

Eating For Good Health (EFGH)

SURVEY RESULTS

2022



HARVEST HOME

ABOUT HARVEST HOME

- **MISSION:** Harvest Home Farmer's Market provides low-income communities with access to farm fresh local produce and the education to achieve healthier lifestyles.
- Harvest Home operates 13 markets located in the Bronx, Brooklyn and Manhattan.
- We accept Supplemental Nutrition Assistance Program (SNAP)/EBT cards, Women Infant and Children (WIC) and Senior Farmer's Market Nutrition Coupons (FMNP), Health Bucks, Cash, and Credit/Debit.



Eating For Good Health



Nutrition education and food literacy are the focus of our interactive Eating for Good Health (EFGH) cooking demonstrations.



Nutrition education at Harvest Home combines culturally competent education with **hands-on cooking demonstrations** by knowledgeable, community-based chefs to help our customers navigate what may be unfamiliar territory.



Nutrition education includes practical knowledge about food preparation, nutritional values, eating for preventative care and healthy shopping on a budget.



Customers can sample delicious plant-based recipes using fresh seasonal produce from our markets, all done by strictly following the COVID-19 guidelines.



Supported by the NYSDOH Hunger Prevention and Nutrition Assistance Program (HPNAP), corporate and philanthropy our **customers reported an increase in fruit and vegetable consumption** using the recipes from EFGH cooking demonstrations, palm cards and Good-to-Go bags.

SURVEY RESULTS

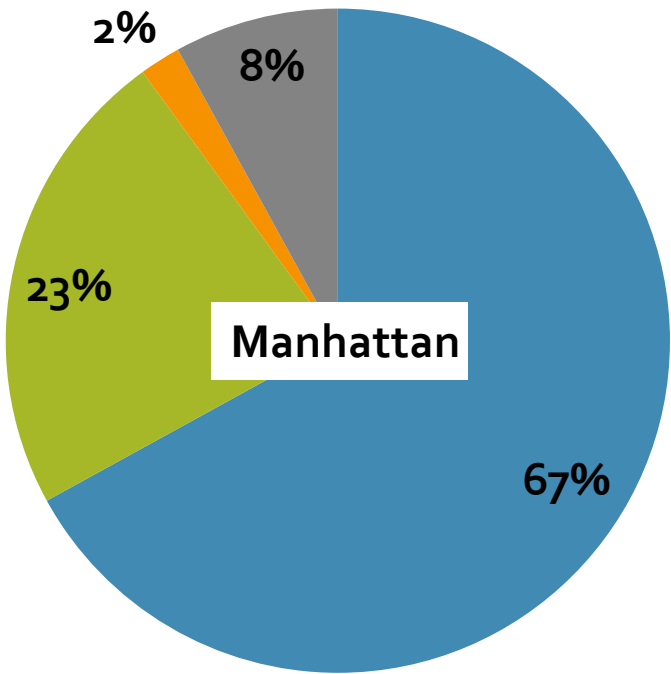
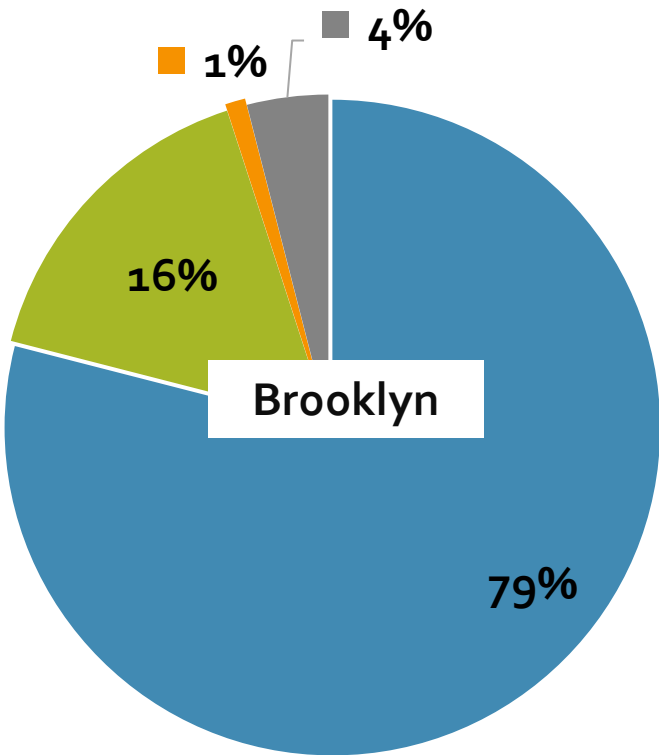
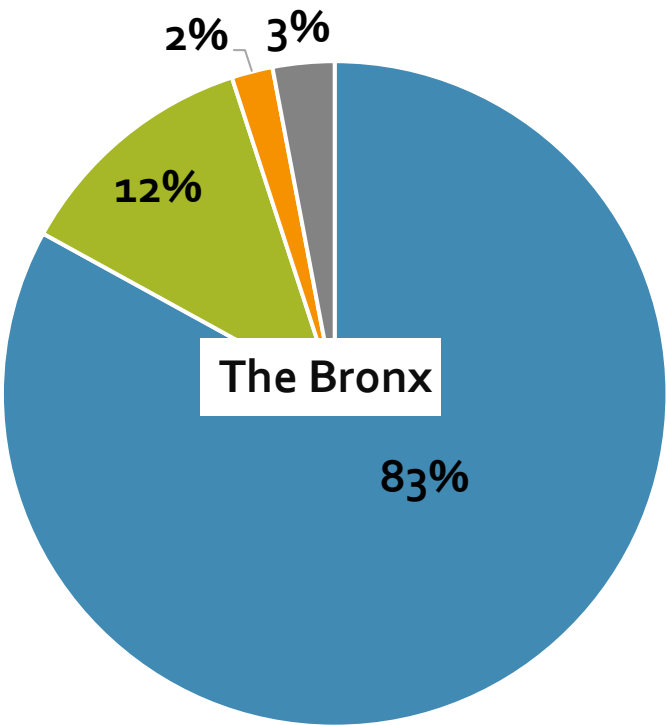
1,100 surveys completed



Demographics: Gender

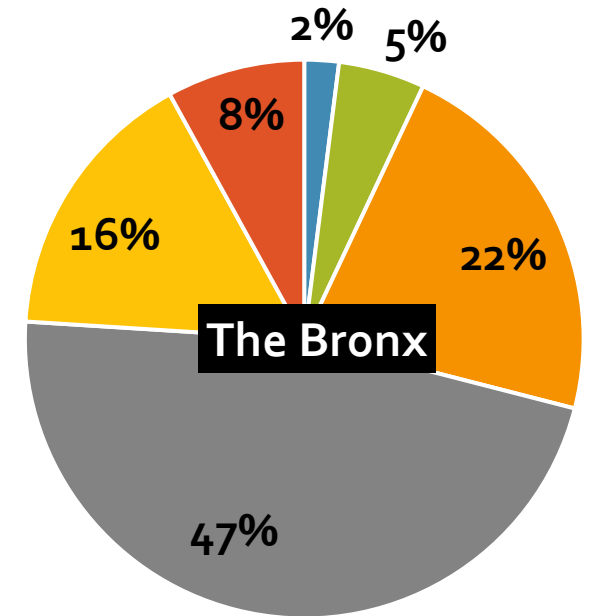
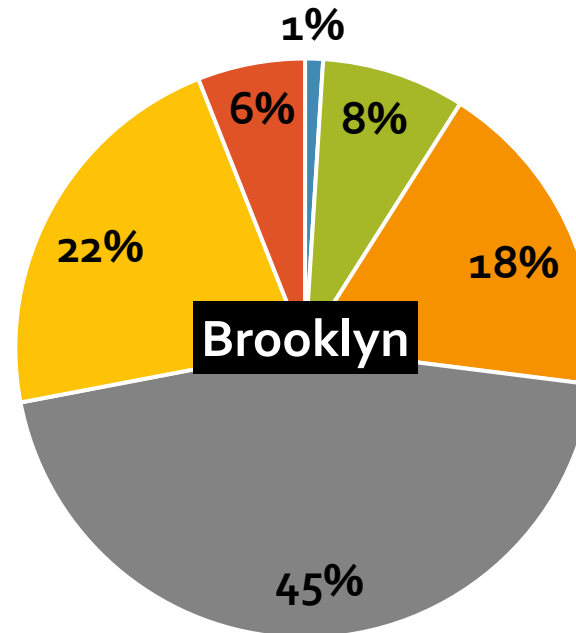
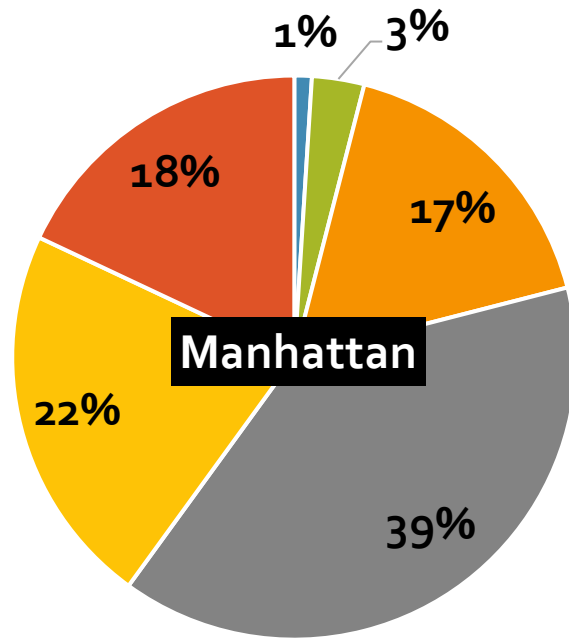
The Bronx continues to have the largest number of visitors followed by Manhattan and Brooklyn. Females continue to constitute the largest number of shoppers at all locations starting with the Bronx **83%** followed by Brooklyn at **79%** and Manhattan at **68%**.

- Female
- Male
- Prefer not to say
- No response



Demographics: Age

■ < 18 ■ 18-34 yrs ■ 35-50 yrs ■ 51-69 yrs ■ 70+ yrs ■ No response

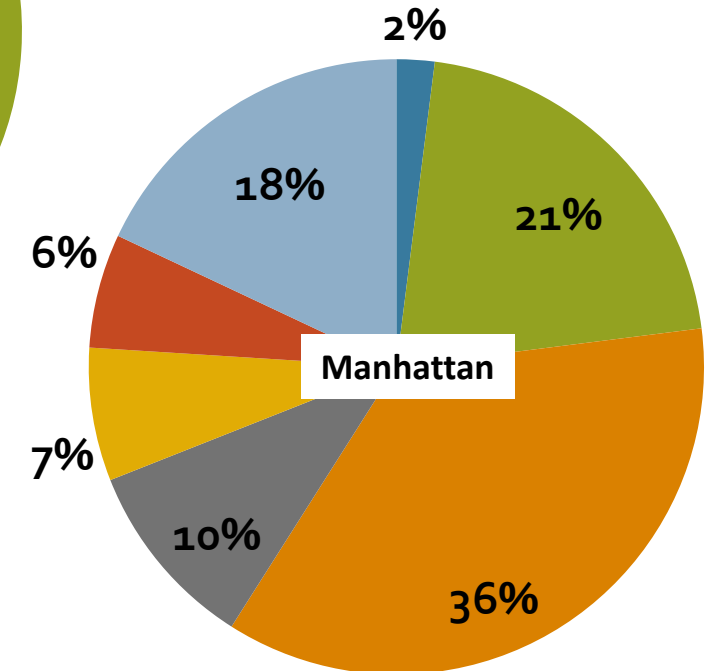
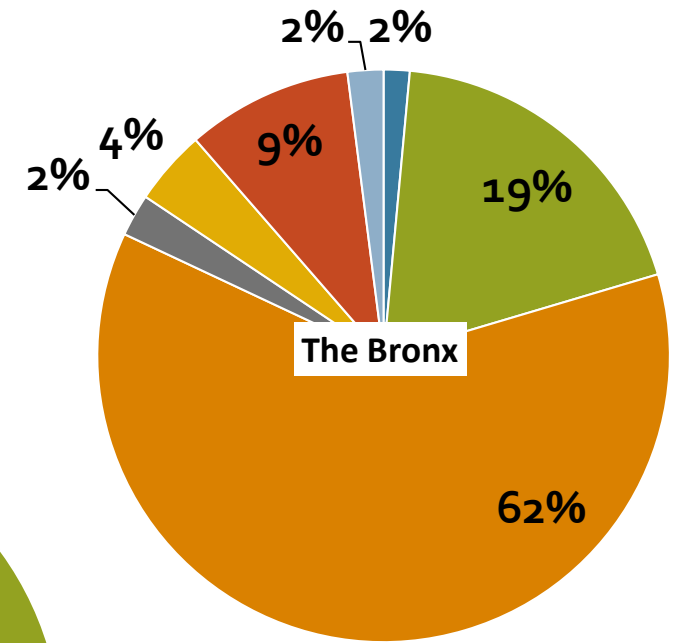
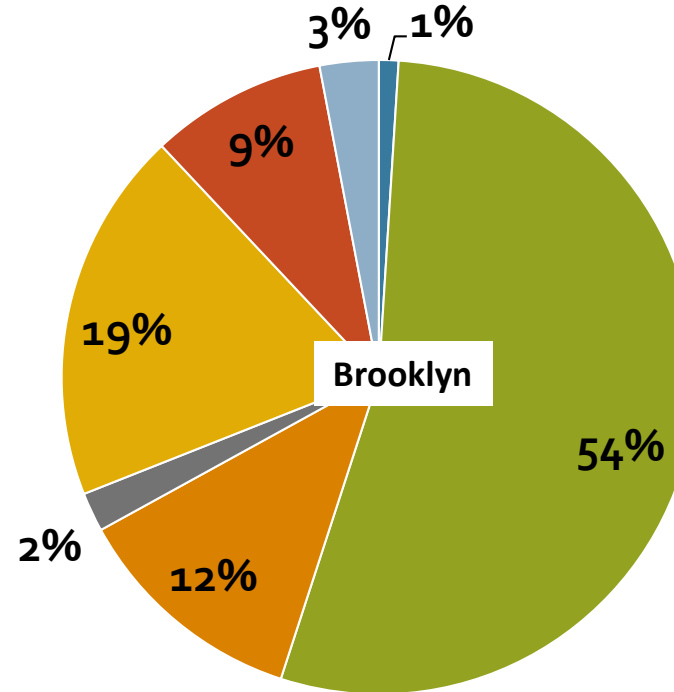


The largest age group participating at all market locations is 51-69 followed by 35-50 years old. However, Brooklyn and the Bronx reported the most notable change in the 51-69 age group. This group increased to 47% in 2022 vs. 37% in 2021; a 10% increase.

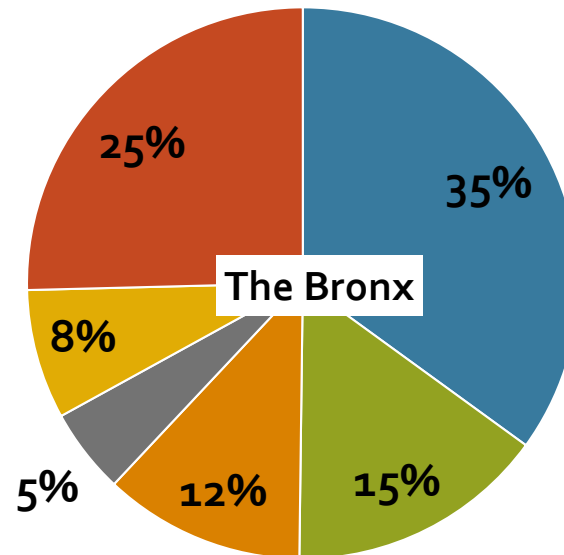
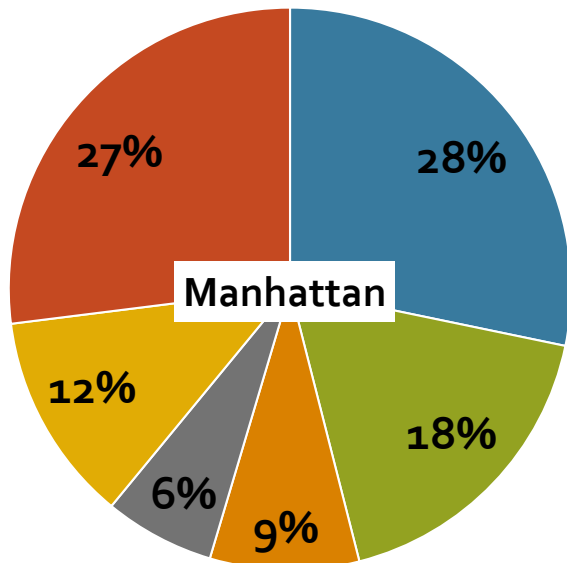
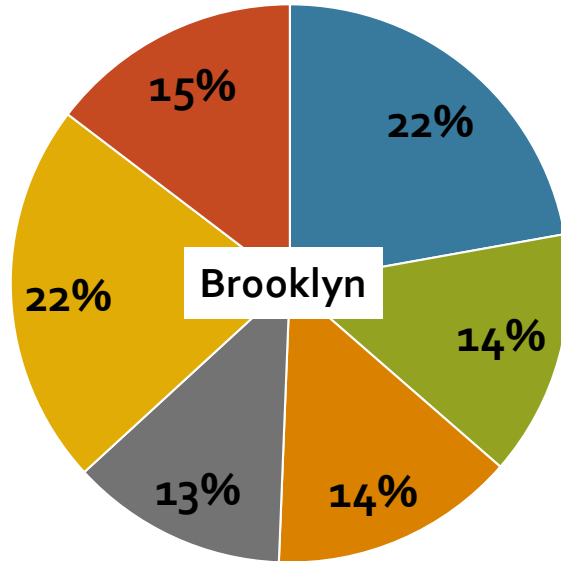
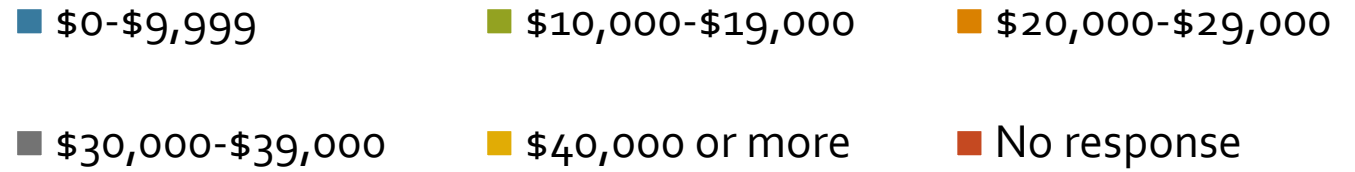
Demographics: Race/Ethnicity

- Native American
- Black or African American
- Hispanic or Latino
- Asian or Pacific Islander
- White or Caucasian
- Other
- No response

Overall, there was a slight 10% decrease across the Bronx and Manhattan boroughs in the Black/African American participants. However, the Bronx and Manhattan had the largest increase in participation for the Hispanic/Latino community - 62% and 36% respectively.



Demographics: Household Income



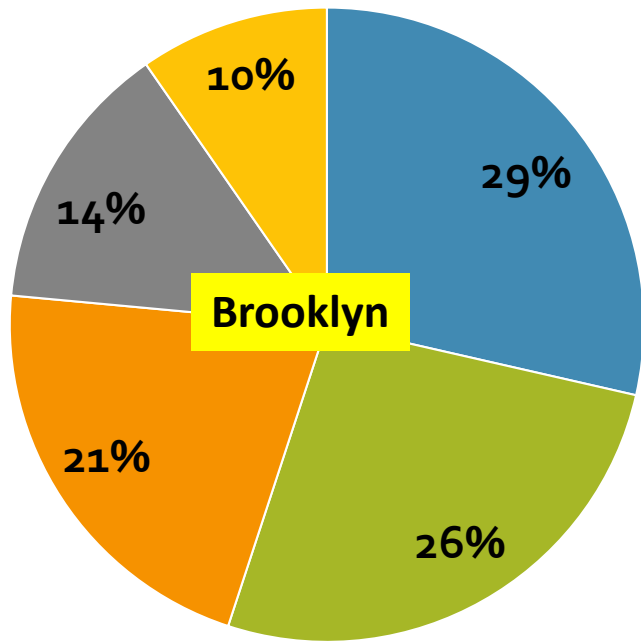
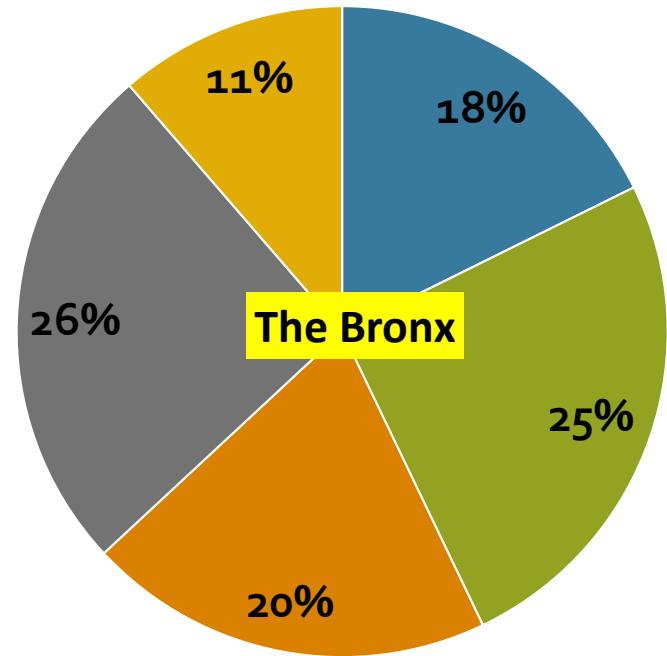
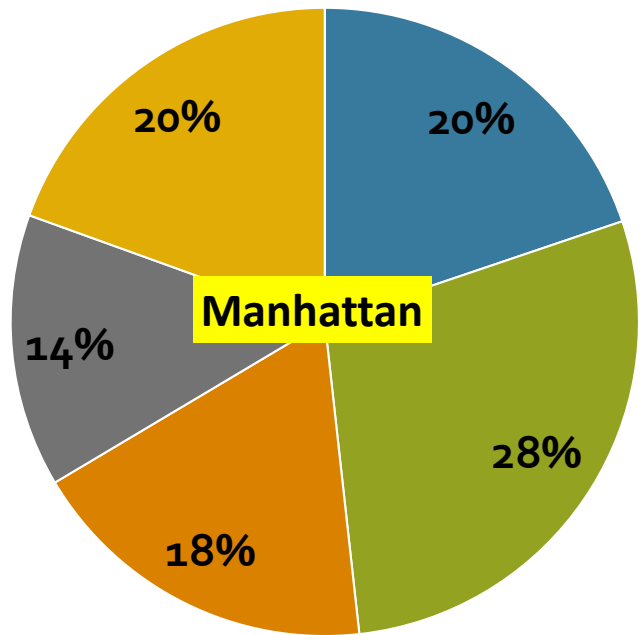
All boroughs had a 10% increase in the number of shoppers who reported incomes of \$0 - \$9,999.

Brooklyn reported a 14% drop on shoppers who reported incomes of \$40,000 or more, from 36% in 2021 to 22% in 2022.

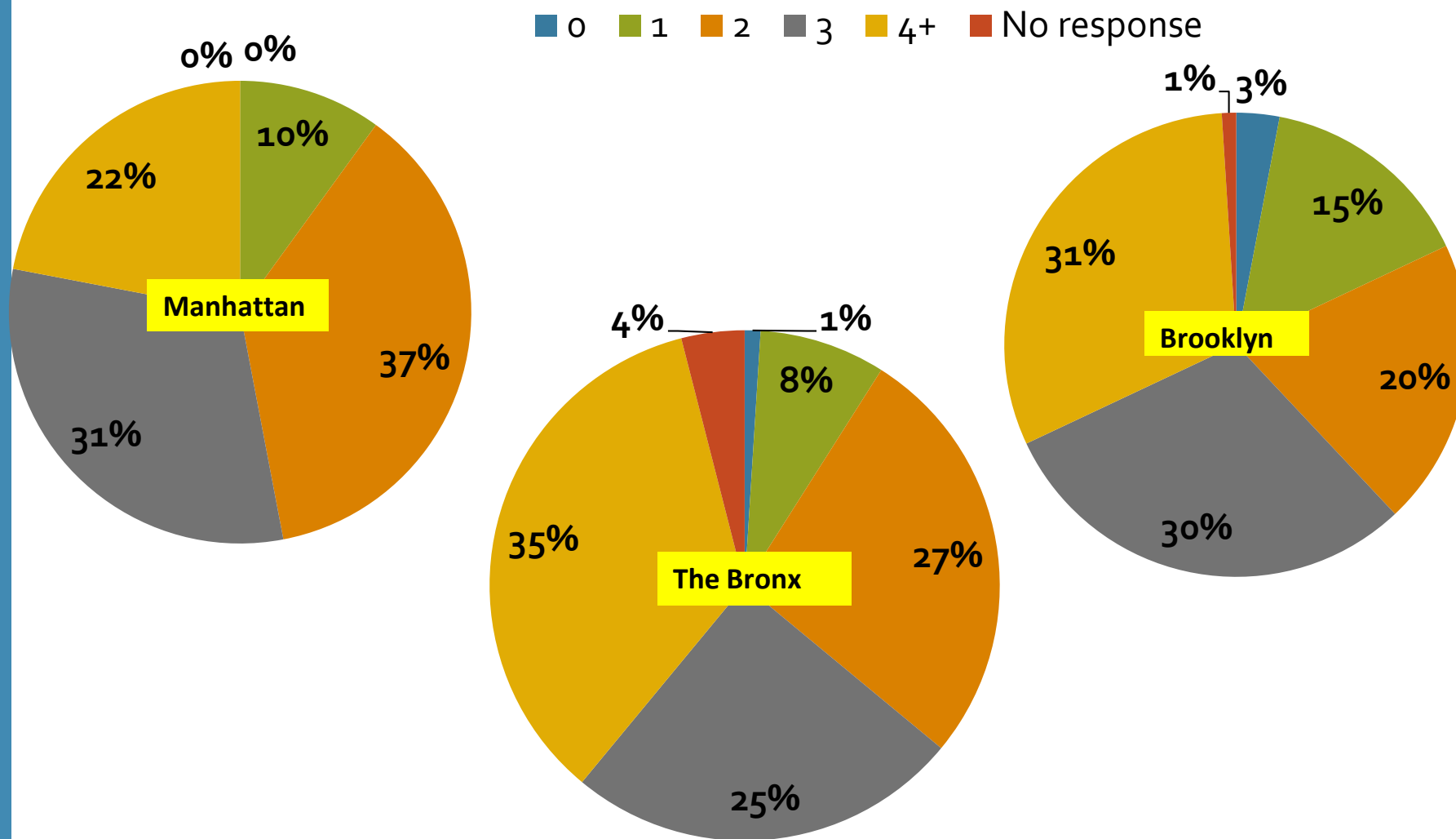
Demographics: Household Size

- 1 Person
- 2 People
- 3 People
- 4+ People
- No response

There was no significant change in family size across all boroughs. Most of the household size remains 3 people in household size.



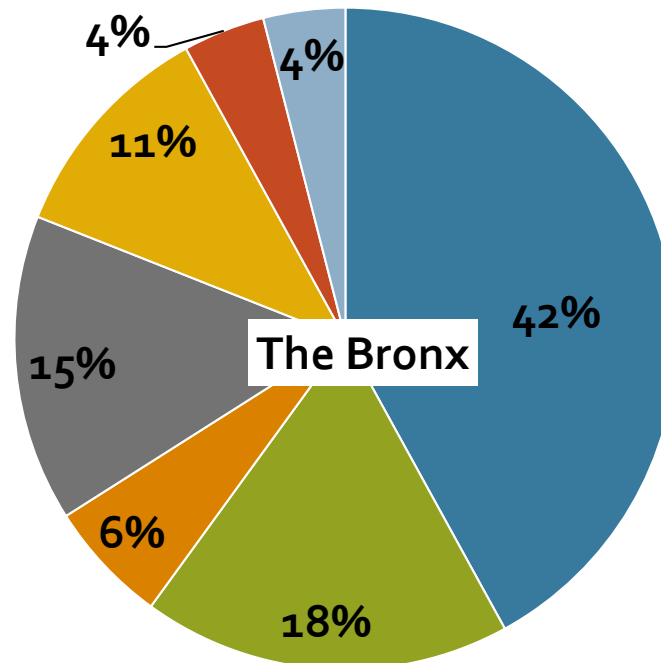
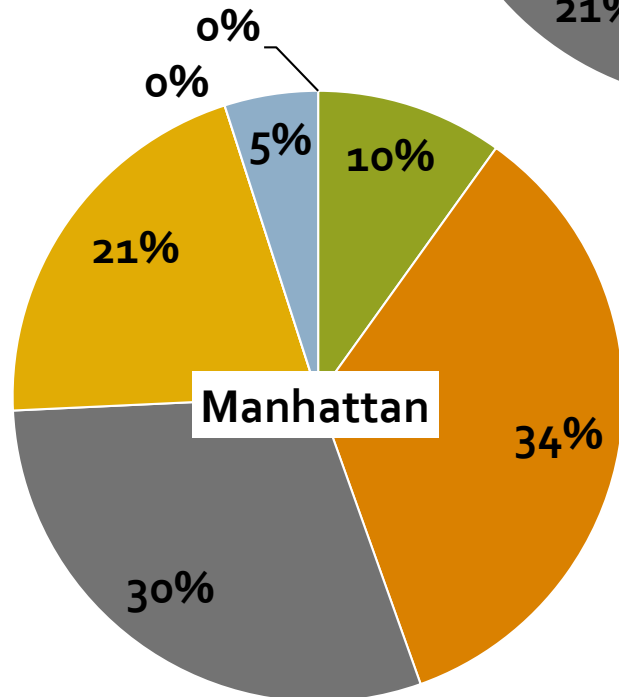
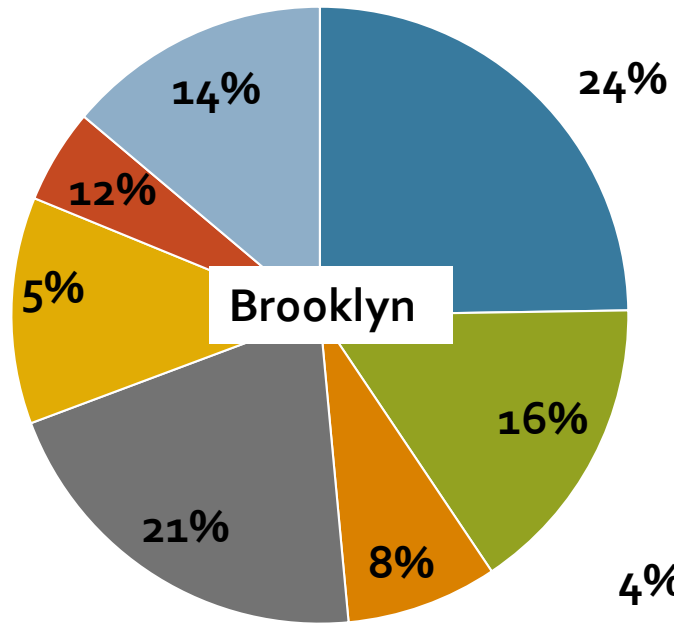
Q6. HOW MANY KINDS OF FRUITS AND VEGETABLES DO YOU EAT EVERYDAY?



Due to COVID-19 pandemic, we saw a slight increase in customers reporting consuming 3 to 4 fruits or vegetables a day in all boroughs. In 2022, 31% vs. 27% in 2021 reported consuming more than 3 fruits or vegetables a day; a 4% increase.

Q7.How have high prices of food affected you?

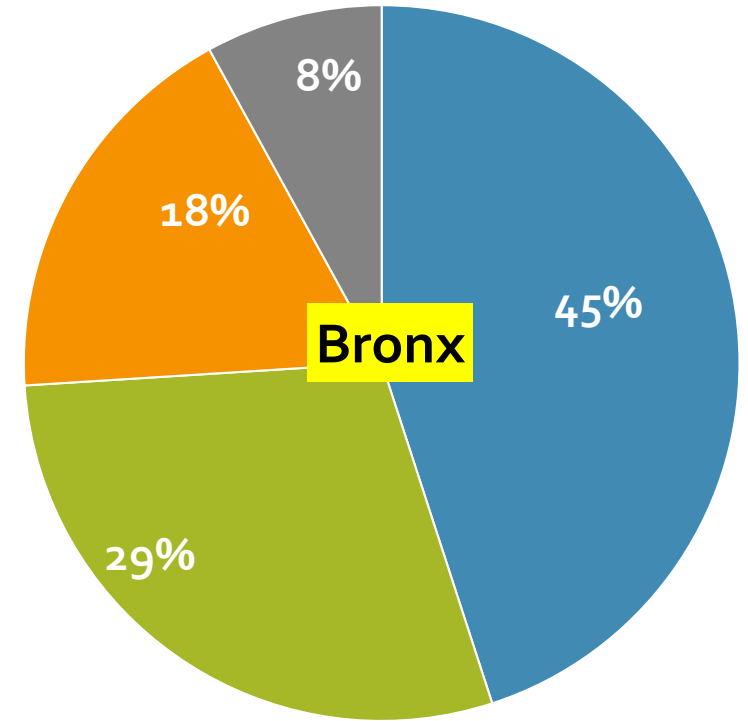
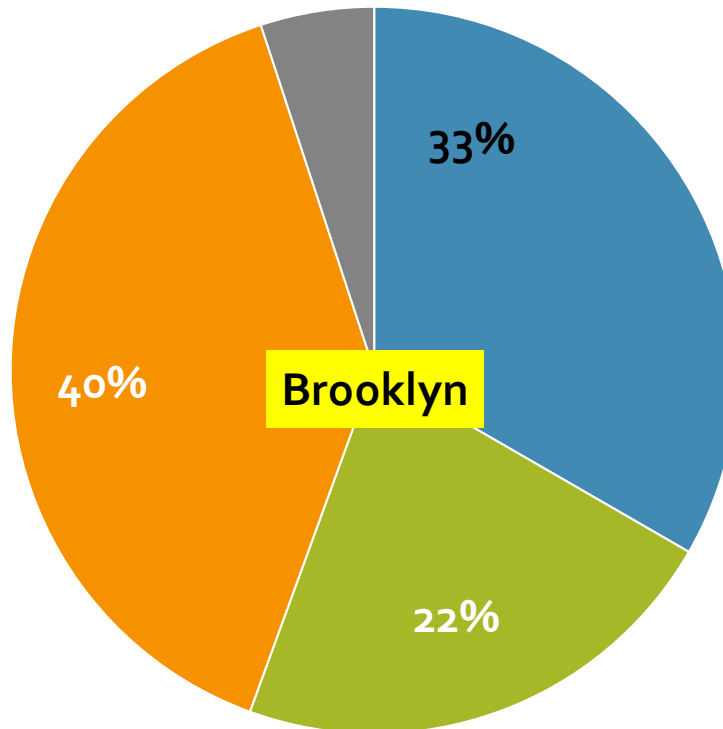
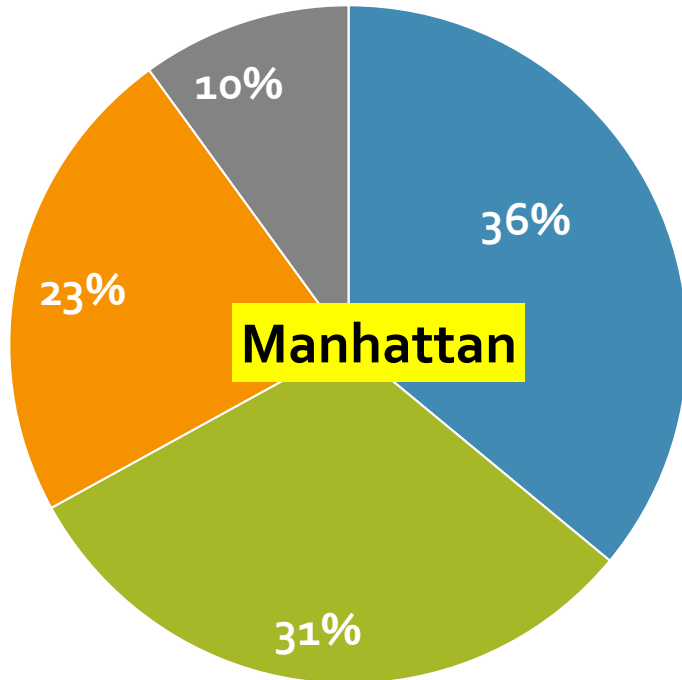
- 1= Not enough money to buy food
- 2= Need to use food pantries
- 3=Buying in bulk
- 4= Buying less
- 5=No change
- 6=Other
- No Response



Due to the COVID-19 pandemic, the city saw an increase in community services to reduce hunger and a shortage in food sources, this caused an increase in food cost. According to our data, up to 42% of shoppers reported not having enough money to buy food, 34% of shoppers are buying food in bulk and 30% were buying less food.

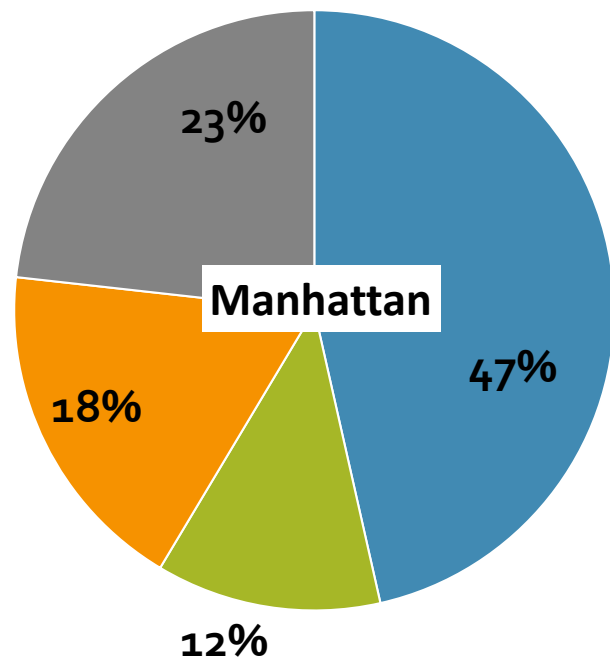
Q8. How did the COVID-19 pandemic impact your eating habits ?

- Ate MORE fruits & veggies
- Ate LESS fruits & veggies
- No change
- No response

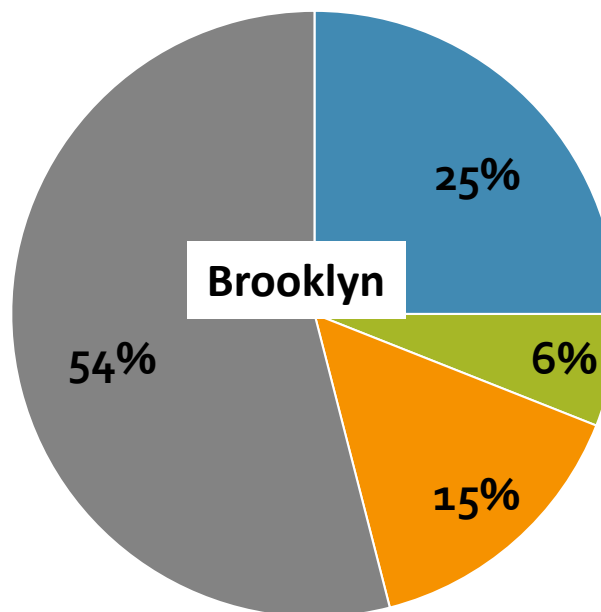
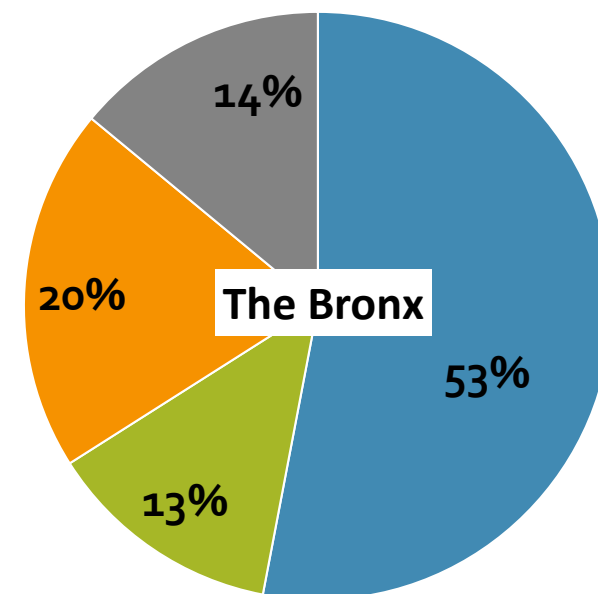


Eating habits improved by 9% across all 3 boroughs. Customers reported, 36-45% in 2022 vs 35-49% in 2021, eating more vegetables.

Q9. **If you participated in the cooking demo last year Since last year, did your fruit and vegetable consumption...**



- Increase
- Decrease
- Stay the same
- No response



in 2022, more than 40% of shoppers reported an increase in fruits and vegetable consumption after participating in our cooking demonstrations.

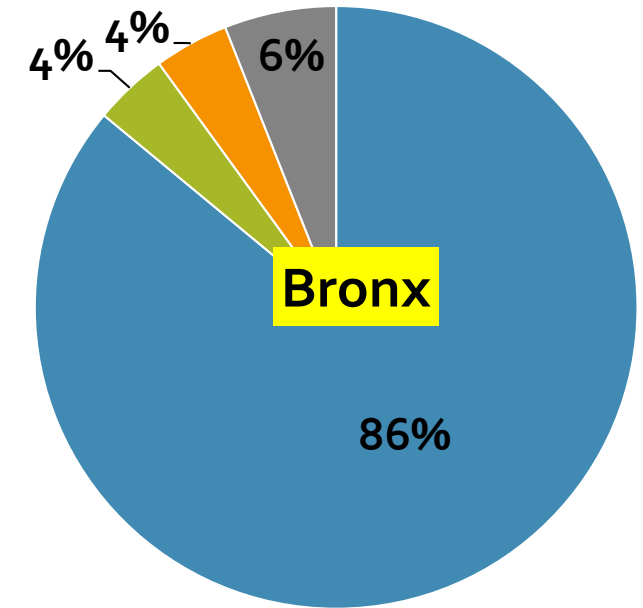
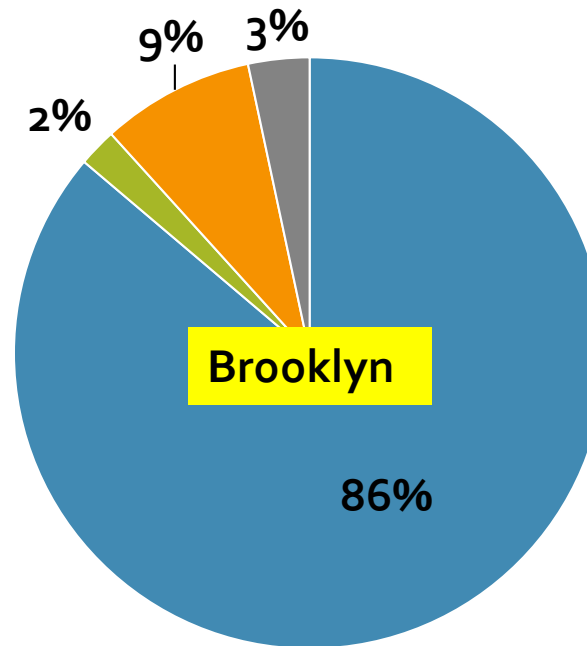
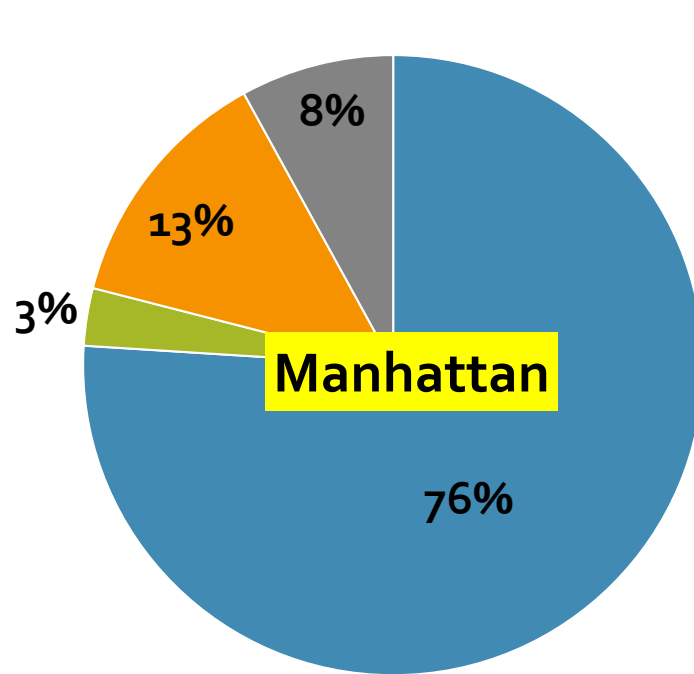
Q10: After seeing the Cooking Demonstration, do you intend to eat more fruits and vegetables every day?

■ YES

■ NO

■ MAYBE

■ No response



In 2022 more than 84% of participants consistently reported they intend to prepare the recipe at home across all boroughs. Statistics remained the same from 2021.

Year in review

	2022	2021	2020
Good-to-Go Bags Distributed	13,852	16,915	14, 897
Customers Served	26,728	26,947	19,457
Surveys Completed	1,100	1,121	1,196
Pounds of Produce Distributed	26,877 lbs.	34,551 lbs.	25, 728 lbs.
Dollars Supporting Local Agriculture	\$39,826	\$46,615	\$39,682
Total SNAP Sales	\$166,257	\$177,745	\$92,225
Total Health Bucks Redeemed	50,020	48,381	18,199
Nourish NY Coupons Paid to Farmers	\$13,526	\$21,396	\$10,126
Healthy Seniors Healthy Shoppers (H2S2)	\$3,808	\$2,194	N/A