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## Farmers' Markets & College Students: Shaping Our Shared Community and Bridging the Barrier with On-Campus Interaction

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FARMERS' MARKETS & COLLEGE STUDENTS: SHAPING OUR SHARED  
COMMUNITY AND BRIDGING THE BARRIER WITH ON-CAMPUS  
INTERACTION

A Capstone Experience/Thesis Project Presented in Partial Fulfillment  
of the Requirements for the Degree Bachelor of Science  
with Mahurin Honors College Graduate Distinction  
at Western Kentucky University

By

Emma Grace Vaughn

December 2021

\*\*\*\*\*

CE/T Committee:

Dr. Allie McCreary

Dr. Soyeon Kim

Dr. Martin Stone

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## ABSTRACT

This project studies the relationship between college students and farmers' markets, with the goal of overcoming known barriers of student participation. A survey conducted at an on-campus farmers' market, Market on the Avenue, details the impact of bringing these events to Western Kentucky University and looks towards the improvement of future markets. The purpose of this evaluation is to understand how effectively this event bridges the known barriers inhibiting WKU student participation in farmers' markets, and to develop survey data into recommendations for improvement.

I dedicate this work to the family I've found during my time at Western Kentucky University. In August 2018, I made the drive north from Georgia to Kentucky with a car full of boxes and aspirations for what the next four years would hold. Little did I know, I would find a friend to celebrate both life's small and great joys with. From decorating our freshman dorm room, to standing by my side as I said my wedding vows, Avery Wilmurth has been my steadfast companion through it all. Thank you for chronicling this chapter of life with me.

## ACKNOWLEDGEMENTS

I must first acknowledge my advisor for this project, Dr. Allie McCreary. Her guidance and support have motivated me throughout all the stages of this process. Through her role as my CE/T advisor she has taught me the importance of dedication, passion and organization. She has generously gifted me with reassurance and patience every step of the way. Next, I'd like to give thanks to Dr. Soyeon Kim, who has served as a secondary advisor on this project and my advisor for my Self-Designed major. She has encouraged my ideas from the very beginning and helped me build upon them through her own experience. I couldn't have possibly found a better support system. These women have been shining examples of the encouragement that WKU offers to scholars, and for them, I am grateful. Thank you.

I'd also like to thank Dr. Leslie North for her dedication to the student body of WKU. Events like Market on the Avenue will continue to serve Hilltoppers for years to come. Thank you for your role in this program and thank you for allowing me to be a part of the journey.

Finally, I'd like to thank my husband Noah for always believing in me. Your commitment to hardwork inspires me, and your faith pushes me to greater heights than I ever thought possible for myself. You are my favorite person to share successes with. Thank you.

VITA

*EDUCATION*

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Mahurin Honors College Graduate  
Honors CE/T: *Farmers' Markets & College Students – Shaping Our Shared  
Community and Bridging the Barrier with On-Campus Interaction*

Armuchee High School, Rome, GA ..... **Aug. 2014 – May 2018**  
Highest Honors

*PROFESSIONAL EXPERIENCE IN FIELD OF STUDY*

Jackson's Orchard, Bowling Green, KY ..... **June 2020 – Nov. 2021**

*AWARDS & HONORS*

Summa Cum Laude, WKU ..... **Dec. 2021**

*MEMBERSHIPS*

Alpha Omicron Pi, Alpha Chi Chapter ..... **Aug. 2018 – May 2021**  
Vice President of Chapter Relations ..... **Jan. 2020 – Nov. 2020**

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## SECTION ONE: INTRODUCTION

Bowling Green, Kentucky offers a vibrant and diverse display of agriculture at work, but nonetheless, college students rarely play a role in this tradition. The development of, and the involvement in, agritourism activities has proven positive benefits for participants – creating a deeper connection with nature, a sense of place in community, and an overall healthier lifestyle. A study conducted by Dr. Carla Barbieri, Sandra Sotomayor, and Dr. Francisco X. Aguilar (2016) at the University of Missouri explored the personal, economic, environmental, and sociocultural benefits of agritourism activities for the participant, and how those benefits differed with a metropolitan versus non-metropolitan target market. This study found that agritourism provides numerous benefits for both providers and participants; one result showed an increase in connection with natural ecosystems/resources, fellow community members, and local rural heritage (Aguilar, Barbieri, & Sotomayor, 2016). Agritourism experiences have the potential to serve as a conduit between stakeholders in a shared environment – in this case, the community of college students at WKU and the community of local farmers. The practice of farmers’ markets is a prime example of agritourism working in our community. Bowling Green is home to over four established farmers’ markets and even more pop-up shops appear in the summer months. Despite some of these markets already having strong connections with WKU, like Community Farmers Market where Big Red Dollars can be used to purchase produce, there is a lack of participation from college students.

Dr. Soyeon Kim of the WKU Hospitality Management and Dietetics program partnered with dietetics interns to conduct a study with a focus group of 45 WKU

students to define the barriers and rewards of attending farmers' markets. While the benefits of farmers' markets are more widely known and praised, the objective of Dr. Kim's research was to provide in-depth analysis on the present barriers that affect college student participation in local farmers' markets. More specifically, the cited research objectives were "to examine college students' experiences and perceptions about farmers' markets" and "to explore the reasons why college aged consumers are viewing the barriers as restricting their use of local food provided at the farmers' market." By taking a qualitative research approach, Dr. Kim and the dietetics interns collected and analyzed responses from students – looking for patterns in the results. While the study pointed to the quality of product and overall experience as perceived benefits, it also identified accessibility as an overwhelming barrier. This information shows that students reflected on the convenience of these markets and reasoned that the expenditure of time and transportation was too great for the offered reward (Kim, Kniepmann, & Vetrees, 2018).

The data from this study gives direction to farmers' market coordinators by identifying the barriers keeping college students from participating. However, the study does not propose a strategy for solving this problem. Therefore, I will use my CE/T project to research and enact solutions with the overall goal of encouraging greater participation from students. My CE/T will work intentionally to bridge the gap between local agriculture and the college community by eliminating the barrier of accessibility and observing a farmer's market on WKU's campus. This market will showcase agriculture leaders in the Bowling Green area while allowing students the opportunity to participate in agritourism at a convenient, comfortable, and accessible venue. To evaluate the effectiveness of my proposed solution of eliminating key barriers, I will conduct a

survey at the event. This survey will measure the likeliness of participants to engage in this type of event again and will document the ways in which the program exceeded and failed to meet defined standards. The goal of this project will be positive exposure to the agritourism that Bowling Green has to offer, encouraging my fellow peers to embrace their local agriculture as stakeholders.

## SECTION TWO: METHODS

The purpose of this evaluation was to understand how effectively this event bridges the known barriers inhibiting WKU student participation in farmers' markets, and to develop survey data into recommendations for improvement of future events that encourages a stronger relationship between students and their local agriculture. A survey methodology was used to measure the student participants' overall satisfaction with an on-campus market event and identify areas for improvement. The survey explored barriers and opportunities for hosting future farmers' market events on campus.

### *Survey design & approval*

To design this survey, I considered what elements of the event I wanted to evaluate. During the spring semester of 2021, I composed several drafts of the survey and met with my advisors for review. Once we had a well-developed draft, I started the process of earning Institutional Review Board (IRB) approval. I completed a Collaborative IRB Training Initiative (CITI) course on April 13, 2021 to learn how to properly conduct a survey, and then I began the IRB application. The application included a summary of the proposed research, a description of the subject demographic, a draft of the informed consent notice, a detailed description of procedures, an explanation of future data storage, anticipated risks/rewards, and a draft of the event survey. The

initial application was approved by the board, but as the project changed, I submitted an additional “*Continuing Review*” form for reapproval. <sup>1</sup>

### *Survey Items*

The survey consisted of nine items, and an opportunity at the end of the survey for participants to leave open-ended comments. Each question provided at least four multiple choice answers, and four of the questions gave participants the option to submit an answer not listed in the multiple choice. Additionally, there were 12 write-in responses from participants on qualitative items included in the survey.

The first survey item measured, “*Have you ever attended a farmers’ market before?*” This item yielded 44 participant responses. The answer field included “*No,*” “*Yes – in Bowling Green,*” “*Yes – on campus,*” and “*Yes – somewhere else.*” Survey participants could select as many options as needed (e.g., they may have attended a market on campus and in Bowling Green).

Item two asked participants “*What is your level of satisfaction with this event?*” We received 33 responses from this item. The response choices for this question included, “*extremely dissatisfied,*” “*somewhat dissatisfied,*” “*neither satisfied nor dissatisfied,*” “*somewhat satisfied,*” and “*extremely satisfied.*” Participants could only select the one choice that best reflected their opinion.

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<sup>1</sup> In the developing stages of my project, this survey was to be distributed at an event of my own design. After further thought, I decided to conduct the survey at the Market on the Avenue event. This decision was made with the intention of conducting more meaningful analysis and providing recommendations to help improve future events. The continuing review form was submitted to account for minor changes to the survey that reflected the project’s redirected focus.

Item three measured, “*How convenient was this event to attend?*” and yielded 32 responses. Answer choices included, “*extremely difficult to attend,*” “*somewhat difficult to attend,*” “*neither difficult nor easy to attend,*” “*somewhat easy to attend*” and “*extremely easy to attend*” and participants were forced to select one only.

Item four, yielding 32 responses, measured, “*How likely are you to attend another farmers’ market on WKU’s campus?*” Response options included, “*extremely unlikely,*” “*somewhat unlikely,*” “*neither likely nor unlikely,*” “*somewhat likely,*” and “*extremely likely.*” Participants could choose one response option.

Item five measured, “*How likely are you to attend a farmers’ market in Bowling Green (off-campus) this semester?*” and yielded 30 responses. The answer choices included, “*extremely unlikely,*” “*somewhat unlikely,*” “*neither likely nor unlikely,*” “*somewhat likely,*” and “*extremely likely.*” Participants chose one response item.

Item six measured, “*Which element of the event did you most enjoy?*” and yielded 31 responses, one of which was a free response answer. The pre-set answer choices included, “*interacting with fellow students,*” “*the quality of goods sold,*” “*the accessibility of the locations,*” and “*something else (please specify).*” Participants selected one response choice that represented what they most enjoyed.

Item seven measured, “*What, if anything, did you dislike about this event?*” This item received 32 responses, eight of which were short answer responses. Answer choices included, “*I didn’t dislike anything,*” “*I didn’t know where to go,*” “*the prices were too high,*” “*the location wasn’t easily accessible,*” “*the time of the event wasn’t very convenient*” and “*something else (please specify).*” Participants could select multiple response choices on this item.

Item eight measured *“How did you hear about this event?”* and yielded 35 responses, including one custom response. Response choices for this item included, *“social media,” “walking by,” “from a friend,” “email,”* and *“other (please specify).”* Participants could make multiple response selections on this item.

Item nine received 51 responses to the question *“What would you like to see offered at this event in the future?”* One of the responses included custom feedback. The response options included, *“fresh produce,” “opportunities for on-campus groups to be involved,” “more ready-to-go food options (food trucks)”* and *“other (please specify).”*

Survey participants were recruited at the event on Wednesday, September 1, 2021. I had a booth where I interacted with participants to talk about the event and invited them to complete the survey (see Figure 1 for reference). As a small incentive, I offered caramel apple lollipops as a reward for participants (see Figure 2 for reference). Students accessed the survey through a QR code provided at the booth. I discussed the reason for my research and the intention of my CE/T project with participants. In addition to the QR code, there was also a short description of the research at my booth (see Figure 3 for details).

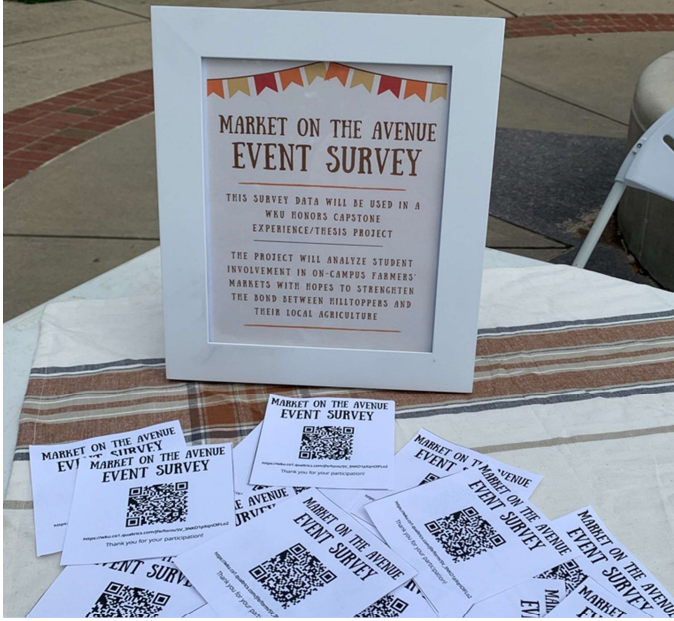




**Figure 1: Picture of survey booth. Photo provided by Emma Grace Vaughn.**



**Figure 2: Caramel apple lollipops offered as an incentive for students. Photo provided by Emma Grace Vaughn.**



**Figure 3: Event Description and take-home QR codes. Photo provided by Emma Grace Vaughn.**

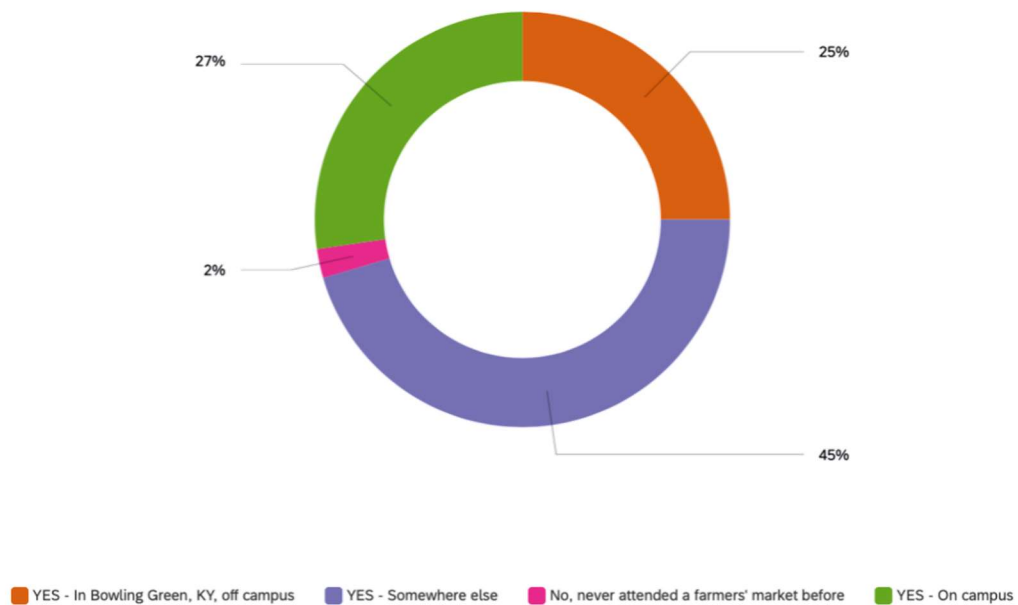
### *Data Analysis*

Quantitative data was measured by frequencies (percentages). The Qualtrics online survey platform produced reports for each survey item which were evaluated for the descriptive statistical analysis. Content analysis of the qualitative data was conducted for the custom response submissions. These answers were listed with the corresponding question and taken into consideration with the context of the corresponding survey item. The “*Reports*” tab on the Qualtrics website allowed me to consider each item’s responses individually. After collecting this data, I was able to draw conclusions and analyze common themes in the survey data.

### SECTION THREE: RESULTS

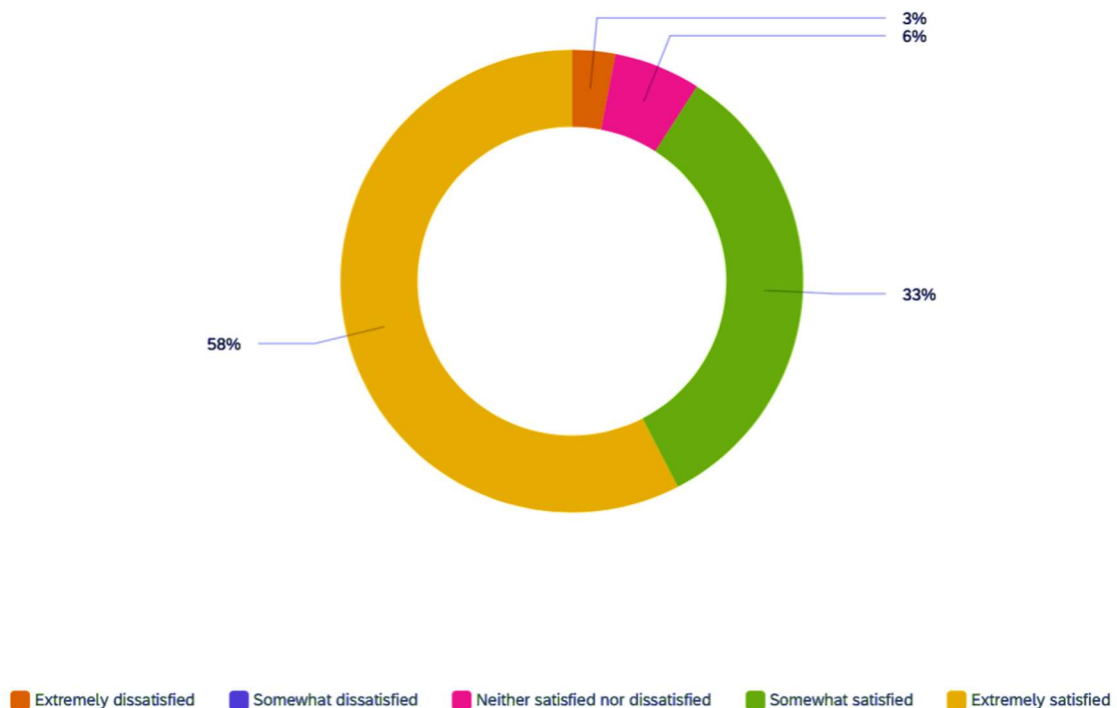
A total of 35 students who attended the September 1, 2021 Market on the Avenue event participated in the survey. Some completed the survey in entirety while standing at our booth, and others took home a printed out QR code so they could take the survey later when they had more time.

In terms of previous farmer's market attendance, very few, 2% (n= 1), reported that "no," they had never attended any farmer's market before. A quarter, 25% (n=11), of participants reported having attended a farmer's market *in Bowling Green*. Slightly more, 27% (n=12), reported attending a previous farmer's market "on campus." The largest number of participants, 45% (n=20), reported that they had previously attended a farmer's market *somewhere else* (off campus and outside of Bowling Green, KY). See Figure 4 for a full profile of results.



**Figure 4: Market on the Avenue Survey Item 1**

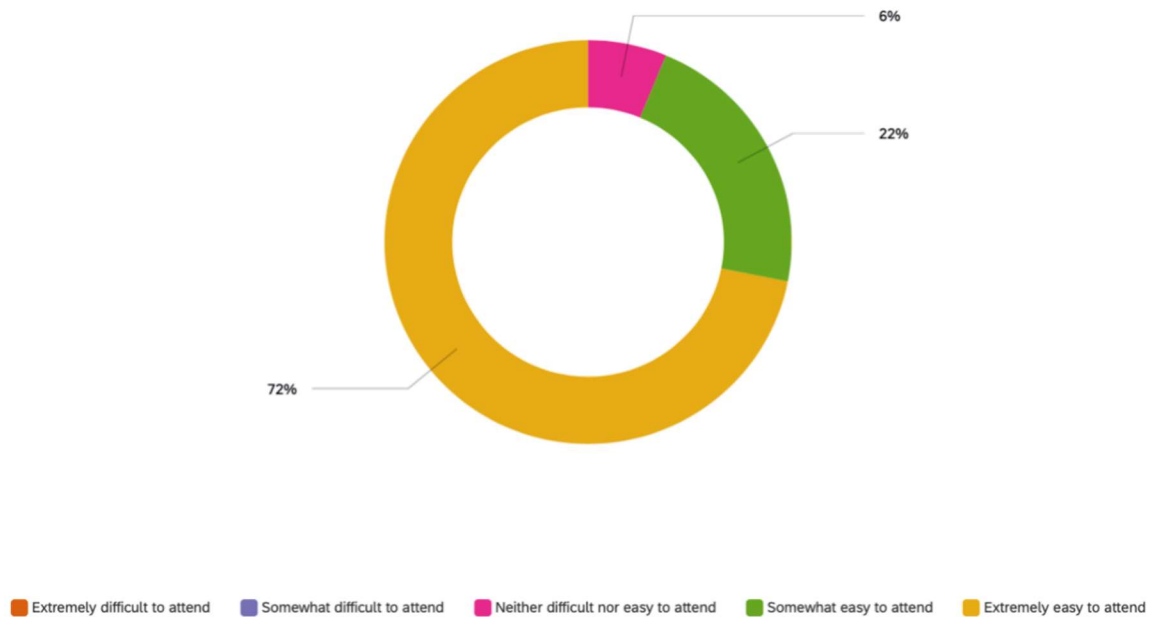
The survey also measured participants' level of satisfaction with this event. Only one participant (3% of the sample) chose "*extremely dissatisfied*" as their answer, and none of the participants chose "*somewhat dissatisfied*" as their answer. Few, 6% (n=2), participants selected "*neither satisfied nor dissatisfied*" as their answer. About a third, 33% (n=11), of participants were "*somewhat satisfied*" with the event, and a majority of participants (n=19) were "*extremely satisfied*." This accounts for 58% of the responses or 19 out of 33 total responses. See Figure 5 for a full profile of results



**Figure 5: Market on the Avenue Survey Item 2**

In terms of convenience, none of the participants selected "*extremely*" or "*somewhat difficult to attend*." Two participants (6%) chose "*neither difficult nor easy*" as their answer. Almost a quarter, 22% (n=7), of participants view the event as

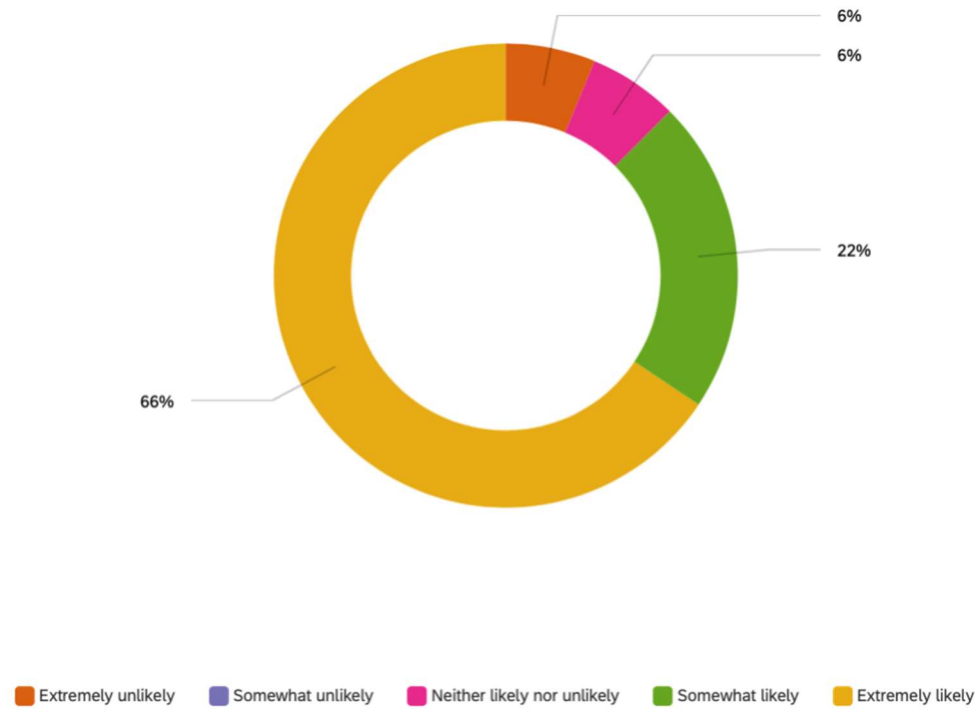
“*somewhat easy to attend*” and the vast majority of participants, 72% (n=23), responded that the event was “*extremely easy to attend.*” See Figure 6 for a full profile of results



**Figure 6: Market on the Avenue Survey Item 3**

When asked, “*How likely are you to attend another farmers’ market on WKU’s campus?*” two participants (6%) responded “*extremely unlikely*” and none of the participants chose “*somewhat unlikely*” as their response choice. Few participants, 6% (n=2), selected “*neither likely nor unlikely*” as their answer. Some participants, 22% (n=7), reported that they were “*somewhat likely*” to attend another farmers’ market even on-campus. The majority of participants, 66% (n=21), responded that they were

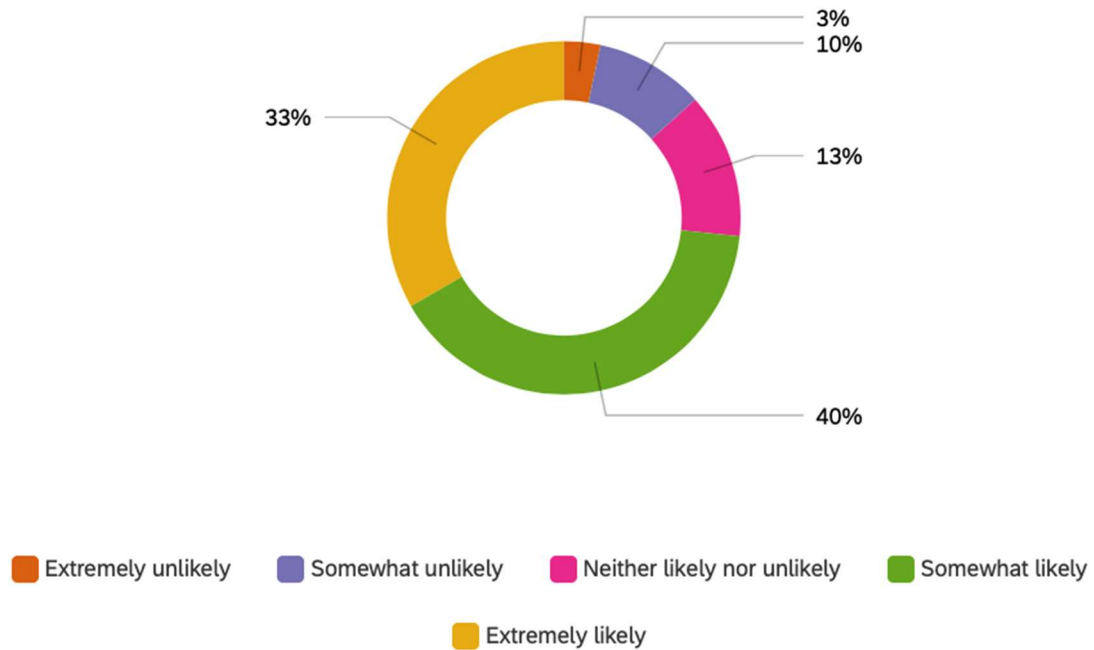
“*extremely likely*” to attend another on-campus farmers’ market event. See Figure 7 for a full profile of results.



**Figure 7: Market on the Avenue Survey Item 4**

Related to that, the survey also measured participants’ likelihood to “... *attend a farmers’ market in Bowling Green (off-campus) this semester.*” One person (3%) selected responded that they would be “*extremely unlikely*” to do so. A few participants, 10% (n=3), reported that they would be “*somewhat unlikely*” to do so and a few others, 13% (n=4), reported that they were “*neither likely nor unlikely*” to attend an off-campus Bowling Green market event. More participants, 40% (n=12), responded that they were “*somewhat likely*” to attend an off-campus Bowling Green market. And a third, 33%

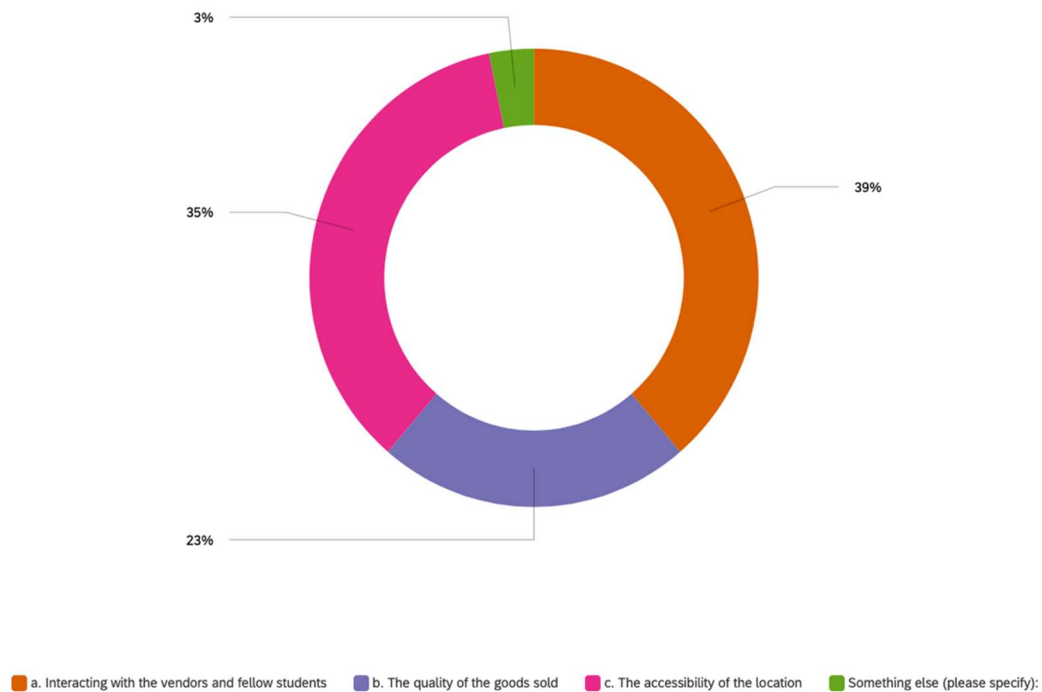
(n=10), responded that they would be “*extremely likely*” to attend such an event. See Figure 8 for a full profile of results.



**Figure 8: Market on the Avenue Survey Item 5**

Next, the survey prompted participants to select the element of the event they enjoyed most. Responses included one write-in response. Over a third of participants, 39% (n=12), selected “*interacting with fellow students,*” 35% (n=11) selected “*the accessibility of the location,*” 23% (n=7) selected “*the quality of goods sold,*” and one person (3%) selected “*something else (please specify)*” and wrote in “*alpaca*” as their

custom response. See Figure 9 for a full profile of results.



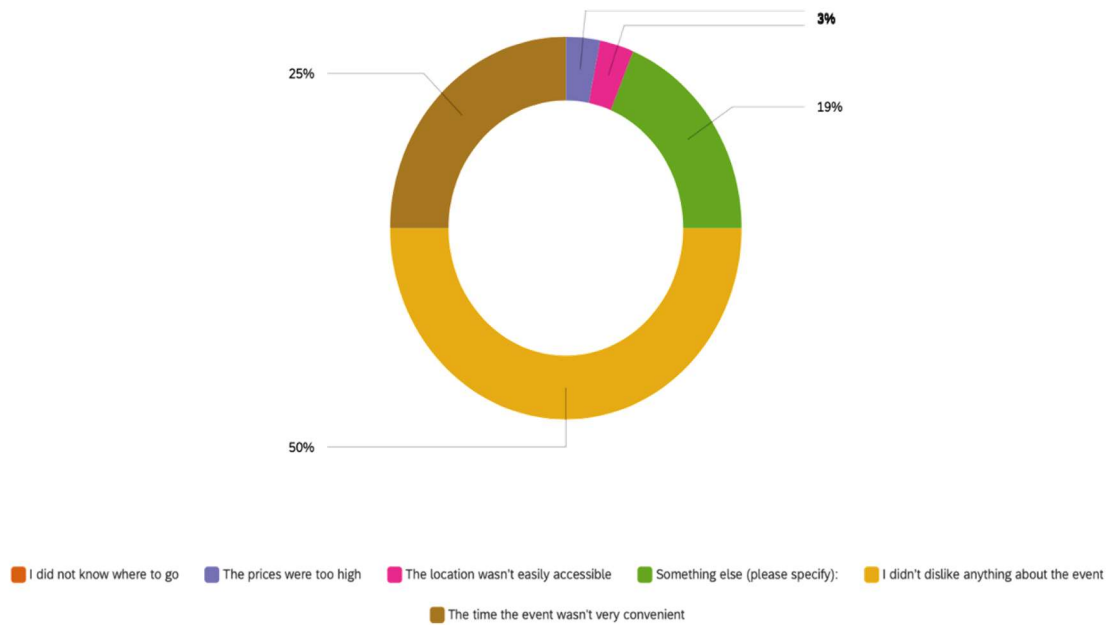
**Figure 9: Market on the Avenue Survey Item 6**

Participants were also asked via the survey, “*What, if anything, did you dislike about this event?*” This question received eight write-in responses. Half of the participants, 50% (n=16), selected that “*I didn’t dislike anything,*” and of the pre-determined response choices, no participants responded that they “*didn’t know where to go.*” One person (3% of the sample) selected that “*the prices were too high*” and one person (3%) selected that “*the location wasn’t accessible.*” Some participants, 25% (n=8), selected that “*the time of the event wasn’t very convenient.*” See Figure 10 for a full profile of results. Some participants, 19% (n=6), chose “*something else (please specify)*” as their response and each contributed a custom answer reported below:

1. “*I didn’t know about it until I was told about the alpacas*”



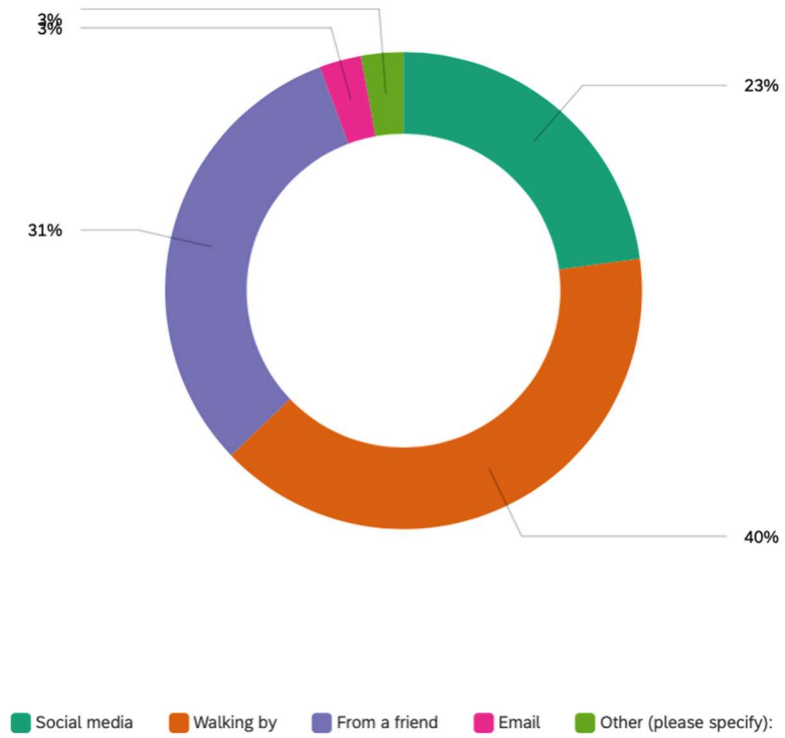
2. *"I didn't know about it. I just stumbled upon it"*
3. *"Nothing"*
4. *"The heat was bad"*
5. *"Maybe more vendors"*
6. *"I always find out day of on social media by one of the vendors, I wish it was on the WKU calendar or had its own Instagram so it's easier to find"*



**Figure 10: Market on the Avenue Survey Item 7**

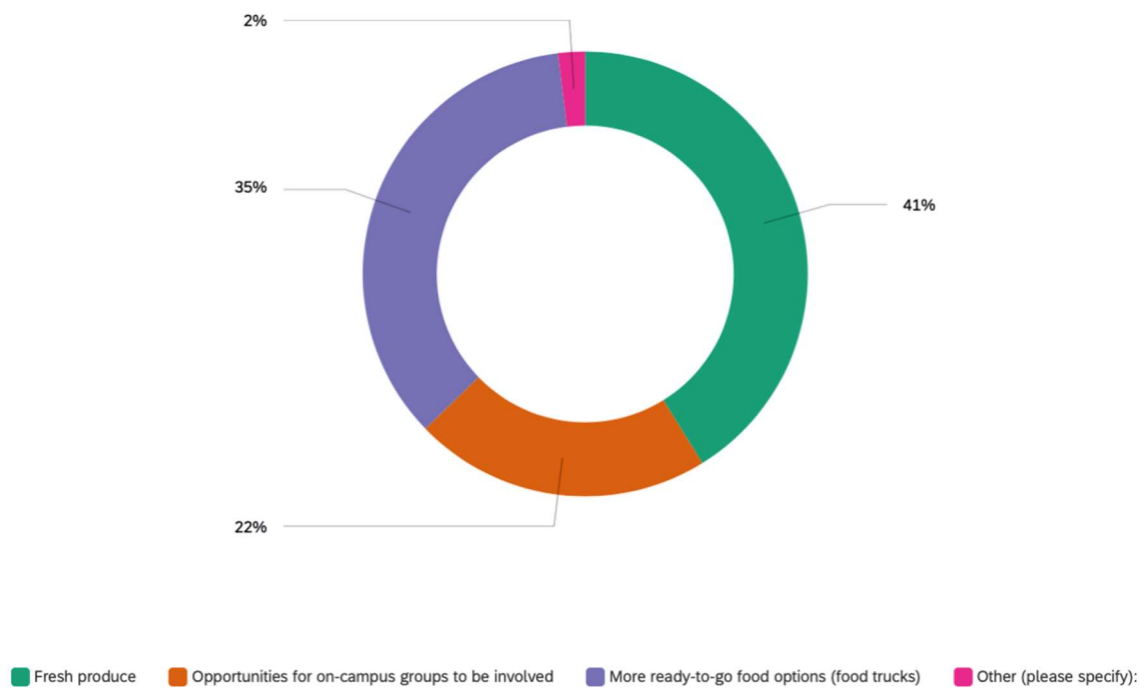
Next, participants were asked *"How did you hear about this event?"* Responses here included one write-in response. Some participants, 23% (n=8), reported that they heard about the event through *"social media;"* other participants, 40% (n=14), reported that they were made aware of the event when *"walking by;"* and some others, 31% (n=11), heard about the event *"from a friend."* One person (3%) heard about the event via

“email.” One person chose to submit a custom response by selecting “other (please specify)” and writing in, “work.” See Figure 11 for a full profile of results.



**Figure 11: Market on the Avenue Survey Item 8**

Finally, the survey prompted participants to consider, “*What would you like to see offered at this event in the future?*” Many participants, 41% (n=21), responded that “*fresh produce*” would be a good addition. Over a third, 35% (n=18), responded that “*more ready-to-go food options (food trucks)*” would be nice, and other participants, 22% (n=11), responded that “*opportunities for on-campus groups to be involved*” would be a welcome addition. One person contributed a custom response by selecting “*other (please specify)*” and writing in “*more animals.*” See Figure 12 for a full profile of results.



**Figure 12: Market on the Avenue Survey Item 9**

The final survey item gave participants the opportunity to contribute an additional comment at the end of the survey and one participant chose to do so. This person’s custom response stated, “[It] would be interesting to see this even work in collaboration with farmers market of Bowling Green instead of seeing who is available on notice.”

## SECTION FOUR: REFLECTION

The survey results prove the potential for greater impact with the Market on the Avenue event. We know that there is a strong foundation to build on since the vast majority of students have had at least some experience with farmers' markets in the past. Moreover, 66% of survey participants expressed that they would be "*extremely likely*" to attend another on-campus farmers' market in the future. The survey results clearly portray the demand for more events like this. With this data, we can better serve the students of WKU by offering more opportunities to engage with the local agriculture.

The survey showed that a majority of students were "*extremely satisfied*" with the Market on the Avenue event. Most students I talked to had never attended this event before, so it is encouraging to know that their first interaction was a good one. This positive feedback also builds the foundation of a relationship between WKU students and local agriculture's stakeholders.

### *Event Accessibility*

Like mentioned in Dr. Kim's research (2018) on student participation in farmers' markets, one of the main barriers for on-campus students is transportation to the market. With this event, the barrier of transportation was essentially eliminated since the location was right on-campus. Located just a few steps away from the Downing Student Union, the event's location was readily accessible for students. In fact, 72% of survey participants responded that the event was "*extremely easy to attend.*" The survey indicates that the event's location has a positive impact on participation, as 40% of students discovered the event by "*walking by.*" Having this type of event on campus is

key for increasing awareness of the happenings in local agriculture, and the accessibility of an on-campus market bridges the two communities together. The survey shows that students are less likely to participate in future markets if they are located off-campus, with only 33% of participants willing to travel to an off-campus event. Overall, this event successfully overcomes the barrier of transportation, providing students with an accessible agricultural experience.

### *Opportunities for animals*

For anyone who stopped by the Market on the Avenue event on September 1, 2021, it was easy to identify the real stars of the show – the alpacas. Showing up in style in the back of a minivan, the pair of alpacas quickly stole the hearts of all the participants. Several custom responses mentioned the animals—one student commented that the alpacas were their favorite part of the event, another said that they came to the event after hearing about the alpacas and it was requested that in future events there be “*more animals.*” As I interacted with fellow students at the event, I noticed how many had never seen an alpaca before, and I watched as participants’ faces lit up when as they interacted with the animals. Having the animals there provided a great introduction to agriculture for students who had never had the opportunity to engage with farm animals. Moving forward with this event, animals should be used on social media to attract participants

and peak interest. Who could resist these fluffy friends? See Figure 13 for reference.



**Figure 13: The alpaca featured at Market on the Avenue event. Photo provided by Emma Grace Vaughn.**

### *Enhancing Program Promotion*

Participants provided insightful feedback regarding what they would like to see improved for future events. The survey produced five custom responses which detailed what they disliked about the event. These responses reflected a reoccurring issue with not having any prior knowledge or notice of the event. One student recorded their experience as follows, *“I always find out day of on social media by one of the vendors, I wish it was on the WKU calendar or had its own Instagram so it’s easier to find.”* The proper use of social media to promote Market on the Avenue has the potential to build momentum for future markets. With the influence and reach of social media, this event could witness

major growth within the next year. Therefore, my first and foremost recommendation would be to establish a social media presence by creating a campaign revolving around what this event has to offer students.

*Promote More Local, Fresh Foods*

Survey participants were asked what they would like to see included in future events and 41% responded that they would like to see fresh produce included as an option for purchase. This was surprising to me considering the lack of cooking I did when I lived on-campus. However, after talking to participants, I noticed how many underclassmen living in the dorms have an interest in sourcing their food locally and cooking for their friends. A couple students were residents of the new dormitory – Regents Hall. They described how the layout of their floor was centered around a living place with an open concept kitchen, and how just about every night someone would be cooking a meal in the shared kitchen and offer food to their floormates. It was encouraging to hear about the sense of community being established in these community kitchens, and the survey reflects this interest in having quality food provided at an accessible location. While fresh fruits and veggies are seasonal, it would be my recommendation to work towards sourcing local produce to feature at the Market on the Avenue event. One potential resource would be connecting with the WKU Horticulture program. Students in this program are already working on providing crops to source the dining hall kitchen on campus, therefore it would be great to make these products available to the rest of the student population as well. Another program that could provide fresh produce would be the TopCrops program located on WKU’s farm. This

nonprofit works with adults with special needs to produce fresh veggies, herbs, beautiful flowers, and more.

This survey lays the groundwork for future evaluations of on-campus markets. It would be beneficial to continue offering the survey to participants at future markets. This will help keep the student perspective at the center of event coordination and give a voice to the participants. Looking forward, event coordinators can aim to bridge other barriers that inhibit student participation in farmers' markets, such as convenience, cost, knowledge, and quality. The survey should be edited and reapproved by the IRB board as needed to better evaluate different aspects of the event. By applying the provided recommendations, the Market on the Avenue event can better serve as a conduit between the community of WKU students and the community of local agribusinesses in Bowling Green, Kentucky.

To summarize, the following bulleted list outlines my recommendations for future Market on the Avenue events.

- Utilize social media as a means to improve communication for promoting events
  - Highlight the featured vendors – maybe include a general overview of pricing so students can come prepared
  - Grab attention with pictures of featured animals
  - Reiterate the time and location of the event
- Reach out to other on-campus organizations to offer a variety of products
  - WKU Horticulture – fresh produce and house plants/succulents
  - TopCrops – fresh produce



- WKU Floral Design Program – hand-tied bouquets and floral arrangements
- Continue to survey participants at future events
  - Analyze data and adjust survey as needed

Through this process, I realized what a privilege it is to be exposed to local agriculture. During my time at WKU, I've been surprised by the number of peers I've met who simply didn't know where their food came from. Recently, I interacted with a fellow senior who had never even heard of the WKU Farm and all the resources offered there. Getting students involved with their local agriculture can create a lifelong connection with nature and a newfound appreciation for the hardworking farmers who fuel our world with food. The first step towards increasing participation is creating awareness, and that is just what events like Market on the Avenue are doing. By improving this event, we can continue to build stronger connections and deeper relationships with the community around us—creating a better and broader agriculture where WKU students are stakeholders.



**Figure 14: A picture of me at the survey booth at the Market on the Avenue event. Photo provided by Emma Grace Vaughn.**

## REFERENCES

- Aguilar, F. X., Barbieri, C., & Sotomayor, S. (2016). Perceived Benefits of Agritourism: A Comparison between Missouri Metropolitan and Non-Metropolitan Residents. *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 59.  
<https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1637&context=ttra>
- Kim, S., Kniepmann, K. & Vertrees, T. (2018). *Perceived Barriers and Benefits of Farmers' Market Utilization in University Students*. Western Kentucky University.

## APPENDIX A: SURVEY QUESTIONNAIRE

### Market on the Avenue Survey

The purpose of this survey is to evaluate the success of our on-campus farmers' market and to measure your level of satisfaction with the overall experience. Some questions will ask you to rate your experience and others will ask for your response. Please answer these questions to the best of your ability, thank you!

1. Have you ever attended a farmers' market before?
  - a. YES - In Bowling Green, KY, off campus
  - b. YES - Somewhere else
  - c. No, never attended a farmers' market before
  - d. YES - On campus

2. What is your level of satisfaction with this event?

Extremely  
dissatisfied

Somewhat  
dissatisfied

Neither pleased nor  
dissatisfied

Somewhat  
pleased

Extremely  
pleased

3. How convenient was this event to attend?

Extremely  
difficult to  
attend

Somewhat  
difficult to  
attend

Neither difficult  
nor easy to attend

Somewhat  
easy to attend

Extremely  
easy to attend

4. How likely are you to attend another farmers' market on WKU's campus?

Extremely  
unlikely

Somewhat  
unlikely

Neither likely nor  
unlikely

Somewhat  
likely

Extremely  
likely

5. How likely are you to attend another farmers' market off-campus?

Extremely  
unlikely

Somewhat  
unlikely

Neither likely nor  
unlikely

Somewhat  
likely

Extremely  
likely

6. Which element of the event did you most enjoy?
  - a. Interacting with the vendors and fellow students
  - b. The quality of the goods sold
  - c. The accessibility of the location
  - d. Something else (please specify): \_\_\_\_\_
  
7. What, if anything, did you dislike about this event?
  - a. I did not know where to go
  - b. The prices were too high
  - c. The time of the event wasn't very convenient
  - d. The location wasn't easily accessible
  - e. Something else (please specify): \_\_\_\_\_
  - f. I didn't dislike anything about the event
  
8. How did you hear about this event?
  - a. Social media
  - b. Walking by
  - c. From a friend
  - d. Email
  - e. Other (please specify): \_\_\_\_\_
  
9. What would you like to see offered at this event in the future?
  - a. Fresh produce
  - b. Opportunities for on-campus involvement
  - c. More ready-to-go food options (food trucks)
  - d. Other (please specify): \_\_\_\_\_
  
10. Any additional comments you would like to share about your experience at the Market event today?  
\_\_\_\_\_

## APPENDIX B: IRB APPROVAL FORM

WESTERN KENTUCKY UNIVERSITY

*Institutional Review Board*  
Continuing Review Report



**If this is your third year for your Continuing Review Request, please complete a new application. Otherwise; DO NOT include the complete application in describing modifications and requests for additional time to collect data.**

Name of Project: Farmers' Markets & College Students – Shaping Our Shared Community and Bridging the Barrier with On-Campus Interaction  
Name of Researcher: Emma Grace Vaughn  
Department: Honors College

How many total subjects have participated in the study since its inception? # N/A

How many subjects have participated in the project since the last review? # N/A

Is your data collection with human subjects complete?  Yes  No

1. Has there been any change in the level of risks to human subjects? (If "Yes", please explain changes on a separate page).  Yes  No

2. Have informed consent procedures changed so as to put subjects above minimal risk? (If "Yes", please describe on a separate page).  Yes  No

3. Have any subjects withdrawn from the research due to adverse events or any unanticipated risks/problems? (If "Yes", please describe on a separate page).  Yes  No

4. Have there been any changes to the source(s) of subjects and the Selection criteria? (If "Yes", please describe on a separate page).  Yes  No

5. Have there been any changes to your research design that were not specified in your application, including the frequency, duration and location of each procedure. (If "Yes", please describe on a separate page).  Yes  No

6. Has there been any change to the way in which confidentiality of the Data is maintained? (If "Yes", please describe on a separate page).  Yes  No

7. Is there desire to extend the time line of the project?  Yes  No  
On what date do you anticipate data collection with human subjects to be completed? 9/3/2021

CHANGES:

The location of survey distribution has changed – my survey will now be distributed at the Market on the Avenue on 9/1/2021. There have been a few minor changes to the survey which are highlighted below in the copy of the survey. All other procedures will remain the same as described before.