

Plate it Up! Kentucky Proud Stuffed Zucchini Boats Evaluation

As a result of today's program please indicate your level of agreement with the following questions:

| Question 1 | Definitely will not buy | Probably unlikely to buy | Undecided | Probably likely to buy | Definitely will buy |
|--|-------------------------|--------------------------|-----------|------------------------|---------------------|
| <u>As a result of TASTING the sample today</u> , how likely are you to buy zucchini? | 1 | 2 | 3 | 4 | 5 |
| <u>As a result of TASTING the sample today</u> , how likely are you to buy sweet onion? | 1 | 2 | 3 | 4 | 5 |

| Question 2 | Definitely not | Very little | Undecided | Somewhat | Definitely Yes |
|--|----------------|-------------|-----------|----------|----------------|
| Did the TASTE TEST <u>contribute to your plan to try</u> the recipe at home? | 1 | 2 | 3 | 4 | 5 |

| Question 3 | Definitely will not buy | Probably unlikely to buy | Undecided | Probably likely to buy | Definitely will buy |
|---|-------------------------|--------------------------|-----------|------------------------|---------------------|
| <u>As a result of receiving the RECIPE CARD today</u> , how likely are you to buy zucchini? | 1 | 2 | 3 | 4 | 5 |
| <u>As a result of receiving the RECIPE CARD today</u> , how likely are you to buy sweet onion? | 1 | 2 | 3 | 4 | 5 |

| Question 4 | Definitely Not | Very little | Undecided | Somewhat | Definitely Yes |
|---|----------------|-------------|-----------|----------|----------------|
| Did the RECIPE CARD <u>contribute to your plan to try</u> the recipe at home? | 1 | 2 | 3 | 4 | 5 |

| Question 5 | Definitely Not | Very little | Undecided | Somewhat | Definitely Yes |
|--|-----------------------|--------------------|------------------|-----------------|-----------------------|
| Was your decision to buy the fruit or vegetable influenced by the recipe card? | 1 | 2 | 3 | 4 | 5 |

| Question 6 | Never | Rarely | Occasionally | Often | Always |
|--|--------------|---------------|---------------------|--------------|---------------|
| The recipe cards will help me evaluate my nutritional needs. | 1 | 2 | 3 | 4 | 5 |

| Question 7 | Never | Rarely | Occasionally | Often | Always |
|---|--------------|---------------|---------------------|--------------|---------------|
| Plan my future purchases at the market/grocery store. | 1 | 2 | 3 | 4 | 5 |

Question 8. Before participating in the program, how many servings, on average, do you eat per day?

FRUIT _____ VEGETABLES _____

(e.g. one serving = ½ cup)

Question 9. After participating in this program, how many servings do you PLAN ON eating per day?

FRUIT _____ VEGETABLES _____

(e.g. one serving = ½ cup)