

January 1, 2017

Brigham Young University
Office of Research and Creative Activities
A-285 ASB
Provo, UT 84602

Dear Select Health Grant Committee,

My colleagues and I are excited to submit our proposal, *Feast Utah: Celebrating local farms and food*, for your consideration. We are requesting \$15,792 in effort to raise awareness about food insecurity among low-income families. The Food \$sense program aims to promote the *Feast Utah* event to help low-income families have more access to fresh fruits and vegetables at local farmers markets. This program will last 7 months (January 2018 – August 2018). As requested, 3 copies of the proposal are enclosed.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "K Seely", with a horizontal line underneath it.

Kimberly Seely
BYU Student
Supervisor and Project Leader
Brigham Young University
669 E 800 N Apt S204
Provo, UT 84606
Email: kimberlyseely.93@gmail.com
Phone: 435-215-8430

Project Title: Feast Utah: Celebrating Local Farms and Food

Funds Requested: \$15,792

Team Members' Names:

Kim Seely (**Project Manager**)

699 E 800 N Apt S204

Provo, UT 84606

Email: kimberlyseely93@gmail.com

Phone: 801-851-8460

Linsie Wong

Email: linsie.wong@gmail.com

Phone: 801-851-8469

Rachael Anderson

Email: rachael.diann.anderson@gmail.com

Phone: 801-851-8468

Emily Ferguson

Email: emilyaferguson96@gmail.com

Phone: 208-989-4372

Project Collaborator:

Utah State Food Sense (SNAP-ED)

Utah State University Extension

100 East Center Street, L600

Provo, UT 84606

Website: extension.usu.edu/utah

Phone: 801-851-8460

Abstract

While up to 40% of food grown in the United States is wasted, 1 in 5 Utah children is unsure where their next meal will come from. In the state of Utah, 19.5% of people experiencing food insecurity live in Utah County. Fresh, healthy food can be accessible to all, regardless of socio-economic background, and the Food Sense program helps low-income families gain knowledge and resources to become more food secure. The aim of the proposed project is to promote and implement Feast Utah; an event designed to promote locally purchased produce. Four nutrition students, a web developer, and an event director will be involved in the promotion of the event. This will be done through flyers, signs, and online content such as a website and the use of social media. We will track the number of times the website is accessed as well as the purchases made by food stamp recipients at farmer's markets every month for the year following the event. The event will feature three enrichment spaces adjacent to the picnic area where guests can engage with a network of food advocates. Whether people want to learn where the closest farmer's market is, how to stretch their food dollar, or local research on food waste, Feast Utah will help facilitate those discussions. Music and Art will be available, as well as a team of chefs who will craft a variety of small plates showcasing Utah-grown food. The total budget request is \$15,792 to carry out an eight-month project (January 2018-August 2018).

IV. Grant Narrative

IV.a. Needs Statement

Low-income populations do not always have easy access to nutritious foods; there are several barriers (such as price and transportation) to purchasing foods like fruits and vegetables (1). Healthy People 2020 objectives set a somewhat daunting goal for fruit and vegetable consumption—a little less than double the current consumption for both fruits and vegetables (2). Low-income populations need better access to nutritious foods at affordable prices in order to reach that goal (3).

Farmer's markets serve a unique niche in a community. They provide locally grown produce, which can be more popular than outsourced produce in a community's eyes (4). In the past, community-supported agriculture has created a mutually beneficial relationship between farmers and consumers (5). Unfortunately, among low-income populations, negative perceptions about farmer's markets persist (6). Some of these barriers can be removed through sharing more information about farmer's markets and how these populations can use their SNAP benefits to buy produce (3).

SNAP has a program called "Double-Up Food Bucks" (DUFEB) (3). Through this incentive, participants who spend a certain amount of money at a farmer's market will receive that same amount of money back to purchase more produce. This program could help low-income populations have better access to nutritious foods, and it has already proven effective in some communities (7). Additionally, because of potential financial gain, some vendors at farmer's markets will overcome inconveniences to serve low-income consumers (8).

Feast Utah will provide information about how low-income populations can more effectively use their SNAP benefits at farmer's markets. Education about DUFEB and local farmer's markets could increase fruit and vegetable consumption among the low-income populations of Utah County (3).

IV.b. Project Goal(s) and Objectives

IV.b.1 Goal

To increase the ability for low-income families' (who use SNAP) to access to locally grown produce in Utah County.

IV.b.2. Long-term Outcome Objective

Every month, in which the farmers markets are open between August 2018 and September 2019, increase purchases made by food stamp recipients at farmer's markets by 5% from baseline.

IV.b.3 Short-Term Impact Objectives

1. Implement one event with a reach of 250+ people in Utah county promoting locally-sourced produce by August 2018.

Implementation/Process Objectives:

1.1 By the end of January 2018, create flyers to promote the FEAST Utah event. Distribute 50 flyers throughout January-August 2018.

2. By August 1, 2018, we will reach 1,000 individuals from online web content promoting local sources of produce.

Implementation/Process Objectives:

2.1 Create new content for the Feast Utah and Food Sense Facebook pages and the SNAP-Ed website.

IV.c. Project Description and Methodology

IV.c.1. Project Overview

USU Extension/Food \$ense will organize the event Feast Utah—an event promoting locally grown produce in Utah County. This event will highlight the availability of fresh local produce for all people in Utah County, regardless of their socio-economic background. Feast Utah will provide education about SNAP benefits, particularly the Double Up Food Bucks (DUFb) program. This event will provide an opportunity for low-income populations to learn how they can access fresh produce and how to use them in their meals. Specifically, this event should encourage SNAP recipients to go to farmer’s markets to use their DUFb.

This family friendly event will occur in August. It will take place at a venue such as a park or field- an open-air area where booths can be set up and families can spread out blankets for picnics. There will be booths where local chefs will provide food made from locally grown produce and teach a mini-lesson on how to prepare it. Other booths will provide information about SNAP benefits and how to use farmer’s markets effectively.

4 students from Brigham Young University will assist in the promotion of the event by creating flyers and writing Facebook posts:

IV.c.2. Flyers

The flyers will provide basic details about the event and a link to social media where more information can be obtained. The flyer will be specialized to target certain audiences. A copy of the basic form of the flyer is attached. Specific information about the event will be added when particulars of the event such as venue and participating groups are certain.

IV.c.3. Facebook Posts

The Facebook posts will consist of reminders and details about the Feast Utah event. Local groups that will be participating will be promoted as the event nears. Concrete details and warnings/suggestions for the event will also be communicated through Facebook posts. It is anticipated that Feast Utah will be created as a Facebook event, which will make it easier to share and promote among groups and individuals on Facebook and to estimate how many people will attend.

IV.d. Evaluation Plan

This project will include process and impact/outcome evaluations to determine if the goals and objectives of the project were reached, as described below and in the attached Logic Model.

IV.d.1 Process Evaluation

In order to measure our two process objectives we will make sure we have created 50 flyers that we can distribute by the end of January 2018. We will make sure this is accomplished by counting the number of flyers we create and make sure there are at least 50 flyers. We will also make sure we created at least 20 media posts (through the Feast Utah and Food Sense Facebook page and the SNAP-Ed website). These posts will be completed before August 2018. We will count and make sure we have 20 posts ready to be published. By the end of August 2018 we will count to make sure there are 20 posts online that went live and are published by August 1st, 2018. In addition, we will track the number of visits to the Facebook page from the SNAP-Ed website link using Facebook statistics.

IV.d.2 Impact/Outcome Evaluation

We will measure the attendance at the FEAST Utah event by requiring everyone in attendance to have a wristband (and they will be free). We will count how many wristbands were handed out after the event to evaluate how many people attended. There should be over 250+ people that attended this event, which promotes locally sourced produce. In addition to attendance, in the month leading up to the Feast Utah event, we will track the number of visits and traffic to our Facebook page and it should total over 1,000 visits. We will use the Facebook analytics to track how many people visited our page to determine if we reached 1,000 visits.

To ensure the program has a long-term effect on our target population we will look at produce purchases made using food stamps at the local farmers markets. We will use USU's Food Sense program that is already in place to track the produce purchase with Double Up Food Bucks Purchases should increase by 5% from the baseline after our program.

IV.e. Sustainability

Hard copy materials for this project, including flyers and advertisements, and clothing, will be made for one-time use. Online advertisements through Facebook and Instagram, however, can be updated and reused for many years for FEAST Utah promotion. Sustainability will be met through keeping the materials used for the event such as the flyers and by using this same event strategy in future events planned through the Food Sense program.

V. Budget

V.a. Itemized Budget

DIRECT COSTS

A. Salaries and Wages

1. Senior Personnel

a. Sarah Bateman, Event Director	\$4,800
b. 4 Undergraduate students	\$4,100

2. Other Personnel

a. 1 Web Developer	\$3,200
--------------------	---------

B. Total Salaries and Wages \$12,100

C. Equipment \$530

D. Materials and Supplies \$230

E. Travel \$300

F. Total Direct Costs (Items B to E) \$13,160

INDIRECT COSTS (20% of direct costs) \$2,632

TOTAL COST **\$15,792**

V.b. Budget Narrative

DIRECT COSTS

G. Salaries and Wages

1. Senior Personnel

- a. **Event Director: Sarah Bateman:** \$4,800=\$12/ hr x 20 hrs/wk x 20 weeks. Event Director will organize volunteers, obtain supplies, oversee scheduling, renting, promotion, etc.
- b. **4 Undergraduate students: Nutritional Science/Dietetics:** \$4,100 = 4 students @ \$8/hr x 8 hrs/wk x 16 weeks. Students will print and hand-out flyers, put up signs in businesses, be involved in online promotion, help with set-up and take down.

2. Other Personnel

- a. **1 Web Developer: Webnovate in Provo:** Develop the website in an appealing way promoting local sources of produce: \$40/hr x 80 hours = \$3,200

H. Total Salaries and Wages

I. Equipment

1. Epson Workforce 7620 Wireless printer for flyers: \$300
2. Rented sound system from Plan-it Rentals for music at the event: \$90/day = \$90
3. Rented tables from Utah Chair Rental: \$7.99 Each x 10 = \$80
4. Rented chairs from Utah Chair Rental: \$1.50 Each x 40 = \$60

J. Materials and Supplies

1. Paper for printing flyers promoting FEAST Utah: \$80
2. Supplies for volunteers. T-shirts, water, snacks: \$100
3. Face painting supplies for children's booth: \$50

K. Travel

Towards the four students to travel to the event and back. Also for their travel for promotion of the event through passing out flyers, signs in the mall, etc.

L. Total Direct Costs (Items B to E)

Total costs for B through E above equal \$13,160.

INDIRECT COSTS

Indirect Costs equal \$2,632 (20% of total direct costs)

TOTAL COST

Total Direct and Indirect Costs equal \$15,792 (\$13,160 + \$2,632)

VI. References

1. Di Noia J, Monica D, Cullen KW, Thompson D. Perceived influences on farmers' market use among urban, WIC-enrolled women. *Am J Health Behav.* 2017;41(5):618-629. Accessed Oct 14, 2017. doi: 10.5993/AJHB.41.5.11.
2. U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. Healthy people 2020. www.healthypeople.gov Web site. <https://www.healthypeople.gov/2020/topics-objectives/topic/nutrition-and-weight-status/objectives>. Updated 2014. Accessed October 23, 2017.
3. United States Department of Agriculture. SNAP-Ed connection. SNAP-Ed Connection Web site. <https://snaped.fns.usda.gov/>. Updated 2017. Accessed October 23, 2017.
4. Nganje WE, Hughner RS, Lee NE. State-branded programs and consumer preference for locally grown produce. *Agric Resour Econ Rev.* 2011;40(1):20-32. <https://www.lib.byu.edu/cgi-bin/remotearchive.pl?url=http://search.ebscohost.com/login.aspx?direct=true&db=eoh&AN=1236726&site=ehost-live&scope=site>. Accessed Oct 16, 2017.
5. Vasquez A, Sherwood NE, Larson N, Story M. Community-supported agriculture as a dietary and health improvement strategy: A narrative review. *J Acad Nutr Diet.* 2017;117(1):83-94. Accessed Oct 14, 2017. doi: 10.1016/j.jand.2016.09.029.
6. Grace C, Grace T, Becker N, Lyden J. Barriers to using urban farmers' markets: An investigation of food stamp clients' perceptions. *J Hunger Environ Nutr.* 2007;2(1):55-75. <http://www.tandfonline.com/doi/abs/10.1080/19320240802080916>. doi: 10.1080/19320240802080916.
7. Cohen AJ, Richardson CR, Heisler M, et al. Increasing use of a healthy food incentive: A waiting room intervention among low-income patients. *Am J Prev Med.* 2017;52(2):154-162. <http://www.sciencedirect.com/science/article/pii/S0749379716305827>. Accessed Oct 16, 2017. doi: 10.1016/j.amepre.2016.11.008.
8. Cole K. Increasing access to farmers markets for beneficiaries of nutrition assistance: Evaluation of the farmer's market access project. *Prev Chronic Dis.* 2013;10. https://www.cdc.gov/pcd/issues/2013/13_0121.htm. Accessed Oct 23, 2017. doi: 10.5888/pcd10.130121.
9. Utah State University. Food \$ense (SNAP-ed). Food \$ense (SNAP-Ed) Web site. <http://extension.usu.edu/foodsense/>. Updated 2017. Accessed October 23, 2017.

Project Materials

Flyer:



Facebook Posts:

Post #1: Get ready for Feast Utah 2018! We will bring everything that was great about last year's Feast Utah event, with improvements to make this year even better! Last year was a big hit but we know that this year will be AMAZING!



Post #2:



While up to 40% of food grown in the U.S. is wasted, 1 in 5 Utah children is unsure where their next meal will come from.

Post #3: Participate in Feast Utah this year by:

1. Spreading the word and joining us at the event!
2. Having a display at the event representing a local food aspect such as reducing waste or increasing community access to fresh/healthy foods and local foods
3. Donating financially or in-kind for local produce and event materials
4. Volunteering at the event



Post #4:

**DID YOU
KNOW?**



Fresh, healthy food can be accessible to all, regardless of socio-economic background.

Post #5: Together we can take on the challenges our community faces with this delicious opportunity to improve our health, our economy, and our environment.



Post #6: How often do you go to the farmers market? Buying farm fresh foods can support your local farmers and bring health and happiness to your table.



Post #7: Feast Utah is truly a celebration! Come celebrate with local farmers in the Utah Valley!

Post #8: Costco's not the only place that will have free samples. Join Feast Utah by supporting local restaurants like Communal and Guru's Restaurant and get free samples!

Post #9: Nothing tastes better than fresh produce bought at your local Farmers Market. Eat Local. Eat Well. (Picture of fresh vegetables)

Post #10: Ten day until the Feast Utah event. Mark your calendars!

Post #12: Need a fun outing for this Saturday. Get your weekly shopping done and promote local produce by going to your local Farmer's Market! (picture of farmers market with a list of current Farmer's Market's in Provo.

Post #13: Nothing is sweeter than buying fruit from your local farmers market. Have you been to the Farmer's Market? What is your favorite produce to buy at the Farmer's Market? Comment below! (Picture of fruit)

Post #14: What are some of your favorite fruits and vegetables? Comment below! We want to hear what you have to say. (Attach a picture of a fruit and vegetable)

Post #15: Five days until the Feast Utah event! Come join us for some local and delicious food.

Post #16: Four days until Feast Utah. Come celebrate with us!

Post #17: Three days until Feast Utah event. If you enjoy food and fun, this event is for you!

Post #18: Two days until Feast Utah! Come enjoy performances from local musicians and taste farm-to-table samples crafted by local chefs.

Post #19 One day until Feast Utah. Like this post if you plan on partying with us tomorrow! We look forward to seeing you there.

Post #20: Today is the day! Join us for the Feast Utah event tonight! (post with a picture of the flyer)

Logic Model: [USU Food \$ense-SNAP-Ed]

Goal(1) Increase the ability for low-income families' (who use SNAP) to access locally grown produce in Utah County.

Inputs	Outputs (Implementation/Process Obj.)	Impact - Outcome
<p style="text-align: center;">Time</p> <p style="text-align: center;">Computers</p> <p style="text-align: center;">Paper, ink, \$ for flyers</p> <p style="text-align: center;">Facebook Analytics</p> <p style="text-align: center;">Phones</p>	<p>Activities</p> <p>1.1 By the end of January 2018, create flyers to promote the FEAST Utah event. Distribute 50 flyers throughout January-August 2018.</p> <p>1.2 Create new content for the Feast Utah and Food Sense Facebook pages and the SNAP-Ed website.</p> <p>Participants: Low-income populations in Utah County</p>	<p style="text-align: center;">Short/Medium-Term Objectives</p> <p>2.1 Implement one event with a reach of 250+ people in Utah county promoting locally-sourced produce by August 2018.</p> <p>2.2 By August 1, 2018, we will reach 1,000 individuals from online web content promoting local sources of produce.</p> <p>Long-term Objectives</p> <p>Every month, in which the farmers markets are open between August 2018 and September 2019, increase purchases made by food stamp recipients at farmer's markets by 5% from baseline.</p>

Assumptions: We expect this program to help low-income populations in Utah County to be better informed about and have better access to locally grown produce. We assume that marketing the farmers market through the flyer and the Facebook page will lead low-income individuals to increase their use of foot stamps at the farmers market.

External Factors: Weather (for farmer's markets and Feast-Utah Event), transportation, parking, kid-friendly, other events, food preferences, previous food preparation skill/knowledge, interest

Evaluation Plan

- *Process evaluation:* (Obj. 1.1) Create 50 flyers that we can distribute by the end of January 2018. (Obj. 1.2) By the start of the FEAST Utah event we will have created 20 posts promoting the FEAST Utah event. (Obj. 1.2) Track the number of visits to the Facebook page from the SNAP-Ed website link.
- *Impact/Outcome (or summative) evaluation:* (Obj. 2.1) Track attendance to the FEAST Utah event using wristbands to see if the publicity of the flyers, Facebook page, and SNAP-Ed website were effective enough to attract 250+ people to attend the event. (Obj. 2.2) Track traffic on Facebook using Facebook analytics to see if the 50 flyers directed 1,000 people to the Facebook page.