

Store Code: | _____

Date (MM/DD/YY): |__|__|__|

FFVP Interview Guide
Retail store/produce managers
Conducted by ASU Food Policy and Environment Research Group, College of
Health Solutions, Arizona State University

A. Verbal consent

Thank you for joining us today; we appreciate the time and effort you are making to participate in today's interview. My name is _____ and I am part of a research study being conducted by researchers at Arizona State University. The purpose of this interview is to learn about your opinions and ideas about how grocery stores can work with schools to promote the sales of fruits and vegetables in stores through the use of school food programs.

As a reminder, this interview is confidential. Throughout the discussion, you will only be called by your first name to keep your identity confidential. Neither your name nor the store name will ever be associated with any of your answers. Your answers will be combined with all of the other store owners'/managers' responses. The results of this study will be used in reports, presentations, or publications but your name will never be known. Your participation is completely voluntary and you can stop the interview or decide not to answer any question for any reason; there are no right or wrong answers. You must be 18 years or older to participate. If you agree to participate, you will receive a \$25 cash incentive as a token of our appreciation. Should we proceed with the interview? (***If YES, continue.***)

I also want you to know that _____ is here to take notes on our discussion today. I would also like to record our interview. The purpose of the recording is to help the note taker in case there is a response that they do not fully capture. The recording will not be shared with anyone and again all of your responses are confidential. Are you okay with having the interview audio-recorded? (***If YES, proceed with the interview; if NO, still proceed with the interview; instruct the note taker to state when they need more time to capture a response and briefly pause before proceeding to the next question during the interview.***)

If you have any questions or concerns about the study, or are dissatisfied at any time with any aspect of this study, you may contact the Chair of the Human Subjects Institutional Review Board, through the ASU Office of Research Integrity and Assurance, at (480) 965-6788. (*Show participant study information sheet and point out IRB and study contact information at the bottom*). Great, let's get started.

Turn on tape recorder, state the date, your name and store ID number.

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Start time: ____:____

This interview is organized into two parts. Part 1 will be a brief oral survey where we are looking to gather some basic information about your position and awareness of school food programs. Then we will transition to Part 2 where we will ask you some more open-ended questions about your ideas and perceptions about fruits and vegetable promotion strategies.

B. Oral Survey

1. Can you each tell us a little about your position at <name of grocery store>?
2. How long have you been in your position?
3. How long have you been with the company?

Awareness of the FFVP

Great, thanks for sharing. Now I'm going to shift gears and ask some questions about schools around your store and school meal programs within those schools.

4. Do you know which elementary schools are located close to <name of grocery store>?
5. I'm going to read a list of school food programs offered at elementary schools, can you tell me if you have heard of each program I read? You can respond with a yes, no, or I don't know for each.
 - a. **School Lunch Program** – Provides low-cost or free lunches to students attending public or non-profit private schools
 - b. **School Breakfast Program (SBP)** - provides low-cost or free breakfast to students attending public or non-profit private schools
 - c. **Fruit and Vegetable Snack Program** also called **Fresh Fruit and Vegetable Program (FFVP)** – This program aims to increase fruit and vegetable consumption in elementary school children. Schools with a high proportion of low-income students offer free fresh fruits and vegetables as snacks during the school day. These fresh fruit and vegetable snacks are offered at least twice a week to students
6. What have you heard about the Fruit and Vegetable Snack Program?
7. Do nearby schools ever purchase fresh fruits and vegetables from your store for their school programs?
8. **(IF YES to Q7)** Who do you work with at the school end for produce sales?
9. **(IF YES to Q7)** Which programs do schools use the produce they purchase from your store for?

C. Semi-Structured Interview

These questions will be an expansion of some of the questions we covered in the survey. They focus mostly on your perceptions and ideas.

1. First, can you describe for us your typical customer base at your store?
2. When you hear children making request for food items when they shop with their parents, what sorts of items do you hear children request at your store?
3. When school is in session, how, if at all, do fruit and vegetable purchases change?

Fruit and Vegetable Promotion Strategies

4. How do you plan for what items will be promoted in your store and who all are involved in that decision?
5. What types of strategies do you currently use to promote fruits and vegetables in your store?
6. Which strategies, if any, are designed specifically to target children or families with children?
7. What types of strategies have you used in the past to promote fruits and vegetables in your store?
8. Did any of these strategies you used in the past specifically target children or families with children?
9. Which strategies have been the most effective at increasing fruit and vegetables sales?
10. Which strategies have been the least effective at increasing fruit and vegetables sales?
11. How do the profit margins for the produce department differ from the profit margins of other departments?

School Partnerships

12. Can you please describe any types of partnerships that you currently have with nearby schools, such as grocery store tours or other types of promotions?
13. Can you please describe any types of partnerships you have had with schools in the past?

Perceptions about partnerships with schools

14. Have you ever considered developing partnerships with nearby schools to support increased fruit and vegetable consumption among children?

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15. We are exploring if schools and retailers would be interested in collaborating to promote the Fresh Fruit and Vegetable Program in order to increase fruit and vegetable consumption among children and their families. An example of such a partnership may be that schools would provide grocery stores with the schedule of fruits and vegetables being distributed through the FFVP during the week. Grocery stores would then stock and promote those fruit and vegetables items in stores during that period. Students would consume those fruit and vegetables at schools as part of the FFVP and would be informed that those fruit and vegetable items are available at local grocery stores nearby, along with any promotions the retailers have on the fruit and vegetable items. This is just an example of a possible partnership. We are interested in exploring other ideas as well.

- i. What are your thoughts about this type of partnership?
- ii. How do you think this type of partnerships would work?
 - 1. What would you need from schools to make this type of partnership work?
- iii. How would you go about creating a partnership with nearby schools?
- iv. What do you see as potential barriers to a partnership with nearby schools?
 - 1. *What kind of staffing time would you need?*
 - a. How would you manage extra staffing?
 - 2. *What approval would you need from the corporate office?*
 - a. How would you go about seeking such approval?
- v. What type of resources would be required to cross-promote the FFVP produce items in your store?
 - 1. Do you have access to such resources?
 - 2. In terms of resources needed, what would be the most costly promotion strategy?
 - 3. What would be the least costly promotion strategy?
- vi. How might a partnership with schools impact your store?
- vii. What would be some strategies that schools could use to promote purchasing items that are part of the Fruit and Vegetable Snack Program at your store?
- viii. How would you measure the impact of this type of partnership?
- ix. What would motivate you to create such partnerships with nearby schools?
- x. What are some other ideas you have about how these collaborations might work?

Other questions

16. Can you describe what you do with the produce you cannot sell in the store?

17. What do you think about partnering with community nutrition organizations that could provide free in-store nutrition education and/or taste tests of featured items to further promote fruit and vegetable consumption among children and their families?

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D. Closing

Well, that brings us to the end of all my questions. If you could just give me a few minutes to make sure we captured everything we needed to.

Moderator checks with note taker to and list of questions to make sure everything has been asked and recorded properly.

Thank you for sharing your time and providing such valuable information. Our study team is extremely grateful for your participation in the study. Before I leave, is there anything else you would like to share with us today? Are there any questions you would like to ask us?

I have left you with my name and the study team's contact information. If you think of something later that you would like to add to what was discussed today OR if you have a question that you'd like to ask us, please feel free to contact us. Your name will not be connected with any answers or comments you have given today or may give in the future.

As a gesture of our appreciation for your participation, we have a \$25 cash incentive for each of you. Thank you so much again!

Turn off tape recorder.