



# FAIR HAVEN FARMERS' MARKET BASKET SURVEY

## Increasing Access to Fresh Foods

Final Report  
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## **Fair Haven Farmers' Market Basket Survey**

### **Summary**

For the last few years, GAVA, the Grand Avenue Village Association, has hosted a farmers' market in Fair Haven on Grand Avenue, the community's main thoroughfare during the summer months. The market has been profitable for the two farmers at this market and recipients of Women, Infants and Children (WIC) have benefited by using their WIC Farmers' Markets Nutrition Program (FMNP) coupons. Collaborating with CitySeed and JUNTA, two other community organizations, GAVA wants to expand the market. The vision is to create an ethnically varied farmers' market in Fair Haven that provides fresh local foods to the neighborhood and showcases a variety of non-food items that reflect the multicultural make-up and entrepreneurial spirit of the neighborhood. In essence, this joint venture seeks to create a "destination" market with well-represented ethnic foods and crafts that will attract residents from New Haven and surrounding towns. Funds were received from the Connecticut Economic Development Fund to expand the market, conduct a survey and overall increase access to fresh foods for Fair Haven residents.

CitySeed's role, in addition to expanding the farmers' market, conducted this survey of grocery stores in Fair Haven. The Fair Haven Farmers' Market Basket survey was conducted to better understand the types of fresh produce available and accessible to Fair Haven residents. This project investigated neighborhood grocery stores to determine the number of stores that provide fresh fruits and vegetables, the quality and prices of this produce, how much produce was local and whether organic produce was available. While not a traditional market basket study, which examines a community's standards of food expenditures that are consistent with USDA nutritional guidelines, this project did use existing market basket studies as a guide.

Twenty-two grocery stores, including convenience stores, were identified and surveyed in Fair Haven. In addition, 10 stores in other New Haven neighborhoods were also surveyed for comparison. The survey focused on recording available fruits and vegetables, however, it also includes other products which might be grown or produced in Connecticut.

The concept of local food can vary widely amongst the professionals working on food security and food system issues. Recording current local food production efforts is often part of a community's larger effort to develop a stronger more sustainable food system. This is also part of CitySeed's mission – to increase access to Connecticut grown foods. While products grown in Connecticut were viewed as local, this report also included products from other New England states (RI, MA, NH, VT, ME) and noted when foods were from New York or New Jersey.

In addition to developing and conducting the survey, CitySeed requested demographic data on Fair Haven and information about the U.S. Department of Agriculture (USDA) Women, Infant and Children's (WIC) program and it's Farmers Market Nutrition Program (FMNP).

## **Background Information**

Since 2001, GAVA, has hosted a farmers' market on Grand Avenue, Fair Haven's main thoroughfare during the summer months. The two farmers at this market have profitably operated. The market has been promoted in collaboration with the Fair Haven Community Health Clinic to clinic clients. Clinic clients, which are also recipients of Women, Infants and Children (WIC), have benefited by using their WIC Farmers' Markets Nutrition Program (FMNP) coupons. WIC is a program of the USDA that is administered by state agencies. WIC "provides supplemental foods, health care referrals and nutrition education at no cost to low-income pregnant, breastfeeding and non-breastfeeding postpartum women, and to infants and children up to 5 years of age, who are found to be at nutritional risk."<sup>1</sup> GAVA recognizes the collaboration with the Clinic is a solid base to build a stronger, more vibrant and diverse farmers' market.

Together, GAVA, CitySeed, and JUNTA seek to create an ethnically varied farmers' market in Fair Haven that provides fresh local foods to the neighborhood and showcases a variety of non-food items that reflect the multicultural make-up and entrepreneurial spirit of the neighborhood. As part of this vision, WIC coupons will continue to be accepted and hopefully FMNP coupon redemption rates will increase. In addition, New Haven will be part of a Connecticut pilot project coordinating the use of Electronic Benefit Transfer (EBT) machines at farmers' markets to make the markets more accessible to Food Stamp recipients. EBT machines allow recipients to authorize transfer of their government benefits from a Federal account to a retailer account to pay for products received.

## **Fair Haven**

### *Historical Connections to the Food Industry*

The first record of newcomers was in 1640 when the English took possession of a section of what is now Fair Haven and called it "Farmes" or "East Farmes." Though farmers were few in number, they desired independence and in 1679, formed a separate village.

Being 2 miles from New Haven's Green Fair Haven developed independently and in 1784 became a part of the City of New Haven. However, Fair Haven again withdrew from the City in 1837. When the streetcar and rapid, large-scale industrialization came to New Haven, Fair Haven again became part of City in 1870.

When the newcomers settled into Fair Haven, they mimicked Native Americans who caught and ate oysters from the shores. In time, the oyster would become a major industry in Fair Haven impacting the entire community. Most residents were connected to the oyster industry; bedding down the oysters, harvesting, culling, opening, packing and shipping oysters, making lime from shells, building sharpies (boats), hauling oyster cargos from the south, manufacturing oyster kegs and tins, and buying and selling the product.

The oyster industry in Fair Haven reached its peak in the 1890s then began to steadily decline to over-fishing. By 1930 there were few operations left. Today there continues to be some

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<sup>1</sup> WIC Farmers' Market Nutrition Program. U.S. Department of Agriculture. February 2005.

oystering activities in New Haven. In 2002, New Haven's oyster market harvest was 5,103 oysters with a market value of \$300,600.

### *Population*

Access to fresh produce or local food is strongly connected to the demographics of a community. Knowing a community's demographics and other social indicators will help to understand the challenges and opportunities to increase access to fresh produce and local food.

While New Haven has no official neighborhood boundaries, 21 neighborhoods have been identified in the City<sup>2</sup> (see Attachment A). Fair Haven, is one of those neighborhoods identified and can be further broken down into three sections for census tracking purposes.

Constant influx of immigrants is nothing new for New Haven. In the second half of the 19<sup>th</sup> century, New Haven became home to a large population of Irish descent, mostly through immigration. Between 1890 and 1920, Italian and Eastern European Jewish populations arrived. From 1920 to 1980, immigration continued from the American South and other parts of Europe. From the 1980's to the present, the City's Hispanic population has grown considerably.

Over the past 30 years, the racial composition of New Haven has evolved into a truly diverse population. In 1970, minorities comprised approximately 30% of the population; by 2000, the city's minority population had increased to over 60%. Between 1970 and 2000, the City's African American population increased by over 10,000 people and the Asian population has grown to almost 5,000 people over the same time.

The growth in New Haven's minority population is best illustrated by the exceptional population increase in the Hispanic population. The Hispanic population in New Haven more than doubled between 1970 and 1980. Between 1980 and 1990 the City's Hispanic population continued to grow by an additional 72% to 17,243 persons and between 1990 and 2000 grew another 52% to 26,443 persons. This growth has taken the Hispanic population from less than 4% of New Haven's total population in 1970 to just over 21% of the total in 2000.

The 2000 Census has also marked the first time in New Haven's history that the White population was no longer the City's largest racial group. At 46,181, the Black or African American population is now the largest racial group in New Haven."<sup>3</sup>

While African American or Blacks may be the largest racial group in New Haven, when broken down into neighborhoods, the Hispanic population is the largest in Fair Haven. The Hispanic or Latino population accounts for 52.5% of the total population in Fair Haven. Other racial or ethnic groups in Fair Haven include White (20.8%), Black (23.5%) and Asian (0.6%). Comparing 1990 to 2000 census records, Fair Haven's population has only increased 2% overall, however, tract 1424 (see Attachment A) increased 12%.

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<sup>2</sup> City Plan Department, City of New Haven. Updated May, 2002.

<sup>3</sup> Comprehensive Plan of Development. New Haven Data Book. New Haven, Connecticut. June 2002. Page 22.

*Population by Race – New Haven & Fair Haven*

	New Haven Number	New Haven Percent	Fair Haven Percent
Population	123,626		
One Race:	118,797		
- Black or African American		37.4	23.5
- White		35.6	20.8
- Asian		3.9	0.6
- American Indian/Alaska Native		.4	n/a
- Native Hawaiian/Pacific Islander		.1	n/a
- Of some other race		10.9	n/a
Hispanic or Latino (of any race)	26,443	21.4	52.5

Source: U.S. Census Bureau. 2000 Census  
n/a = not available

The Hill and Fair Haven neighborhoods are home to more residents than any other areas in the City and account for almost 35% of the City’s total population with 15,682 residents in the Hill and 13,683 residents in Fair Haven. However, they do not have the highest population densities in the City. Dwight (21,362.5 people/acre) and Downtown (14761.7 people/acre) have the highest population densities with Fair Haven third (13,831.3 people/acre).<sup>4</sup>

*Poverty Rates*

New Haven has one of the highest rates of poverty in the state of Connecticut. Four census tracts, including one in Fair Haven (tract 1424; see Attachment A), found 39.3-47.3% of the population to be below the poverty level in 1999.<sup>5</sup> The two remaining census tracts that represent Fair Haven (tracts 1425 and 1423; see Attachment A) had 28.3 – 34.3 % of the population below the poverty level in 1999. These poverty rates directly correlate to the number of residents facing food insecurity. Studies have found that low-income households consume less fruits and vegetables than higher income households.<sup>6</sup>

**Food security** is when people have access (physical and economic) to nutritious food for a productive and healthy life.

**Food insecurity** is when people lack access to enough nutritious food for healthy, active lives.

**Hunger** is “the mental and physical condition that comes from not eating enough food due to insufficient economic, family or community resources.”<sup>7</sup>

<sup>4</sup> Comprehensive Plan of Development. New Haven Data Book. New Haven, Connecticut. June 2002. Page 19.

<sup>5</sup> U.S. Census Bureau. 2000.

<sup>6</sup> U.S. Department of Agriculture. Economic Research Service Research Brief. May 2004.

<sup>7</sup> End Hunger Connecticut. Making Room at the Table. 2003. Page 5.

In 2003, End Hunger Connecticut reported 230,000 people are food insecure (6.8%) in Connecticut.<sup>8</sup> At some point during the year, almost 90,000 people in Connecticut are hungry. The report cites some causes of hunger including low paying jobs, lack of transportation and limited access to food. In response, creating greater access to grocery stores or other options that provide a variety of nutritional foods can have a positive impact. Another opportunity is to increase Food Stamp participation rates.

*Poverty Rates and Food Stamp & Participation Rates*

	Population	Number Below Poverty	%	Number of Food Stamp Participants	%	Average Monthly Number of WIC Participants	%	Percent of FMNP Coupons Redeemed
United States	290,809,777 <sup>^</sup>	36,060,412	12.4	23,814,952 <sup>^</sup>	60 <sup>^</sup>	7,667,007 <sup>^</sup>	2.6	
Connecticut	3,405,565	259,514	7.9	200,862 <sup>!</sup>		50,867	1.5	
New Haven	123,626	27,613	24.4	77,884	63			65+
Fair Haven	14,675 <sup>*</sup>	5,314 <sup>*</sup>	36 <sup>*</sup>	n/a		n/a		n/a
FH tract 1423	4,692 <sup>*</sup>	1,595 <sup>*</sup>	34 <sup>*</sup>	n/a		n/a		n/a
FH tract 1424	4,804 <sup>*</sup>	2,056 <sup>*</sup>	42.8 <sup>*</sup>	n/a		n/a		n/a
FH tract 1425	5,179 <sup>*</sup>	1,662 <sup>*</sup>	32.1 <sup>*</sup>	n/a		n/a		n/a

n/a = not available at this time

Source: U.S. Census Bureau. 2000 Census.

\*1999 figures. U.S. Census Bureau. FactFinder New Haven. 2000 Census.

<sup>^</sup>2001-2003 figures. Source: Food Research and Action Center. State of the States 2005.

<sup>!</sup> September 2004. [www.fns.usda.gov/pd/](http://www.fns.usda.gov/pd/)

+ 2004. Connecticut Department of Agriculture

The Connecticut hunger report, states 24% of New Haven population’s income is below the poverty level. It has been found that “poverty predisposes people to inadequate diets and inadequate health care, and, therefore, to poor nutrition and poor health status.”<sup>9</sup> It is not surprising that with a high poverty rate, New Haven also has a very high Food Stamp participation rate (63%); second highest in the State after Hartford. New Haven also has a high WIC participation rate at 63% and is the 2<sup>nd</sup> largest WIC population in Connecticut.

**Food and Nutrition Programs in Fair Haven**

The USDA coordinates a number of programs to provide access to safe and nutritious food to those who are food insecure, which includes Food Stamps, Women, Infants and Children (WIC) and WIC Farmers’ Market Nutrition Program (FMNP). All of these programs provide supplemental nutrition assistance.

WIC provides “supplemental foods, health care referrals and nutrition education at no cost to low-income pregnant, breastfeeding and non-breastfeeding postpartum women and to infants and children up to 5 years of age, who are found to be at nutritional risk.”<sup>10</sup>

<sup>8</sup> End Hunger Connecticut. Making Room at the Table. 2003.

<sup>9</sup> Owen, A. and G. Owen. Twenty Years of WIC. Journal of the American Dietetic Association. 97(7): 777-82, July 1997.

<sup>10</sup> U.S. Department of Agriculture. WIC Farmers’ Market Nutrition Program. February 2005.

Funding is appropriated annually to provide funds to recipients to supplement their diet with nutritional foods high in protein, calcium, iron, vitamin A and vitamin C.

In 1992, the WIC Farmers' Market Nutrition Program (FMNP) officially began nationally. Funding was set-aside within the WIC program appropriation to be used towards coupons for WIC recipients to use at farmers' markets. In addition, USDA also initiated a Senior Farmers' Market Nutrition Program (SFMNP). The purpose of these programs is to "provide fresh, nutritious, unprepared, locally grown fruits, vegetables, and herbs from farmers' markets, roadside stands and community supported agriculture programs" to WIC recipients and low-income seniors.<sup>11</sup> These programs also seek to increase "consumption of agricultural commodities by expanding, developing, or aiding in the development and expansion of domestic farmers' markets, roadside stands, and community supported agriculture programs."<sup>12</sup> In 2002, 13,176 farmers and 1,911 farmers' markets were authorized to accept FMNP coupons nationally, resulting in over \$20.8 million in revenue for farmers. Over 2 million WIC recipients participated.

The WIC FMNP is administered through a federal/state partnership, with USDA's Food and Nutrition Service (FNS) providing grants to state agencies for the program. In Connecticut the Department of Agriculture (DA) is the lead agency, which submits a WIC FMNP plan to FNS. In Connecticut, all WIC recipients are eligible to receive FMNP coupons. In addition, CT DA coordinates a Senior FMNP program to provide coupons for the elderly population below poverty level.

Coupons are distributed to eligible recipients one time for the season. In 2005, \$15 worth of coupons will be distributed for every eligible recipient. For a woman with three children for example, would receive \$60 worth of coupons for the season. A family of one would receive \$15 worth of coupons for the season. WIC FMNP coupons are distributed June through September. Senior FMNP coupons are distributed to eligible participants in July.

While the program is still young, three studies have been conducted to understand the impact this program is having on the consumption of fresh fruits and vegetables. Galfond et al (1991) found that recipients who received coupons with nutrition information reported greater future intentions to shop at farmers' markets after the coupon program ended.<sup>13</sup>

Another study, Anliker et al. (1992), was conducted in 1989 during the pilot phase of the FMNP program in Connecticut.<sup>14</sup> The study compared recipients before and after participation in the farmers' market coupon program. Consumption frequency of fruit and vegetables were recorded and comparisons were made between recipients and non-recipients.

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<sup>11</sup> U.S. Department of Agriculture. Senior Farmers' Market Nutrition Program. December 2004.

<sup>12</sup> U.S. Department of Agriculture. Senior Farmers' Market Nutrition Program. December 2004.

<sup>13</sup> Economic Research Service/USDA. Effects of Food Assistance and Nutrition Programs on Nutrition and Health. FANRR-19-3. Page 305.

<sup>14</sup> Economic Research Service/USDA. Effects of Food Assistance and Nutrition Programs on Nutrition and Health. FANRR-19-3. Page 306.

The authors conclude that the “Farmers’ Market Project has been generally successful in meeting its objectives.” This conclusion appears to be based principally on the finding that, “more than three fourths of the participants who received Farmers’ market coupons went to the farmers’ markets and used their coupons to purchase fresh, locally grown produce.”<sup>15</sup>

ERS/USDA finds the available research limited, with only these two studies, there is no firm conclusion about the impact of the FMNP on participants’ consumption of fresh produce or on any associated nutrition related effects. In addition, the small dollar value of the FMNP benefit that women receive – no more than \$20 per year – suggests that any impact on nutrition and health status is likely to be so small that it would be extremely costly to measure.

In Connecticut, the Department of Agriculture (DA) distributes \$20 worth of FMNP coupons per year per person. While the amount is small, a single mother with two eligible children would receive \$60 worth of FMNP coupons for the season. This could have an incredible impact on supplementing the family’s food dollars. In Fair Haven, where family size tends to be larger (averaging 3.41 – 3.51 people), compared to the City (3.19) and the State (3.08) this would not be an uncommon scenario.

Connecticut’s current rate for FMNP coupon redemption is 65%, up from 59% in 1999. With a larger and more diverse farmers’ market in Fair Haven, one could expect an increase in WIC FMNP coupon redemption rates. In addition, 50% of WIC recipients use EBT cards and with the new pilot project in New Haven to include EBT machines at the farmers’ markets should also have a positive impact on increasing participation rates. Overall, the market will increase access to fresh and local foods for all Fair Haven residents.

### **Fair Haven Farmers’ Market Basket Survey**

The Fair Haven Farmers’ Market Basket survey was conducted to better understand the types of fresh produce available and accessible to Fair Haven residents. While not a traditional market basket study, which examines a community’s standards of food expenditures consistent with USDA nutritional guidelines, this project did use market basket studies as a guide.

Market basket studies tend to focus on the total “basket” – which could focus on all food products and/or add other items such as clothing and utility expenditures. This project focused on primarily fresh fruits and vegetables and other items that could be grown locally and/or offered at a local farmers’ market. In addition, data was collected when organic and/or local products surveyed were available.

The scope and size of this project was small due to limited resources and time. The project was designed to survey all grocery stores in Fair Haven, including convenience stores that ‘advertised’ fresh produce. It was unclear how long the survey process would take, so it was decided if time permitted, a handful of stores throughout New Haven would also be surveyed to compare produce/products offered, quality and prices.

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<sup>15</sup> Economic Research Service/USDA. Effects of Food Assistance and Nutrition Programs on Nutrition and Health. FANRR-19-3. Page 306.

Many surveys from other studies were examined. To reduce the amount of time it would take to conduct the surveys at each store, the survey was limited to 36 items (see Attachment B). The focus was on fresh fruits and vegetables, including items not grown in Connecticut to understand cultural preferences. Additional items included were dairy products such as eggs, milk and cheese, bread and tortillas and maple syrup and honey.

In all, 21 stores in Fair Haven were identified to be included in the survey project via yellowpages.com, the telephone book, conversations with CitySeed and an initial drive through Fair Haven. New Haven stores were chosen more carefully.

Two larger grocery stores are located in New Haven (Shaw's and Ferraro's), which were included in the survey. They represent two different neighborhoods, including one that borders Fair Haven. Other stores chosen included a health food store and an Asian market. Additional stores in New Haven were chosen randomly from a list of stores from yellowpages.com and the telephone book. Mapquest was used to determine location, which factored into the decision to include the store in hopes of a broad representation of different neighborhoods in New Haven.

Of the 21 stores in Fair Haven, only 10 offered fresh fruits and vegetables and 2 could not be located/were out of business. In other New Haven neighborhoods, 6 stores out of 10 offered fresh fruits and vegetables and 1 store could not be located, but another was discovered accidentally. This store offered a wide variety of fresh fruits and vegetables in the Hill neighborhood.

Surveys were conducted in-person at all of the stores. Different food items were sought during store visits. The quality (poor or satisfactory) were recorded, as well as whether the item or accompanying signage provided information about its origin (local) or growing process (organic). Prices were also noted, mostly the product per pound. See Attachment B for survey.

Before any data was collected at the grocery stores, a letter from GAVA and CitySeed was written in English and Spanish and distributed to store owners (see Attachment C). This informed store owners about the project, introduced them to the person conducting the survey and listed a phone number for questions.

Surveys in Fair Haven were conducted on two consecutive days – a Friday and a Saturday. Surveys in other New Haven neighborhoods were completed within 2 weeks of the Fair Haven surveys.

## **Results**

In Fair Haven, 21 stores were surveyed. Of these, 10 stores offered fresh fruits and vegetables and 2 could not be located/were out of business. Outside Fair Haven, 10 stores were surveyed. In other New Haven neighborhoods, 6 stores out of 10 surveyed offered fresh fruits and vegetables and 1 store could not be located, but another was discovered accidentally. This store offered a wide variety of fresh fruits and vegetables in the Hill neighborhood.

### Frequency of Items in Stores

*The following information is for the 10 stores in Fair Haven, which offer fresh fruits and vegetables.*

- All 10 stores that sold produce in Fair Haven offered eggs.
- 7-9 Stores offered: bananas (9 stores), whole milk (9), 1% milk (9), onions (8), tomatoes (8), white bread (8), potatoes (7), tortillas (7), margarine (7), and butter (7).
- 6-4 stores offered: apples (6 stores), pancake syrup (6), grapes (5), oranges (5), carrots (4), green pepper (4), hot pepper (4), cabbage (4), cilantro (4), and mozzarella cheese (4).
- 1-3 stores offered more including: melon (3 stores), celery (3), broccoli (3), plantains (3), whole wheat bread (3), berries (2), avocados (2), green leaf lettuce (2)(Note: iceberg was available in other stores, but following the USDA market basket study looked for green/red leaf only), summer squash (2), parsley (2), honey (2), winter squash (1), maple syrup (1).
- No stores in Fair Haven offered spinach.

While many stores did not offer whole wheat bread, most of the stores offered fresh rolls from “local” bakeries that produced or distributed the baked goods from CT, NY and RI. More rolls instead of bread may be due to cultural preferences.

Also, a few stores (3) offered a large variety of root vegetables (blanco, yucca, batata) and most stores offered a large variety of dried hot peppers.

Many market basket surveys studied to develop this survey include tortillas in a 10ct package. However, in this community all tortillas were sold in a 32 oz. package. Grocery stores outside of Fair Haven offered the smaller 10ct package of tortillas. Tortillas were corn and were offered in yellow and blue corn varieties. Tortillas came from companies in RI, NY and NJ. All stores offered tortillas.

### Quality of Produce and other Products Surveyed

Measuring the quality of a fruit or vegetable is clearly a subjective exercise. Other researchers, who engage in market basket studies utilizing community volunteers to conduct the survey, stated the best method to use is, “would you buy it?” With that in mind, this method was used. All the surveys were conducted by the same person who had the same sensibilities of what was overall satisfactory. When produce was “poor” it had to be wilted, cracked, brown or other undesirable condition for that particular product.

The produce that was voted poor quality in seven Fair Haven stores included bananas (4 stores), green peppers (1), hot peppers (2) and onions (1). The store that had poor quality onions, also

had hot peppers that were poor quality and was a convenience store. Other poor quality produce was found at four other convenience-like stores that offered a small amount of produce in general and two grocery stores with a wide variety of produce.

Poor quality hot peppers were found at one store surveyed in New Haven that offered produce. The smaller number of poor quality produce is likely due to the fact that a small number of New Haven stores were surveyed and the larger grocery stores, which tend to have better quality produce, were all specifically included.

It should also be noted, when maple syrup was found in stores in Fair Haven, as well as a few stores in other New Haven areas, the bottles were very dusty. This implies maple syrup is not purchased very frequently at these stores. Where maple syrup bottles were clearly not dusty was at Edge of the Woods and Shaw’s, stores found outside the Fair Haven neighborhood.

Prices/Cost Comparisons

Fair Haven produce/product prices were mostly, on average, less than what was found in New Haven stores. Specifically, onions, tomatoes, cheese, eggs, milk and whole wheat bread were slightly more expensive on average in Fair Haven. This may be due to the fact that convenience stores, which tended to have higher prices in general, offered only minimal produce and were in greater number than the number of grocery stores offering items with lower costs.

Plantains also had a slightly higher price in Fair Haven. Comparing Fair Haven prices to other New Haven neighborhoods may be skewed by the fact that plantains were only offered in two grocery stores surveyed in other New Haven neighborhoods. One of these stores was Ferraro’s, just outside Fair Haven, which offered the lowest price for plantains.

Local and Organic Offerings

*“Local” foods sold in Fair Haven stores*

Tortillas	Rhode Island (1); New York (2)
Eggs	Farmer Doyles, Prospect, CT (2); Soffer Farm, Branford, CT (1); Militisky’s, Willimantic, CT (1); James Farm, NY (1); Eastern CT Eggs, Colchester, CT (1)
Milk	Marcus, Danbury, CT (2); Wades Dairy, Bridgeport, CT (1)
Baked Goods	Springfield & Lawrence, MA, Bridgeport, CT, New Jersey (1); New Jersey (1)
Maple syrup	Canada
Mozzarella Cheese	Calabrizi, East Haven, CT (1)

While products grown in Connecticut were viewed as local, this report also included products from other New England states (RI, MA, NH, VT, ME) and noted when foods were from New York or New Jersey. Below are tables with the different products that had local offerings (had to be labeled and state where they were from). The stores listed below that sold local in Fair Haven and other neighborhoods in New Haven, include stores that did not sell produce.

*“Local” foods sold in other neighborhood stores in New Haven*

Tortillas	NJ (1); RI (1)
Eggs	Farmer Butch (1); MA, NH, CT (1); Militisky’s, Willimantic, CT (1); James Farm, NY (1)
Milk	Marcus (2); VT (1)
Baked Goods	Branford, CT, New Haven, CT, Bridgeport, CT, Brattleboro, VT (1)
Maple syrup	VT, NH (1);
Cheese	Cabot, VT (2); NY (1)
Butter	Cabot, VT, Kate’s, ME (1)
Honey	MA (1); CT (1)
Apples	NY (1)
Onions	NY (1)
Tomatoes	NY (1)
Potatoes	ME, NY (1)

Items to be listed as “organic” needed to be labeled as such. None of the Fair Haven grocery stores, which sold or did not sell produce, offered organic food items. Surprisingly, C-Town, the largest grocery store in Fair Haven did not offer any organic produce when the store was surveyed. Stores surveyed in other New Haven neighborhoods did offer organic produce including Shaw’s and as expected, Edge of the Woods, a health-food store. Ferraro’s, a store located in the Wooster Square neighborhood and also bordering Fair Haven, offered organic milk, lettuce and apples.

Unanticipated Results

This survey project focused on fresh food offered at local grocery stores to begin to understand what produce is available to Fair Haven residents and how prices compared to other neighborhoods. At two Fair Haven stores, store owners were very interested in the survey because they thought it would help them buy produce directly; they thought the market would be a wholesale market. They explained that buying ‘locally’ is a challenge [note: the assumption is that ‘locally’ to them meant purchasing food in CT vs. New York City]. However, they did explain that there is a wholesale distribution center in New Haven at Long Wharf. It was explained that the distribution center has declined over the years, making it difficult for grocers to buy needed supplies in the quantity and quality they want. They felt their businesses would benefit from a larger wholesale market in New Haven to avoid traveling to New York City once a week for their produce.

In addition, one store owner stated that young women often would visit his store looking for a place to use their farmer dollars (FMNP coupons). He was unaware of any existing farmers' market where they could be redeemed. This is not fully substantiated, but important to note.

### Fruit Cart Lady

An entrepreneurial business is also present in the Fair Haven neighborhood, referred to fondly as the "Fruit Cart Lady". The Fruit Cart Lady is a food cart business that sells mostly fruit, including much imported fruit from Central and South America and is parked on one of the major corners of Grand Avenue in Fair Haven.

This survey project was conducted before this business was operational for the season and locating the business owner was unsuccessful. It is important to note, however, that food carts can also play an important role in creating access to fresh food and increase economic development. Clearly this business woman has found a niche and is successful at selling fresh fruits outside the usual retail grocery route.

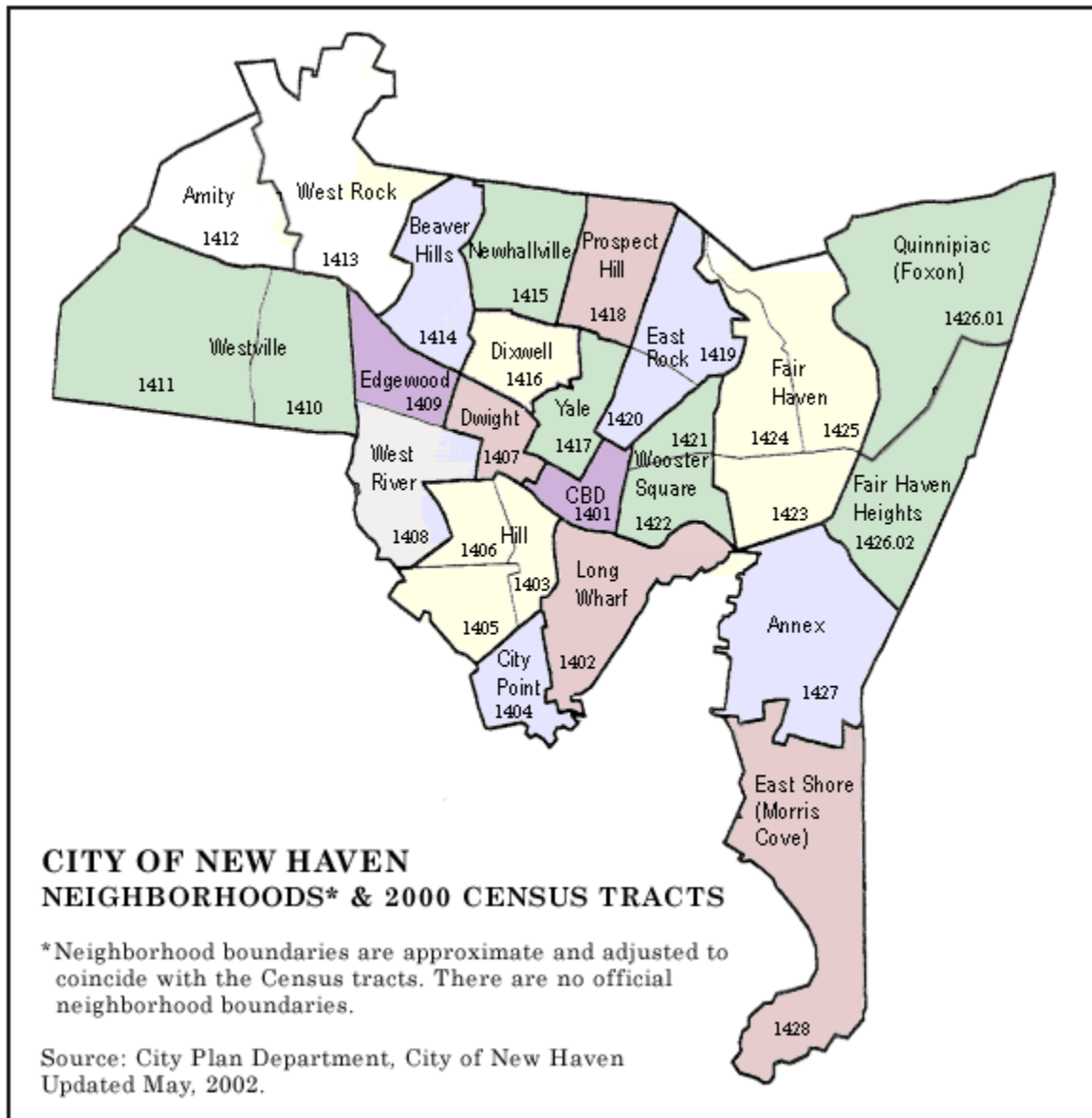
### **Conclusion**

This survey found that Fair Haven residents do not pay higher prices, on average, than other New Haven neighborhoods for fresh fruits and vegetables. However, paying lower prices may have an impact on how farmers who participate in the market choose to price their wares.

Increasing the size of the farmers' market to bring in a greater variety of produce and other products should make the market more attractive to all residents of Fair Haven. Other studies and reports indicate the need to coordinate outreach activities to encourage participation of WIC and Food Stamp recipients at farmers' markets. In addition, WIC and Food Stamp recipients are more likely to return to the market if use of coupons and EBT cards accompany nutrition education.

### Suggestions

- Fair Haven is not, on average, paying higher prices for food compared to other grocery stores in New Haven. Convenience stores are, as expected, charging higher prices for produce and other products.
- To increase the number of FMNP coupons redeemed and ensure Food Stamp recipients utilize the farmers' market, an outreach project should be developed.
- Nutrition education should be part of the farmers' markets.
- Information on how to sign up for Food Stamps should be available at the farmers' market.
- Information on how to sign up for WIC and FMNP coupons should be available at the farmers' market.



### CitySeed: Fair Haven Farmers' Market Basket Survey

**Store Name** \_\_\_\_\_  
**Store Number** \_\_\_\_\_  
**Store Address** \_\_\_\_\_

FOOD ITEM	ITEM	ITEM	PRICE	COMMENTS
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**FRUIT**

Organic Available?	YES	NO
Local Available?	YES	NO

1	Apples, any variety (Bagged or loose)	per lb				
		quality of produce (circle one)		Satisfactory	Poor	
2	Bananas	per lb				
		quality of produce (circle one)		Satisfactory	Poor	
3	Grapes	per lb				
		quality of produce (circle one)		Satisfactory	Poor	
4	Melon (cantaloupe, honeydew, etc)	per lb				
		quality of produce (circle one)		Satisfactory	Poor	
5	Oranges, any variety (bagged or loose)	per lb				
		quality of produce (circle one)		Satisfactory	Poor	
6	Berries	per lb				
		quality of produce (circle one)		Satisfactory	Poor	
7	Avocadoes	per lb				
		quality of produce (circle one)		Satisfactory	Poor	

**VEGETABLES**

Organic Available?	YES	NO
Local Available?	YES	NO

8	Carrots, unpeeled (bagged or loose)	per lb				
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quality of produce (circle one)	Satisfactory	Poor

9	Celery, bunch	bunch			
		quality of produce (circle one)	Satisfactory	Poor	

10	Green pepper	per lb			
		quality of produce (circle one)	Satisfactory	Poor	

11	Hot peppers, any variety	per lb			
		quality of produce (circle one)	Satisfactory	Poor	

12	Lettuce, leaf (green or red)	per lb			
		quality of produce (circle one)	Satisfactory	Poor	

13	Onions, yellow (bagged or loose)	per lb			
		quality of produce (circle one)	Satisfactory	Poor	

14	Tomatoes, any variety	per lb			
		quality of produce (circle one)	Satisfactory	Poor	

15	Potatoes, any variety	per lb			
		quality of produce (circle one)	Satisfactory	Poor	

16	Broccoli	per lb			
		quality of produce (circle one)	Satisfactory	Poor	

17	Spinach	per lb			
		quality of produce (circle one)	Satisfactory	Poor	

18	Cabbage	per lb			
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quality of produce (circle one)	Satisfactory	Poor
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19	Squash - winter	per lb			
		quality of produce (circle one)			
		Satisfactory		Poor	

20	Squash - summer	Per lb			
		quality of produce (circle one)			
		Satisfactory		Poor	

21	Plaintains	per lb			
		quality of produce (circle one)			
		Satisfactory		Poor	

22	Cilantro	per bunch			
		quality of produce (circle one)			
		Satisfactory		Poor	

23	Parsely	per bunch			
		quality of produce (circle one)			
		Satisfactory		Poor	

<b>BREAD, TORTILLAS</b>	<b>Organic Available? YES NO</b>
	<b>Local Available? YES NO</b>

24	Bread, white, enriched	1-lb loaf			
		quality of produce (circle one)			
		Satisfactory		Poor	

25	Bread, whole wheat	1-lb loaf			
		quality of produce (circle one)			
		Satisfactory		Poor	

26	Corn Tortilla	32 oz.			
		quality of produce (circle one)			
		Satisfactory		Poor	

<b>DAIRY PRODUCTS</b>	<b>Organic Available? YES NO</b>
	<b>Local Available? YES NO</b>

27	Milk, 1% lowfat	1 gal			
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quality of produce (circle one)	Satisfactory	Poor
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28	Milk, whole	1 gal			
		quality of produce (circle one)			
		Satisfactory		Poor	

29	Cheese, cheddar, any variety, block	8 oz.			
		quality of produce (circle one)			
		Satisfactory		Poor	

30	Cheese, mozzarella, whole	16 oz.			
		quality of produce (circle one)			
		Satisfactory		Poor	

31	Eggs, grade A	LG, 1 doz			
		quality of produce (circle one)			
		Satisfactory		Poor	

**FATS AND OILS**

Organic Available?	YES	NO
Local Available?	YES	NO

32	Margarine, stick	1-lb box			
		quality of produce (circle one)			
		Satisfactory		Poor	

33	Butter	1-lb box			
		quality of produce (circle one)			
		Satisfactory		Poor	

**SWEETNERS**

Organic Available?	YES	NO
Local Available?	YES	NO

34	Pancake syrup, any type	24 oz			
		quality of produce (circle one)			
		Satisfactory		Poor	

35	Maple syrup	8.5 oz.			
		quality of produce (circle one)			
		Satisfactory		Poor	

36	Honey	8 oz.			
		quality of produce (circle one)			
		Satisfactory		Poor	

one)

**GENERAL COMMENTS**

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