

## CCFAN Farmer/Producer Focus Group -Interview Guide

All participants will arrive and be handed Food Access Diagram and Definitions. Participants will have completed the community survey prior to the focus group.

### Introduction

*Carroll County Food Access Network (CCFAN) received a grant through Well Connected Communities to complete a needs assessment to learn more about access to food in Carroll County (including local food). Your participation is completely voluntary. From this information we will create action steps to increase and improve access to healthy food in Carroll County. For participating in this focus group, you will receive a \$50 gift card.*

*If you have questions about the Carroll County Food Access Network Needs Assessment please contact Joy Gagnon at [joy.gagnon@unh.edu](mailto:joy.gagnon@unh.edu) or Lora Colten at [lora.colten@unh.edu](mailto:lora.colten@unh.edu) (Post contact info in the room)*

*Your participation is completely voluntary, and we thank you for helping us with this important effort. This is a consent form for you to review and sign if you agree to allow CCFAN to use your responses to help us better understand Carroll County's food resources and household food usage? **Give participants the consent form and give them a moment to review and give permission.***

*We want to have a conversation with you today on food access in Carroll County. \_\_\_\_\_ will be taking notes and helping me out. We will be following up with some stakeholder interviews to gather additional information, including information about the dynamics of the Carroll County food network.*

*We'd like to learn more about your role in growing /producing food. You contribute to the local economy and food access. Let's talk about that.*

### Local Foods

*We would like to have local food more accessible to everyone in Carroll County.*

Show participants white board and SWOT model we will use.

*We will use the SWOT model here, Strengths, Weaknesses, Opportunities, Threats. When we are answering the questions, we will try to consider each piece of the SWOT model. Write categories on white paper to hang around the room during the discussion to write responses on as we go.*

### **1. Where do you source, sell or distribute your goods?**

#### **SWOT Activity Categories:**

**Restaurants/caterers**

**Farm Stands**  
**Farmers Market**  
**CSA**  
**Grocery Stores**  
**Schools**

*Probe:*

- *How do you decide where to sell your goods?*
- *What places reach the most people? Probe: we are trying to increase access*

**2. How familiar are you with incentive programs?**

**SWOT Activity Category:**

**Incentive Programs**

EBT at Farmers market or farm stand  
Food For all  
Granite State Market Match  
Double Up Food Bucks  
(Heaths supermarket, Lovell Lake in Wakefield, The Local Grocer)  
NH Feeding NH  
NOFA NH Share the bounty

**3. Since 2019, have you noticed general sales and demand changes? Have you noticed an increase in the use of incentive programs?**

- Describe how you have adjusted to any changes.
- What changes will you keep?

**4. If local food demand increased can your farm support the demand?**

- Can your farm produce enough food to feed more people?
  - Prompt: Do you have surplus? If yes, what do you do with it? Is there food waste? Are there barriers to reducing food waste?
- What limitations do you have to increase production?
  - Prompt: Water, land, workforce, machinery
- What would it require to produce more food?

**Looking Ahead**

*Next, we'd like to ask you big picture questions about the direction of future food insecurity efforts in Carroll County.*

**5. What changes do you think could be made to help more people in Carroll County have better access to local foods?**

*Probe: Changes at both the local, state and (federal level)*

*Carroll County Food Access Network is a resource to optimize access to affordable, nutritious, food for all people with efforts focused on supporting the local food system in Carroll County, New Hampshire.*

**8. How can the Carroll County Food Access Network support YOU and your business?**