

Fruit and Veggie Fest 2019

San Joaquin County Public Health Services
Nutrition Education and Obesity Prevention

The San Joaquin County Public Health Services, Nutrition Education and Obesity Prevention (NEOP) Program hosted the Fruit and Veggie Fest on Thursday, September 12, 2019. The goal of the festival is to promote healthy foods at a local supermarket and snacking with fruits and vegetables.

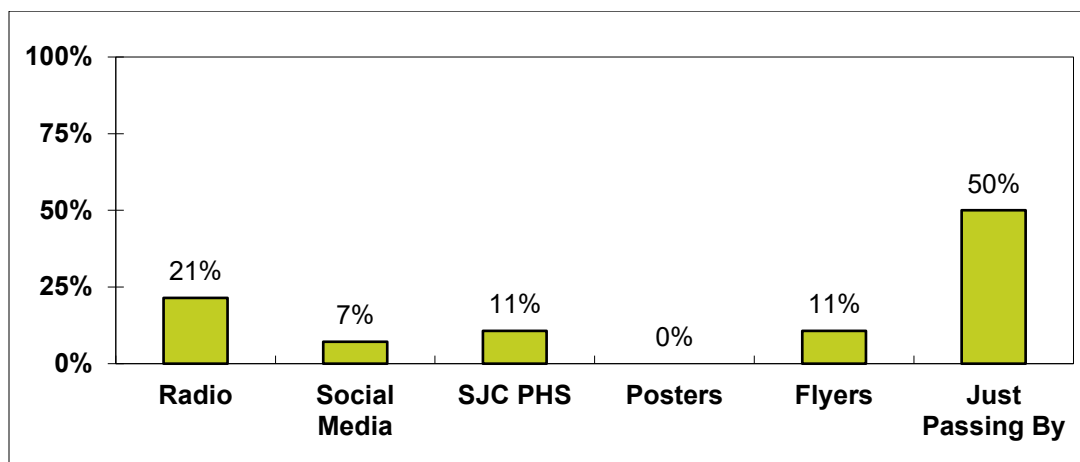
Most attendees, upon entry, received a “festival passport”. The passport was to be signed off by each vendor and delivered back to the check-in table prior to leaving the festival. The passport also collected voluntary basic contact information for contacting the attendees in the event their passports are drawn in the raffle at the end of the festival.

NEOP staff collected 57 passports total. The total number of passports does not represent the total festival attendance. Families entering the festival or couples may have only filled out one passport for the group or pair. Due to this occurrence, a range of 1.5-2.5x the total of passports will be used to estimate the total festival attendance. Total festival attendance is estimated to be 86-143 individuals.

Attendees were also asked to complete an exit survey and were awarded a “*Champions for Change*” t-shirt for participating and giving feedback about their festival experience. A total of 56 exit surveys were completed. The questions of the survey dealt with attendee experience, how they learned of festival, and if they had attended previous years of the festival. The results of the survey are below.

Results

Q1. How did you hear about the Fruit and Veggie Fest?



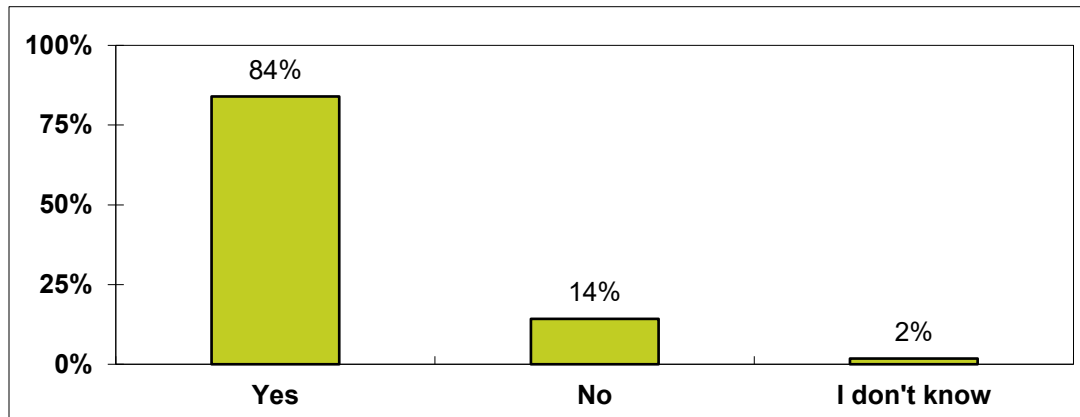
Q1 Highlights:

- 50% of attendees heard about the festival by simply passing by. The assumption can be made; they had no prior knowledge of the festival.
- 21% of attendees heard about the festival on the radio. KWJN, a local radio station, broadcasted from the event. This broadcast helped to spread the word of the festival and contributed to a larger attendance.
- 29% of attendees heard about the festival either by social media (7%), flyers (11%), and directly from San Joaquin County Public Health Services (11%). Though each outlet had small percentages individually, the combined reach accounted for nearly 30% of attendance.

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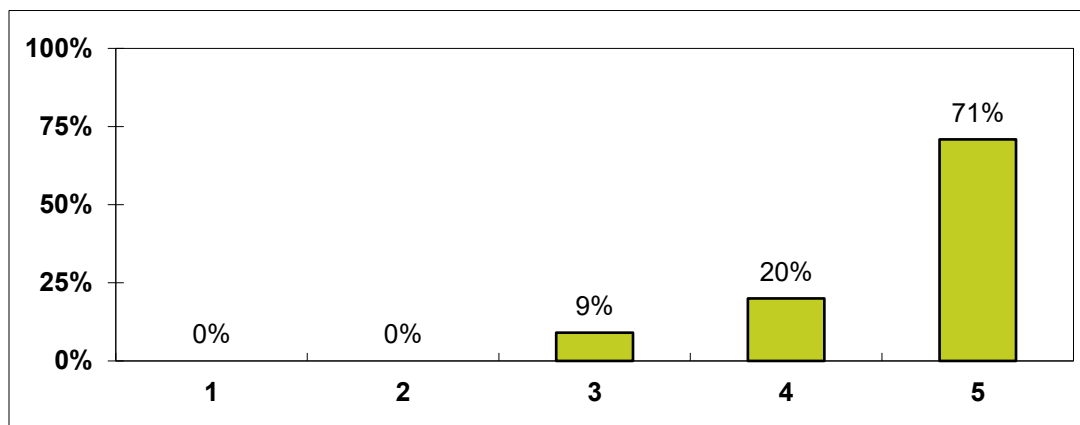
Q2. Is this the first time you have attended the Fruit and Veggie Fest?



Q2 Highlights:

- The large majority of attendees (84%) had not attended past Fruit and Veggies Fests.
- 14% of attendees indicated they had been to a prior year(s) of the festival. It was not indicated though how many times they had attended, only if they had previously attended at least one festival prior to the 2019 festival.
- Several attendees (2%) were unsure if they had attended a previous Fruit and Veggie Fest.

Q3. How would you rate the vendor selection, in terms of variety? (1-5 scale, 5 is best)



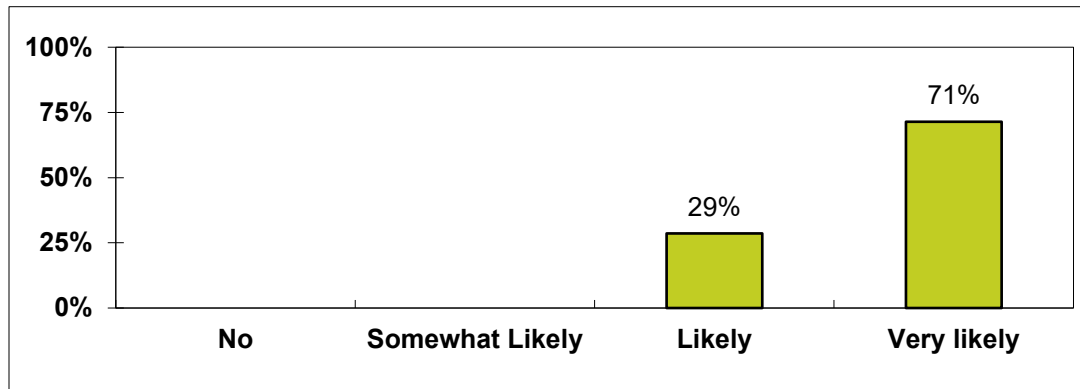
Q3 Highlights:

- The large majority of attendees (91%) rated vendor selection with a 4 (20%) or 5 (71%). Attendees rated the selection on a scale of 1-5 with 5 representing the best.
- 9% of attendees were slightly less satisfied with the vendor selection, rating the selection as a 3.

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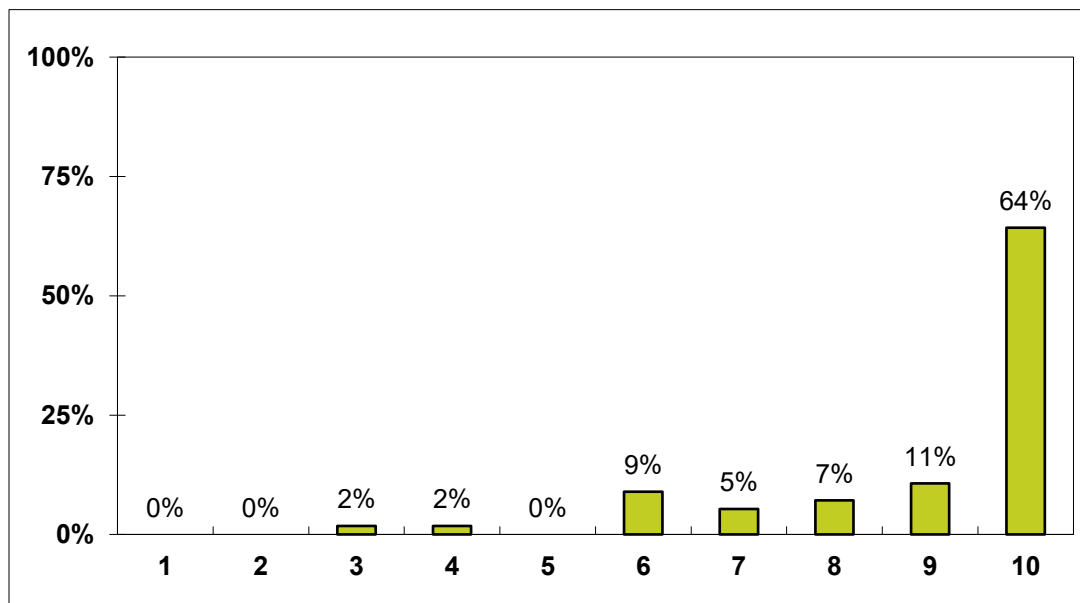
Q4. Are you likely to attend the Fruit and Veggie Fest again?



Q4 Highlights:

- 100% of attendees are either “likely” (29%) or “very likely” (71%) to attend a future Fruit and Veggie Fest.

Q6. On a scale of 1-10, 10 being the best, how would you rate your overall experience today at the Fruit and Veggie Fest?



Q6 Highlights:

- The large majority of attendees (82%) gave a rating of 8 or higher regarding their overall experience at the festival.
- 14% gave an overall rating of 6 (9%) or 7 (5%).
- 4% gave a lower rating of 3 (2%) and 4 (2%).

Fruit and Veggie Fest 2019

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Q5 Highlights:

Comments/Suggestions	Positive	Constructive
1. More advertisement.		★
2. It was great, very informative. Thank you.	★	
3. More fresh fruit.		★
4. Something to stop using drugs to kids.		★
5. More advertisement.		★
6. It is good.	★	
7. KWIN	★	
8. Everything so far seemed perfect, maybe more vendors.	★	★
9. Everything was excellent.	★	
10. Have the festival on a Saturday or Sunday so kids can attend, enjoy, and learn.		★
11. This was great.	★	
12. It was nice.	★	
13. Come back.		★
14. I enjoyed it.	★	
15. Everything was great.	★	
16. Maybe get a shirt at one end and a pair of pants in the middle.		★
17. Everyone was so polite, info was informative.	★	
18. Eat good and have a lot of water.		★
19. Emergency Food Bank to give away produce.		★
20. Perhaps more advertising about this kind of event.		★
21. More fruits and vegetables.		★
22. Everything was great.	★	
23. Maybe more vendors.		★
24. Great job.	★	
25. Everything was great.	★	
Total	13	14

Discussion

Overall attendees of the 2019 Fruit and Veggie Fest (FVF) were very satisfied with their experience and are likely to return for future FVFs. Most attendees learned of the festival by passing by. While some found out before the day of the festival through social media or flyers, others (20%) also learned about it the day of, from KWIN broadcasting live from the festival. This can be a method to advertise for future festivals, days or weeks in advance to boost attendance. More advertising of the event was a common theme attendees indicated in the comments section of the survey.

Another common theme found in the comments section was the need for more fruits and veggies. The 2019 FVF hosted only one vegetable and three types of fruit. In future festivals, vendors could also offer

Fruit and Veggie Fest 2019

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fruit and/or vegetable samples and recipes in addition to their organizational information. This can help attract more attendees.

Though it was not a common theme, one attendee did suggest that the FVF occur on a weekend (Saturday or Sunday) to allow children to attend and learn about fruits and vegetables. This change can lead to substantially more attendees, due to not only more families bringing children to learn, but also adults that wish to attend but also are not able to because of their employment obligations during a weekday.

Conclusion

The 2019 FVF was successful at providing a highly satisfactory experience for the attendees. Attendees that participated in the survey provided a lot of information about ways the festival can improve for future years. Three main areas for improvement surfaced because of the survey. The improvement areas include:

- More advertising of the festival through wider reaching outlets, such as, radio and posters.
- Host the festival on a weekend instead of a weekday to bolster attendance and allow for working parents and their children to attend.
- Include more fruits and vegetables for sampling and education.

The majority of participants indicated that they would be “very likely” to attend a future FVF. Incorporating the above improvement recommendations can help to ensure a high attendance in future years, and thus educating more community members about healthy eating and snacking habits.