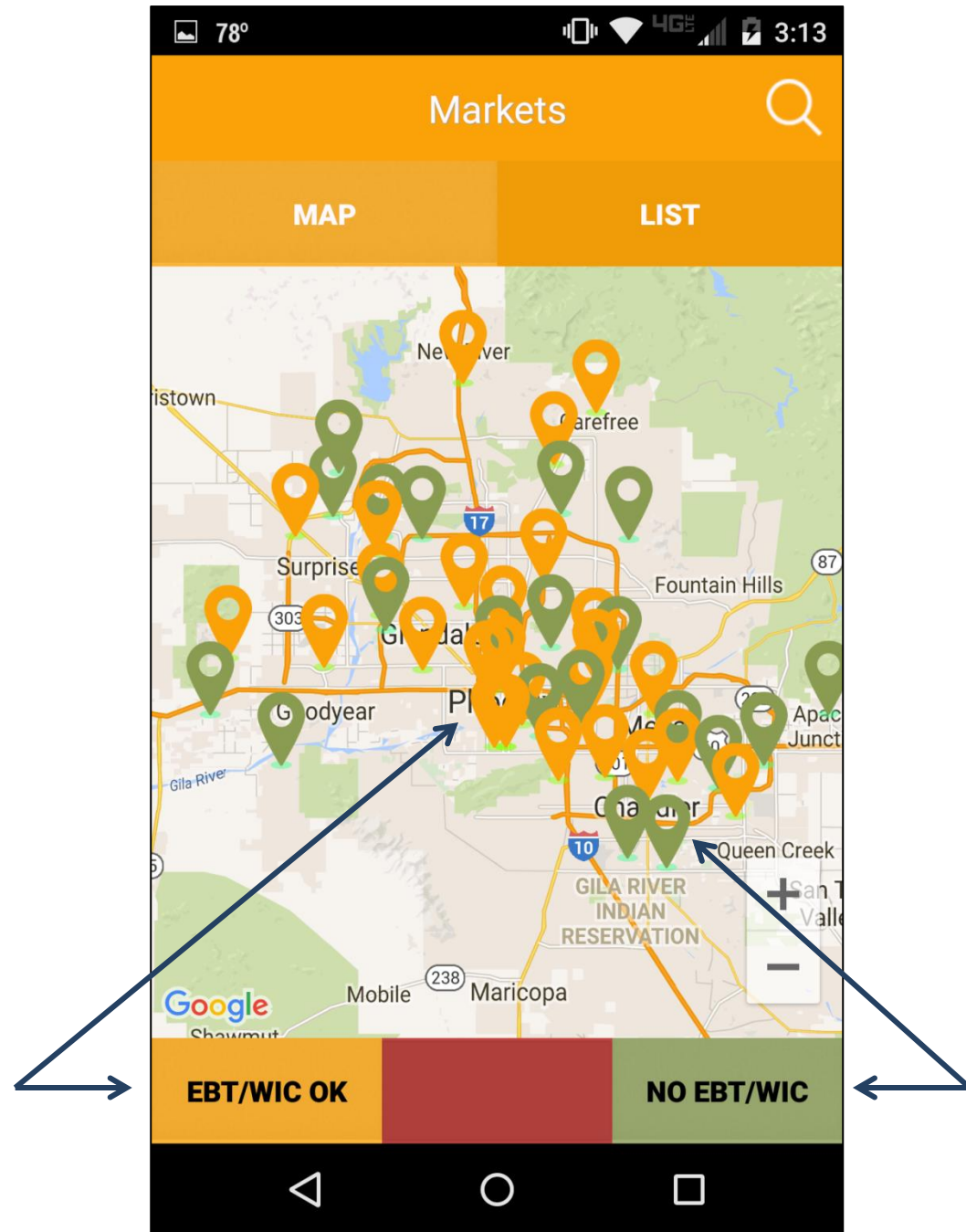
Focus Groups → App Design

*Do they take my
food benefits?*



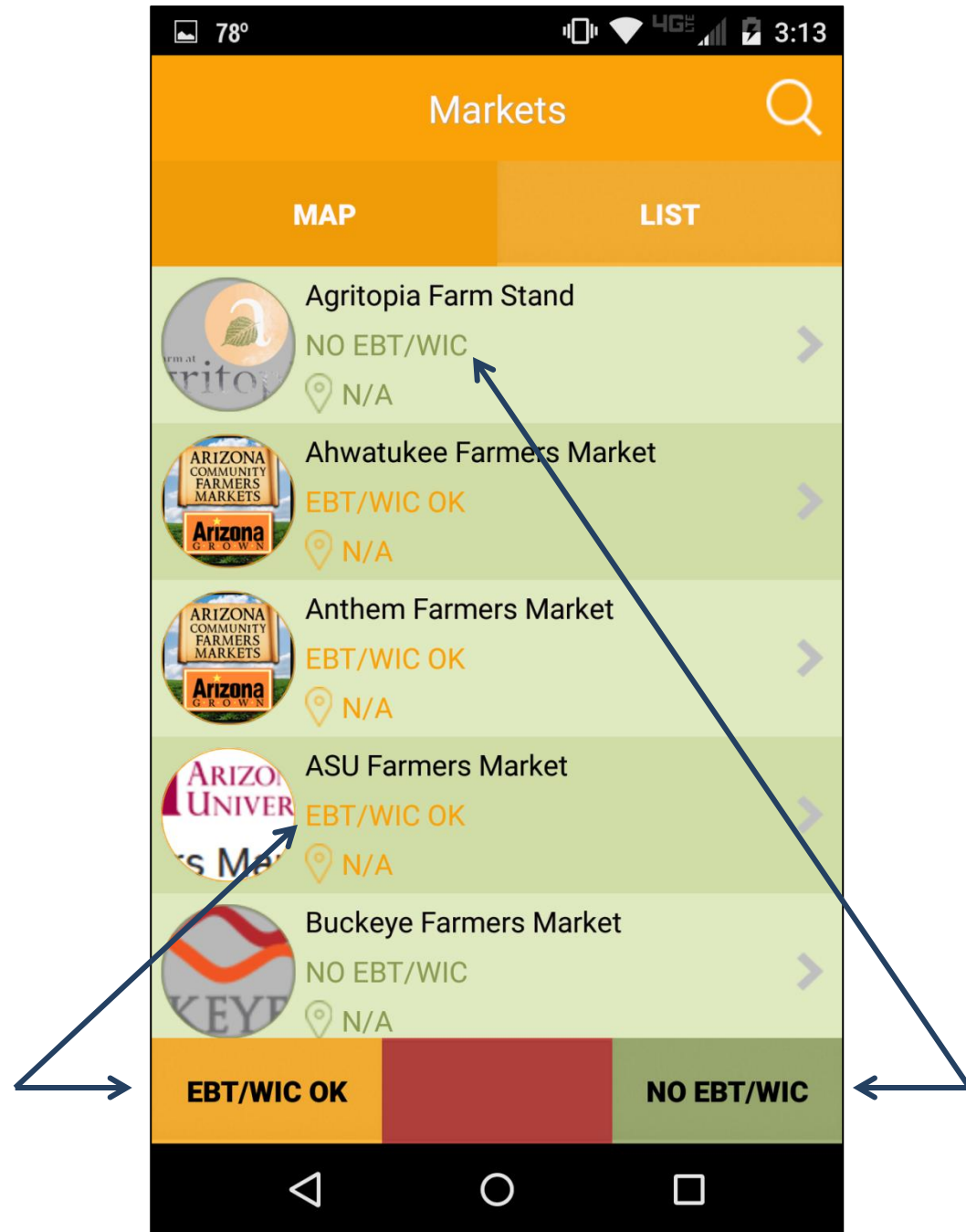
Focus Groups → App Design

Is it affordable?



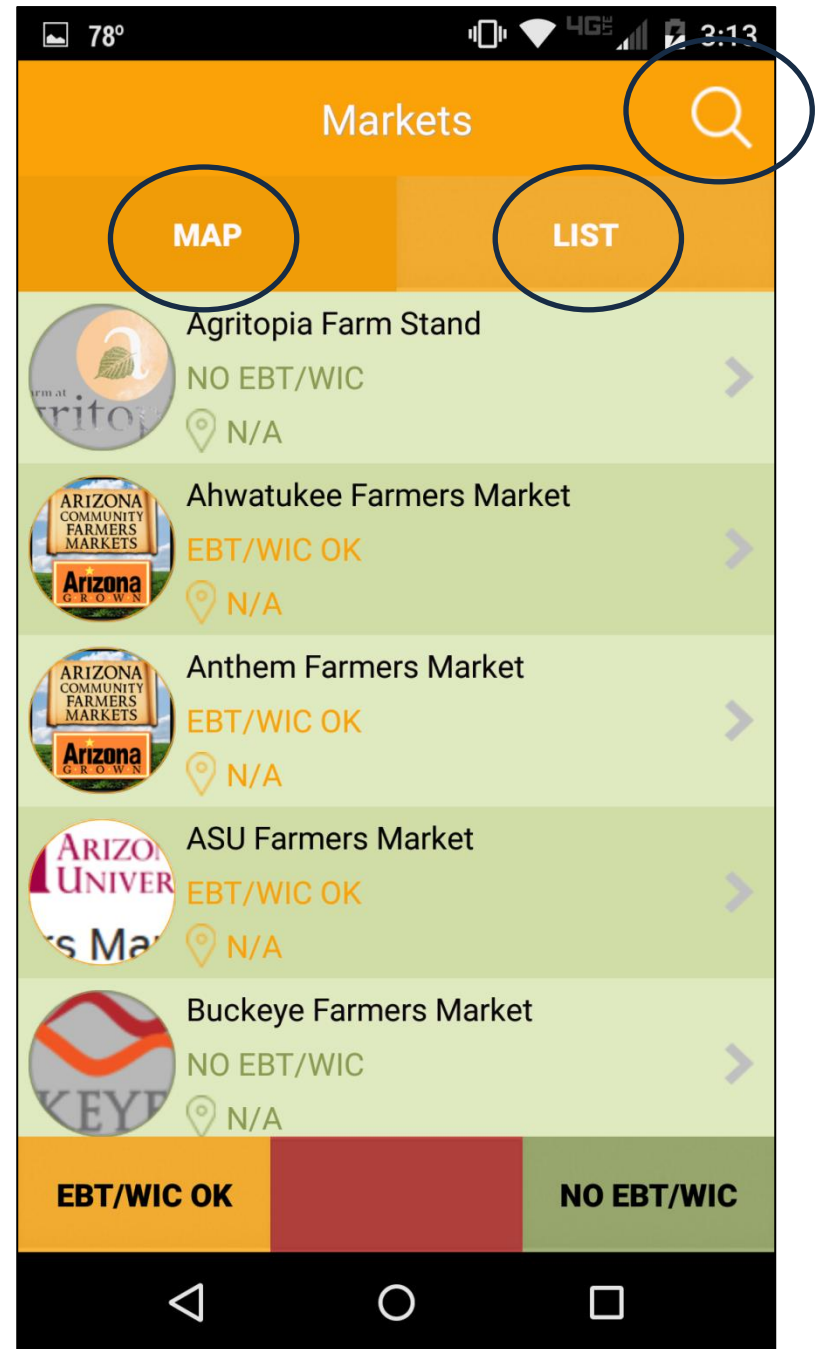
Focus Groups → App Design

Is it affordable?



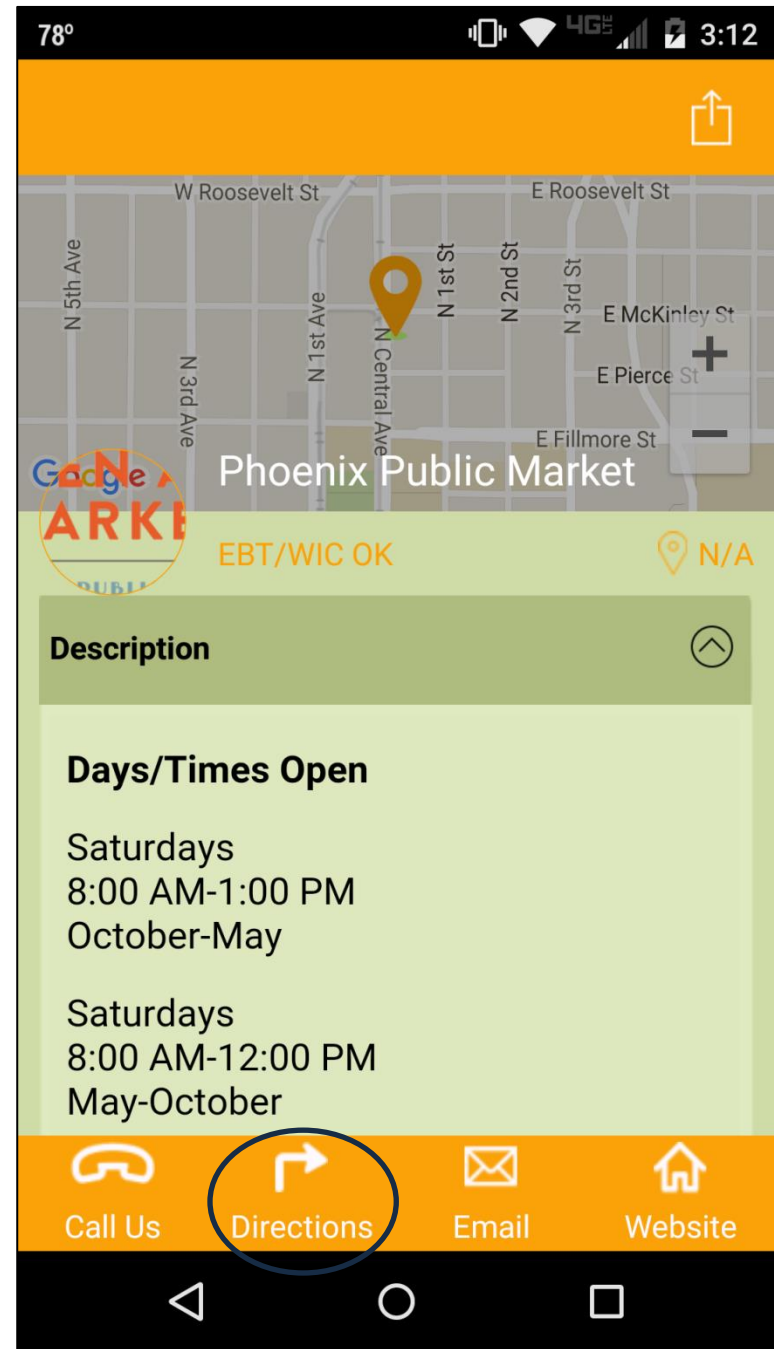
Focus Groups → App Design

Are farmers' markets convenient?



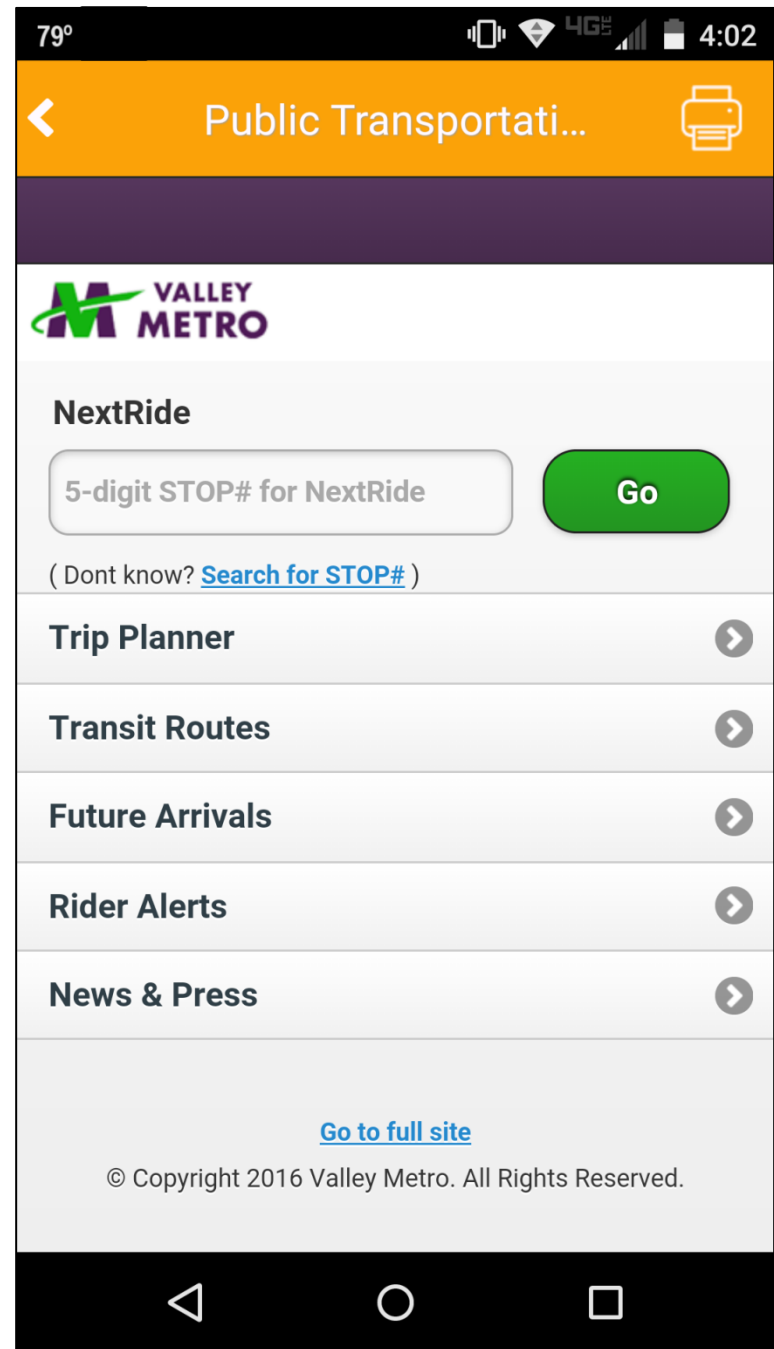
Focus Groups → App Design

*Are farmers'
markets
convenient?*



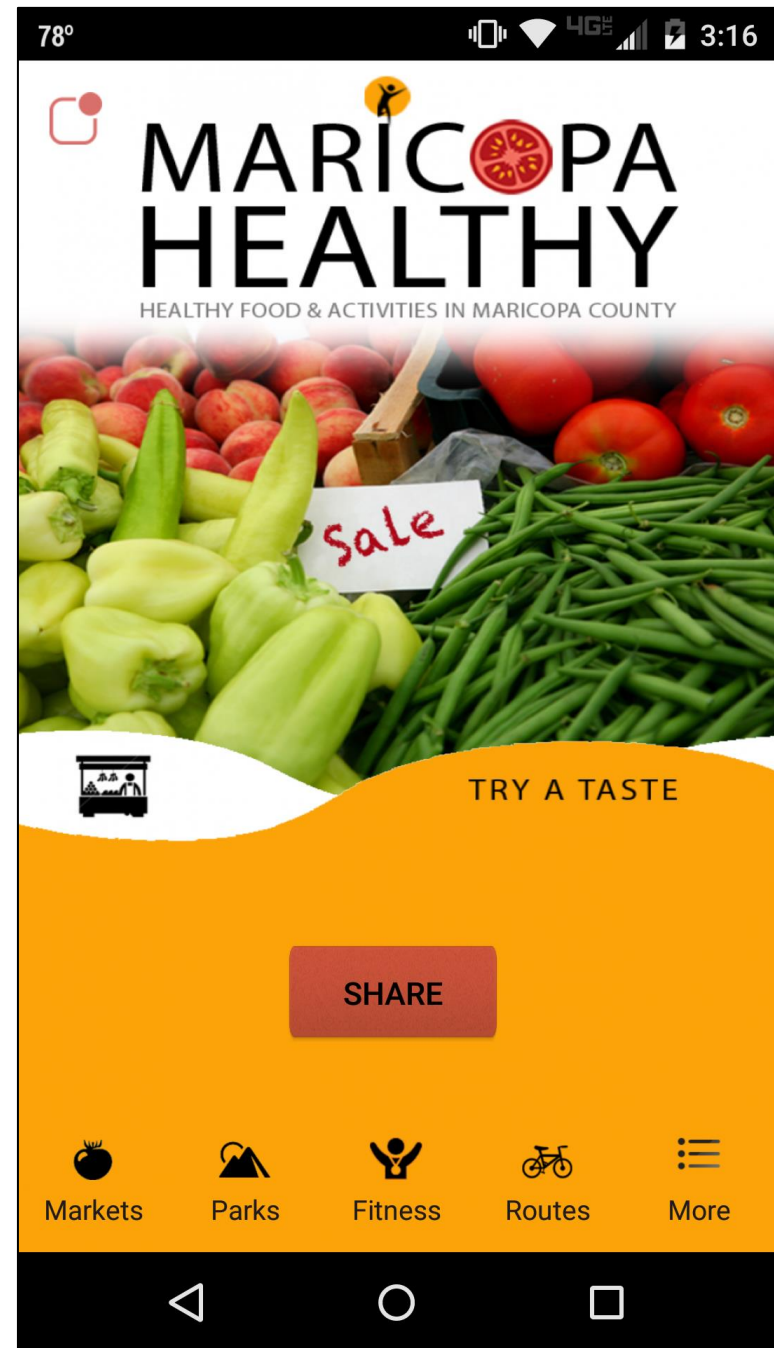
Focus Groups → App Design

*Are farmers'
markets
convenient?*



Focus Groups → App Design

*Are messages
clear and
straight-forward?*



Focus Groups → App Design

*Are messages
clear and
straight-forward
in another
language?*



Challenges



- Deals/specials
- Spanish phrasing
- Priorities

Questions About This Part?



Your Turn



- Do you see these same obstacles in your communities?
- What have you been doing to address them?
- What are some new ways you could address these obstacles more effectively?