

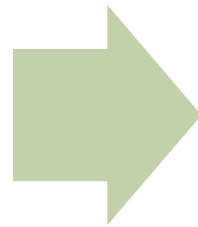


# i-MASTER FOOD VOLUNTEERS

COMMON MEASURES FOR EVALUATING AND COMMUNICATING EXTENSION'S IMPACT

# COMMUNITY, REGIONAL AND LOCAL FOOD SYSTEMS

Brings together multiple  
Extension disciplines,  
professionals and  
partners



To support

- Profitable
- Sustainable
- Affordable food production



**Healthier Diets**

**Healthier People**

processors  
**Farmers**  
volunteers  
development  
**Security**  
nutrition  
**Distributors**  
markets  
gardens  
**Better**  
**Community**  
**Food** Economic

# Working Group

Marketing  
communications



Human  
nutrition

**Multi-state**



Agricultural  
profitability

**Multi-disciplinary**



Horticulture



Community  
development



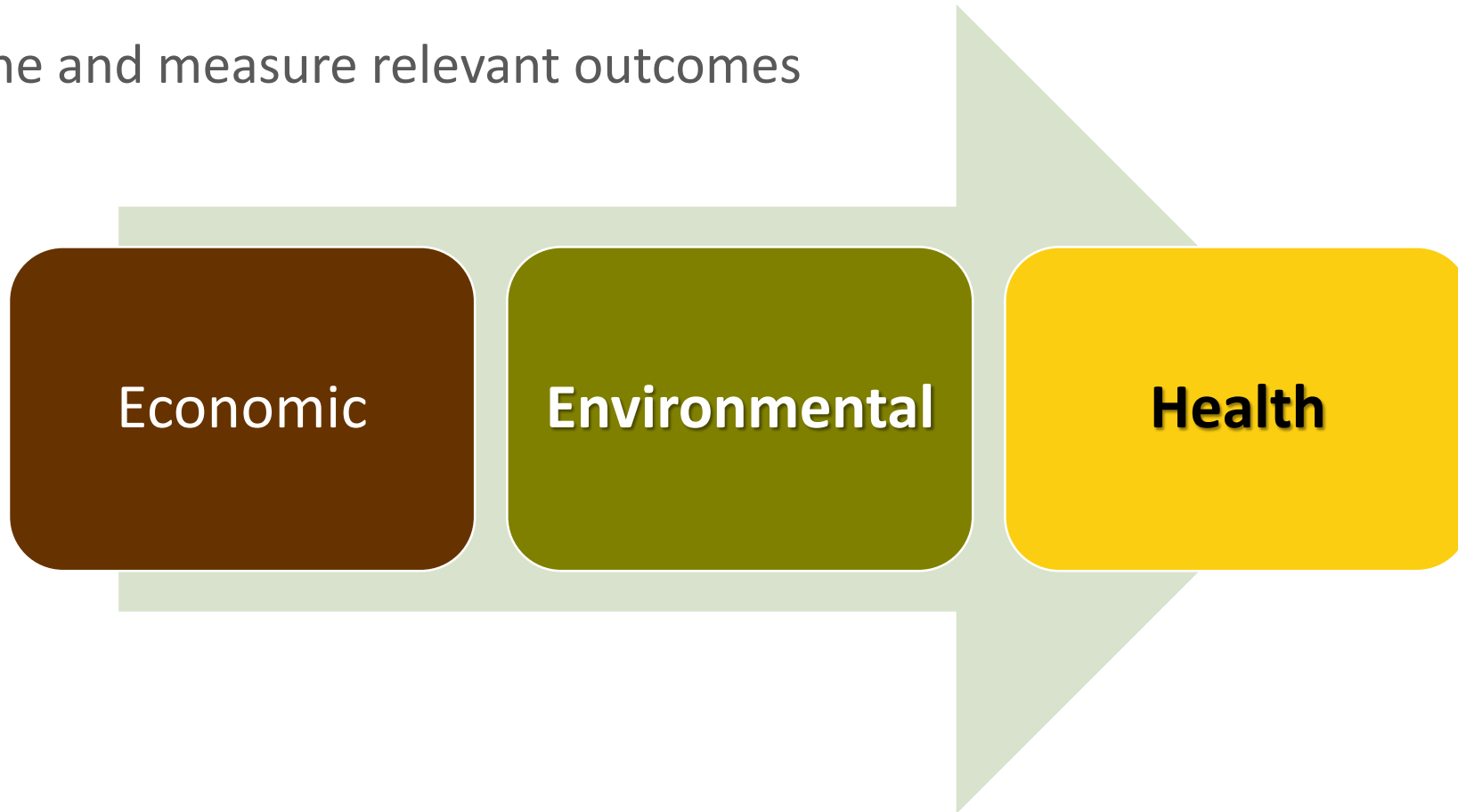
Accountability



- Arkansas
- Kentucky
- Mississippi
- North Carolina
- Tennessee
- Virginia

# GOAL

Define and measure relevant outcomes





A Part of the Cooperative Extension System

# i-THREE ISSUE CORPS



Janie Burney



Joseph Donaldson



Melissa Chase





# FARMERS' MARKETS

Bedford County, Virginia

Rutherford County, Tennessee





**Tablet**



**Smartphone**

Below are some statements. For each statement, please mark the one answer to show what is true for you.

- Purchase fresh produce demonstrated today
- Eat at least 4½ cups of fruits and vegetables daily
- Work to increase how many fruits and vegetables I eat and drink
- Prepare more meals at home

# Possible responses

Did before the program

Started since the program

Plan to do within the month

No plans

Does not apply to me

# Purchased produce demonstrated that day

- 49.5% were making the purchase already
- **31% started purchasing the produce that day**
- 11.7% plan to do so within the month



# Eating at least 4½\* cups fruits and vegetables each day

- 40.3% were already consuming at this level
- **20.1% started because of the Extension program**
- 25.2% plan to do so within the month



\*USDA Meal Pattern, 2,000 calories

# Working to increase fruits and vegetables

- 40.3% were already doing this
- **33% started because of the Extension program**
- 25.2% plan to do so within the month



# Preparing more meals at home

- 49.5% were already doing this
- **33% started because of the Extension program**
- 15.1% plan to do so within the month



# What we learned

- Consumers like short surveys
- It was quick and easy to administer





# What we learned

- It was quick and easy to administer on a tablet
- Using smartphones was more problematic
  - Need a QR code to access faster



# What we learned

- Food demonstrations drew consumers in
- Inexpensive incentives also attracted consumers
  - Reusable grocery bags
  - Vegetable peelers
  - Colanders





## NEXT STEPS

Conduct focus groups  
with farmers and  
volunteers



THANK YOU!