P146 Using a Customer Intercept Survey at a Mobile Farmers Market to Evaluate Consumer Behaviors and Perceptions

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Objective: To determine fresh fruit and vegetable consumption and purchasing behaviors and perceptions of shopper experience at mobile farmers markets.

Study Design, Setting, Participants, Intervention: A total of 334 customer intercept surveys were completed in April and May 2016 at mobile farmers markets in low-income communities in North and Central Florida. Customers were surveyed to determine spending and consumption behaviors related to fresh fruits and vegetables and purchases made at the mobile farmers market. Perceptions of quality, variety, and price of produce available at the market versus where customers typically shop were also determined.

Outcome Measures and Analysis: Descriptive statistics were calculated using STATA 12.

Results: Over half of survey participants reported consuming fresh fruits and vegetables every day (52%). Approximately 68% of consumers reported spending \$5-\$10 at the mobile market on fresh produce. Tomatoes were the most popular item at the market and were purchased by almost half (43%) of shoppers. An overwhelming majority of shoppers (73%) reported prices to be lower at the mobile market compared to where they typically shop. While 48% of participants responded that the produce quality was better at the mobile market, most (41%) felt the variety was the same as where they shop most often. An overwhelming majority of shoppers (83%) reported being very satisfied with their mobile farmers market experience.

Conclusions and Implications: As most consumers reported consuming fresh produce daily and had a positive response to price and quality of produce available, increased access to mobile farmers markets could aid in increased consumption of and decreased spending on healthy foods.

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P147 Goal Setting Reduces the Impact of Stress on Eating Habits in College Students

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Objective: This study evaluated relationships between stress levels, fruit and vegetable consumption, and goal-setting to improve diet.

Study Design, Setting, Participants, Intervention: Students taking a general health class at a military college

tracked their fruit and vegetable consumption twice a week for four weeks. They completed a weekly diet and health survey, which included the Cohen Perceived Stress Scale (PSS) and questions regarding the amount and diversity of fruits and vegetables consumed. Two classes (n=38 students) were given the goal to “create a colorful plate,” in an effort to increase fruit and vegetable consumption (“goal-oriented group”), while 3 classes (n=63 students) were given no goal and simply tracked fruit and vegetable consumption (“non-goal group”).

Outcome Measures and Analysis: Relationships between independent (treatment group and semester) and dependent variables (color diversity consumed, amount of fruit eaten, amount of vegetables eaten, and stress) were assessed using MANOVA and univariate step down tests.

Results: Both groups consumed similar amounts of vegetables, however, the goal-oriented group consumed more fruit (F=5.015, P=0.026) and a greater diversity of colors than the non-goal group (F=4.371, P=0.037). Both groups had elevated stress scores throughout the study (mean PSS=17.7). Stress negatively impacted vegetable consumption and diversity of colors consumed in the non-goal group (R=0.151, P=0.033), but not the goal-oriented group.

Conclusions and Implications: Students who had a specific goal consumed more fruit and a greater diversity of colors despite having high stress levels, thus, having a specific goal appears to minimize the effects of stress on diet.

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P148 Knowledge of Sugar-Sweetened Beverage-Related Health Conditions and Sugar-Sweetened Beverage Intake among US Hispanic Adults

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Objective: We examined associations between knowledge of sugar-sweetened beverages (SSBs)-related health conditions and SSB intake among Hispanic adults.

Study Design, Setting, Participants, Intervention: This cross-sectional study used the 2015 Estilos data involving 1,000 Hispanic adults (≥18 years) from an on-line panel survey.

Outcome Measures and Analysis: The outcome measure was frequency of SSB intake (regular soda, fruit drink, sports/energy drink, sweetened coffee/tea drink). Exposure measures were knowledge of six SSB-related health conditions: weight gain, diabetes, cavities, high cholesterol, heart disease, and hypertension. Six multinomial logistic regression models were used to

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