P21 (continued)

marginally correlated with their child's skin carotenoid scores ($r = 0.350$, $P = .063$).

Conclusions and Implications: Children's perception of the frequency of paternal role modeling behaviors may be associated with children's vegetable intake as assessed by food frequency questions. However, further examination is needed to clarify the association between paternal modeling and objectively measured vegetable intake.

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P22 Children Residing in Low-Income Households Report They Like a Wide Variety of Vegetables

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Background (Background, Rationale, Prior Research, and/or Theory): Liking of vegetables is an important precursor of intake, yet limited research exists on liking of a wide variety of vegetables among low-income children.

Objective: To measure liking of 35 vegetable types among a racially and ethnically diverse population of 9–12 year old low-income children.

Study Design, Setting, Participants, Intervention: Baseline data combined from two separate intervention studies were analyzed. Participants ($n = 149$) were children living in the Minneapolis-St. Paul area from diverse racial and ethnic backgrounds: Black/African American (38%), other (28%) (e.g. Hispanic ethnicity), White (19%), Mixed race (12%), and Asian (3%). Eligibility criteria included qualifying for public assistance (e.g. reduced/free school lunch, SNAP). Children were asked the following questions about each of 35 vegetables commonly consumed by the study population: "Have you ever tried (name of vegetable?)"? If they answered "yes," they rated their liking on a 10-point scale (1 - "Hate it" to 5 - "It's okay" to 10 - "Love it"). If they answered "no," they were asked about ever trying the next vegetable.

Outcome Measures and Analysis: Mean liking ratings were calculated for each of the 35 vegetables. A rating ≥ 5 indicated the child found the vegetable acceptable. A rating < 5 indicated the child found the vegetable unacceptable. The numbers of children that found each vegetable acceptable or unacceptable were also tabulated.

Results: Vegetables were generally liked (mean over all vegetables = 6.9). Corn was the most liked vegetable (9.1), followed by potatoes (8.5), lettuce (8.3), and carrots (8.2). Artichoke was the least liked vegetable (4.6), followed by onion and (both 4.9) and beets. For 34 of the 35 vegetables, more than 50% of children who tried them,

considered them acceptable. The most tried vegetables ($>90\%$ of children had tried them) were the most liked vegetables (>7.0 mean liking).

Conclusions and Implications: Understanding that children like a wide variety of vegetables may help inform nutrition education efforts to increase child vegetable intake.

Funding: USDA.

P23 Factors Predicting Uptake of Farmers' Market Incentives Program

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Background (Background, Rationale, Prior Research, and/or Theory): There is recent growth in the number of farmers' markets (FM) redeeming Supplementary Nutrition Assistant Program (SNAP) benefits and different groups offering monetary incentives to help improve fresh produce access and health outcome of the low-income population. However, lack of awareness of such programs has been identified among barriers to the uptake among Supplementary Nutrition Assistant Program (SNAP) recipients.

Objective: This study investigated factors associated with uptake of Double-up Food Bucks (DUFb) program after creating awareness of neighboring DUFb participating FM among SNAP recipients.

Study Design, Setting, Participants, Intervention: The study design was a longitudinal repeated-measure design of SNAP recipients ($N = 212$) who reside in neighborhoods with FM that accept SNAP benefits.

Outcome Measures and Analysis: Data were obtained through phone survey at baseline and two follow-ups. Logistic regression analysis was conducted on the use of DUFb at any time point with predictor variables, such as car ownership, travel time, fruit and vegetable (FV) intake at baseline, shopping with SNAP benefit at FM, and participation in other food assistance programs. Socio-demographic variables were treated as covariates. Significance was set at $P < .05$.

Results: The result show that car ownership ($OR = 5.51$; $P = .04$), fruit and vegetable intake at baseline ($OR = 1.41$; $P = .01$), shopping with SNAP benefit at FM ($OR = 6.11$; $P < .01$), annual income less than \$20,000 ($OR = 0.14$; $P = .03$), and number of children ($OR = 0.45$; $P < .01$) were factors predicting the uptake of DUFb program.

Conclusions and Implications: In addition to targeting low-income families with children and those with actual low FV intake to encourage them to shop with their SNAP benefit at FM; our findings suggest that policies and interventions that will improve transportation access to healthier food options may be helpful in increasing uptake of the program.

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