



2026 BC Farmers Market Nutrition Coupon Program Participant Survey

Print version — Nutrition Card participants

We're gathering feedback from participants in the BC Farmers Market Nutrition Coupon Program to help us understand what's working well and where we can improve. Your input helps shape the program for future seasons.

All responses are anonymous. Thank you for being part of the program.

Once you fill out this survey, you can enter to win 1 of 5 \$50 gift cards to your local farmers' market. At the end of the survey we will ask for your email or phone number, used for the draw only.

1. Which city or town do you live in?

2. Which organization do you pick up your nutrition card from?

3. What location do you pick up your nutrition card from?

- ☐ The program office
- ☐ The farmers market

- ☐ They mail to me
- ☐ Other

Please specify: _____

4. Please indicate which of the following applies to you:

The Nutrition Coupon Program is available to people who qualify as a Family with Children, Pregnant Person, or Senior/Elder.

- ☐ Family with Children (includes single parents)
- ☐ Pregnant Person

- ☐ Senior/Elder
- ☐ Other

Please specify: _____

5. How many people live in your household?

- ☐ Single person
- ☐ 2-4

- ☐ 5-8
- ☐ 9+

6. Are there children under 19 living in the home?

- ☐ Yes
- ☐ No

7. What is your Race/Ethnicity?

Select all that apply.

- ☐ First Nations (Status & Non-Status)
- ☐ Métis
- ☐ Inuit
- ☐ Arab
- ☐ Black (e.g., African, Afro-Caribbean, African Canadian)
- ☐ Chinese
- ☐ Filipino
- ☐ Japanese

- ☐ Korean
- ☐ Latin American
- ☐ South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- ☐ Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
- ☐ West Asian (e.g., Iranian, Afghan)
- ☐ White (e.g., European descent)
- ☐ Prefer not to say
- ☐ Other: _____

8. What is your annual household income?

- ☐ Less than \$20,000
- ☐ \$20,000-\$39,999
- ☐ \$40,000-\$59,999
- ☐ More than \$60,000
- ☐ Prefer not to say

9. Did you receive a nutrition card or paper coupons this year? *

- ☐ Nutrition card (this survey)

Using the Nutrition Card

10. How easy was it to use the nutrition card at the farmers market?

- ☐ Very easy
- ☐ Easy
- ☐ Neither easy nor difficult
- ☐ Difficult
- ☐ Very difficult

11. Did all eligible vendors you visited accept the nutrition card?

- ☐ Yes
- ☐ No
- ☐ I'm not sure

12. Did you have any issues or challenges using the nutrition card?

- ☐ No issues
- ☐ Yes

13. If yes, please explain:

14. What could have improved your experience with the card?

- ☐ More support from my community partner about how to use it
- ☐ More support at the farmers market while shopping
- ☐ I don't know how to check my balance
- ☐ I don't understand the colour categories
- ☐ Other
- Please specify:* _____

15. What do you like best about using the nutrition card?

16. What do you not like about using the nutrition card?

Shopping at the Market

17. Do you shop with your nutrition card at more than one farmers' market?

- ☐ Yes
☐ No

18. If yes, why do you shop at more than one farmers' market?

19. At which farmers' market(s) do you use your nutrition card?

20. How do you usually get to the market?

- | | |
|---|----------------------------------|
| ☐ Walk | ☐ Bicycle |
| ☐ Drive | ☐ Other |
| ☐ Public Transit | Please specify: _____ |

21. How long does it take you to get to the farmers' market?

- | | |
|--|--|
| ☐ 1-10 Minutes | ☐ 31-60 Minutes |
| ☐ 11-30 Minutes | ☐ 60+ Minutes |

22. Which statement best describes how you use your nutrition card?

- | | |
|--|--|
| ☐ I usually spend only a portion each week, then spend more later | ☐ I wait until the end of the season and spend it all at once |
| ☐ I spend most or all of it every time I shop | ☐ Other |
| ☐ I wait a few weeks until I have enough to buy what I need | Please specify: _____ |

23. When shopping at the market, how much of your own money do you usually spend? \$ _____

24. What items do you usually buy with your nutrition card?

Select your top 3.

- | | |
|--|---|
| ☐ Vegetables | ☐ Nuts |
| ☐ Fruit | ☐ Herbs |
| ☐ Meat/Fish/Poultry | ☐ Vegetable & Fruit Plants |
| ☐ Eggs | ☐ Honey |
| ☐ Cheese | |

Program Impact and Feedback

25. While participating in the nutrition coupon program did you and/or your family:

	Yes	No	The same
Eat more fruits and vegetables	☐	☐	☐
Eat more variety of nutritious foods	☐	☐	☐
Have more willingness to try new fruits and vegetables	☐	☐	☐
Eat more local food	☐	☐	☐
Have more money for household/family essentials	☐	☐	☐

26. What do you like best about the nutrition coupon program?

27. Is there anything else you think we should know about the nutrition coupon program?

28. What is your biggest barrier to accessing fresh, local food regularly?

29. Please describe any challenges you've had at the farmers' market, if any

Enter our Draw

Thank you for completing our survey.

30. Please include your email address (preferred) or phone number if you'd like to be entered in a draw to win 1 of 5 \$50 gift cards to your local farmers' market. Your email/phone number will be used for the purpose of the draw only.
