

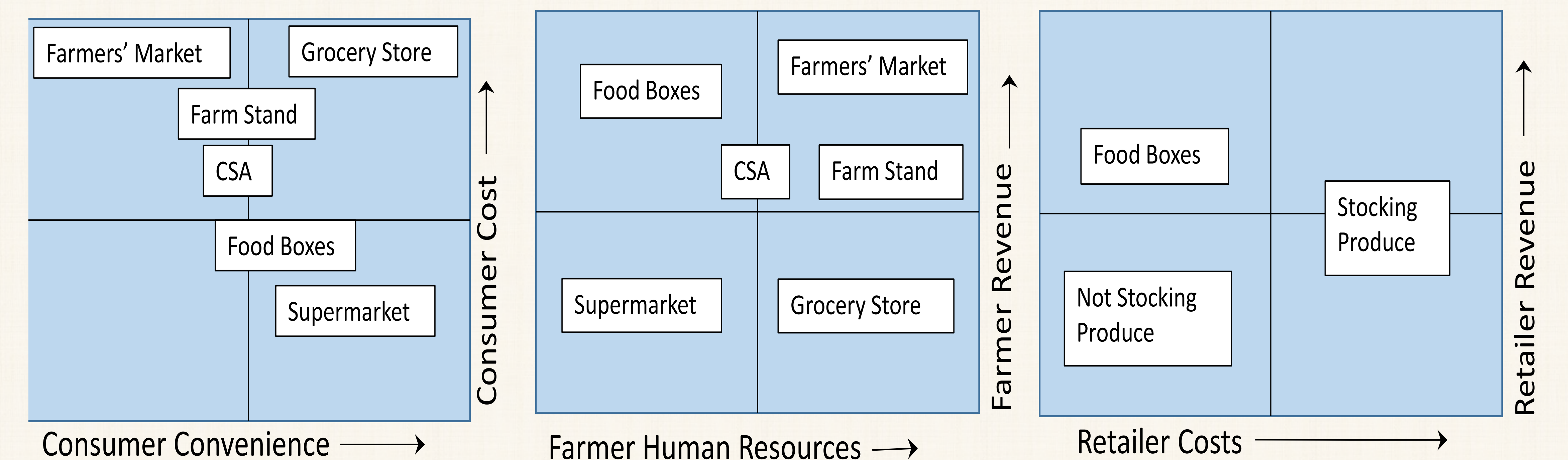
# Farm Fresh Food Boxes: Increasing Food Access in Rural Communities through New Markets for Farmers and Retailers

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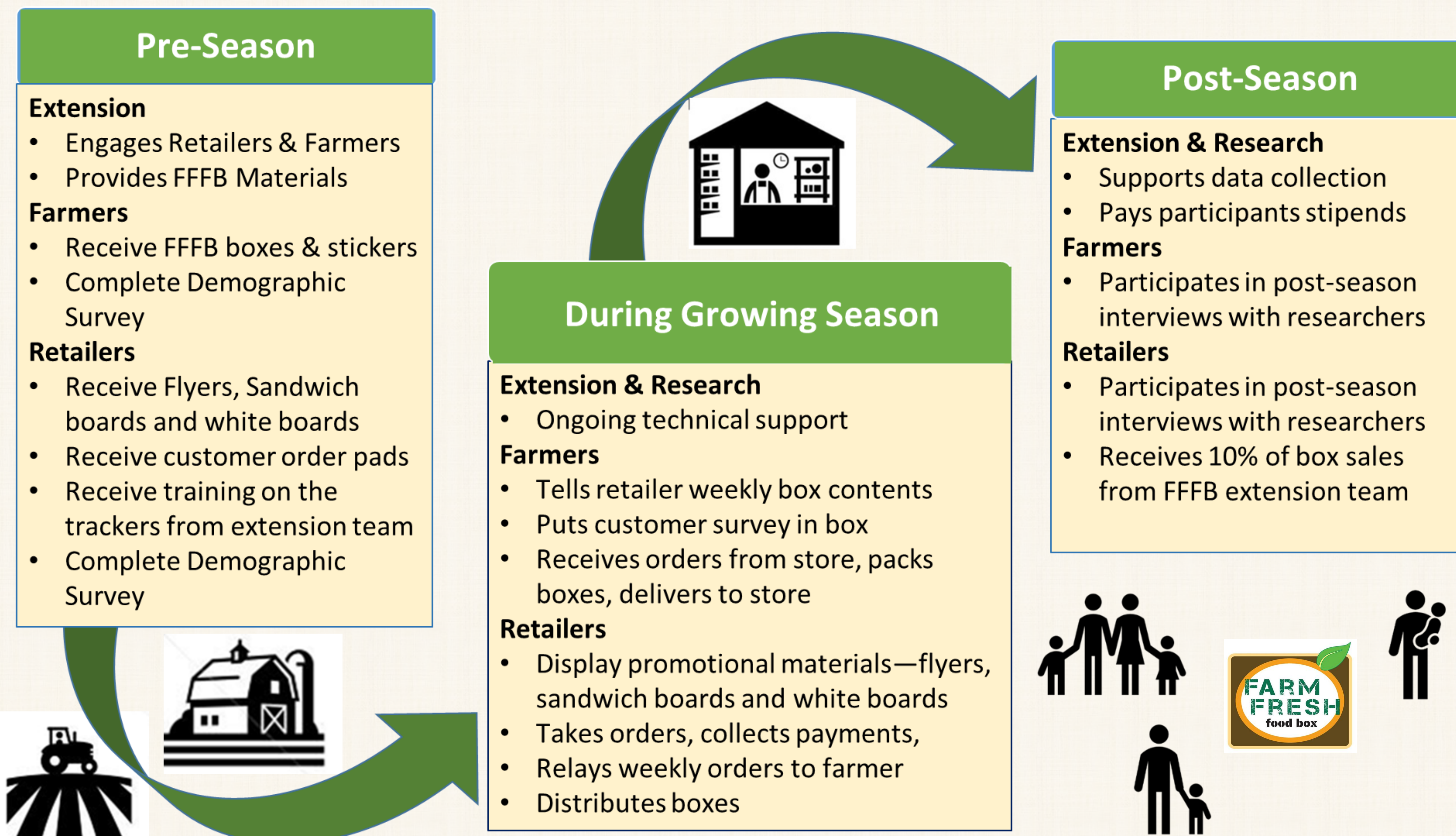
**Abstract.** Farm Fresh Food Boxes (FFFB) is an integrated project that explores the impact of a new food systems innovation on rural economies. The FFFB model stimulates rural economies by providing farmers with an additional direct-marketing opportunity without the time investment or food waste of a farmers’ market. It also provides grocery stores and convenience stores with increased foot traffic, creating opportunities for additional sales. Finally, the FFFB model may also increase food access for rural consumers who are unable to pay for a season’s produce up front or who may be uncomfortable shopping at a farmers’ market. The FFFB is similar to a CSA, but without the season long commitment, FFFB attempts to reduce barriers to high quality food while supporting new partnerships between farms and small, local retailers.



## Benefits for Consumers, Farmers & Retailers



## Project Partners and Roles



## Outcome Measures and Analysis.

**Farm Fresh Food Boxes Customer Survey**

Thank you for participating in the Farm Fresh Food Box program!

This program is part of a University of Vermont study looking at getting fresh food from farmers to community members. This survey is voluntary, and we greatly appreciate your feedback. If you prefer, you can complete this survey online at [farmfreshfoodboxes.com](http://farmfreshfoodboxes.com). If you have any questions or concerns about participating, please contact the main researcher, Jane Kolodinsky at [jkolod@uvm.edu](mailto:jkolod@uvm.edu).

Is this your first time purchasing a Farm Fresh Food Box? ☐ Yes ☐ No

If not, how many Food Boxes have you purchased before today?

What do you like most about your Food Box?

What do you like least about this Food Box?

How did you feel when you opened your Food Box? Circle all that apply.

Surprised Happy Bored Sad Curious

When thinking about your Farm Fresh Food Box, please consider the following statements. Strongly agree, 4; Agree, 3; Neither agree nor disagree, 2; Disagree, 1; Strongly disagree, 0.

It was easy to try.



**Pre-Season**  
Demographic Survey  
Pre-season FFFB Roster

**During the Growing Season**  
Weekly Tracking Form  
Customer Survey

**Post-Season**  
Qualitative Interview

## Lessons Learned

- Process:** Establish clear expectations for all participants; plan logistics, monitor and provide support as needed;
- Communication:** Determine best manner and frequency to talk to each person in the project;
- Marketing:** publicize FFFB to create “buzz” prior to launch; offer several size boxes (small or large) at different price points; include recipes in the box;
- Reduce respondent burden:** Review data elements to eliminate non-essential variables;
- Customer surveys:** Develop mechanism to follow up with customers who don’t fill out paper surveys.

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