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Investigating CSA Member Engagement with Recipe Demonstration Videos

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INTRODUCTION

- Video-based food education and demonstration is increasingly popular as a method of reaching audiences.
- Research on the impact of video education is limited, and results are mixed on its efficacy.
- Members of CSA programs often seek help with utilizing the produce in their shares.
- A visual learning component (demonstration video), in addition to written (recipe), may be more effective for behavior change than written alone.

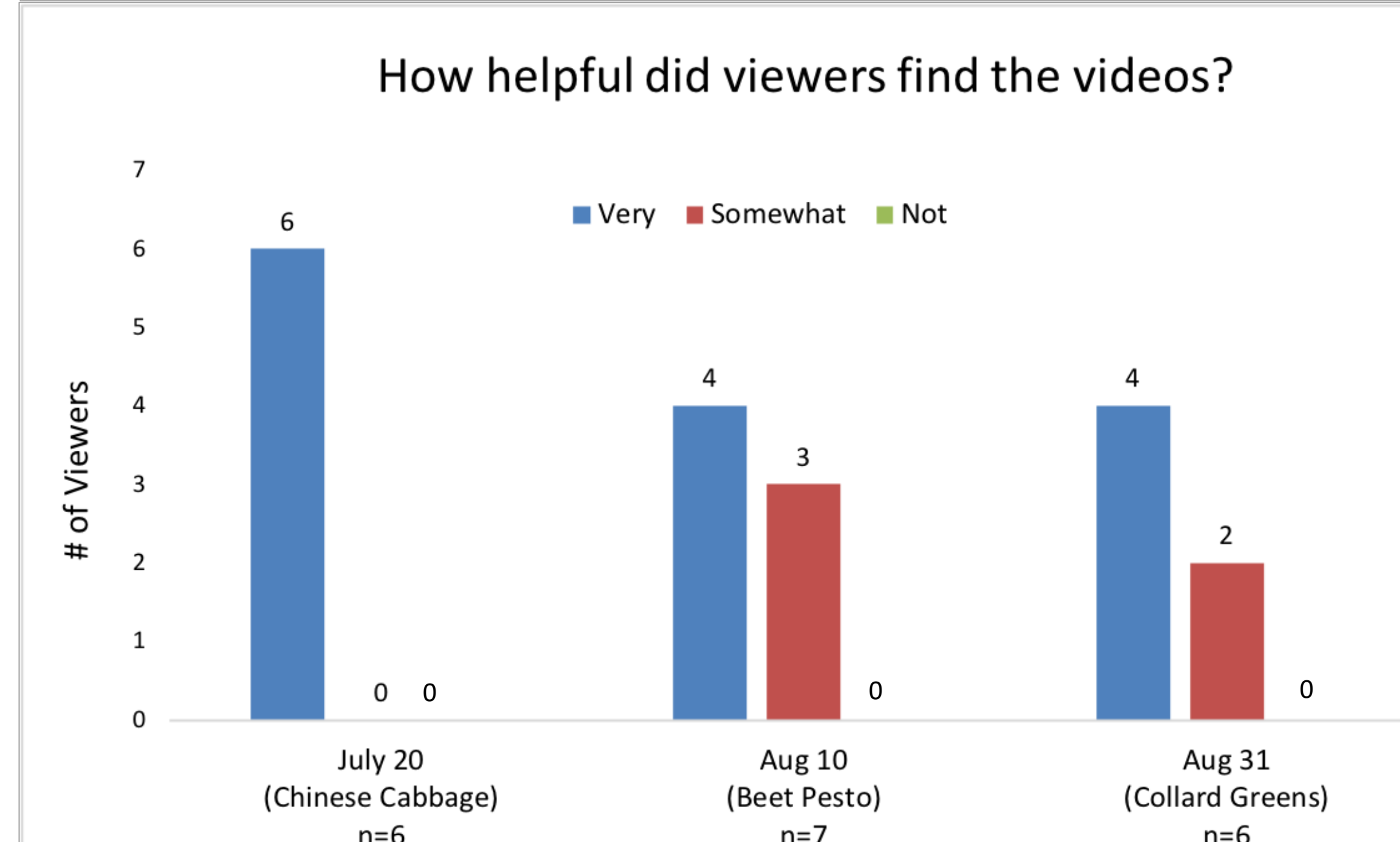
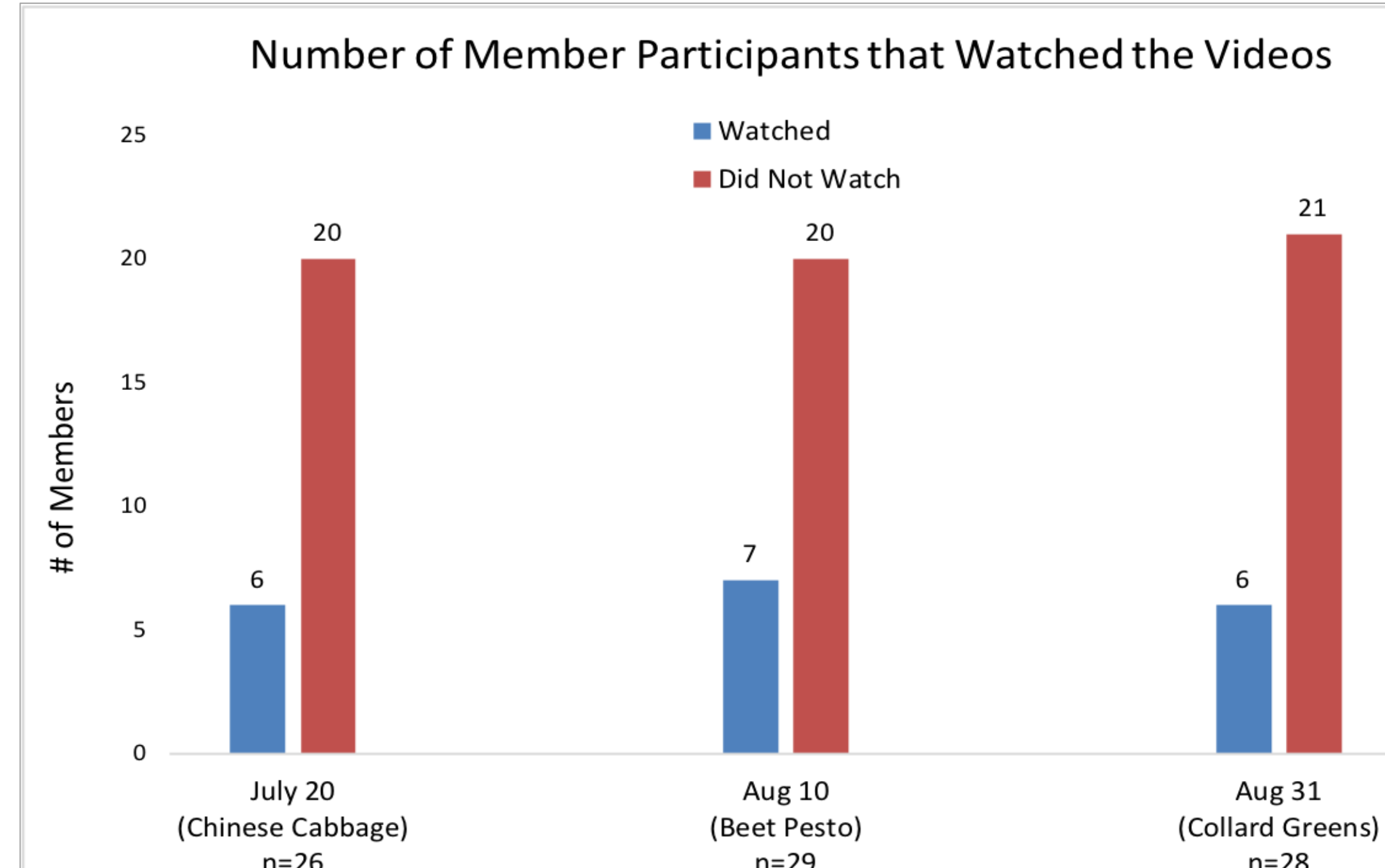
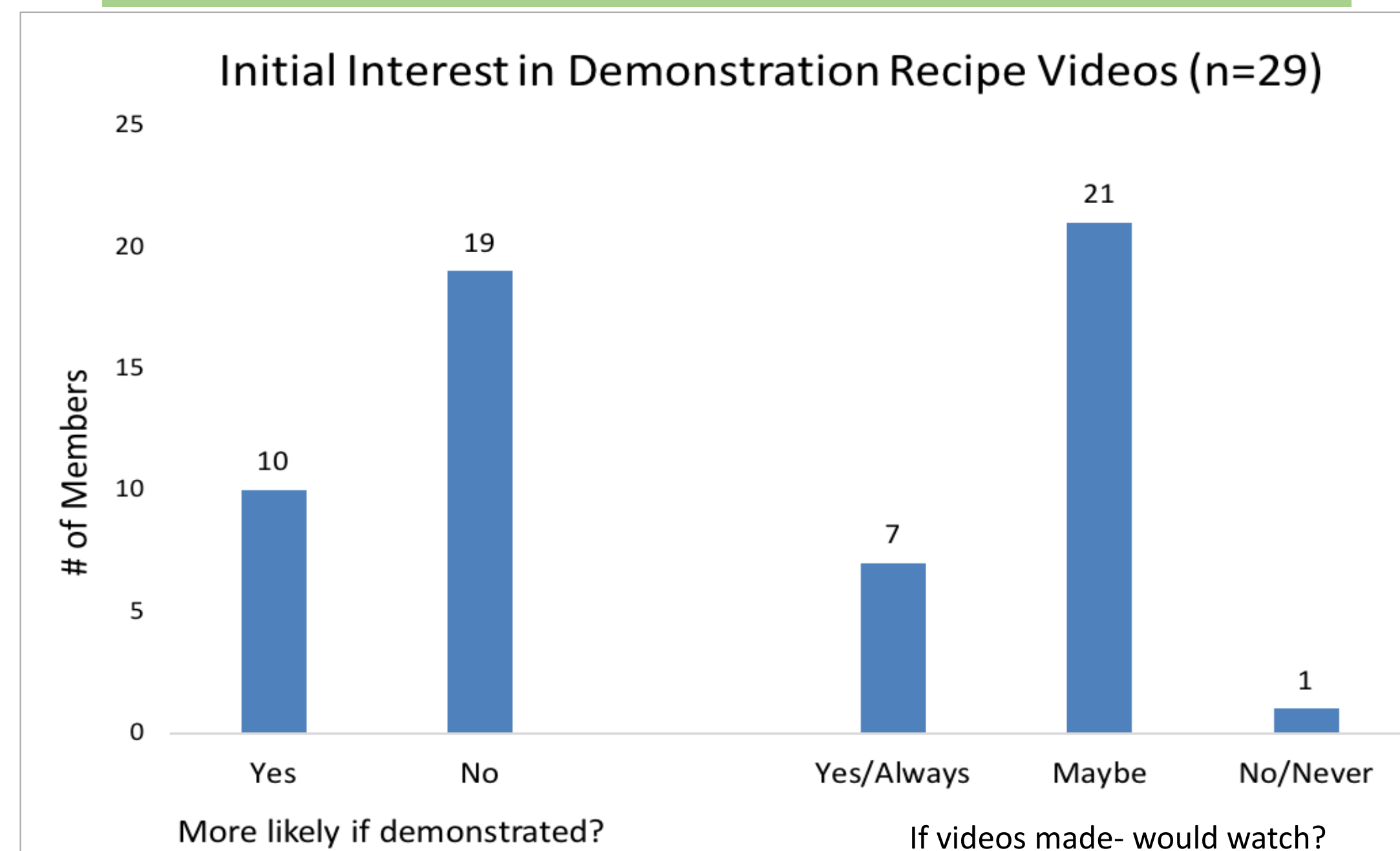
PURPOSE

The goal of this pilot study was to determine the effectiveness and utilization of visual food demonstrations by CSA members in St. Joseph, Minnesota.

METHODS

- An initial online survey gauged participant interest in demonstration videos.
- Three recipe demonstration videos were filmed, edited using iMovie, uploaded to YouTube and promoted in the respective newsletters.
- The produce items featured in the three videos were Chinese cabbage, beets, and collard greens. Each video corresponded to a different pickup week.
- Two weeks later, participants were asked 2-3 video-related questions on online surveys (*Did you watch the video? How helpful was it? Did you make the recipe?*)

RESULTS



SUMMARY

- Initial interest by participants was high, as 97% of participants responded yes or maybe when asked if they would watch demonstration videos.
- However, only 34% of participants thought they would be more likely to make the recipe.
- At the time of each survey, only about 20% of study participants had watched the corresponding video.
- Participants viewing the videos at the time of the survey reported the videos to be somewhat or very helpful.
- Although participants who watched found the videos helpful, for most it did not translate into making the recipe or referring more to the newsletter recipes.

CONCLUSIONS

- Some participants watched each video, and described them as helpful, but it did not translate into behavior changes.
- Survey questions may have prompted participants to view videos and try recipes after survey was due.
- Demographics, prior confidence of participants, and timing of surveys could be contributing factors and/or limitations of these results.
- Future research should investigate these factors and other barriers to engagement and utilization.

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