P3 (continued)

for sustained fruit and vegetable production. A nutritious food future depends upon regional food and agricultural systems to meet community needs, but seasonality limits affordable healthy options, especially in urban areas.

Objective: To identify, pilot, and evaluate business models for not-for-profit organizations to transform fresh produce into value-added products (VAP), partnering with local farmers and community markets toward economic, health, and social benefits for multiple stakeholders.

Study Design, Setting, Participants: The mixed-methods approach included urban community focus groups ($n = 4$), a farmer focus group ($n = 1$), farmer survey ($n = 42$), and farmer interviews ($n = 6$) to inform VAP and business model development. Sensory evaluations with community members ($n = 50$) determined VAP taste and labeling preferences.

Measurable Outcome/Analysis: Qualitative analysis included coding focus group and interview transcripts to determine VAP preferred by consumers, and business models preferred by farmers. Descriptive statistics evaluated quantitative survey data for farmer product availability and business model preferences, and sensory evaluation data for consumer VAP preferences.

Results: Themes influencing consumer VAP choice included quality, health, and seasonality, with interest in tomato and fruit-based products. Farmers indicated tomato and fruit availability, aligning with community needs. A successful “product-share” model pilot distributed VAP among farmers and producers. In sensory evaluations, consumers reported via 7-point hedonic scale liking the taste of tomato sauce ($n = 24$; 5.13 ± 1.73 [SD]), apple sauce ($n = 25$; 6.02 ± 1.14 [SD]), zucchini pickles ($n = 15$; 5.80 ± 1.32 [SD]), and hot pepper relish ($n = 8$; 5.63 ± 1.30 [SD]), and learning the VAP produce source from the food label.

Conclusions: Local consumers, farmers, and producers will collectively determine healthy VAP success. Lessons learned include the importance of engaging diverse stakeholders during product development. VAP can overcome seasonal limitations on local foods, increasing healthy food access with economic opportunity for farmers and producers. Implications include better-informed steps toward a local, nutritious food system, including access to healthy options in urban communities.

Funding: USDA.

P4 Recipe Sampling at Farmers' Market: Implications on Self-Reported Fruit and Vegetable Intake, Dermal Carotenoid Scores, and Intent to Prepare

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Background: Farmers' markets (FM) provide an opportunity for consumers to support local producers and promote fruit and vegetable (FV) intake. Plate It Up! Kentucky Proud (PIUKP) develops healthy recipes incorporating locally-produced specialty crops and educational resources that are then delivered by Extension professionals. In collaboration with local producers, Extension professionals often set up at the FM to provide PIUKP resources and recipe samples. As part of the PIUKP project, evaluation data is collected annually at FM throughout the state.

Objective: To evaluate the relationship between self-reported FV intake and dermal carotenoid scores in adult FM patrons and to assess the impact of PIUKP recipe sampling at the FM on intent to purchase and prepare locally-produced FV.

Study Design, Setting, Participants: Over a period of 3 summers, adult patrons ($n = 751$) at diverse FM's throughout the state were invited to sample a seasonally-appropriate PIUKP recipe and complete a short survey with questions about their typical FV intake, sampling experience, and FM purchasing habits. Dermal carotenoid levels were also evaluated in years 2 and 3 ($n = 525$) through reflection spectroscopy using the Veggie Meter.

Measurable Outcome/Analysis: Descriptive statistics are provided. Correlation analyses were used to evaluate the relationship between self-reported FV intake and dermal carotenoid scores.

Results: The study participants reported consuming an average of 2.22 ± 1.18 servings of fruits and 2.91 ± 1.48 servings of vegetables daily. Mean dermal carotenoid scores were 200.3 ± 87.6 ; a weak ($r = 0.32$) positive correlation was found between self-reported FV intake and dermal carotenoid scores. On a scale of 1 to 10 with 10 being “Contributes a Lot,” participants indicated both recipe sampling (7.83 ± 2.23) and recipe cards (7.76 ± 2.34) contributed to their making a recipe using FV purchased at the FM. The majority (77.6%) of participants indicated they were very likely to purchase the FV highlighted in the sampled recipe.

Conclusions: Self-reported FV intake was weakly correlated with dermal carotenoid scores, indicating further research is needed to evaluate the use of reflection spectroscopy as a marker of FV intake. As well, providing samples of healthy recipes and recipe cards incorporating FV being sold at the FM contributed to the likelihood of purchase and later preparation of the recipe.

Funding: USDA, Kentucky Department of Agriculture - Specialty Crops Block Grant Program.

P5 Understanding Farm to Early Care and Education (ECE) Efforts in Colorado

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