The SEED Sliding Scale
Community Food Markets

Impacts on Community Experiences of Food Insecurity
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Who We Are

What is the SEED?

The SEED is a project of the Guelph Community Health Centre, a registered charity in Guelph, Ontario. The SEED operates programs and social enterprises that are designed to increase access to healthy food for food insecure community members, create employment and training opportunities for youth facing barriers to employment, and offer food skills and knowledge training. The project was created in 2015 by a coalition of community organizations and individuals.

What are the SEED Community Food Markets?

The Community Food Markets are a weekly affordable fresh food market aimed at increasing the physical and financial accessibility of good food for everyone in Guelph. Produce items are priced on a sliding scale, with the top amount equivalent to retail value, and the lower amount often being 30-50% below retail prices. Everyone is welcome and customers are invited to pay whatever they feel they can afford at the time within the range listed. Those who can pay to the mid or high range of the scale subsidize the cost for others in our community who benefit from the lower end of the scale. The Community Food Markets aim to do their part to break down social isolation and income divide in the Guelph community. By shopping at the market, community members are directly contributing to an equity-based food system.

Our Research Team

Our research team is comprised of a range of stakeholders, including the SEED’s Social Enterprise Development Coordinator (Tom Armitage, co-author) along with students, staff, and a faculty member from the University of Guelph (Lindsey Thomson – lead author). Masters of Applied Nutrition students collaborated on this research through a 3-semester final research projects course under the supervision of Dr. Jennifer Monk and guidance from CESI’s Manager of Community Engaged Learning and the SEED staff member. Dr. Monk was the Primary Investigator in the data collection phase and oversaw the students’ work as they applied for Research Ethics Board (REB) approval and undertook the surveys conducted both in-person and online. Data analysis and report writing were completed by Lindsey Thomson and Tom Armitage.

Collaboration and Community Food Security in Guelph-Wellington

The University of Guelph has a long history of research and innovation in food which spans across Colleges and disciplines and continues to grow as current researchers build upon these strong foundations. Increasingly, advancing food security-focused research and practice includes critical collaboration with community partners, whom we regard as experts in their field.
of practice. Our community partners hold on-the-ground knowledge and experience of food insecurity and interconnected social determinants of health. Community partners lead a range of programs and initiatives that aim to address the root causes of food insecurity and ameliorate community impacts.

CESI and researchers across multiple Colleges and Departments at the University of Guelph have built long-term partnerships and engaged the expertise of SEED staff across dozens of projects involving several faculty and hundreds of students.

The SEED was built through shared visioning and community collaboration and has continued to deepen its community roots as its programming continues to evolve and engage a variety of stakeholders including emergency food service providers, local producers, youth with barriers to employment, and more. The SEED is also a trusted stakeholder in the City of Guelph’s Smart Cities Challenge and recent awarding of a large grant to help make Guelph Canada’s first circular food economy.

This research project represents next steps in ongoing deep collaboration among CESI staff, University of Guelph faculty and students, and the SEED.
Research Summary

Purpose

This research investigates the impacts of the SEED Community Food Markets on customers’ experiences of food insecurity. Our aim is to learn about the extent to which the markets’ sliding scale pricing system impacts customers’ food insecurity levels across a range of key aspects of food access.

Methods

We used online and in-person surveys (at downtown and west end markets) to collect data from community food market customers who visited at least one market location during or prior to May 2019. Over 100 participants completed an in-person or online survey and were provided with a $10 market gift card for their time.

Findings

Customers who live in households with incomes of $40,000 or less make up 71% of those shopping at the community food markets. Customers whose income was higher than $40,000 represented 22% of market patrons.

For customers with household incomes <$20,000, 56% ‘always’ or ‘often’ paid the low end of the sliding scale; 22% ‘sometimes’ paid the low end of the scale and 22% ‘never’ paid the low end of the scale. For customers whose household income was between $20,000-$40,000, 52% ‘always’ or ‘often’ paid the low end of the sliding scale, while 27% ‘sometimes’ paid the low end of the scale, and 21% of customers ‘never’ paid the low end of the scale. Notably, 12/68 people who choose to pay the low cost noted some discomfort in telling the cashier they would pay the low cost.

Did the Community Food Markets Impact Customer’s Reported Levels of Food Insecurity?

- **29%** of market customers told us “I am able to buy a lot/a little more, and now I am able to eat as many fruits and vegetables as I would like”; 21% of market customers told us “I am able to buy a lot/a little more/or same amount, but it is still not enough”.
- **58%** reduction in the number of customers who reported worrying about running out of food after shopping at the community food markets
- **37%** reduction in the number of customers who limited the types of food they buy because of a lack of money for food after shopping at the community food markets
• 45% reduction in the number of customers who reduced the quantity of food they purchased due to a lack of money for food after shopping at the community food markets
• 55% reduction in the number of customers who reduced the quality of the food they purchased due to a lack of money for food after shopping at the community food markets
• 22% reduction in the number of customers who skipped meals due to a lack of money for food, with several customers from households with income under $20,000

Our Research

What was the Purpose of our Research?

This research investigated the impacts of the SEED Community Food Markets on levels of food insecurity experienced by community food market customers and the extent to which food insecurity levels shifted when customers began accessing fresh food through the markets.

What did our research look like?

We used online and in-person surveys (at downtown and west end markets) to collect data from community food market customers who visited at least one market location during or prior to May 2019. Over 100 participants completed an in-person or online survey and were provided with a $10 market gift card for their time. The surveys included a range of quantitative and qualitative questions that asked customers to provide insight into:

• Basic demographic information
• The community food markets they attended, how often, barriers to shopping at the markets, and suggestions for improvement
• Their familiarity, comfort with, and use of the sliding scale pricing
• The quantity and quality of fresh food customers were able to purchase, both before and after customers were able to shop at the markets
• Customer’s food insecurity levels based on how often they felt the need to limit the types of food they buy, worried about running out of food, limited the quantity and quality of food they purchase, and/or skipped meals, both before and after customers were able began shopping at the community food markets
• The amount of fresh fruits and vegetables customers were able to purchase while accessing the community food markets and any notable changes before and after they accessed the program
• The extent to which they feel welcome at the markets and a sense of community
What did we learn from our research?

Who shops at the SEED Community Food Markets?
The Community Food Markets are visited by customers from a range of ages, with no one age category significantly more represented than any other. The researchers cite a few possible reasons for the relatively even representation across age groups. First, promotions for the markets including word-of-mouth likely reach a wide cross-section of potential customers. Next, the locations of the markets (West End Community Centre and Guelph Community Health Centre) are visited by a range of individuals and families and likely contribute to the physical accessibility of the markets for a range of ages. A breakdown of age groups is presented in Table 1.

Table 1: Age Distribution of Community Food Markets Customers

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>20</td>
<td>17%</td>
</tr>
<tr>
<td>26-34</td>
<td>18</td>
<td>15%</td>
</tr>
<tr>
<td>35-44</td>
<td>25</td>
<td>21%</td>
</tr>
<tr>
<td>45-54</td>
<td>25</td>
<td>21%</td>
</tr>
<tr>
<td>55+</td>
<td>31</td>
<td>26%</td>
</tr>
</tbody>
</table>

Customers of the markets also fall along a range of income levels, however customers who live in households with incomes of $40,000 or less make up 71% of those shopping at the markets. Customers whose income was higher than $40,000 represented 22% of market patrons. Seven percent of customers were unsure of their income or preferred to not share this information.

How do customers use the sliding-scale pricing?
For customers whose household income was $20,000 or less, 56% ‘always’ or ‘often’ paid the low end of the sliding scale, while 22% ‘sometimes’ paid the low end of the scale. Twenty-two percent of customers making under $20,000 ‘never’ paid the low end of pricing. Overall, customers whose household income was less than $20,000 made up 28% of all survey respondents.

For customers whose household income was between $20,000-$40,000, 52% ‘always’ or ‘often’ paid the low end of the sliding scale, while 27% ‘sometimes’ paid the low end of pricing. Twenty-one percent of customers making between $20,000-$40,000 ‘never’ paid the low end of pricing. Overall, customers whose household income was between $20,000-$40,000 made up 26% of survey respondents.
Customers whose household income was between $40,000-$60,000 were split evenly between ‘sometimes’ (50%) and ‘never’ (50%) paying the low end of the sliding scale (these customers made up 7% of all survey respondents). All customers whose household income was over $60,000 reported ‘never’ paying the low end of sliding scale pricing when shopping at the community markets (these customers made up 15% of all survey respondents).

It is notable that a significant number of people living in lower income households choose to pay above the lower end of pricing.

In terms of who chooses to pay the lower end of the scale, we might consider that age and access to related supports could be a factor, and therefore have some relation to the number of participants who stated they never have any of the above worries or limitations where it comes to food. For example, out of 13 respondents who said they never reduce the quality of food they eat because of lack of money for food, five of them were between the ages of 18-25 and five were 55 or older. It could be that students make up the 18-25 age group and they have different support networks available to them (e.g. parents’ help), and it could be that the 55+ age group are receiving benefits that they don’t think of as income (e.g. CPP, pension, etc.). These comments are making assumptions that could be tested in future studies. Parsing responses by age for each of the “never” responses shows very similar age distributions, i.e. the bulk of respondents were either in the 18-25 or 55+ age groups.

**Are customers comfortable paying the lower end of the scale?**

A total of 12/68 people who choose to pay the low cost noted some discomfort in telling the cashier they will pay the low cost. This could be a reason why 13 participants in the $0 - $40,000 household income range reported that they do not pay the low cost of the scale.

A total of 22, regardless of where they pay on the scale, stated that they do not feel comfortable telling the cashier they will pay the low cost. However, given some of the suggestions to improve the system offered in a follow up question, it is clear some respondents didn’t understand the question, e.g. they noted how they pay the high price because they can, therefore they don’t feel comfortable paying the low price.

Participants provided insightful suggestions to remedy some of the challenges/barriers they faced in their comfort around paying the lower end of the sliding scale:

- Having a physical/tangible item to hand over to the cashier to indicate what range the person would like to pay
- *It would be nice to have a way for customers to have the iPad to insert how much money they want to pay so no one else can see.*
- *Maybe have cards with levels: then the person can hand the card over to indicate at what their need is.*
- *Maybe have the customer type in the price instead of speaking it, allows for privacy.*
- *Maybe have it on a screen to be seen...there you can select your total. People in line behind you get to hear your totals and which you pick. You may not want friends and neighbours knowing if you are paying the minimum.*
What did Food Insecurity look like for Participants Before Shopping at the Community Food Markets?

Focus on Food Security Impacts for Lower Income Households

For the purposes of assessing the market’s impact for folks with lower household incomes, we chose to focus largely on findings that tell us more about the food insecurity levels of households with incomes less than $40,000 annually. Our review of the findings revealed that households with incomes greater than $40,000 annually expressed significantly less concerns with food insecurity across all categories we investigated. We have also noted significant food insecurity related findings from households with incomes greater than $40,000 where these were expressed by participants.

We acknowledge a limitation in our survey design in terms of the breakdown of household incomes from which we asked participants to select. Statistics Canada identifies low income cut-offs after tax (LICO-AT) which are income thresholds below which a family will likely devote a larger share of its after-tax income on the necessities of food, shelter and clothing than the average family. The approach is essentially to estimate an income threshold at which families are expected to spend 20 percentage points more than the average family on food, shelter and clothing, based on the 1992 Family Expenditures Survey.

In comparison with Low Income Cut-Off (LICO) categories, we specified quite large ranges in the household incomes (e.g. $0-$20,000; $20,000-$40,000; $40,000-$60,000, etc.). Because of the way the income brackets were laid out for the survey, it could be that more people qualify as low-income based on the LICO measure. For example, for 2 person households the LICO before tax is $27,790, and there are 11 households of two people who reported having household income between $20,000-$40,000, and therefore we do not know their total household income is higher or lower than the LICO of $27,790. Therefore, we can't officially count them in this measure. We also did not ask participants to specify a before or after-tax income, so this was left open to each individual’s interpretation of the question.

Future research should include finer distinctions in levels of household income and should take into account the LICO for each household size so more accurate assessments of food insecurity of households falling below each LICO may be made.

Customer’s Concerns about Running out of Food

We asked customers to tell us about their concerns about running out of food prior to visiting the SEED community food markets. This allowed us to gain an understanding of the extent of food insecurity that customers experienced prior to accessing the markets, and gauge the potential impact of the markets on their levels of food insecurity (i.e. changes from before visiting the markets to after).

Five percent of overall survey respondents representing customers among the lower household income brackets ($0-$40,000) worried about running out of food on a daily basis. An even split of 15% was observed for those within the same household income range who worried about running out of food on a weekly and monthly basis. Comparatively, 31% of all survey...
respondents never worried about running out of food, with 14% of those falling within the lower household income range.

For more information and figures detailing these findings, please see Appendix A.

**Customers Limiting the Types of Food They Buy due to a Lack of Money for Food**

We asked customers to tell us how frequently they limited the types of food they buy due to a lack of money to further investigate customers levels of food insecurity prior to their visiting the community food markets.

Before shopping at the community food markets, 12% of survey respondents representing household income groups making <$40,000 limited the types of food they bought on a **daily** basis. This rate rose to an even split of approximately 20% for customers in the lower household income household ranges who limited the types of food they bought on a **weekly or monthly** basis. Fourteen percent of overall survey respondents representing those with household incomes under $40,000 **never** limited the types of food they bought due to a lack of money, including 7% from households with incomes less than $20,000.

For more information and figures detailing these findings, please see Appendix B.

**Reducing the Quantity of Food Purchased**

We asked customers to tell us about the extent to which they reduced the quantity of food they purchased due to a lack of money for food prior to shopping at the community food markets.

For those with household incomes under $40,000, 8% of survey respondents reduced the quantity of food they ate on a **daily** basis. Twelve percent of participants falling within the lower household income ranges reduced the quantity of food they ate on a **weekly** basis, with slightly more (16%) reducing the quantity of food they ate on a **monthly** basis. Overall, 23% of all survey respondents representing household incomes of under $40,000 **never** reduced the quantity of food they ate because of a lack of money for food, including 13% whose household incomes were below $20,000.

For more information and figures detailing these findings, please see Appendix C.

**Reducing the Quality of Food Purchased**

Customers also expressed the extent to which they reduced the quality of food they purchased due to a lack of money for food prior to visiting the community food markets.

For those with household incomes under $40,000, an even split of 10% of all participants within the lower household income ranges reduced the quality of food they purchased due to a lack of money for food on a **daily or monthly** basis. Fifteen percent of lower income households limited the quality of food they purchased on a **weekly** basis. Twenty-two percent of overall survey respondents representing household incomes of under $40,000 **never** had to reduce the quality of food they ate because of a lack of money for food.
For more information and figures detailing these findings, please see Appendix D.

**Skipping Meals**

Customers were asked to tell us the extent to which they skipped meals or went a day or two without food due to a lack of money for food prior to visiting the community food markets.

Five percent of overall participants from lower income households skipped meals or went a day or two without food on a daily basis. This number rose to 10% of overall survey participants with lower household incomes who skipped meals or went a day or two without food on a weekly basis, and 7% of whom skipped meals or went without food for a day or two on a weekly basis. On the other hand, 34% of overall survey respondents representing household incomes of under $40,000 never missed meals or went a day or two without food because of a lack of money for food.

For more information and figures detailing these findings, please see Appendix E.

**Did the Community Food Markets Impact Customers’ Reported Levels of Food Insecurity?**

**Access to Fruits and Vegetables through the Community Food Markets**

We asked market customers, “Has attending the markets allowed you to buy more fruits and vegetables?”

- 29% of market customers told us “I am able to buy a lot/a little more, and now I am able to eat as many fruits and vegetables as I would like”.
- 21% of market customers told us “I am able to buy a lot/a little more/or same amount, but it is still not enough”.

Owing to participation in the market, 27 respondents (29%) are now able to eat as many fruits and vegetables as they would like. Implementing suggested changes at the markets to ensure that more participants (particularly those who have low income) feel comfortable paying the low end of the scale may lead to significant growth in those who are able to access the fresh food they need (i.e. 7 customers with household incomes below $20,000 noted that they never paid the low end of the scale).

**Shifts in Food Insecurity Levels of Market Customers**

After beginning to shop at the SEED community food markets, some marked shifts in customer’s food insecurity were noted.

What did market customers say about the community food market’s impact on their concerns about running out of food?

- 58% reduction in the number of customers who reported worrying about running out of food after shopping at the community food markets
For those who previously worried about running out of food on a daily basis prior to shopping at the markets, they emphasized:

*Has lessened my worry - much better able to afford the cheaper fruit*

*Food banks (which we rely on) do not have much fresh produce. This is a fantastic [peace of mind]: I can provide my kids with fresh food regularly.*

*I don't find I worry about it as much before. This is because I can buy affordable foods at the market to supplement.*

*I am grateful to have this ready nearby to home place to buy fresh grocery, as otherwise I run out long before months end, without a mode of transport to get to the shops other than the busses - hard in snow.*

One participant who previously worried about running out of food on a weekly basis noted that “I have a lot more fresh produce in my fridge since the market opened”. Another noted “It helps with fresh food, [I] used to run out of vegetables/fruit before months end.”

Other participants noted no significant impact on their worries about running out of food. These customers tended to worry about running out of food on a lesser scale (i.e. on a monthly basis or never).

It should be noted that significantly more people who completed the in-person survey at the markets worried about running out of food on a daily and weekly basis. On the other hand, the majority of people who filled out the online survey noted that they never worried about running out of food, with only a handful worrying about running out of food on a weekly or monthly basis.

**What did market customers say about the community food market’s impact on their concerns about limiting the types of food they buy?**

- 37% reduction in the number of customers who limited the types of food they buy because of a lack of money for food after shopping at the community food markets

Customers noted especially that they were able to buy more fresh food/produce overall and a greater variety:

*Yes, able to buy more greens and things I would not normally purchase.*

*Fresh produce is now accessible to us.*

*Yes, it does allow me to invest more in healthier/fresher options beyond canned/processed foods*

*I definitely can feel like I can purchase a better variety of fresh vegetables, especially in the winter months*
Participants also noted that they appreciated being able to buy more local and/or organic options.

Similar to previous results, concerns about limiting the types of food seemed to be more extensive for those completing the survey in-person at the markets versus online.

What did market customers say about the community food market’s impact on their concerns about limiting the quantity of food they buy?

- 45% reduction in the number of customers who reduced the quantity of food they purchased due to a lack of money for food after shopping at the community food markets

Overall, customers expressed less severe concerns about limits on the quantity of food they were able to buy in comparison with other aspects of food security, however, those completing the in-person survey again had stronger concerns than those completing the online survey.

Yes I buy more because its less expensive

Yes can purchase more because of sliding scale

Somewhat; I am able to restock more frequently. I run out of produce usually and rely on pantry staples.

What did market customers say about the community food market’s impact on their concerns about limiting the quality of food they buy?

- 55% reduction in the number of customers who reduced the quality of the food they purchased due to a lack of money for food after shopping at the community food markets

Many market customers were grateful for the increased quality of food they were able to purchase through the market in terms of the quality and variety they could now afford:

100% veggies make up so much of what I eat and I wouldn't be able to afford eating so well/cooking my own meals all the time. I'm so grateful.

Yes it has made certain out of season produce affordable

It has improved the variety that can be afforded

Again, those who completed the in-person survey (versus online) expressed greater challenges in purchasing quality food and greater benefits gained through the community food markets.
What did market customers say about the community food market’s impact on your concerns about skipping meals?

- **22% reduction in the number of customers who skipped meals due to a lack of money for food, with several customers from households with income under $20,000**

The community food markets had some impacts for customers who previously skipped meals due to a lack of money for food:

Reduction of skipping meals

*Yes, helped tremendously.*

*Yes, able to skip less meals as I can afford more food*

Some customers noted more limited impacts of the community markets on the frequency in which they skipped meals:

*Not really, there isn’t much meals you can make with just fruits and veggies*

*Not yet*

*Not really*

*Hopefully I won’t anymore*

*I do sometime skip meals to save money... OR rather then skipping meals I take a much smaller portion then my kid and save some of the dinner for my lunch the next day. or I just eat some fruit and nuts. Market helps me buy more fruit. I like that I can get one or two of things.*
Conclusion and Next Steps

The SEED’s sliding-scale Community Food Markets demonstrate a substantial impact on community food insecurity. This was particularly true for folks whose annual incomes were $40,000 or less who made up 71% of market customers.

Our research showed a 58% reduction in market customers who reported worrying about running out of food after beginning to shop at the community food markets. Similarly, our survey showed a 37% reduction in customers who limited the types of food they buy due to greater financial access to fresh food through the markets.

Market customers were also able to avoid reducing the quantity and quality of food they purchased by shopping at the markets. Forty-five percent fewer customers reduced the quantity of food they purchased while 55% fewer customers reduced the quality of food they purchased through shopping at the community food markets.

Almost 30% of market customers were able to buy more fresh fruits and vegetables through shopping at the Markets, and as a result were able to “eat as many fruits and vegetables as I would like”, as opposed to limiting the purchase of fresh foods prior to access to sliding scale pricing. Similarly, our research uncovered a 20% decreased in the number of customers who reported that they skipped meals now that they shop at the community food markets.

One interesting finding is that although over half of customers who fall within the lower annual household income brackets (i.e. less than $40,000) paid the low end of the sliding scale, a substantial number chose to pay above the lower end of pricing. Researchers speculate that age and access to social and financial supports related to age may influence customers’ ability and choices to pay the higher prices (e.g. students with access to parental support and older adults receiving pension). At the same time, important feedback from market customers note suggestions for more discrete ways of communicating to cashiers that customers would like to pay the lower end of pricing. Future research following the implementation of customer suggestions may provide insight into factors influencing customer’s decision-making around sliding scale pricing.

Overall, the SEED’s sliding-scale Community Food Markets demonstrate substantial and impressive impacts on food insecurity by increasing financial access to fresh fruits and vegetables. The Markets are innovative in their sliding-scale approach and go a long way to helping ensure that community members facing the greatest financial barriers have a welcoming and accessible option to purchase food in a community market environment open to all.

In terms of next steps, The SEED is encouraged by the results of this analysis and will continue to work on the sustainability of the model, which includes encouraging participants from all income levels to participate. As the program continues to develop, The SEED is committed to sharing its findings and model with organizations from other communities so that they too may achieve these significant outcomes.
APPENDIX A: Customer’s Concerns about Running out of Food

Before shopping at the SEED community food markets:

- 5% of overall survey respondents representing those with household incomes under $40,000 worried about running out of food on a daily basis.
- 15% of overall survey respondents representing those with household incomes under $40,000 worried about running out of food on a weekly basis.
- 15% of overall survey respondents representing those with household incomes under $40,000 worried about running out of food on a monthly basis.
- 31% of all survey respondents never worried about running out of food, with 14% being from household incomes below $40,000 who never worried about running out of food.

*Percentage does not add up to 100%; Remaining percentage of overall respondents had household incomes over $40,000.
APPENDIX B: Customers Limiting the Types of Food They Buy due to a Lack of Money for Food

Before shopping at the SEED community food markets:

*Percentage does not add up to 100%: Remaining percentage of overall respondents had household incomes over $40,000.

- 12% of overall survey respondents representing those with household incomes under $40,000 limited the types of food they bought due to a lack of money on a **daily** basis
- 20% of overall survey respondents representing with household incomes under $40,000 limited the types of food they bought due to a lack on money on a **weekly** basis
- 19% of overall survey respondents representing those with household incomes under $40,000 limited the types of food they bought due to a lack on money on a **monthly** basis
- 14% of overall survey respondents representing those with household incomes under $40,000 **never** limited the types of food they bought due to a lack of money, including 7% from households with incomes less than $20,000.
APPENDIX C: Reducing the Quantity of Food Purchased

Before shopping at the SEED community food markets:

- 8% of overall survey respondents representing household incomes under $40,000 reduced the quantity of food they ate because of a lack of money for food on a daily basis.
- 12% of overall survey respondents representing household incomes of under $40,000 reduced the quantity of food they ate because of a lack of money on a weekly basis.
- 16% of overall survey respondents representing household incomes of under $40,000 reduced the quantity of food they ate because of a lack of money on a monthly basis.
- 23% of all survey respondents representing household incomes of under $40,000 never reduced the quantity of food they ate because of a lack of money for food, including 13% whose household incomes were below $20,000.

*Percentage does not add up to 100%: Remaining percentage of overall respondents had household incomes over $40,000.
APPENDIX D: Reducing the Quality of Food Purchased

Before shopping at the SEED community food markets:

- 10% of overall survey respondents representing household incomes of under $40,000 had to reduce the quality of the food they ate because of a lack of money on a daily basis.
- 15% of overall survey respondents representing household incomes of under $40,000 had to reduce the quality of food they ate because of a lack of money for food on a weekly basis.
- 10% of overall survey respondents representing household incomes of under $40,000 had to reduce the quality of food they ate because of a lack of money for food on a monthly basis.
- 22% of overall survey respondents representing household incomes of under $40,000 never had to reduce the quality of food they ate because of a lack of money for food.
APPENDIX E: Skipping Meals

Before shopping at the SEED community food markets:

- 5% of overall survey respondents representing household incomes of under $40,000 missed meals or went a day or two without food because of a lack of money on a daily basis
- 10% of overall survey respondents representing household incomes of under $40,000 missed meals or went a day or two without food because of a lack of money on a weekly basis
- 7% of overall survey respondents representing household incomes of under $20,000 missed meals or went a day or two without food because of a lack of money on a monthly basis
- 34% of overall survey respondents representing household incomes of under $40,000 never missed meals or went a day or two without food because of a lack of money for food