



North Carolina Fruit and Vegetable Outlet Inventory

2012 SUPPLEMENTAL SURVEY DATA – QUICK FACTS

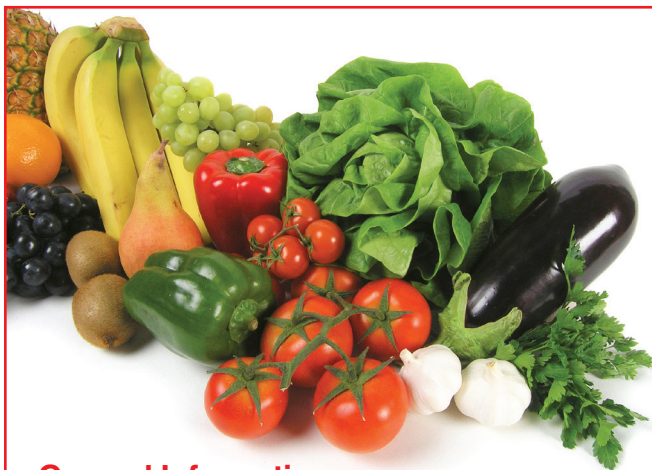
The North Carolina Fruit and Vegetable Outlet Inventory (NC FVOI) will be used annually to collect information about access to fresh fruits and vegetables. The inventory defined an outlet as *a venue with a predictable location and hours of operation that sells produce, but that is not a retail store. This included but was not limited to farmers' markets, roadside stands, curbside markets, and tailgate markets.*

Information on outlets was gathered for the NC Division of Public Health by local staff of the NC Community Transformation Grant Project and the NC Healthy Communities Program. During the

2012 data collection, supplemental information on 449* outlets was gathered and analyzed. The results of this analysis appear below.

*During the 2012 NC FVOI, 814 outlets were identified. However, supplemental data was only gathered on a portion of these outlets.

For more information on the NC FVOI please visit the Community and Clinical Connections for Prevention and Health website at: www.communityclinicalconnections.com.



General Information

- 29.9% of outlets have a governing board.
- 40.8% of outlets own the property on which the outlet is located.
- 43.4% of outlets have been in operation for 5 or less years.
- 38.8 % of outlets have been in operation for 10 or more years.
- 56.7% of outlets have a permanent structure that provides overhead shelter.
- 7.7 (mean) number of vendors per outlet.
- 4.9 (mean) number of vendors selling fruits and vegetables per outlet.
- 64.8% of outlets sell directly from farmer to customer (as opposed to resale from a distributor).

Marketing and Nutrition Education

- 90.4% of outlets conduct marketing to attract customers.
- 71.3% of the outlets that conduct marketing use road signs.
- 45.9% of the outlets that conduct marketing use newspaper ads or press releases.
- 41.6% of the outlets that conduct marketing use Facebook or a website.
- 41.8% of outlets provide nutrition education.

Supplemental Nutrition Assistance Program/ Electronic Benefits Transfer (SNAP/EBT)

- 6.9% of outlets accept SNAP/EBT.
- 34.6% of outlets not offering SNAP/EBT expressed an interest in accepting this form of payment.
- 5.5% of outlets were in the application process to accept SNAP/EBT.

Accessibility and Transportation**

- 88.5% of outlets are accessible to people with disabilities.
- 16.5% of outlet customers commonly use the bus to get to the outlet.
- 40.3 % of outlet customers commonly use a bicycle to get to the outlet.
- 53.2% of outlet customers commonly walk to get to the outlet.

**Respondents could select multiple transportation methods commonly used by customers.

Average Number of Customers per Week

- 26.5% of outlets serve fewer than 100 customers per week.
- 18.3% of outlets serve 100–150 customers per week.
- 14.7% of outlets serve 150–300 customers per week.
- 9.4% of outlets serve 300–500 customers per week.
- 11.4% of outlets serve more than 500 customers per week.
- 19.7% of outlets were unsure of the number of customers served per week.



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