FoodShare
Field to Table Program

Six Month Follow-up
Evaluation Results

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Executive Summary

In 1993, in response to the continued expansion of the Field to Table Program, FoodShare demonstrated the need to evaluate the program and measure its impact on the communities it serves. This report presents the results of the 3rd component of the Field to Table evaluation: a six month follow-up of new customers interviewed in the previous 1995/1996 evaluation. New customers were those who had not yet received their first GFB or had received only one GFB at the time of the initial interview. These customers were interviewed six months later in order to identify changes in fruit and vegetable consumption behaviour, knowledge and attitudes.

Key Findings

- ❑ FTT customers who completed a follow-up interview were not significantly different from those individuals who did not complete the follow-up interview in gender, perceived health, income, number of children, living situation, fruit and vegetable consumption or stage of readiness to change.

- ❑ Most new GFB customers are considered to be low income; almost one half have a household income less than $20,000 annually. A large proportion of customers are single individuals(12.3%) or single parent families (13%) who earn less than $15,000 per year. Only 17.8% of new customers are couples with children making $40,000 or more per year.

Number of Boxes Received

- ❑ Most new FTT customers went on to receive additional GFBs over the six month interval. At follow-up, the majority of new customers (52.5%) reported having purchased between 2 and 7 boxes (mean = 5.2).

Accessibility

- ❑ There were no significant changes in new customers' accessibility to fresh produce. 55.5% of respondents reported experiencing at least one problem in the area of cost, proximity and transportation. Accessibility barriers were reported among a significantly higher percentage of new customers in the lower income brackets, and among those individuals with poor or fair perceived health status.

- ❑ Barriers to obtaining fresh fruit and vegetables were reported among 34.9% of new customers. The two most commonly mentioned barriers were bad weather (8.9%) and medical problems (8.2%).

Fruit and Vegetable Consumption Behaviour, Attitudes and Knowledge

- There were no significant increases in the percentage of respondents consuming 5 or more servings of fruit and vegetables per day. Consumption of five or more servings per day was significantly related to awareness of the recommendation to consume this amount ($p < .001$). A significantly higher percentage of new customers who were aware were eating the recommended 5 or more servings per day.

- Although the increase did not result in the consumption of 5 or more servings, 51.4% of new customers did increase their fruit and vegetable consumption. An additional 47.2% of respondents decreased their daily servings of fresh produce.

- A significant change in respondents' stages of change was observed over the 6 month follow-up period. A significantly greater percentage of new customers moved from the preparation and consideration stages to the pre-contemplation stage, meaning that less respondents were considering increasing the number of servings of fruit and vegetables they eat in the future. There were no changes in the percentage of new customers in the action and maintenance stages, or those individuals who were already eating 5 servings or more per day.

- Stage of readiness to change was significantly related to awareness of the number of servings of fruit and vegetables that should be eaten each day. A significantly higher percentage of new customers in the action and maintenance stages had the knowledge that one should eat five or more servings of fresh produce per day.

- There were no significant increases in the percentage of respondents who were aware that a person should eat at least five servings of fruit and vegetables per day or who recognized the value of specific eating habits to reduce the probability of acquiring certain cancers.

Food Security

- A significant increase was observed in the percentage of new customers who felt that the food they could afford would be enough for their household. There was also a significant increase in the percentage of respondents who reported they almost always had concerns about their ability to afford enough food. There were no other significant changes in the percentage of new customers expressing other food security concerns. Respondents with poor or fair perceived health were more concerned about whether their family was eating right than those individuals with very good or excellent perceived health.

Customer Impressions

- 85 new customers (58.2%) indicated that they are not currently purchasing the GFB. Main reasons for not purchasing the box included inconvenience (32.9%), accessibility (23.5%), lack of choice (16.5%) and the quality of the food (15.3%). A large proportion (82.4%) of these individuals indicated that they would consider purchasing the GFB again in the future.

Impact of the GFB on Eating Habits

- The GFB was reported to have had an effect on the eating habits of 45.9% of new customers. The types of impacts included; increased fruit and vegetable consumption (77.6%), overall healthier diet (22.4%), changes in the types of food prepared and how they are prepared (20.9%) and increased variety in their diets (13.4%).

Changes in Fruit and Vegetable Consumption

- 43.8% of new customers perceived an increase in their fruit and vegetable consumption, 52.1% said they had not changed their consumption and 1.4% reported a decrease. Increases in fruit and vegetable consumption of other household members were reported among 40% of new FTT customers. Increase in both personal and other household members' consumption was positively related to the number of GFB purchased. As the number of boxes increased, so did the percentages of those reporting increases in fruit and vegetable consumption.

- Calculation of respondents' fruit and vegetable consumption at their initial and follow-up interviews, based on reported intake of juices, fruit and vegetables, revealed an actual increase in consumption among 51.4% of respondents, a decrease among 47.2% and no change among 1.4%. Respondents' actual changes in their number of daily servings of fruit and vegetables did not coincide with their perceptions of changes in consumption.

Impact of the GFB on Things Other Than Eating Habits

- Among new customers, 19.2% reported that participation in the GFB program had additional effects on their lives including; improved eating habits resulting in increased energy levels (35.7%), assistance with finances (17.9%) and an increased community focus (17.9%). Negative impacts were reported by 6 participants such as inconvenience (5) and embarrassment to pick up the box (1).

GFB New Customer Satisfaction

- The majority of new FTT customers were highly satisfied with the program, with nearly 90% of respondents indicated they were either very or somewhat satisfied. Level of satisfaction was significantly related to the number of boxes purchased, whereby, the greater number of GFBs purchased, the more satisfied the customer.

Items Important to Continued Purchase of the GFB

- Quality of the produce provided in the GFB is the seen by new customers as the most important factor to continued purchase of the GFB, followed by the types of food in the box and low prices. The provision of nutrition information and friendships with other customers were viewed as less important aspects of the program.

New Customers' Comments and Recommendations

- New customers provided a wide variety of recommendations for improvements to the GFB program. The most common recommendations were; to provide a list of what is available (16), to include less of some vegetables like potatoes and onions (12), to increase the amount of advertising for the program (9) and to increase the variety of fruit included in the box (9).

- The most frequently mentioned concerns of new FTT customers were; the freshness of the food (20), delivery times (6), and the distance to pick up the GFB (5).

Conclusions

Does participation in the GFB program improve accessibility of fresh fruit and vegetables for those individuals with access barriers?

- The GFB program was successful in reaching its target population. Over half (57.5%) of new customers have a household income of less than $30,000 per year and many members are living alone (17.1%) or in single parent families (30.1%).

- There were no significant changes in new customers' perceived accessibility to fresh produce. At follow-up 55.5% of respondents still reported experiencing at least one problem in the area of cost, proximity or transportation. In addition of the 85 new customers who discontinued purchasing the GFB, 32.9% indicated they stopped because it was inconvenient and 23.5% indicated they had accessibility problems.

- Six months after receiving the GFB, there was a significant increase in the percentage of new customers who felt they could afford enough food for their household. Although this change cannot be directly attributed to receiving the GFB, it may be that customers are better able to afford a greater amount of food through the GFB program.

- In light of the above findings, it appears that while the GFB program is reaching their key target population and making progress towards providing affordable fruit and vegetables, some customers still find it difficult or inconvenient to pick up their box even with the box being delivered to their coordinator. Further investigation into how to improve accessibility of the GFB to those customers who are elderly or too ill is needed.

How do New Customers Feel About the GFB Program?

- New customers report being either very satisfied (41.3%) or somewhat satisfied (46.2%) with the GFB box program. The majority of respondents continued to purchase at least one GFB over the six month interval (74.9%), receiving on average 5.2 boxes. Even among new customers who are not currently purchasing the GFB, 82.4% said they would consider purchasing it again.

- At the end of the six month period 58.2% of new customers were not currently purchasing the GFB. Common reasons for not purchasing the box were inconvenience, inaccessibility, lack of choice and poor quality of produce. These issues need to be addressed in order to ensure that the GFB program maintains its new clients and continues to provide an accessible and acceptable source of fresh fruit and vegetables to its target population.

- In order to ensure that new customers continue to purchase the GFB, a high quality of produce and continued low price of the box must be maintained. Convenience of receiving the box and the types of foods contained are also important factors to ensuring ongoing purchase by new customers.

Changes in Knowledge, Readiness to Change and Consumption of Fresh Fruit and Vegetables

- There were no significant increases in new customers' awareness that they should consume 5 or more servings of fruit and vegetables per day for good health. At follow-up still only 46.6% of the new customers were aware they should consume five or more servings per day. There was a direct relationship seen between awareness and consumption behaviour, which suggests that if customers become aware of the benefits of consuming 5 or more fruits and vegetables per day they are more likely to change their behaviour. This may indicate the need for ongoing education through the GFB newsletter, as well as identification of new methods of communication.

- The fact that new customers did not move towards action and maintenance stages of readiness to change may be explained by their lack of awareness that they should be consuming more fruit and vegetables. If those individuals in pre-contemplation and contemplation stages are not aware that their current consumption is below the recommended number of servings, they may not be motivated to make any increases.

- 51.4% of new customers increased their fruit and vegetable consumption (mean increase=2.08 servings per day). However this change did not result in a significantly higher percentage of customers consuming 5 or more servings a day since their initial interview. Consumption behaviour was not related to the season the interview was conducted in. Six months may be too short a time span to observe large changes in participants' behaviour. Behaviour change takes time and usually follows parallel changes in knowledge and attitudes which we have yet to observe in this population.

- The majority of customers perceived that they had either increased their consumption of fruit and vegetables (43.8%) or made no changes (52.1%) to their consumption. However their perceptions did not correlate with their actual reported consumptions. It is not clear why this discrepancy exists.

- 45.9% of new customers reported that the GFB had an effect on their eating habits. The types of impacts included; increased fruit and vegetable consumption (77.6%), overall healthier diet (22.4%), changes in the types of food prepared and how they are prepared (20.9%) and increased variety in their diets (13.4%).

- While customer impressions of the GFB support that it has an impact on their behaviour. The degree of this impact was not large enough by 6 months to see a significant change in the behaviour measurements. These findings support the health promotion literature which emphasizes the need for multiple strategies to see significant changes in behaviour. Not only is it important to make fresh fruit and vegetables available at a reasonable cost, but customers also need to be educated about the importance of consuming 5 or more fruits and vegetables, and other environmental or accessibility barriers need to be addressed.

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1.0 Background for the Evaluation of Field to Table

Field to Table

Field to Table is one of many collaborative programs working under the FoodShare umbrella. It was established from a developing partnership with community groups and Ontario Farmers, and brings affordable, nutritious food to the doorsteps of people with access barriers to fresh produce. The program is in line with the mission of FoodShare which is:

> "*Working with Communities to End Hunger By Improving Access To Affordable Nutritious Food*"

The Field to Table program was established in the summer of 1992 by local farmers and community workers. The program utilizes three models of service delivery:

1. The Good Food Box - Working through a coordinator, persons in the community can purchase a box of fresh fruit and vegetables at the beginning of the month to be delivered near the end of the month. There are 5 different types of boxes to choose from.

2. Community Markets - Through this model community volunteers can purchase fresh fruits and vegetables from Field to Table and sell them in the lobby or community room of their building at cost to their neighbours.

3. Buying Clubs - The Buying Club allows community members to order fresh fruits and vegetables from Field to Table at affordable prices and have them dropped off near their home.

To date the most successful model is the Good Food Box.

2.0 The Purpose of the Evaluation

In 1993, in response to the continued expansion of the Field to Table Program, FoodShare demonstrated the need to evaluate the program and measure its impact on the communities it serves. The evaluation began with a series of in-depth focus groups in which 70 Field to Table customers took part. The focus groups provided a wealth of marketing and promotional information useful for providing direction in expanding the customer base and identified various hypotheses about the impact of the Field to Table program on the community. The qualitative information has provided an excellent starting point for the design of a quantitative evaluation.

An initial quantitative evaluation of the Good Food Box Program took place beginning in August, 1995. The four primary purposes of this evaluation were:

1. To determine whether the program was meeting its stated goals and objectives. (Process/Outcome)

2. To identify the health and social impacts of the Field to Table Program. (Outcome)

3. To determine how to reach other customers in order to develop strategies for expanding the program. (Market research)

4. To determine how to improve the program (Process)

3.0 Components of the Evaluation

This report presents the results of the 3rd component of the Field to Table evaluation: a six month follow-up of new customers interviewed in the 1995/1996 evaluation. A detailed description of the entire evaluation can be found in the Field to Table - Evaluation Results Report, 1996. New customers were those who had not yet received their first GFB or had received only one GFB at the time of the initial interview. Collection of information from new customers at two time points allows for the comparison of results and identification of changes over time. The objectives of this follow-up component of the evaluation were:

1. To determine if the GFB program is having its anticipated short and intermediate term impacts on its customers:

    I.) Does participation in the GFB program improve accessibility of fresh fruit and vegetables for those individuals with access barriers?

    ii.) Is consumption of fresh fruits and vegetables increased among individuals served by the program.

2. To determine if the program is meeting its identified customer behaviour objectives:

    I.) To increase the number of daily servings of fresh fruit and vegetables consumed by GFB customers (to a minimum of 5 servings or more), and

    ii.) To increase the percentage of customers consuming 5 or more daily servings of fresh fruit and vegetables.

Additional purposes of the follow-up evaluation were:

- To assess if FTT customers undergo changes in their readiness to change their fruit and vegetable consumption.
- To identify if there are other program impacts on the lives of new customers.
- To determine how new customers feel about the GFB Program, what aspects of the program are important to them, and identify their concerns and recommendations.

4.0 Evaluation Design - Six Month Follow-up

4.1 Measurement Tools

Two telephone interviews were conducted with new members. The first interview took place after new customers ordered and/or received their first GFB, and the second interview was conducted six months later. The interview measured consumption of fresh fruits and vegetables, accessibility to fresh fruit and vegetables, other healthy eating behaviours, and opinions about the impact of the GFB program in other areas of their lives.

4.2 Sampling Methodology

Originally it was the intention to interview all new customers on a monthly basis. However there was difficulty in obtaining phone numbers of GFB customers at the beginning of the project so a system was put in place to identify customers on a monthly basis through the coordinators order forms (Appendix A). As a result SWC was only able to interview new customers of whom telephone numbers were provided on the order forms. Each month SWC would review all order forms and enter into a database all customers with phone numbers. SWC identified as many new customers as possible each month and included them in the interviewing lists. Follow-up calls were made to all new customers who consented to be re-contacted six months after their original interview. The following table (pg 6) outlines the monthly interviewing schedule that resulted from this process.

Table 1. Field to Table follow-up interview completion table

Month	Sample (New customers)	Total Completed	Percent (%)
February 1996	25	16	64
March 1996	0	0	n/a
April 1996	9	6	66.7
May 1996	0	0	n/a
June 1996	26	16	61.5
July 1996	27	15	55.6
August 1996	26	17	65.4
September 1996	27	12	44.4
October, 1996	21	6	28.6
November, 1996	8	2	25
December, 1996	27	23	85.2
January, 1997	11	6	54.5
February, 1997	13	9	69.2
March, 1997	10	9	90.0
April, 1997	10	9	90.0
TOTAL	240	146	60.8

4.3 Customer Questionnaire

The questionnaire used in both the original and follow-up evaluation is divided into six sections and can be found in Appendix B.

Section I:	Where do they usually purchase their food and how they became involved with FTT
Section II:	Fruit and Vegetable consumption
Section III:	Stage of Readiness to Change
Section IV:	Food Knowledge
Section V:	Accessibility to fresh fruits and vegetables
Section VI:	Perceptions of Impact of the GFB at follow-up (For customer follow-up only)

For a detailed account of the development of the customer questionnaire, please refer to the first evaluation report.

4.4 Analysis

Participants who completed a follow-up interview were compared with those who did not using the Chi-square procedure to test for any significant differences in perceived health status, income, gender, living arrangement, number of children, fruit and vegetable consumption or stage of change. There were no significant differences found between the two groups; those individuals who completed the follow-up interview did not differ significantly in their demographic profile or baseline fruit and vegetable consumption.

Comparison of the responses of those new customers who completed both initial and follow-up interviews enables the assessment of change over time. Analysis of changes in knowledge, accessibility, food security and stage of change were undertaken using Chi-square analysis. Use of this test, will result in more conservative results; such that a high degree of confidence can be placed in any significant changes observed. Analysis of changes in fruit and vegetable consumption was conducted using the McNemar non-parametric test for related samples. This test results in an increased power to detect any significant differences.

5.0 Possible Study Limitations

In every evaluation, there are limitations. When interpreting the results, it is important to keep in mind the following possible limitations.

1. ***Sampling Error/Selection Bias***
   The difficulty in obtaining all customer names and phone numbers each month resulted in an inability to select a monthly random sample. The implication of this lack of random sampling is the possibility that there is a self-selection bias whereby customers who were willing to provide their phone numbers and complete an interview may be different from those who were not willing. In our interpretation, we assume they are the same.

2. ***Loss to Follow-up***
   37.4% of new customers did not participate in the follow-up interviews because they moved or because they no longer purchase the box and did not want to do an interview. This occurred even after obtaining permission to call them back in six months at the first interview. The loss of these participants could result in a remaining sample which is different from the group who did not complete a follow-up interview. Statistical tests, however, reveal that those participants who did not complete the follow-up interview were not significantly different in gender, perceived health status, living situation, number of children, income, fruit and vegetable consumption or stage of change.

3. ***Measurement Error***
   Fruit and vegetable consumption was measured indirectly by asking customers to estimate their consumption. There may be some errors in their estimates.

4. ***Seasonal Variations***
   Changes in fruit and vegetable consumption may be influenced by seasonal variation as well as purchase of the GFB. To try to eliminate this confounder, interviews were conducted monthly for an entire year, and where possible adjustments were made in the analysis to control for season.

5. ***Confounding Factors***
   While we would like to attribute results solely to purchase of the GFB, it should be kept in mind that there are many factors external to the GFB program that influence both purchase behaviour and consumption behaviour. Possible confounding factors include things like finances (income), accessibility to purchasing the GFB, availability of a coordinator, costs of fruits and vegetables in local stores, motivation to purchase, etc.. Where ever possible these confounders are controlled for in the analysis.

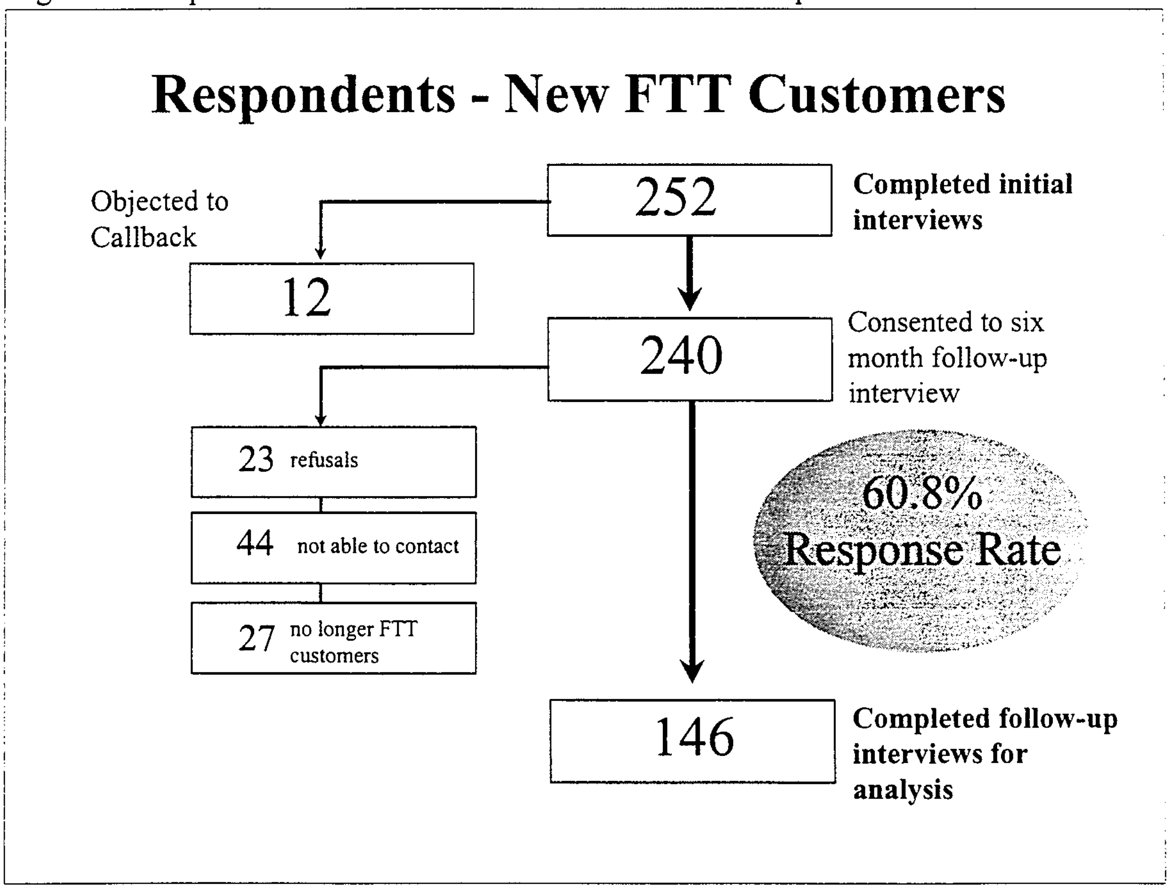
6.0 Results

6.1 Response Rate

- 252 new Good Food Box customers completed an initial interview. Of these individuals, 240 (95.2%) gave their consent to be re-contacted in six months for a follow-up interview. 146 of these 240 customers completed a six month follow-up interview, resulting in a response rate of 60.8% (Figure 1, pg 10).

  - There were no significant differences in gender, perceived health, income, number of children, living situation, fruit and vegetable consumption or stage of change between those individuals who agreed to a callback and did complete the follow-up interview and those that agreed to a callback but did not complete the follow-up interview.

Figure 1. Response rate: New customers six month follow-up



6.2 Demographic Profile

As in the original interview, the follow-up questionnaire contained a series of questions intended to determine the income, gender, living arrangements and number of children in the household for all respondents.

Income

- ❑ Most of the new GFB customers who completed the follow-up interview are considered to be low income. Nearly one third of customers have a household income less than $15,000 annually and 46% earn less than $20,000 per year. A small portion of new customers earn in excess of $60,000 per year (11%) (Table 2).

Table 2. Household income of new FTT customers

Household Income	Number of Participants	Percent (%)	Cumulative Percent (%)
Under $15,000	41	28.1	28.1
$15,000 - under $20,000	26	17.8	45.9
$20,000 - under $30,000	17	11.6	57.5
$30,000 - under $40,000	24	16.4	73.9
$40,000 - under $50,000	6	4.1	78
$50,000 - under $60,000	7	4.8	82.8
$60,000 - under $70,000	7	4.8	87.6
$70,000 or more	10	6.8	94.4
Don't know/Refused	8	5.5	100.0
TOTAL	146	100.0	100.0

Gender

- ❑ The majority of Good Food Box customers who completed both initial and follow-up interviews were female (90%), while 10% of respondents were male.

Living Arrangements

- Respondents had an average of 2.8 other persons living with them. The largest proportion of respondents were couples with children (37.7%), followed by single parent families (30.1%) and individuals living alone (17.1%) (Table 3).

Table 3. Living arrangements of new FTT customers

Living Arrangement	Number of Participants	Percent (%)
Single, living alone	25	17.1
Single, living with roommate(s)	2	1.4
Single parent family	44	30.1
Couple, no children	10	6.8
Couple, with children	55	37.7
Living with parents/family	9	6.2
Other	1	0.7
TOTAL	146	100.0

Number of Children

- As Table 4 demonstrates, over 60% of new FTT customers are living with children in either a single parent or two parent family (n = 90). The average number of children is approximately 2 in both groups with 61.4% of single parent families and 72.8% of two parent families having 1 or 2 children. A small proportion of families have 5 children or more (5-7%).

Table 4. Number of children among new FTT customers

	Single Parent Families (n=44)	**Couples with children (n=55)**
1 child	18 (40.9%)	15 (27.3%)
2 children	9 (20.5)	25 (45.5%)
3 children	8 (18.2%)	8 (14.5%)
4 children	7 (15.9%)	3 (5.5%)
5 children	2 (4.5%)	2 (3.6%)
6 children	---	2 (3.6%)
	Mean = 2.23 children	Mean = 2.24 children

Income and Living Arrangements

- When customers' income was examined by their living arrangements, it was determined that 13% of FTT customers were single parent families, earning less than $15,000 per year. An additional 12.3% of customers were single, living on their own and also made less then $15,000. The largest percentage of FTT customers (26%) were couples with children making $30,000 or more per year (Table 5). 17.8

Table 5. Income and living arrangements of new FTT customers

	Income (percent of all FTT customers)					
Living Arrangement	**Under $15,000**	**$15,000 - under $20,000**	**$20,000 - under $30,000**	**$30,000 - under $40,000**	**$40,000 or more**	**Don't know/ Refused**
Single, living alone	12.3	2.1	2.1	0.7	0	0
Single, living with roomate(s)	0	1.4	0	0	0	0
Single parent family	13	8.2	5.5	1.4	1.4	0.7
Couple, no children	0	0	2.1	2.1	1.4	1.4
Couple with children	2.7	5.5	1.4	8.2	17.8	2.1
Living with parents/family	0	0.7	0.7	3.4	0	1.4
Other	0	0	0	0.7	0	0
TOTAL (146)	41 (28.1%)	26 (17.8%)	17 (11.6%)	24 (16.4%)	30 (20.5%)	8 (5.5%)

6.3 Purchasing Patterns of Customers

Number of Boxes Respondents Received

- As seen in Figure 2 (pg 16), at the initial interview, 25.5% of new customers had not yet purchased any GFBs and 70.3% had received only one box. Results of follow-up interviews indicate that many new customers went on to purchase more GFBs over the six month interval, with an average of 5.2 boxes. Only 4.4% of customers who were re-interviewed said they do not remember ever purchasing a GFB, and only 20.7% did not receive more than one box over the next 6 months. The majority of new customers purchased between 2 and 7 GFBs (52.5%).

6.4 Accessibility to Fresh Fruits and Vegetables

In order to assess the extent to which accessibility to fresh produce has changed or improved for new FTT customers, respondents to the six month follow-up interview were asked whether they agreed or disagreed with certain statements about potential cost, proximity and transportation barriers. They were also asked to comment on specific things that make it difficult to get to a store that sells fresh fruits and vegetables.

Agreement with Accessibility Statements

Proximity

- Initial interviews found that a high percentage (92.5%) of new clients agreed that fresh fruits and vegetables are readily available at grocery stores in their neighbourhood. This did not change at follow-up, with 91.1% of respondents who still agreed that fresh produce was readily available at nearby stores (See Figure 3, pg 17).

Transportation

- There was no significant increase in the proportion of new customers who reported they were able to travel to a grocery store (Figure 4, pg 17). In the follow-up interviews, 84% of respondents agreed that they can easily get to a grocery store that sells fresh fruit and vegetables, compared to 86.3% of new customers who completed the initial interview.

Figure 2. Number of boxes received by new customers

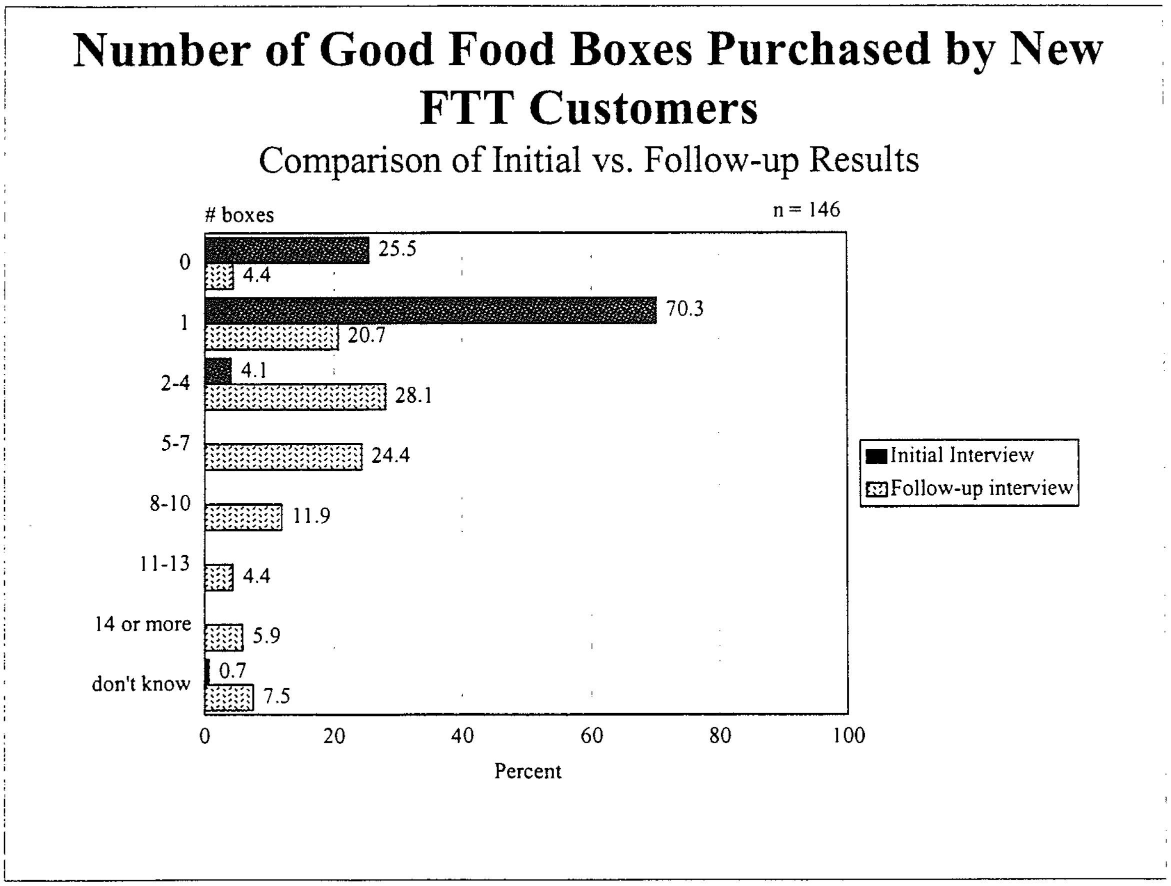


Figure 3. Proximity to stores that sell fresh fruit and vegetables

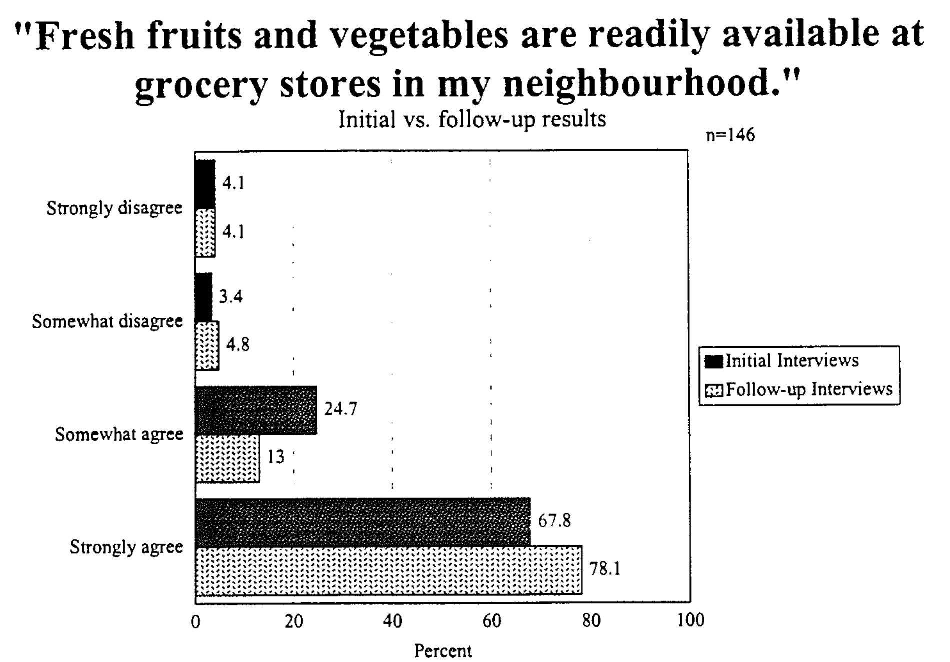
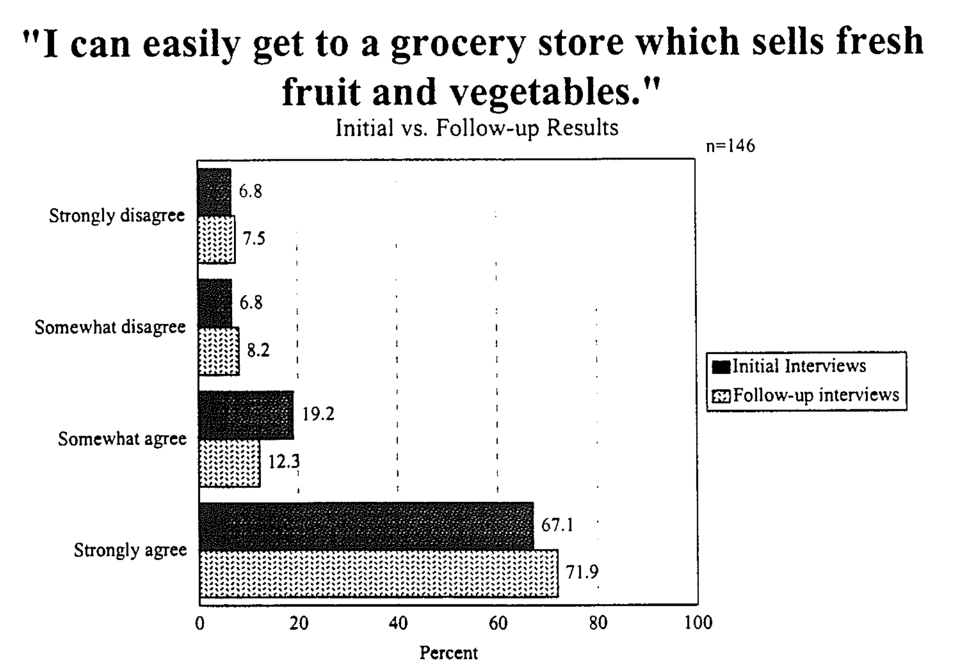


Figure 4. Transportation to stores that sell fresh fruit and vegetables



Cost

- There was no significant change in the proportion of new FTT customers who felt that fresh fruits and vegetable were too expensive (See Figure 5, pg 19). Nonetheless, there was a slight non-significant decrease in the proportion of respondents who strongly agreed that fresh fruit and vegetables were too expensive to buy every week and a slight non-significant increase in the proportion who strongly disagreed with this statement over the 6 month interval. This would indicate that FTT customers may be becoming more aware of other less costly alternatives to purchasing fresh foods.

- Figure 6 (pg 19) illustrates the relationship between perceived health and the three access barriers to obtaining fresh fruits and vegetables. A significantly higher proportion of new customers with poor or fair health (63%) report that fruits and vegetables are too costly to buy every week.

Cost, proximity, transportation

- When the above three accessibility barriers (cost, proximity and transportation) are combined, 55.5% of new customers reported that they experienced problems in at least one of these three areas (Table 6). The number is significantly higher for those whose perceived health is poor ($p<.01$) and those with low incomes ($p < .05$).

Table 6. Percentage of respondents facing accessibility problems

Group	**% facing accessibility problems (cost, proximity or transportation)**
Average - All respondents	55.5%
Poor perceived health	100%
Income < $15,000	75.6%

  - Accessibility problems were not significantly related to gender or the number of boxes purchased, although there was a trend towards a decrease in the percentage of new customers reporting access barriers as the number of boxes purchased increased ($p = .08$).

Figure 5. Perceived cost of fresh fruit and vegetables

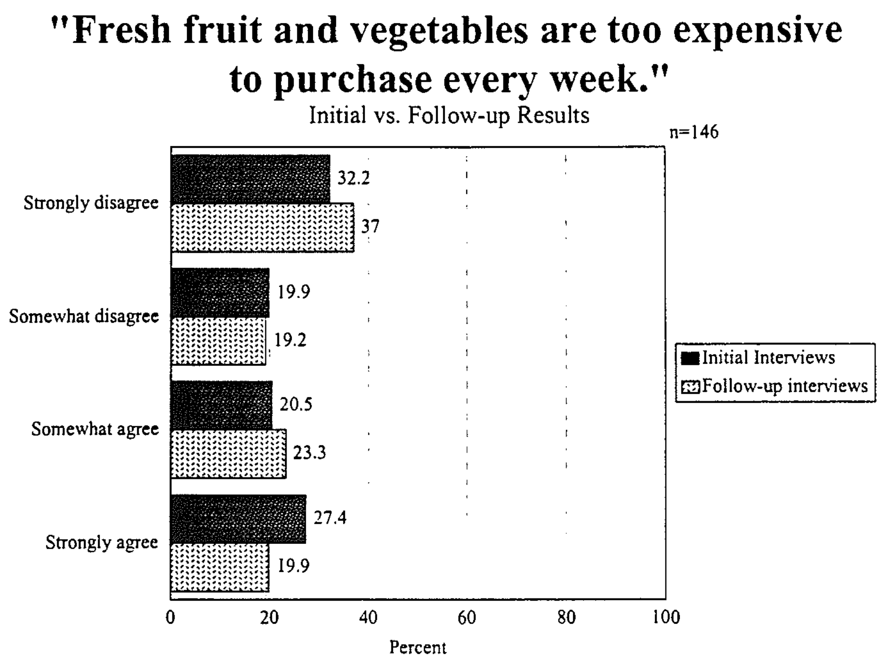
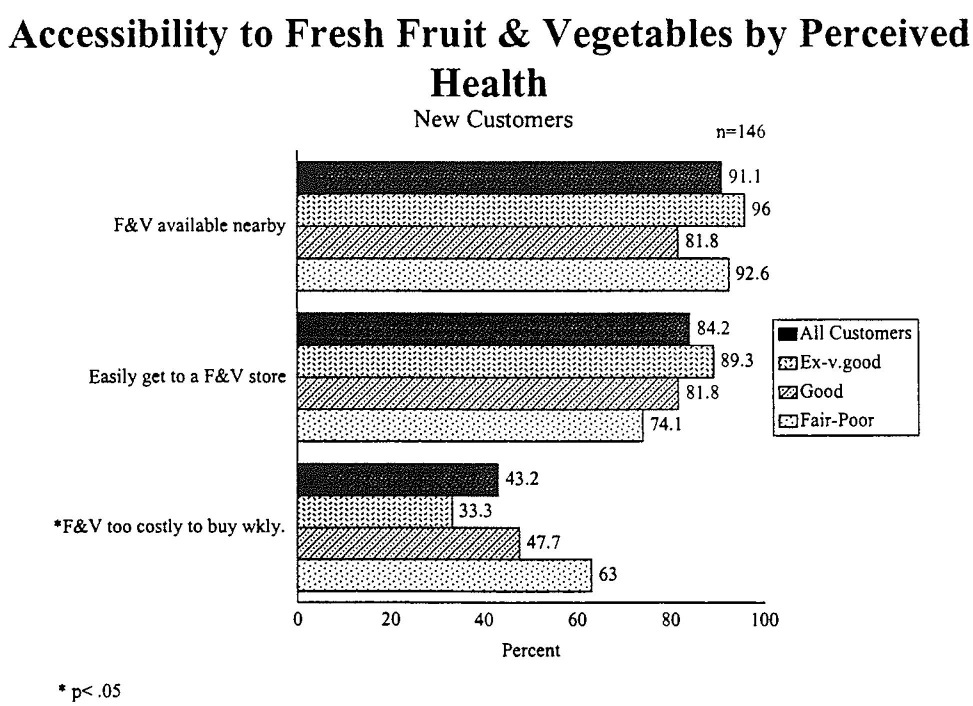


Figure 6. Relationship between perceived health and access barriers



Factors which make getting to a store which sells fresh fruit and vegetables difficult

- New Field to Table customers report living an average of 2.8 blocks away from a store that sells fresh fruits and vegetables, with 67.6% of respondents indicating that they usually walk to the store. Nonetheless, there were 51 individuals (34.9%) who encounter barriers to obtaining fresh fruit and vegetables such as bad weather, medical problems, children, transportation and time (See Table 7).

  - The two most commonly mentioned barriers were bad weather (8.9%) and medical problems which made it difficult to get to the store (8.2%).
  - 6.8% of respondents with children reported that lack of a babysitter made it troublesome to get to the store.

Table 7. Barriers to obtaining fresh fruit and vegetables

Barrier	% identifying factor as a barrier (n=51)
Bad weather	8.9 (13)
Medical problems	8.2 (12)
Children	6.8 (10)
Transportation	6.8 (10)
Time	7.5 (11)
Other	2.7 (4)

6.5 Fruit and Vegetable Consumption Behaviour, Attitudes and Knowledge

6.5.1 Fruit and Vegetable Consumption

Several questions were asked in the initial and follow-up interview to determine what percentage of new FTT customers were consuming the 5 or more servings of fruit and vegetables per day recommended by the Canadian Food Guide. The first question was taken from the 5 A Day program and asked respondents to report on the frequency of consuming orange juice, other fruit juices, green salade, french fries or fried potatoes, baked, boiled or mashed potatoes, and other fruits or vegetables not counting the above items. From this question, an estimate of the average number of fruits and vegetables consumed per day was derived. The second question asked respondents directly how many servings of fruit and vegetables they consume per day. The follow-up interview asked the same questions in order to determine if the percentage of new FTT customers consuming 5 or more servings of fruits and vegetables had increased over the 6 months.

- ❑ 51.4% of new customers increased their fruit and vegetable consumption, 47.2% decreased their consumption and 1.4% made no changes. Increases ranged from .02 to 13.43 servings per day with an average of 2.08 servings per day and decreases ranging from -.02 to -9.85 (Figure 7a, pg22). Statistical analysis of the changes in consumption were not related to the season in which the initial and follow-up calls were conducted. Although figure 7b appears to show a relationship to season, when comparisons are made matching individuals initial to follow-up results we see that regardless of the season some increased and some decreased their consumption (Figure 7b, p.22-1).

- ❑ Analysis of the 5 A Day questions revealed that there were no significant changes in the percentage of respondents eating 5 or more servings of fruit and vegetables (Figure 7c, pg 22-2).

- ❑ A significantly greater proportion of new customers who were aware that individuals should consume five or more servings of fruits and vegetables per day were actually consuming this amount (Chi-square=34.4; $p<.0001$). For example, 75.9% of individuals who were aware of the recommended number of servings were consuming five or more servings compared to 29.3% of those respondents who were not aware.

    - ▸ The number of servings of fruit and vegetables eaten each day was not significantly related to income, perceived health or number of GFBs purchased among new customers.

Figure 7a. Change in Fruit and Vegetable Consumption from initial to follow-up interview

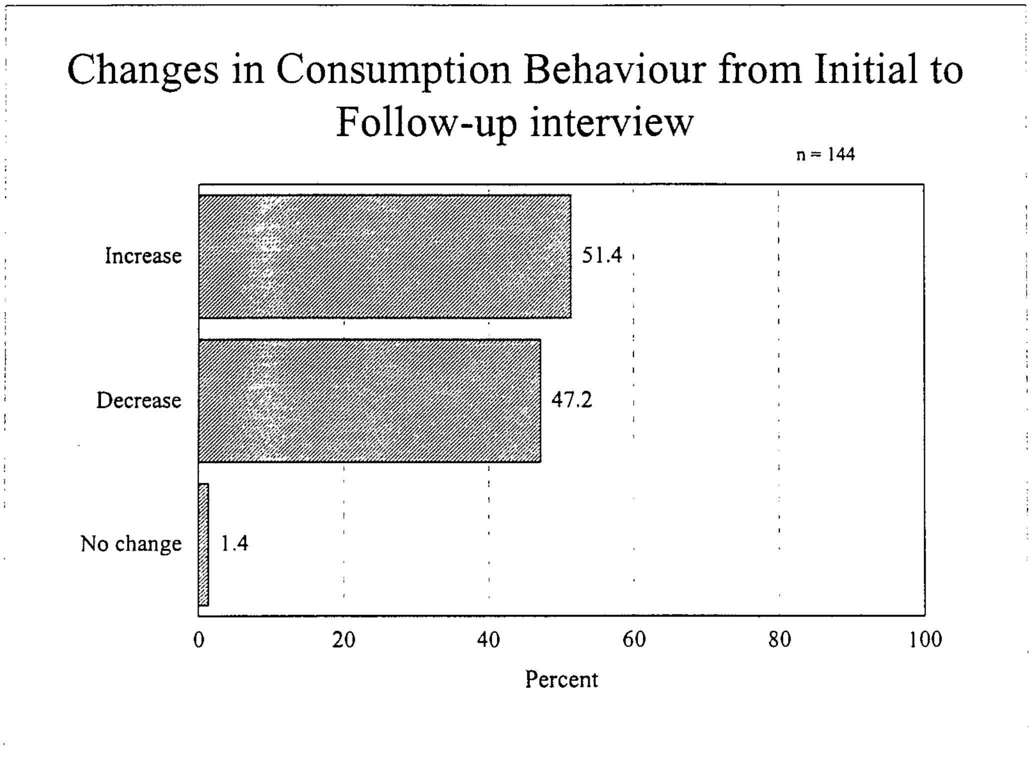


Figure 7b. Changes in Consumption by Season

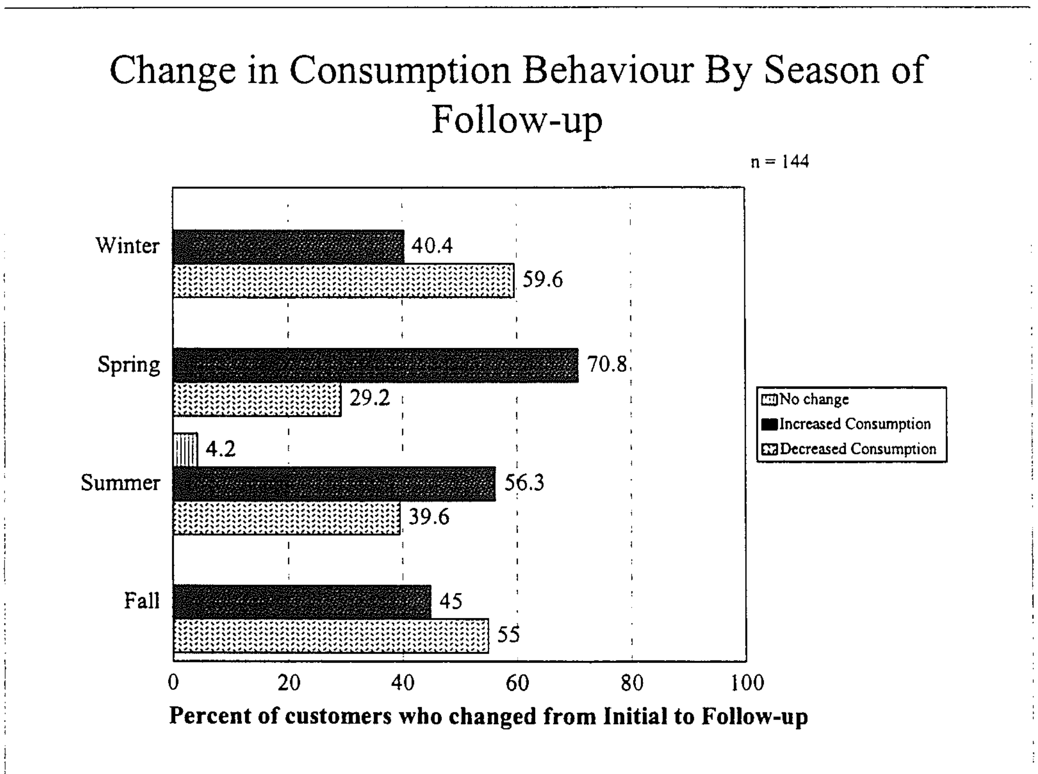
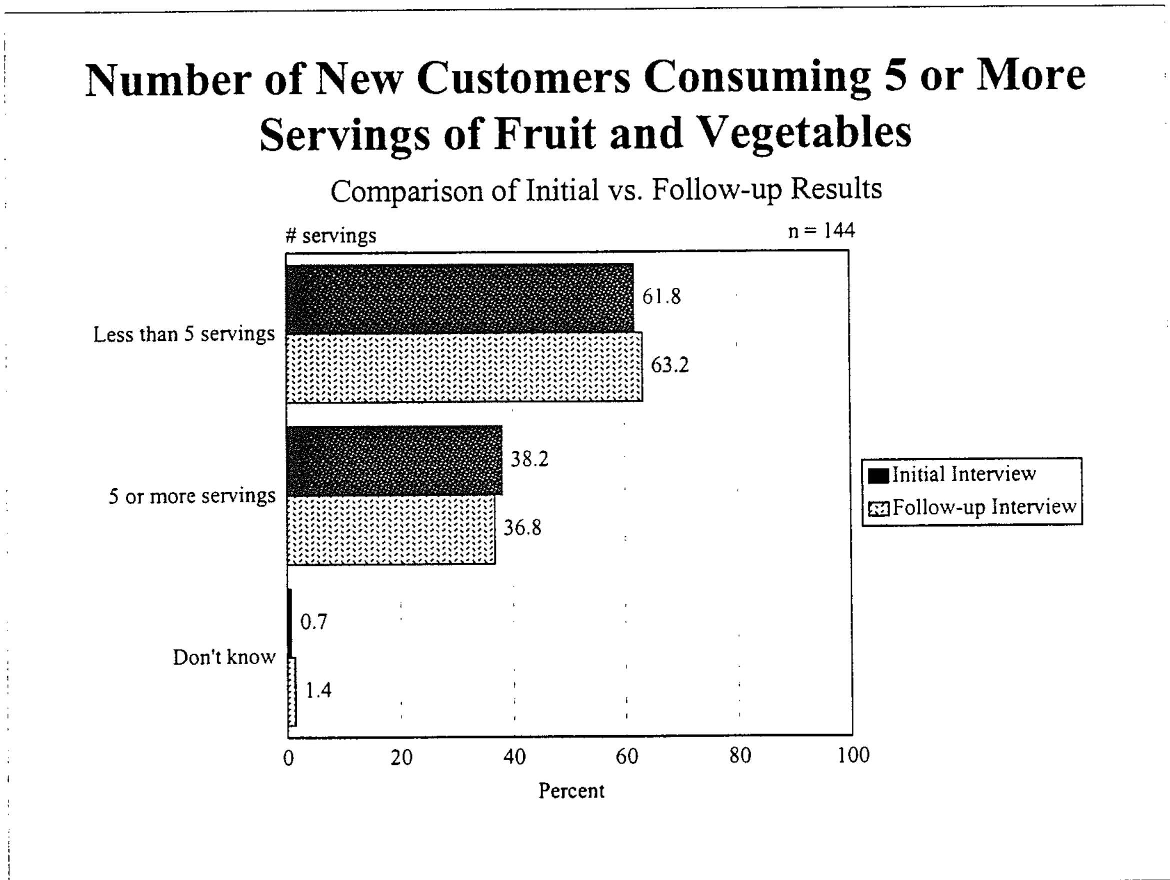


Figure 7c. Number of new customers consuming 5 or more servings of fruit and vegetables



6.5.2 Stage of Readiness to Change

The initial interviews attempted to determine whether FTT customers were ready and willing to change the amount of fruit and vegetable they consume. In order to determine respondents' stage of readiness to change, respondents were asked a series of questions about the number of fruit and vegetable servings they eat each day, how long they have behaved this way and whether they plan to change their fruit and vegetable consumption in the next month or next 6 months.

The 5 stages of readiness to change are as follows:

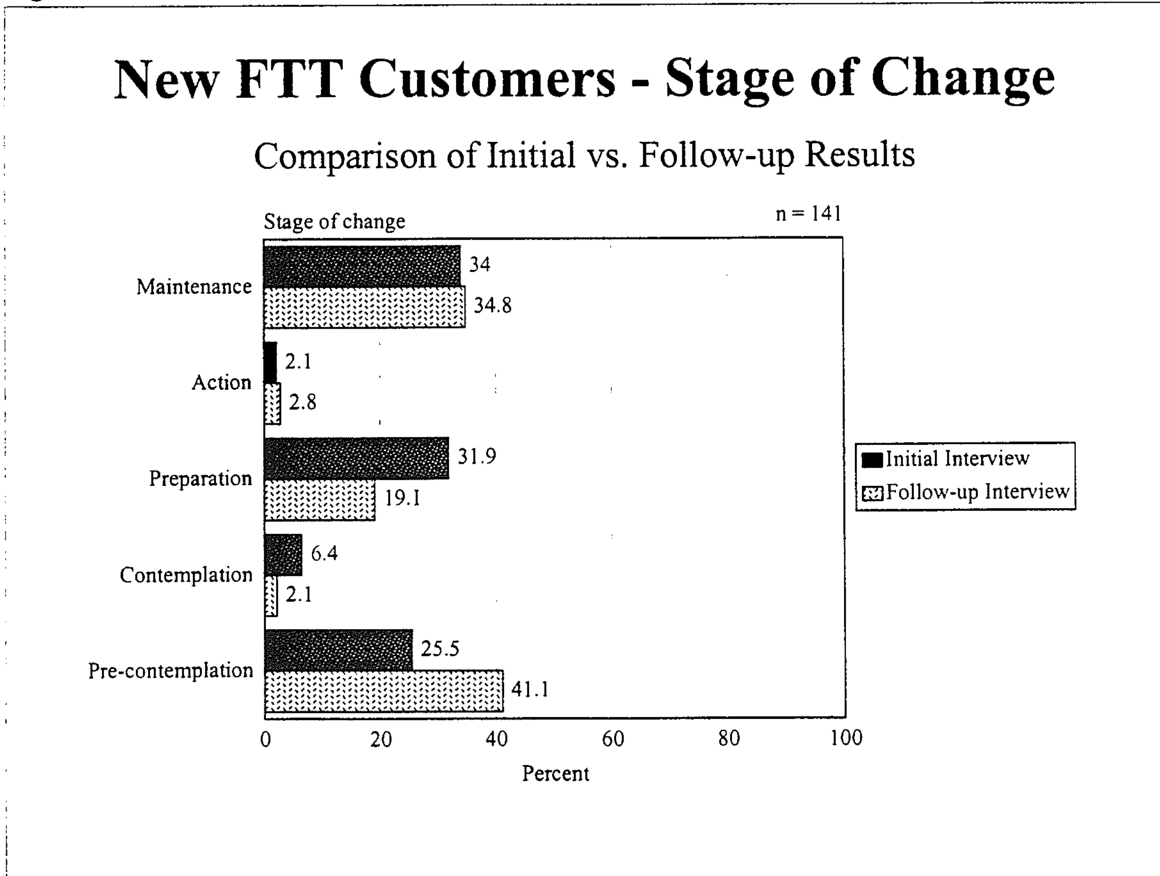
Maintenance:	The respondent has been eating more than 5 servings a day for longer than 6 months.
Action:	The respondent has been eating more than 5 servings a day for 6 months or less.
Preparation:	The respondent eats less than or equal to 5 servings a day but is seriously thinking about eating more in the next six months and plans to eat more servings in the next month.
Contemplation:	The respondent eats less than or equal to 5 servings a day and is seriously thinking about eating more in the next six months but plans to eat the same number or fewer servings in the next month.
Pre-Contemplation:	The respondent eats less than or equal to 5 servings a day and is not thinking about eating more servings in the next six months.

- Follow-up interviews attempted to determine if new customers had altered their stage of readiness to change their fruit and vegetable consumption since they began participating in the Good Food Box program.

  - Analysis reveals that there were significant changes in new customers' stage of readiness to change (See Figure 8, pg 24). Specifically, there was a decrease in the percentage of new customers in the preparation and consideration stages and an increase in the proportion of new customers in the pre-contemplation stage. This means that less respondents are considering eating more servings of fruits and vegetables per day in the future.

  - Nonetheless, there was no change in the proportion of new customers in the maintenance and action stages, indicating that those individuals who are already eating 5 or more servings of fruit and vegetables per day did not decrease their daily consumption over the six month interval.

Figure 8. New customers' stage of readiness to change



- Stage of readiness to change was significantly related to new customers' awareness of the recommended five or more servings of fruit and vegetables that a person should consume each day. A significantly higher proportion of respondents in the maintenance and action stages were aware that they should consume five or more servings of fresh produce for good health compared to those individuals in the preparation, contemplation and pre-contemplation stages (Table 8) (chi square= 60.97; $p < .001$).

Table 8. Stage of readiness to change by awareness of recommended number of servings

Stage of Readiness to Change	Percent who were aware they should consume 5 or more servings per day
Average - All respondents	48.2
Maintenance	81.6
Action	75
Preparation	40.7
Contemplation	33.3
Pre-contemplation	22.4

    - The stage of readiness to change among new customers was not significantly related to income, perceived health, gender or the number of GFBs purchased.

6.5.3 Nutrition Knowledge

An understanding of FTT customers' nutrition knowledge was deemed to be useful in understanding why most consumers eat less than 5 servings of fruit and vegetables per day and determining where to direct educational initiatives. In order to assess whether any increases in nutrition knowledge had occurred among new customers, respondents were asked in both initial and follow-up interviews to indicate whether they agreed or disagreed with certain statements. There were also asked how many servings of fruit and vegetables a person should eat each day and if certain behaviours would help reduce the chances of getting certain kinds of cancer.

- ❑ Respondents' awareness that; (1) many healthy foods taste good, (2) that what you eat can make a difference in your chance of getting a disease and (3) that it is easy to eat a healthy diet, remained high among new respondents (>78%). There were no significant increases in customers' understanding that good foods do not cost more or decreases in confusion regarding recommendations about healthy ways to eat (Figure 9, pg 27).

How many servings of fruit and vegetables should a person eat each day for good health?

- ❑ As seen in Figure 10 (pg 27), there was no significant increase in the proportion of new customers who were aware that a person should eat at least 5 servings of fruit and vegetables a day for good health (initial - 50.6%; follow-up - 46.6%). Awareness of the number of recommended servings was not significantly related to income, perceived health, gender or the number of GFB purchased.

Helpful behaviours for reducing the chances of getting certain kinds of cancer

- ❑ There were no significant increases in the proportion of new customers who recognized the value of eating more fibre, fruit, vegetables and vitamins and less sugar, additives, fat and salt in reducing a person's changes of getting certain cancers. Significant increases may not have occurred as there was already a high degree of awareness at the intial interviews (>60%) (See Figure 11, pg 28).

Figure 9. Changes in agreement with nutrition knowledge statements

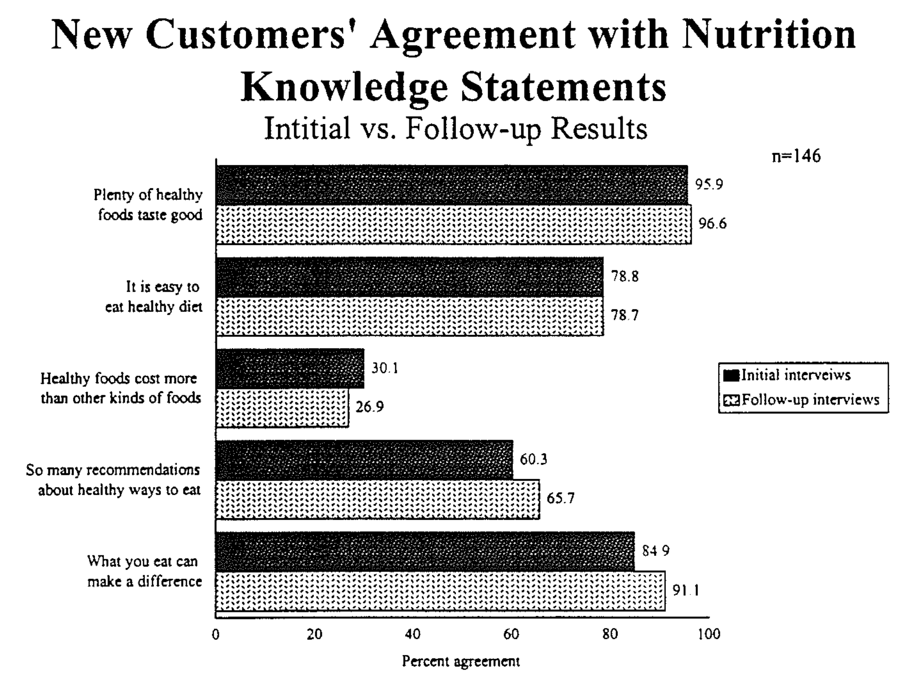


Figure 10. Awareness of the recommended number of servings per day

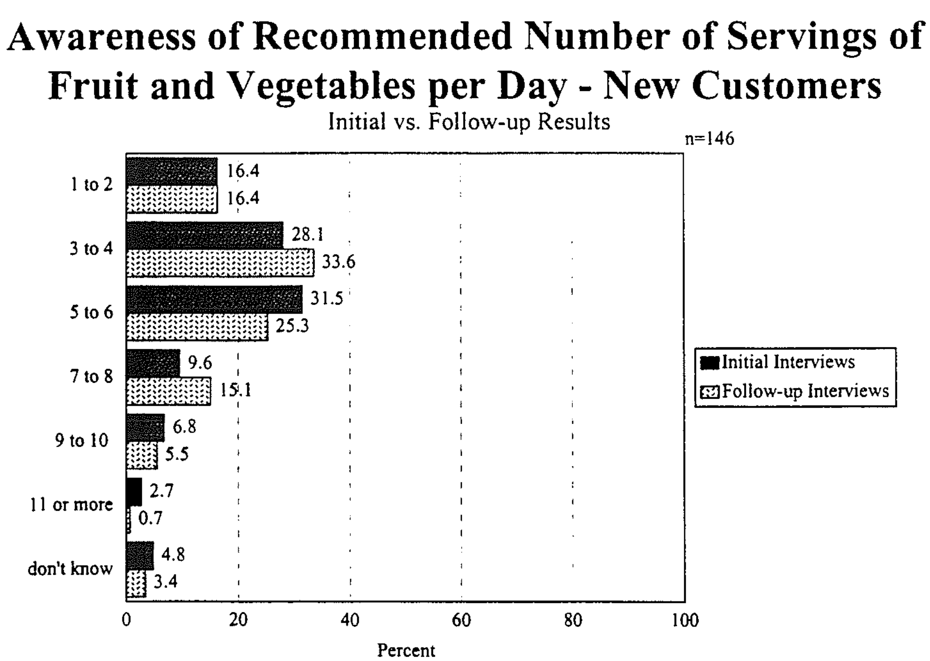
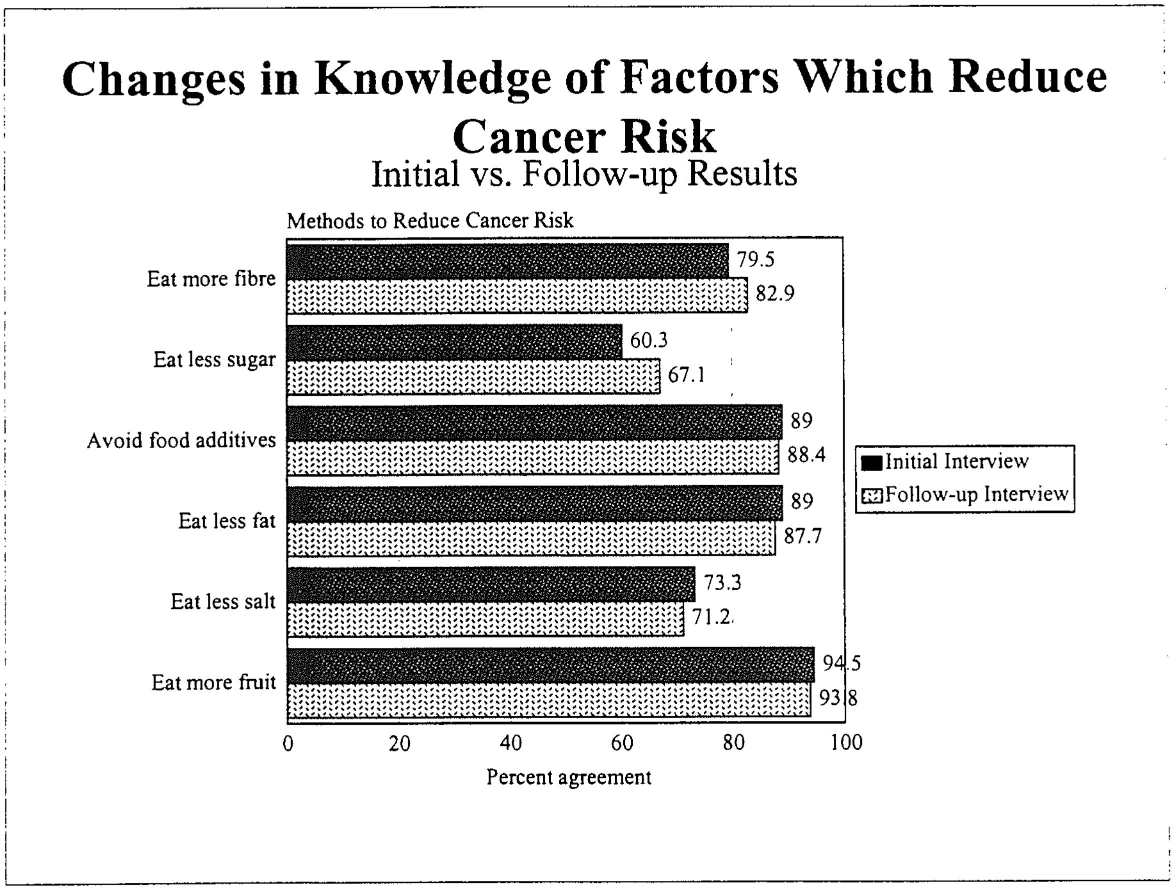


Figure 11. Knowledge of behaviours that reduce cancer risk



6.6 Food Security

It is important for FTT customers to feel secure that they can provide healthy foods necessary to sustain their household. In both intial and follow-up interviews with new FTT customers, respondents were read a series of 5 statements to gauge if they had any concerns about food security. Changes in new customers' perceptions of their ability to provide healthy foods for their family were determined by comparing the results of initial and follow-up interviews.

- Analysis revealed no significant changes in the proportion of new customers who (1) felt their children received enough food, (2) had enough money to buy their children healthy foods, (3) decreased their own consumption to leave more for their children, and (4) had enough money to buy themselves healthy foods.

- As seen in Figure 12 (pg 30), there was a significant increase at follow-up in the percentage of new customers who felt the food they could afford would be enough for their household. At the follow-up interview, 43.2% of new customers did not or hardly ever worried about whether the food they could afford would be enough; compared to 35.7% of respondents in the initial interviews. There was also an increase in the percentage of new customers who almost always had concerns about their ability to afford enough food (initial - 7.7%; follow-up, 17.8%).

- Additional analysis was done into the percentage of new customers who indicated they had food security concerns about whether their family was eating right (if they agreed negatively with any of the positive statements and positively with the negative statements). Ultimately, respondents with poor or fair health are more concerned about whether their family is eating right (See Figure 13, pg 30). 74.1% of follow-up respondents with poor/fair perceived health have food security concerns compared with 40% of those with very good or excellent perceived health.

Figure 12. New customers' ability to afford enough food

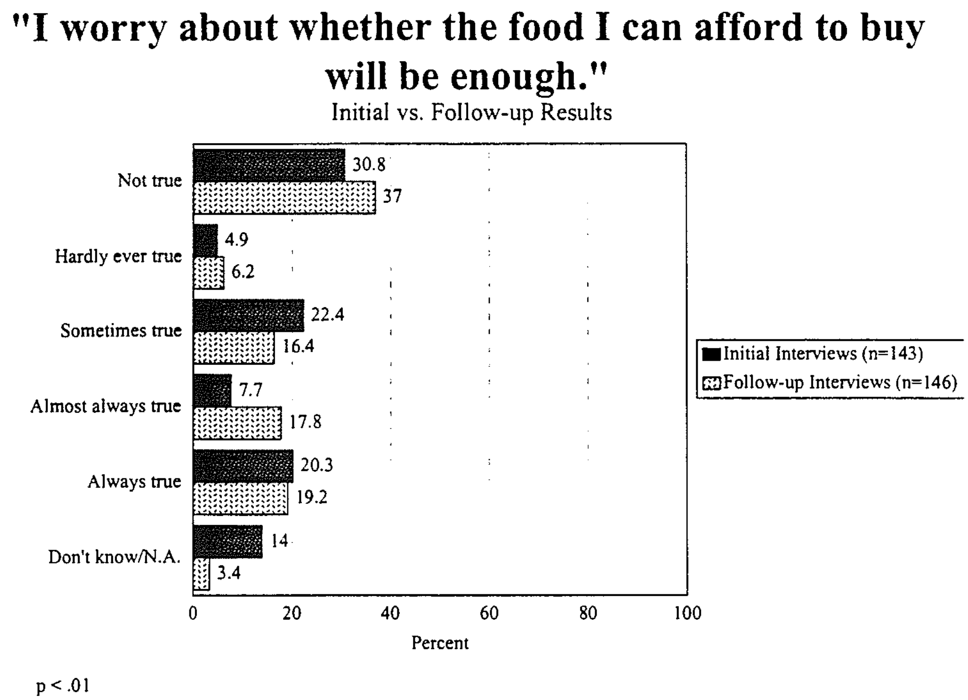
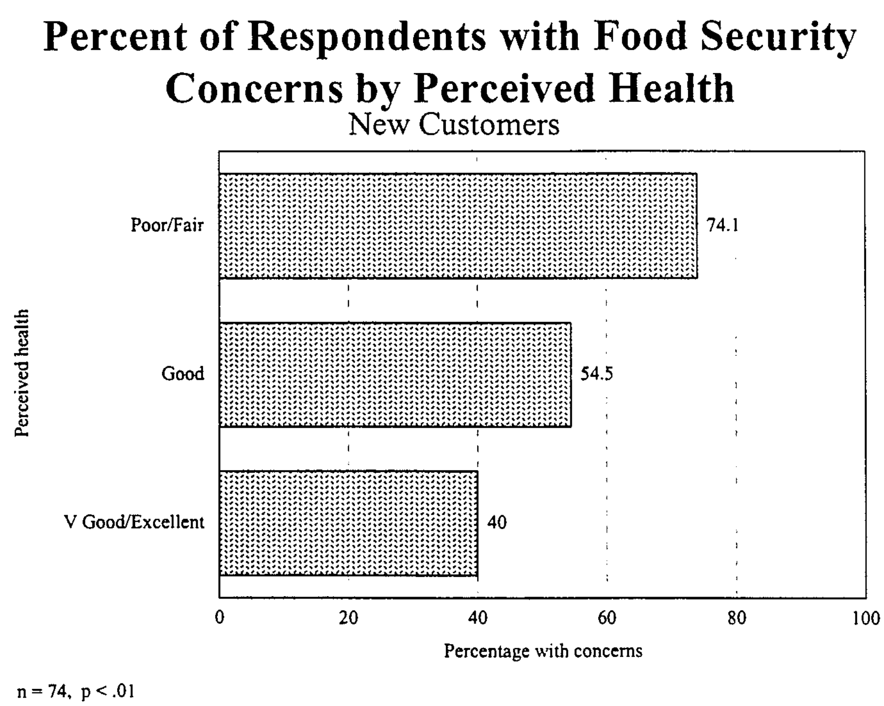


Figure 13. Relationship between perceived health and food security



6.7 Customer Impressions of the GFB Program

New customers were asked a series of questions in the follow-up interview in order to understand the short term health and social impacts of FTT's GFB program and customers' satisfaction with the program. They were asked if and how the program has affected them, if they have increased their fruit and vegetable consumption, if they are satisfied with the program and what they perceive the most important aspects of the program are. The 85 customers who reported they are not currently purchasing the GFB (58.2%) were asked to explain why and indicate whether they would consider buying the GFB again.

FTT customers who stopped purchasing the GFB

- ❑ Inconvenience, accessibility, lack of choice, quality of the food and too much waste were the main reasons cited by respondents who stopped purchasing the GFB (Table 9).

Table 9. Reasons why FTT customers no longer purchase the GFB

Reason no longer purchasing the GFB	Number of Respondents (N=85)	Percent*
Inconvenient	28	32.9
Accessibility	20	23.5
Lack of choice	14	16.5
Quality of the food	13	15.3
Too much waste	10	11.8
No cheaper than the store	8	9.4
Not enough food	6	7.1
Only use occasionally	6	7.1
Cost	4	4.7
Unhappy with program	3	3.5
Other	3	3.5

* Respondents could list up to 3 things, thus combined percentages total over 100%

- Seventy of the 85 respondents (82.4%) who were not currently purchasing the GFB indicated that they would consider purchasing it again.

- In addition to the above reasons for stopping, we collected this information from 27 respondents who refused to do the interview because they no longer received the GFB (See Appendix C). Their reasons included:

  - poor quality of produce/not satisfied with program
  - moved locations
  - prefer to shop at store - same prices, make own choices
  - too much waste
  - too expensive (can't afford, not good value)
  - inconvenient to pick up box (times, location)
  - unhappy with types of food provided
  - program discontinued in their community
  - recent illness/health problems

Impact of the GFB on Eating Habits

- At the 6 month follow-up, 45.9% of new customers reported that the GFB has affected what or how they eat and 52% indicated that it hadn't. (See Figure 14, pg 33).

- When asked to comment on what types of impacts purchasing the GFB has had on their eating habits, respondents mentioned an increased consumption of fresh fruits and vegetables (77.6%), an overall healthier diet (22.4%), changes in the foods they prepare and how they prepare them (20.9%) and more variety in their diets (13.4%). The types of impacts reported by new customers are found in Figure 15, pg 33.

Figure 14. Percentage of respondents whose eating habits have been affected

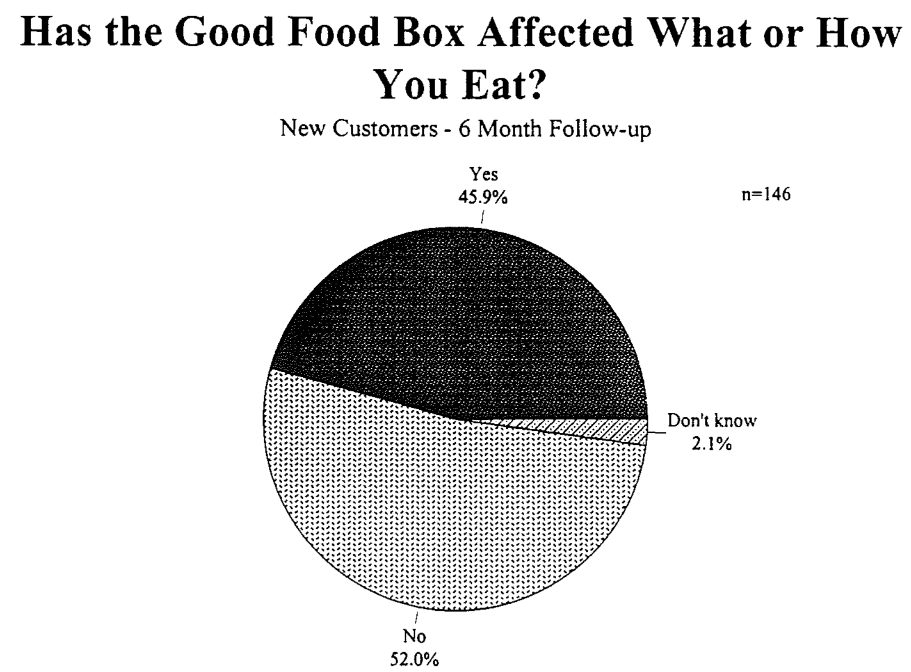
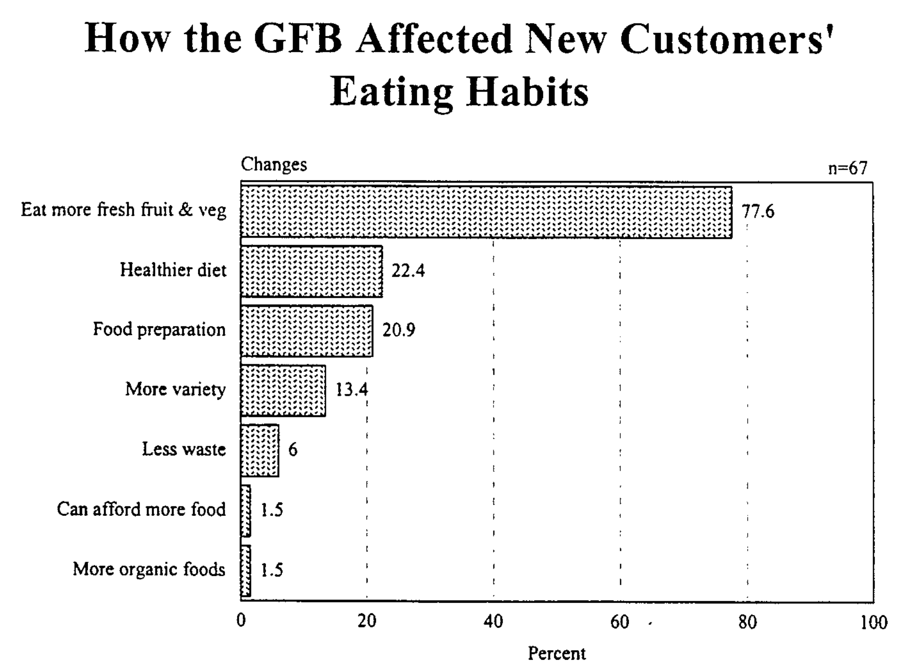


Figure 15. Types of impacts on eating habits



Perceived Changes in Fruit and Vegetable Consumption

- Six months after their initial GFB purchase, 43.8% of new customers report that they have increased their personal fruit and vegetable consumption (Figure 16, pg 35). 52.1% of new FTT customers stated they have not changed the amount of fruits and vegetables they eat, and only 2 customers reported that they have decreased their consumption.

- In addition to the increases in fruit and vegetable consumption among purchasers of the GFB, increased consumption was also reported among other household members. Nearly 40% of new FTT customers indicated that other members of their household had also increased their consumption of fruits and vegetables (Figure 17, pg 35).

- The percentage of new customers reporting an increase in their and other household members' consumption of fresh produce was significantly higher among those new customers who had purchased a higher number of boxes (See Figure 18, pg 36). Among new customers who had purchased up to 2 GFB, an increase in personal fruit and vegetable consumption was reported by 23.9%, whereas among those customers who had received 6 or more GFBs, 64.8% indicated an increased consumption of fruits and vegetables.

Respondents' perceptions vs. actual changes in fruit and vegetable consumption

- As shown in Figure 19 (pg 36), there were discrepancies in respondents' perceived versus actual changes in fruit and vegetable consumption over the six months. The majority of new FTT customers perceived that they had either increased their number of daily servings (43.8%) or consumed the same amount (52.1%). However, when the number of servings eaten per day were calculated using the 5 a day method, it was found that 51.4% of respondents actually increased and 47.2% decreased their consumption. Overall, no significant changes in fruit and vegetable consumption were found among new customers of the FTT program.

Figure 16. New customers' perceived changes in fruit and vegetable consumption

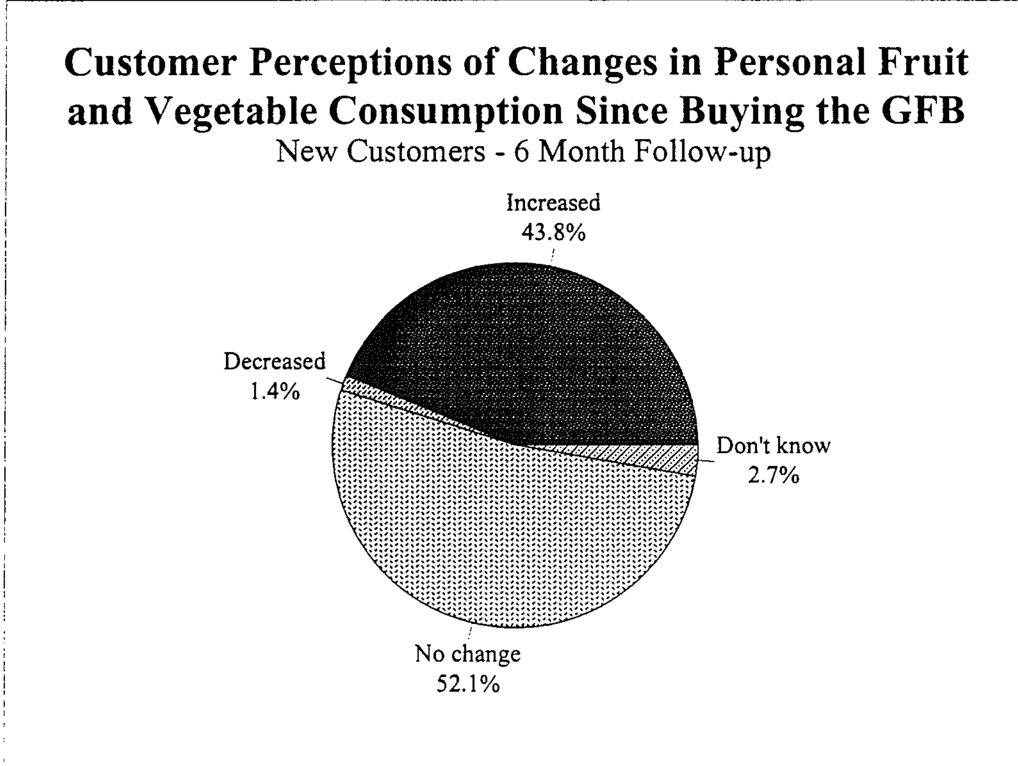


Figure 17. Perceived changes in other household members' fruit and vegetable consumption

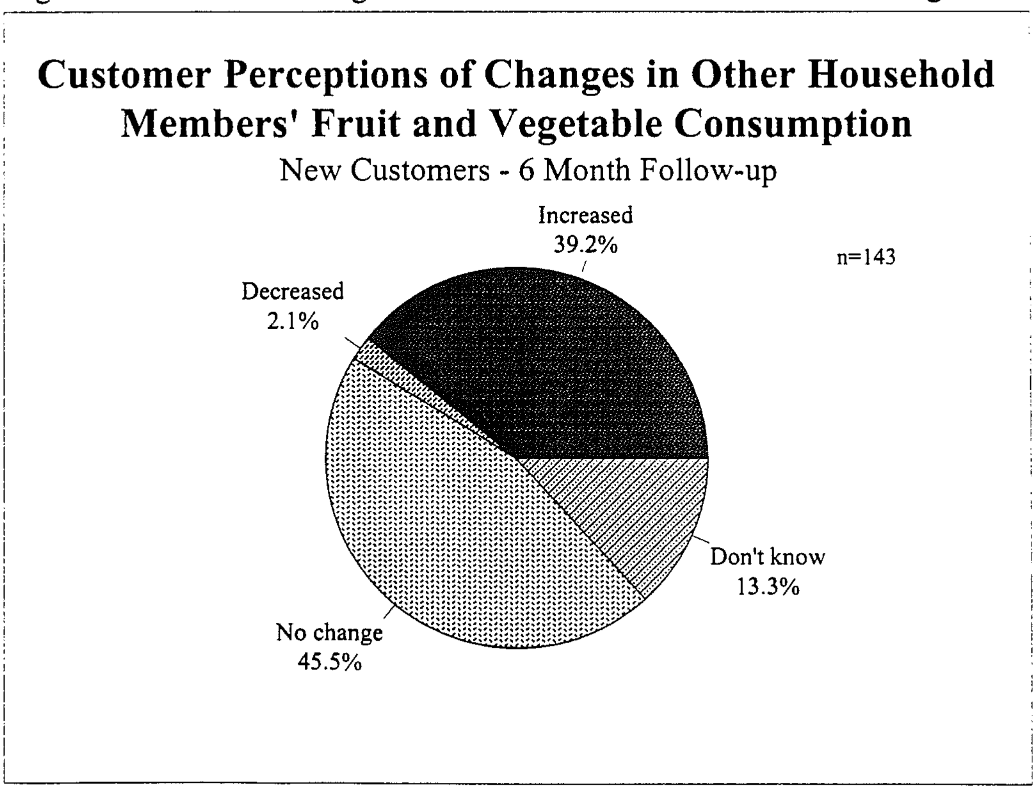


Figure 18. Perceived Changes in Consumption and Number of Boxes Purchased

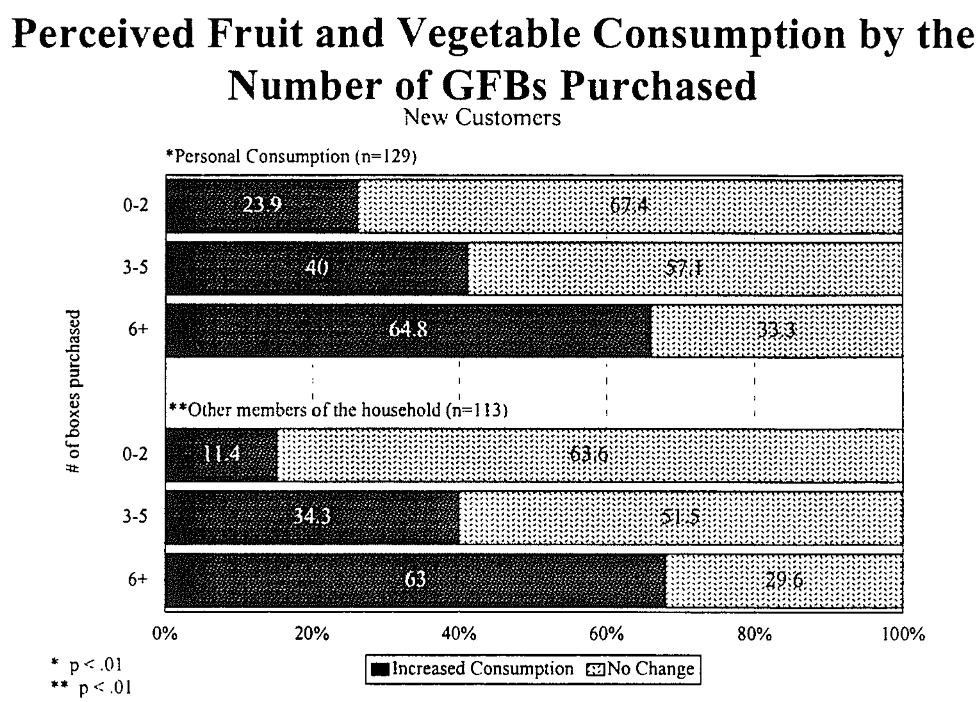
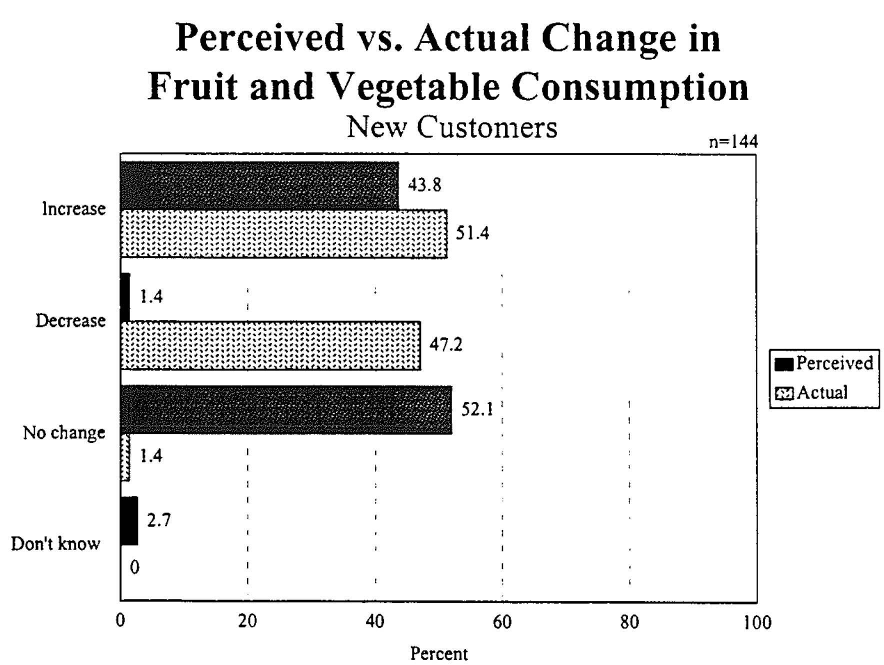


Figure 19. Actual versus Perceived Changes in Fruit and Vegetable Consumption



Impact of the GFB on things other than eating habits

Involvement in the GFB program has the potential to impact on customers in ways other than their nutrition and eating habits. 19.2% of new customers reported that their participation in the program has had additional effects on their lives. In addition to improving GFB customers' eating habits, the FTT program also assisted customers to improve their eating habits resulting in increased energy levels, helped customers financially, and helped individuals to become more community oriented (Table 10).

Table 10. Other impacts of the GFB on FTT customers

Participating in the GFB program has also resulted in:	**# of respondents (n = 28)**	**Percent***
Improved eating habits and increased energy levels	10	35.7
Helped financially	5	17.9
Becoming more community oriented	5	17.9
Increased awareness of social issues	3	10.7
Support for Ontario farmers	3	10.7
Excitement and happiness	2	7.1
Benefits to extended family	1	3.6

* Percentages may add to more than 100%, as each customer could provide more than one response.

- Six customers described negative impacts that they experienced as a result of their participation in the GFB program, such as embarrassment to pick up the box (1), and inconvenience (5).

GFB Customer Satisfaction

- New FTT customers expressed a high level of satisfaction with the Good Food Box program. Almost 90% of respondents indicated they were either very or somewhat satisfied with the GFB. Only 12.6% expressed dissatisfaction with the program (Figure 20, pg. 39).

- Level of satisfaction was significantly related to the number of boxes purchased by new customers ($X^2 = 16.81, p=.01$), whereby the more boxes purchased, the more satisfied the customer. As seen in Figure 21 (pg 39), among customers who had purchased up to 2 GFBs, 74.1% expressed satisfaction with the program. Among customers who had purchased 6 boxes or more, the level of satisfaction rose to 94.5%.

Items important to continued purchase of the GFB

In order to assess what factors are most important to newly recruited customers of the GFB, respondents were asked to indicate how important several items are to their continued purchase of the GFB. The scale utilized in the question ranged from 1 to 10 where 10 indicates high importance and 1 indicates no importance.

- As seen in Table 11 (pg 40), for new customers, the quality of the produce was seen as the most important factor to their continued purchase of the GFB (with an average score of 9.54 out of 10). The types of food in the box and low prices were also reported to be important factors to ensure their continued involvement with the program. Factors of lesser importance were friendships with other customers and the provision of nutrition information.

Figure 20. Customer satisfaction with the GFB program

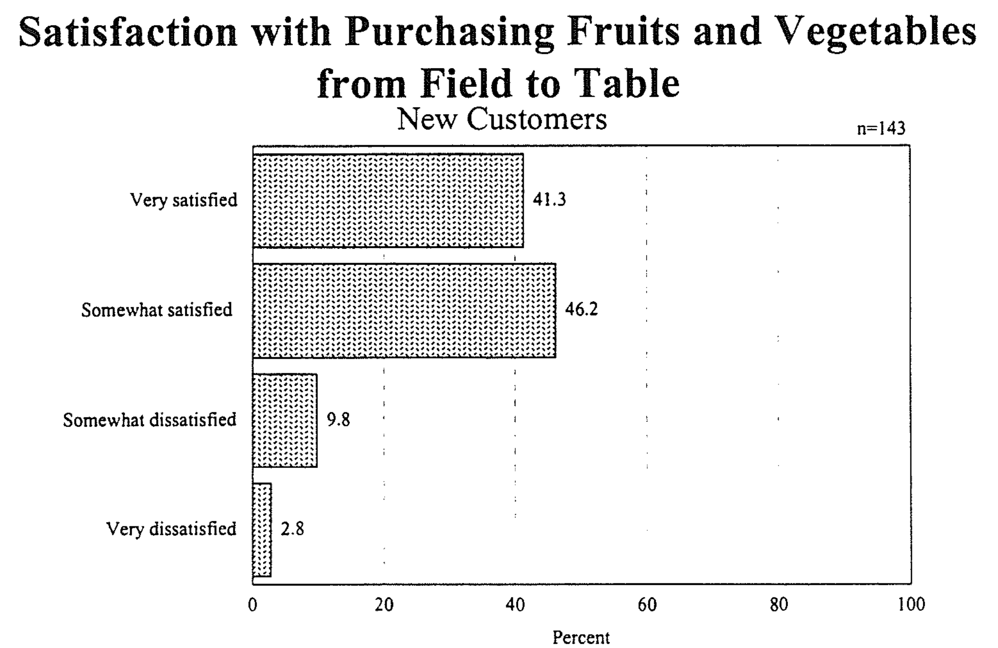


Figure 21. Relationship between customer satisfaction and number of boxes received

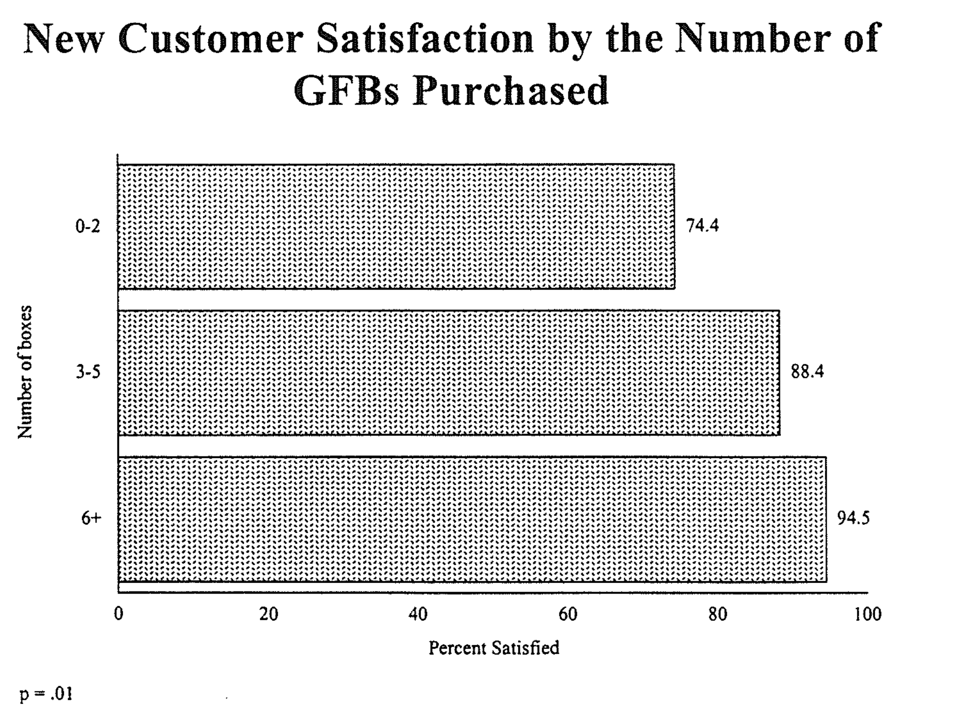


Table 11. Items of importance to new GFB customers

Importance of Items to Continued GFB Purchase - New Customers

Mean Score out of 10

	Mean	Minimum	Maximum
Quality of produce	9.54	2	10
Types of food	8.89	1	10
Low price	8.87	1	10
Convenience	8.66	3	10
Nutrition info.	7.72	1	10
Friendships	4.89	1	10

n = 140

- Accordingly, when asked to prioritize the same six items, the quality of produce was seen as the most important factor by 41.1% of new customers and friendships with other customers seen as the least important factor by 76% of customers (Table 12).

Table 12. Prioritization of items important to FTT customers

Item	Most Important	2nd most important	3rd most important	Least important
Low Price	30.8	**32.9**	17.8	1.4
Quality of Produce	**41.1**	23.3	15.8	0
Convenience	5.5	21.2	**25.3**	4.8
Nutrition Information	2.7	4.2	12.3	11.6
Friendships	2,7	0.7	1.4	**76.0**
Types of food in the box	14.4	15.1	**24.0**	2.7

New FTT customers' comments and recommendations

The six month follow-up interview asked new customers to provide FTT with any comments or suggestions for improvements, based on their experience with the program. Recommendations are contained in Table 13, concerns about the program in Table 14 (pg 43) and other positive comments in Table 15 (pg 43).

Table 13. New customers' recommendations for the GFB program

Recommendations	# of respondents
Provide a list of what is available	16
Include less of some vegetables, like potatoes, onions	12
Should do more advertising	9
Include a more variety of fruit	9
Include a newsletter	6
Include more basic foods like potatoes, carrots, garlic	4
Include seeds, nuts, herbs	3
Have ethnic input on the variety of food and recipes	2
Consider home delivery for those that need it (i.e. elderly)	2
Make the recipes into a cookbook	2
Increase the size of the family box	2
Include the history of FTT in the newsletter	1
Provide information on expiry dates	1
Let customers know of volunteer and employment opportunities	1
Label boxes with contents	1
Stick to delivery times	1

Table 14. New customers' concerns about the GFB program

Concerns	# of Respondents
Sometimes the food is not fresh	20
Timing is sometimes a problem, have delivery more often	6
Too far away, distance is a problem	5
Price is the same as stores, not good value	4
Pay more attention to packing of the food	2
Does the food come from local farmers?	1
Identify staff members	1
Don't give out phone numbers	1
Food could be cleaner	1
Can't get box regularly	1

Table 15. New customers' positive comments about the GFB program

Positive Comments about FTT's GFB Program	# of respondents
Thanks, it's great, really happy	16
They do a great job, keep up the great work	12
Enjoy the convenience	2

7.0 Key Findings

- FTT customers who completed a follow-up interview were not significantly different from those individuals who did not complete the follow-up interview in gender, perceived health, income, number of children, living situation, fruit and vegetable consumption or stage of readiness to change.

- Most new GFB customers are considered to be low income; almost one half have a household income less than $20,000 annually. A large proportion of customers are single individuals(12.3%) or single parent families (13%) who earn less than $15,000 per year. Only 17.8% of new customers are couples with children making $40,000 or more per year.

Number of Boxes Received

- Most new FTT customers went on to receive additional GFBs over the six month interval. At follow-up, the majority of new customers (52.5%) reported having purchased between 2 and 7 boxes (mean = 5.2).

Accessibility

- There were no significant changes in new customers' accessibility to fresh produce. 55.5% of respondents reported experiencing at least one problem in the area of cost, proximity and transportation. Accessibility barriers were reported among a significantly higher percentage of new customers in the lower income brackets, and among those individuals with poor or fair perceived health status.

- Barriers to obtaining fresh fruit and vegetables were reported among 34.9% of new customers. The two most commonly mentioned barriers were bad weather (8.9%) and medical problems (8.2%).

Fruit and Vegetable Consumption Behaviour, Attitudes and Knowledge

- There were no significant increases in the percentage of respondents consuming 5 or more servings of fruit and vegetables per day. Consumption of five or more servings per day was significantly related to awareness of the recommendation to consume this amount ($p < .001$). A significantly higher percentage of new customers who were aware were eating the recommended 5 or more servings per day.

- Although the increase did not result in the consumption of 5 or more servings, 51.4% of new customers did increase their fruit and vegetable consumption. An additional 47.2% of respondents decreased their daily servings of fresh produce.

- A significant change in respondents' stages of change was observed over the 6 month follow-up period. A significantly greater percentage of new customers moved from the preparation and consideration stages to the pre-contemplation stage, meaning that less respondents were considering increasing the number of servings of fruit and vegetables they eat in the future. There were no changes in the percentage of new customers in the action and maintenance stages, or those individuals who were already eating 5 servings or more per day.

- Stage of readiness to change was significantly related to awareness of the number of servings of fruit and vegetables that should be eaten each day. A significantly higher percentage of new customers in the action and maintenance stages had the knowledge that one should eat five or more servings of fresh produce per day.

- There were no significant increases in the percentage of respondents who were aware that a person should eat at least five servings of fruit and vegetables per day or who recognized the value of specific eating habits to reduce the probability of acquiring certain cancers.

Food Security

- A significant increase was observed in the percentage of new customers who felt that the food they could afford would be enough for their household. There was also a significant increase in the percentage of respondents who reported they almost always had concerns about their ability to afford enough food. There were no other significant changes in the percentage of new customers expressing other food security concerns. Respondents with poor or fair perceived health were more concerned about whether their family was eating right than those individuals with very good or excellent perceived health.

Customer Impressions

- 85 new customers (58.2%) indicated that they are not currently purchasing the GFB. Main reasons for not purchasing the box included inconvenience (32.9%), accessibility (23.5%), lack of choice (16.5%) and the quality of the food (15.3%). A large proportion (82.4%) of these individuals indicated that they would consider purchasing the GFB again in the future.

Impact of the GFB on Eating Habits

- The GFB was reported to have had an effect on the eating habits of 45.9% of new customers. The types of impacts included; increased fruit and vegetable consumption (77.6%), overall healthier diet (22.4%), changes in the types of food prepared and how they are prepared (20.9%) and increased variety in their diets (13.4%).

Changes in Fruit and Vegetable Consumption

- 43.8% of new customers perceived an increase in their fruit and vegetable consumption, 52.1% say they have not changed their consumption and 1.4% report a decrease. Increases in fruit and vegetable consumption of other household members were reported among 40% of new FTT customers. Increases in both perceived personal and other household members' consumption was positively related to the number of GFB purchased. As the number of boxes increased, so did the percentages of those reporting increases in fruit and vegetable consumption.

- Calculation of respondents' fruit and vegetable consumption at their initial and follow-up interviews, based on reported intake of juices, fruit and vegetables, revealed an actual increase in consumption among 51.4% of respondents, a decrease among 47.2% and no change among 1.4%. Respondents' actual changes in their number of daily servings of fruit and vegetables did not coincide with their perceptions of changes in consumption.

Impact of the GFB on Things Other Than Eating Habits

- Among new customers, 19.2% reported that participation in the GFB program had additional effects on their lives including; improved eating habits resulting in increased energy levels (35.7%), assistance with finances (17.9%) and an increased community focus (17.9%). Negative impacts were reported by 6 participants such as inconvenience (5) and embarrassment to pick up the box (1).

GFB New Customer Satisfaction

- The majority of new FTT customers were highly satisfied with the program, with nearly 90% of respondents indicated they were either very or somewhat satisfied. Level of satisfaction was significantly related to the number of boxes purchased, whereby, the greater number of GFBs purchased, the more satisfied the customer.

Items Important to Continued Purchase of the GFB

- Quality of the produce provided in the GFB is the seen by new customers as the most important factor to continued purchase of the GFB, followed by the types of food in the box and low prices. The provision of nutrition information and friendships with other customers were viewed as less important aspects of the program.

New Customers' Comments and Recommendations

- New customers provided a wide variety of recommendations for improvements to the GFB program. The most common recommendations were; to provide a list of what is available (16), to include less of some vegetables like potatoes and onions (12), to increase the amount of advertising for the program (9) and to increase the variety of fruit included in the box (9).

- The most frequently mentioned concerns of new FTT customers were; the freshness of the food (20), delivery times (6), and the distance to pick up the GFB (5).

8.0 Conclusions

Does participation in the GFB program improve accessibility of fresh fruit and vegetables for those individuals with access barriers?

- The GFB program was successful in reaching its target population. Over half (57.5%) of new customers have a household income of less than $30,000 per year and many members are living alone (17.1%) or in single parent families (30.1%).

- There were no significant changes in new customers' perceived accessibility to fresh produce. At follow-up 55.5% of respondents still reported experiencing at least one problem in the area of cost, proximity or transportation. In addition of the 85 new customers who discontinued purchasing the GFB, 32.9% indicated they stopped because it was inconvenient and 23.5% indicated they had accessibility problems.

- Six months after receiving the GFB, there was a significant increase in the percentage of new customers who felt they could afford enough food for their household. Although this change cannot be directly attributed to receiving the GFB, it may be that customers are better able to afford a greater amount of food through the GFB program.

- In light of the above findings, it appears that while the GFB program is reaching their key target population and making progress towards providing affordable fruit and vegetables, some customers still find it difficult or inconvenient to pick up their box even with the box being delivered to their coordinator. Further investigation into how to improve accessibility of the GFB to those customers who are elderly or too ill is needed.

How do New Customers Feel About the GFB Program?

- New customers report being either very satisfied (41.3%) or somewhat satisfied (46.2%) with the GFB box program. The majority of respondents continued to purchase at least one GFB over the six month interval (74.9%), receiving on average 5.2 boxes. Even among new customers who are not currently purchasing the GFB, 82.4% said they would consider purchasing it again.

- At the end of the six month period 58.2% of new customers were not currently purchasing the GFB. Common reasons for not purchasing the box were inconvenience, inaccessibility, lack of choice and poor quality of produce. These issues need to be addressed in order to ensure that the GFB program maintains its new clients and continues to provide an accessible and acceptable source of fresh fruit and vegetables to its target population.

- In order to ensure that new customers continue to purchase the GFB, a high quality of produce and continued low price of the box must be maintained. Convenience of receiving the box and the types of foods contained are also important factors to ensuring ongoing purchase by new customers.

Changes in Knowledge, Readiness to Change and Consumption of Fresh Fruit and Vegetables

- There were no significant increases in new customers' awareness that they should consume 5 or more servings of fruit and vegetables per day for good health. At follow-up still only 46.6% of the new customers were aware they should consume five or more servings per day. There was a direct relationship seen between awareness and consumption behaviour, which suggests that if customers become aware of the benefits of consuming 5 or more fruits and vegetables per day they are more likely to change their behaviour. This may indicate the need for ongoing education through the GFB newsletter, as well as identification of new methods of communication.

- The fact that new customers did not move towards action and maintenance stages of readiness to change may be explained by their lack of awareness that they should be consuming more fruit and vegetables. If those individuals in pre-contemplation and contemplation stages are not aware that their current consumption is below the recommended number of servings, they may not be motivated to make any increases.

- 51.4% of new customers increased their fruit and vegetable consumption (mean increase=2.08 servings per day). However this change did not result in a significantly higher percentage of customers consuming 5 or more servings a day since their initial interview. Consumption behaviour was not related to the season the interview was conducted in. Six months may be too short a time span to observe large changes in participants' behaviour. Behaviour change takes time and usually follows parallel changes in knowledge and attitudes which we have yet to observe in this population.

- The majority of customers perceived that they had either increased their consumption of fruit and vegetables (43.8%) or made no changes (52.1%) to their consumption. However their perceptions did not correlate with their actual reported consumptions. It is not clear why this discrepancy exists.

- 45.9% of new customers reported that the GFB had an effect on their eating habits. The types of impacts included; increased fruit and vegetable consumption (77.6%), overall healthier diet (22.4%), changes in the types of food prepared and how they are prepared (20.9%) and increased variety in their diets (13.4%).

- While customer impressions of the GFB support that it has an impact on their behaviour. The degree of this impact was not large enough by 6 months to see a significant change in the behaviour measurements. These findings support the health promotion literature which emphasizes the need for multiple strategies to see significant changes in behaviour. Not only is it important to make fresh fruit and vegetables available at a reasonable cost, but customers also need to be educated about the importance of consuming 5 or more fruits and vegetables, and other environmental or accessibility barriers need to be addressed.

APPENDIX A
Customer Order Form

Field to Table
200 Eastern Avenue
Toronto, Ontario
M5A 1J1

Phone: 416-363-6441
Fax: 416-363-0474

Customer Order Form

Coordinator's Name:______________________ Coordinator's phone #:__________

Group name:______________________________ Ring code:______________________

Delivery spot:___________________________ Apt#:___________________________

Delivery Date:_____________________________________

#	New cust? ✓	Name	Phone#	*Box Type	Paid? $	Pick up? ✓
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						

***GFB=Good Food Box, SB=Small Box, MB=Mom to be, CB=Caribbean, OL=Organic Large, OS=Organic Small**

Appendix B
Questionnaire

Field to Table New and Current Customer Survey

July 1995
Final

Interviewer: Don't read aloud words in capital letters. Circle appropriate numbers and write out verbatim in the spaces provided.

Interviewer: ______________________
Respondent#: ______________________
Date: ______________________
Start Time: ______________________
Finish Time: ______________________
Duration: ______________________

Classification Information:
(Record from Sample Sheet)

C1. Customer Name: ______________________

C2 .GFB Group: ______________________

C3. Phone Number: ______________________

C4. 1. New Customer 2. Current Customer

C5. Month:

7.	July	1.	January
8.	August	2.	February
9.	September	3.	March
10.	October	4.	April
11.	November	5.	May
12.	December	6.	June

INTRODUCTION

Hello, may I speak with (INSERT CONTACT NAME)?

WHEN CONTACT IS REACHED:

Hello (INSERT CONTACT NAME), my name is (INSERT YOUR NAME). I'm calling from Smaller World Communications on behalf of the Field to Table Program. We are conducting a survey with new and current customers of the Good Food Box, like yourself, to learn about how Field to Table can serve you better and to help Field to Table evaluate the effectiveness of their Food Box Program. We would really appreciate your participation. The interview will only take about 15 minutes. May I interview you now?

YES	1
NO	2

IF NO ARRANGE TIME TO CALL BACK

IF YES, THANK AND CONTINUE

Before I begin I would like to say that the following questions are about your usual shopping and eating habits. The reason we are asking them is to learn about the effects that the Good Food Box may have on its customers shopping and eating habits over time. Your answers are strictly confidential and I would like to assure you that we are evaluating the Good Food Box program and not evaluating you.

SECTION I

Q1a. First of all how did you find out about the Field to Table Good Food Box program?(DO NOT READ)

CO-ORDINATOR	01
FRIEND/NEIGHBOUR	02
NEWSPAPER	03
SAW TRUCK	04
POSTCARD	05
FLYER	06
COMMUNITY GROUP	07
DON'T KNOW	99
OTHER	

____

Q1b. Prior to becoming a Field to Table Good Food Box customer, had you ever seen the Field to Table Truck?

YES	1
NO	2
DON'T KNOW	99

Q1c. Prior to becoming a Field to Table Good Food Box customer, had you ever received or seen the Good Food Box Post Card?

YES	1
NO	2
DON'T KNOW	99

Q2. What was it about the program that first interested you in becoming a customer? (Probe) Was there anything else?

____

____

____

____

DON'T KNOW 99

Q3. How many boxes have you received so far this year (in 1995)?

__________	boxes
0	NONE
99	DON'T KNOW

Q4. When did you first start purchasing the Good Food Box?

Month __________ Year __________

DON'T KNOW 99

Q5. Where do you usually shop for food? (OPEN END AND CODE)(DO NOT READ)

LARGE STORES (IGA/A&P/MR. GROCER/...)	01
CONVENIENCE STORE	02
SMALL LOCAL MARKETS	03
I EAT OUT	04
FOOD BANK	05
OTHER________________________	
DON'T KNOW	99

Q6. Do you ever go to a local Food Bank?

YES	1
NO	2
DON'T KNOW	99

Q7. Approximately, how many blocks from your home is the nearest store that sells fresh fruit and vegetables?

LESS THAN 1 BLOCK	0
________________	BLOCKS
DON'T KNOW	99

Q8. How do you usually get to a store that sells fresh fruit and vegetables?(DO NOT READ)

WALK	01
RIDE BIKE	02
TTC/BUS	03
DRIVE BY SELF	04
GO WITH A FRIEND/FAMILY	05
I CAN'T GET TO A STORE	06

OTHER

____

Q9. Is there anything that makes it difficult for you to get to a store that sells fresh fruits and vegetables? (Open end and code)

SECTION II - Fruit and Vegetable Consumption

Now, I would like to ask you a few questions about the amount of fruits and vegetables that you **usually** consume.

Q10 . About how often did you eat or drink these foods **in the past month**?

a.	100% orange juice or grapefruit juice?	____	times per	❍ month ❍ week ❍ day
b.	Other 100% fruit juices, not counting fruit drinks?	____	times per	❍ month ❍ week ❍ day
c.	Green salad (with or without other vegetables)	____	times per	❍ month ❍ week ❍ day
d.	French fries or fried potatoes	____	times per	❍ month ❍ week ❍ day
e.	Baked, boiled or mashed potatoes	____	times per	❍ month ❍ week ❍ day
f.	About how many servings of vegetables did you eat in the past month **Not** counting salad or potatoes?	____	times per	❍ month ❍ week ❍ day
g.	About how many servings of fruit did you eat in the past month **Not** counting juices?	____	times per	❍ month ❍ week ❍ day

SECTION III - Stage of Readiness to Change

Q11. In total how many servings of fruit and vegetables do you usually eat EACH DAY? (OPEN END AND CODE)(DO NOT READ)

0	0
1-2	1
3-4	2
5-6	3
7-8	4
9-10	5
11 OR MORE	6
DON'T KNOW	99

Q12. About how long have you been eating this number of daily servings of fruit and vegetables? (OPEN END AND CODE)(DO NOT READ)

LESS THAN ONE MONTH	1
1-3 MONTHS	2
4-6 MONTHS	3
LONGER THAN 6 MONTHS	4
DON'T KNOW	99

Q13. Are you seriously thinking about eating less, more or the same number of servings of fruits and vegetables starting sometime in the next six months?

MORE	1	(CONTINUE)
LESS or SAME	2	(GO TO Q15)
DON'T KNOW	9	(GO TO Q 15)

Q14a. Are you planning to eat less, more or the same number of servings of fruits and vegetables during the next month?

MORE	1
LESS or SAME	2
DON'T KNOW	9

Q14b. How many servings are you planning to eat each day?(OPEN END AND CODE)

0	0
1-2	1
3-4	2
5-6	3
7-8	4
9-10	5
11 OR MORE	6
DON'T KNOW	99

SECTION IV - Nutrition Knowledge

Q15. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements. (READ A-E)

		strongly agree	somewhat agree	somewhat disagree	strongly disagree	Don't Know
a.	There are plenty of healthy foods that taste good	4	3	2	1	9
b.	It is easy to eat a healthy diet	4	3	2	1	9
c.	In general, healthy foods cost more than other kinds of foods	4	3	2	1	9
d.	There are so many recommendations about healthy ways to eat, it's hard to know what to believe	4	3	2	1	9
e.	What you eat can make a difference in your chance of getting a disease, like heart disease or cancer	4	3	2	1	9

Q16. How many servings of fruits and vegetables do you think a person should eat EACH DAY for good health? (OPEN END AND CODE)(DO NOT READ)

0	0
1-2	1
3-4	2
5-6	3
7-8	4
9-10	5
11 OR MORE	6
DON'T KNOW	99

Q17. Would any of the following be helpful if a person wanted to reduce his or her chances of getting certain kinds of cancer?

a. Eating more fibre	1 YES	2 NO	9 DON'T KNOW
b. Eating less sugar	1 YES	2 NO	9 DON'T KNOW
c. Avoiding foods with additives	1 YES	2 NO	9 DON'T KNOW
d. Eating less fat	1 YES	2 NO	9 DON'T KNOW
e. Eating less salt	1 YES	2 NO	9 DON'T KNOW
f. Eating more fruits and vegetables	1 YES	2 NO	9 DON'T KNOW
g. Taking vitamins	1 YES	2 NO	9 DON'T KNOW

SECTION V - Accessibility to Fresh Fruits and Vegetables

Q18. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements. (READ A- C)

		strongly agree	somewhat agree	somewhat disagree	strongly disagree	Don't Know
a.	Fresh fruits and vegetables are readily available at grocery stores in my neighbourhood	4	3	2	1	9
b.	Fresh fruit and vegetables are too expensive to purchase every week	4	3	2	1	9
c.	I can easily **get to** a grocery store which sells fresh fruit and vegetables	4	3	2	1	9

Q19. Parents are often concerned about their family eating right. Please tell me how well the following statements reflect your feelings on a scale of 1 to 5, where 1 is not true, 2 is hardly ever true, 3 is sometimes true, 4 is almost always true and 5 is always true.

		always true	almost always true	sometimes true	hardly ever true	not true	Don't Know/not applicable
a.	I feel that my children get enough food to keep them from going hungry.	5	4	3	2	1	9
b.	I feel that I have enough money to buy my children healthy foods	5	4	3	2	1	9
c.	I skip meals, or cut down on the amount of food I eat to leave more for my children	5	4	3	2	1	9
d.	I feel that I have enough money to buy myself healthy foods	5	4	3	2	1	9
e.	I worry about whether the food I can afford to buy for my household will be enough	5	4	3	2	1	9

IF CODE '1' (New Customer) in C4 SKIP TO DEMOGRAPHICS p13.
IF CODE '2' (Current Customer) in C4 CONTINUE

SECTION VI - Impact of GFB

Q20. Are you currently purchasing the Good Food Box from Field to Table?

YES	1	SKIP TO Q22
NO	2	CONTINUE
DON'T KNOW	3	SKIP TO Q21b

Q21a. Why did you stop purchasing the Good Food Box?

____

____

____

____

____

____

Q21b. Would you ever consider purchasing the Good Food Box again?

YES	1
NO	2
DON'T" KNOW	3

Q22. In your opinion has the Good Food Box affected what you eat or how you eat?

YES	1	CONTINUE
NO	2	SKIP TO Q19
DON'T KNOW	9	SKIP TO Q19

Q23. Please describe how the Good Food Box has affected what or how you eat? (PROBE) Anything else?

____

____

____

____

____

____

Q24. Has participating in the Good Food Box Program affected you in any way other than what or how you eat?

YES	1	CONTINUE
NO	2	SKIP TO Q26
DON'T KNOW	9	SKIP TO Q26

Q25. Could you describe this for me?

____
____
____
____
____
____

Q26. In your opinion, since you started purchasing the Good Food Box, have **you personally** increased, decreased or not changed the amount of fruit and vegetables you eat?

INCREASED	1
DECREASED	2
HAVE NOT CHANGED	3
DON'T KNOW	9

Q27. In your opinion, since you started purchasing the Good Food Box, have other members of you household increased, decreased or not changed the amount of fruit and vegetables they eat?

INCREASED	1
DECREASED	2
HAVE NOT CHANGED	3
DON'T KNOW	9

Q28. How satisfied or dissatisfied have you been with purchasing fresh fruits and vegetables from Field to Table? Would you say you are (READ A-D)

1. Very satisfied
2. Somewhat satisfied
3. Somewhat dissatisfied
4. Very dissatisfied

Q29. On a scale of 1 to 10 where 10 is very important 1 is not at all important, how important are each of the following items to your continued purchasing of the Good Food Box?

a. Low Price	1	2	3	4	5	6	7	8	9	10	99 DK
b. Quality of the produce	1	2	3	4	5	6	7	8	9	10	99 DK
c. Convenience of getting the box	1	2	3	4	5	6	7	8	9	10	99 DK
d. Nutrition information	1	2	3	4	5	6	7	8	9	10	99 DK
e. Friendships with other customers	1	2	3	4	5	6	7	8	9	10	99 DK
f. The types of food in the box	1	2	3	4	5	6	7	8	9	10	99 DK

Q30. Of these five items which one is (READ A-D, PUT IN CORRESPONDING LETTER)

a. Most important ________
b. 2nd most important ________
c. 3rd most important ________
d. Least important ________

Q31. Do you have any additional comments or recommendations you would like to make to Field to Table?

____
____
____
____
____
____

SECTION VII - Demographics
Just a few more questions.

Q32. In general, compared to other people your age, would you say your health is excellent, very good, good, fair or poor?

a. Excellent	5
b. Very Good	4
c. Good	3
d. Fair	2
e. Poor	1
DON'T KNOW	99

Q33. How many people live with you? ________________

Q34. What best describes you living arrangements?

a.Single, living alone	1	
b.Single living with a roommate(s)	2	
c.Single parent family.	3	How many children?__________
d.Couple, no children	4	
e.Couple with children	5	How many children?__________
f.Living with parents/family	6	
g.Other	7	Please explain ______________________

Q35. GENDER: (DO NOT ASK JUST CODE)

MALE	1
FEMALE	2

Q36. What would best describe your household income?

1. Under $15,000
2. $15,000-under $20,000
3. $20,000 to under $30,000
4. $30,000 to under $40,000
5. $40,000 to under $50,000
6. $50,000 to under $60,000
7. $60,000 to under $70,000
8. $70,000 or more.

9. DON'T KNOW

Q37. Would you have any objections to us to calling you again in 6 months?

YES	1
NO	2

On behalf of Smaller World Communications and Field to Table I would like to thank you for participating in this survey.

Appendix C
Reasons Why Non-respondents stopped purchasing the GFB

Reasons Why Non-Respondents Stopped Purchasing the GFB

New customers who did not complete the follow-up interview because they no longer purchase the GFB were asked to comment on the reasons why they stopped receiving the box. The following table contains the reasons given by these participants.

Reason why Participants Are No Longer GFB Customers
Moved to another location and didn't bother to look for a new FTT outlet.
Coordinator quit and was not replaced. Also decided to stop because the quality of the box had "dropped off a lot".
Stopped buying the GFB because didn't want to spend any more money on "rotten" food.
Has never taken any boxes. Ordered a "first" box but cancelled it before receiving it.
Found was throwing away too much of the food. Lives alone and couldn't eat the food quickly enough.
Was not satisfied with the program.
Cancelled after 1st box because she found it was just as convenient to buy at the store. Also felt overall cost was no different.
Stopped taking the box because there was always too much "un-Canadian" foods, like kayle. She doesn't eat it and doesn't know any other "Canadians" who eat it either. This is Canada - use Canadian foods.
Felt the quantity was not as promised, also was not happy with the "mix" - too many potatoes, carrots and onions.
Throwing away too much of the food.
Was in the hospital for quite awhile and at this time is still in and out of the hospital.
Quality of the food was "poor".
The first box received was excellent, after that there was garbage. Also, price was too much.
Wants to have a choice to order what he wants. Always the same foods.
Have moved, rent is much cheaper and so doesn't need the GFB anymore. The box was too big for just her and her daughter. If ever needed it again, would purchase it

Reason why Participants Are No Longer GFB Customers
Can no longer afford GFB. $461 of $561 received from Social Services used for rent and also has a daughter to support. For $25, the GFB is not worth the money, because can get more at the grocery store for that amount. If things got better, would purchase the GFB again.
Not receiving the GFB anymore, first purchase was a disappointment, as the apples, carrots and broccoli were bad. For the money it was not worth it and they are better off going to the food bank.
Not receiving the GFB anymore because they used to work in the community but are no longer working there and it is very inconvenient now.
Missed 3 months of the program due to illness.
Not receiving GFB anymore, because doesn't like Canadian food. Prefers to eat food from own country.
Stopped ordering the box for awhile, but may call to receive again. Would like to see more green peppers and onions in the box.
Only received the box once, but was disappointed because there was not much in the box. Will try again in the summer of next year.
Has not received GFB for a few months due to their budget. Will be starting in January of if everything works out O.K.
The GFB not worth the money it costs, can buy fresh food for the same price at the grocery store.
Not currently receiving the GFB because her community did not have enough orders to continue in the winter. Would like to continue receiving the box.
Program did not continue through the winter. Also felt the program stopped because the coordinator was paying out of her pocket for people and they weren't paying her back. If the program started again, she would be interested in receiving the GFB again.
Someone came to customer's home to complete an application for her to receive the GFB, but have never heard from them again.