

Auditor ID:

Market ID:

### **Farmers' Market Audit Tool**

**Purpose** The Farmers' Market Audit Tool is designed to assess the healthfulness of farmers' markets in diverse settings. The first section is designed to capture demographics about the farmers' market. The second section is based off of the Nutrition Environment Measurement Survey - Stores (Glanz et al., 2007) to capture the overall availability of healthier foods within the farmers' market for various categories (e.g., fruits and vegetables, meats, dairy, whole grains, etc.). The fruit and vegetable section aim is to capture variety of fruits and vegetables available as well as price and quality of those items. Beef, poultry, fish, and egg sections aim to capture availability of lower-fat relative to higher fat cuts of meat and availability of leaner types of protein (fish and eggs), as well as organic and local labels. The bread and pasta sections aim to capture availability of whole grain and whole wheat varieties relative to less nutrient dense items.

**Definition of a Farmers' Market** For our purposes, a farmers' market is a common facility or area where several farmers or growers gather on a regular, recurring basis to sell a variety of fresh fruits and vegetables and other locally-grown farm products directly to consumers. This would include but is not limited to farmers' markets, roadside stands, curbside markets, tailgate markets, etc. The outlet does not necessarily have to sell 'local' produce. This does not include CSAs (Community Supported Agriculture) or buying clubs.

1. Name of auditor:
2. Auditor ID:
3. Market ID:
4. Date audit was conducted:     /     /
5. Time of Day audit was conducted:             am/ pm
6. Start Time:
7. End Time:
8. Name of the market:

*If this market serves multiple locations under the same name, please complete a survey for each location, treating each as a separate outlet. Also be sure and distinguish the outlets with names that differ so they can be easily identified for future data purposes. (E.g., "Smith's Produce #1, Smith's Produce #2", etc)*

Auditor ID:

Market ID:

9. What is the address of the outlet? If the outlet does not have an official address then indicate approximate location below.

Address:

---

City:

---

Zip:

---

County:

---

*If you cannot determine the address, please list the primary street(s) where it is located and closest intersection.*

Primary Street:

Closest Intersection:

*Also provide a general description of what is nearby (e.g., in the parking lot of a retail store? Near a government building or hospital?)* \_\_\_\_\_

Auditor ID:

Market ID:

10. Seasonality and business hours of market:

*Please indicate the days, hours and months the outlet is available to consumers. If alternative or seasonal times exist, please include.*

<b>Example Format:</b>	<b>Day(s):</b>	<b>Hours</b>	<b>Months</b>
Seasonal:	Saturdays:	7am - 12pm, 9am - 12pm,	April-October; November-March
	Wednesdays:	3:30pm - 6:30pm, 10am - 2pm,	April-October; November-March
Year-round:	Saturdays:	8am - 12pm,	January-December

	<b>Day(s):</b>	<b>Hours</b>	<b>Months</b>
<b>Seasonal:</b>			
<b>Year-Round:</b>			

Auditor ID:

Market ID:

<b>Vendor Section</b>	
1. In total, how many different vendors sell <b>food</b> at this location?	
2. How many vendors are selling prepared food, snacks or meals?	
3. Of the total number of vendors that sell food, how many vendors sell fresh fruits and/or vegetables?	
4. What is the number of unique fruits and vegetables being sold at this market?	

Auditor ID:

Market ID:

**Availability of Food Items within the Market**

Below, we ask about availability, price, and quality of various fruits, vegetables, meats, cheeses, eggs, and other products typically available at fruit and vegetable outlets such as farmers' markets.

Food item	Available (Y/N)	# vendors selling item	Quality (A/UA)	Comments
<b>VEGETABLES</b>				
Tomatoes (Hot-house) _____ (alternate)				
Squash (yellow) _____ (alternate)				
Onions (yellow) _____ (alternate)				
Cabbage				
Salad greens				
Dark leafy greens (e.g., collards, kale)				
Broccoli				
Corn				
Cucumbers				
Bell Peppers (green)				

Auditor ID:

Market ID:

<b>Food item</b>	<b>Available (Y/N)</b>	<b># vendors selling item</b>	<b>Quality (A/UA)</b>	<b>Comments</b>
Hot peppers				
Cauliflower				
Other vegetable #1 (includes canned vegetable but not pickles)				
Other vegetable #2				
Other vegetable #3				
<b>FRUIT</b>				
Apples (red delicious)				
(alternate)				
Strawberries				
Blueberries				
Watermelon				
Peaches				
Plums				

Auditor ID:

Market ID:

<b>Food item</b>	<b>Available (Y/N)</b>	<b># vendors selling item</b>	<b>Quality (A/UA)</b>	<b>Comments</b>
Cantaloupe				
Other fruit #1				
Other fruit #2				
Other fruit #3				
<b>Total Types of Fruit/Vegetable (add up the columns)</b>				

Auditor ID:

Market ID:

Food item	Available (Y/N)	# vendors selling item	Quality (A/UA)	Comments
<b>MEATS</b>				
Pork loin – conventional				
Pork loin – pastured				
Lean ground beef (<= 10% fat) – conventional				
Lean ground beef (<=10% fat) – grass fed				
Chicken – conventional				
Chicken – pastured				
Fish (type _____)				
Shell fish (type _____)				
Total types of meat and seafood.				
<b>CHEESE</b>				
Cheese – regular (type Goat) Or Alternate _____				
Cheese – organic (type _____)				
Cheese – (nutrition information _____)				
Cheese – (lower calorie version? _____)				



Auditor ID:

Market ID:

<b>Food item</b>	<b>Available (Y/N)</b>	<b># vendors selling item</b>		<b>Comments</b>
<b>EGGS</b>				
Eggs – regular				
Eggs – free range				
<b>BREADS AND GRAINS</b>				
Plain bread – White (Indicate number of vendors selling white bread – not made with whole grains or wheat)				
Sweet Breads (i.e. Zucchini or banana or bread with added fruit such as strawberries/blueberries)				
Plain – 100% whole wheat bread or whole grain bread				

Auditor ID:

Market ID:

### SAMPLES

How many vendors offer free samples of any type of food (bread, olive oil, cheese spread, prepared foods)? \_\_\_\_\_

How many vendors offer free samples of fruits and/or vegetables?  
\_\_\_\_\_

For each sample of fruit or vegetable, list what is being sampled in the table below.

Type of Vendor	Sample Ingredients (i.e. Whole apple slice or salsa)

**Please cite: Byker Shanks, C., Jilcott Pitts, S., Gustafson, A. (In Press). Development and Validation of a Farmers' Market Audit Tool in Rural and Urban Communities. *Health Promotion Practice*.**

**Adapted from: GLANZ, K., SALLIS, J. F., SAELENS, B. E. & FRANK, L. D. 2007. Nutrition Environment Measures Survey in stores (NEMS-S): development and evaluation. *Am J Prev Med*, 32, 282-9.**