

Farmers Market Promotion Program (FMPP) Final Performance Report

The final performance report summarizes the outcome of your FMPP award objectives. You will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to your assigned grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-720-4152; Fax: 202-720-0300

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014-September 29, 2016
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Recipient Organization Name:	Start 2 Finish Inc.
Project Title as Stated on Grant Agreement:	S2FCF Happy Foods Project
Grant Agreement Number: <i>(e.g. 15-FMPPX-XX-XXXX)</i>	14-FMPPX-MS-0101
Year Grant was Awarded:	2014
Project City/State:	Batesville, MS
Total Awarded Budget:	\$95,298

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: _____; Email: _____; Phone: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

Goals and Objectives:

The S2FCF Happy Food Project will focus on three goals that will help to improve the quality life for rural residents by developing and implementing strategies to create a healthy environment and the enhancement of economic development through job creation in rural areas. These goals are:

Goal #1: Establish a mobile farmers' market and other outlets for small farmers to sell their produce.

a. Progress Made:

- Ø On February 27, 2015, meet with over 30 farmers and agricultural professionals who will be tenants for the Market and supply food to the Happy Foods Project also talked with farmers about the financial & business empowerment center offered by Shreveport Federal Credit Union.
- Ø Lease Mobile Market Unit in May, 2015.
- Ø June 20th 2015 meeting in Tunica County with Family Biz Builder to help families to develop an entrepreneurial mindset as a means to overcome poverty and youth marketing and sales training.
- Ø June 26th and 27th, 2015 Marks, MS grand opening of the Mule Train Farmers Market have both set-up selling Healthy Foods and produce.
- Ø July 10th and 11th, 2015 Marks, MS vendor booth set up at the Mule Train Farmers Market selling Healthy Foods and produce
- Ø July 20th and 27th, 2015 Charleston, MS mobile unit set-up at Charleston Hospital selling healthy Foods and produce.
- Ø July 18th, 21st, 23rd, 25th, 28th and 30th, 2015 mobile unit set up at the Cotton Warehouse Farmers Market selling healthy Foods and produce.
- Ø August 3rd, 10th, 14th, 17th, 19th, 24th, 26th, and 31st 2015 Charleston, MS mobile unit set up at the Charleston Hospital selling healthy foods and produce.
- Ø August 1st, 4th, 8th, 11th, 18th, 20th, 22nd, 25th, 27th, and 29th 2015 Batesville, MS mobile unit setup at the Cotton Warehouse Farmers Market selling healthy foods.

- Ø September 2nd, 9th, 14th, 21st, 28th, and 30th 2015 Charleston, MS mobile unit set up at the Charleston Hospital selling healthy foods and produce.
- Ø September 1st, 3rd, 8th, 10th, 15th, 19th, 22nd, 29th 2015 Batesville, MS mobile unit set up at the Cotton Warehouse Farmers Market selling healthy Foods.
- Ø February 11 & 12, 2016 training with Mississippi Delta Council For Farm Workers Opportunities, Inc for their Delta FarmStart Training Program. FarmStart is a Beginning farmer Rancher Development Pilot Program started by Mississippi Delta Council and USDA Beginning Farmer Ranchers Development Program. The program train and assist beginning farmers with writing farm business plans help with seeds and seedlings acquisition needed to start their farm business. Alcorn State Extension will provide hand-on assistance to the farmers on how to produce, market, and sales vegetables directly to consumers for a profit. The Crossroads Farmers Market, Cotton Warehouse Farmers Market and The Happy Foods Mobile Market will serve as outlets for farmer to sale their fruits and vegetables.
- Ø March 15, 2016 we partnered with the Cotton Warehouse Farmers Market. The Cotton Warehouse Farmers Market will serve as the promotional home base for the Happy Foods Project. We have established a serving booth with prep tables, chairs, refrigerators, food warmers and have also hired one full time employee and one part-time employee to work the booth Tuesday-Saturday. We have started the paper work to implement a commercial kitchen to hold cooking demonstrations and hold cooking class put on by the students from the Batesville Job Corp, Happy Foods staff and local area chefs.
- Ø Participated in local communities social events. From November 20, 2015 until December 27, 2015 we were 1of 4 food trailers for the City of Batesville Polar Express Train Ride and on April 13 & 14, 2016 we were vendors at the Tunica River Gate Festival in Tunica, MS. The Happy Foods Mobile Market provided the local patrons a healthy food option to go along with the regular greasy festival foods.

b. Impact on Community:

By establishing the Happy Foods Mobile Market and vendor booths at area farmers markets we're are giving local farmers other local outlets where they can sell their produce. It has also increase the value of the local farmer. It has also made the community more aware of healthy food options that are available to them and gives them the ability to make more health conscience eating choices. The S2FCF Happy Foods Project has provided needed jobs for area residents and a outlet for area youth to gain summer employment and needed mentorship.

Goal #2: Teach beginning farmers how to produce, market, and sell their sustainable grown produce or value added products.

a. Accomplishment:

- Ø January 16, 2015 training in Goodman, MS with Alliance for Sustainable Agricultural Production on “Certification options and assistance: National Organic Program, USDA GHP/GAP Program, Farm and Food Safety and Post Harvest Handling.”
- Ø February 20, 2015 training Goodman, MS with Alliance for Sustainable Production on “Marketing for Profit: Tools for Success and Marketing: Specialty Food Stores.”
- Ø March 20, 2015 training in Goodman, MS with Alliance for Sustainable Agricultural Production on “Preparation for Spring Planting: Crop Nutrients Management; Pest, Disease, and Weed Control; Crop Irrigation.”
- Ø April 17, 2015 training in Goodman, MS with Alliance for Sustainable Agricultural Production on “Crop Selection/Seed Acquisition for Spring Planting, Equipment Maintenance, Selection and Acquisition.”
- Ø Implementing The S2FCF Entrepreneurship Program which will help farmers:
 - Land to farm if they don’t have their own. Each farmer can rent land at our training site. We help with primary tillage, irrigation, equipment, storage, and other services. If they have their own land, we provide the same services.
 - Help them with community programs and farming resources available in our area.
 - Provide the biweekly trainings and on-farm assistance on crop planting, utilizing season extension resources, setting up irrigation systems, weed control, pest and disease safety, how to use farm equipment and how to establish a cover crop
 - Provide monthly visits to tour other farmer markets and farms
 - Assist farmers on growing their crops and business
- Ø Recruited 12 farmers into the program (nine are youth & beginning farmers and three are independent farmers)
- Ø May 7, 2015 held a meeting with area farmers in Marks, MS with Tougaloo College Farm Aid and Alcorn State Extension on how to get GAP certified and other programs they might qualify for that’s offered by the USDA.
- Ø May 15, 2015 held a meeting in Marks, MS with Shreveport and vendors for the Mule Train Farmers Market to discuss the opening day of the market and what produce they would have available for the opening of the Market.
- Ø May 22, 2015 training in Goodman, MS with Alliance of Sustainable Agriculture Production on Growing Farm Profits and Growing and Selling to Institutions.
- Ø June 9th 2015 meeting in Greenville, MS with Tougaloo College Farm Aid Program, Cross Road Farmers Market and The Happy Foods Mobile Market to educate the Farmers in Humphrey County about the different programs the USDA have available to Farmers.

- Ø June 19th 2015 Field day with the Alliance for Sustainable Agricultural Production in Goodman, MS on Growing Farm Profits- Discuss Practical Strategies with National Experts and Tour two local farms. This field was designed to get horticultural farmers ready to take steps to improve farm profits.
- Ø August 21st 2015 Field day with Alliance for Sustainable Agricultural Production in Choctaw, MS on Growing Fall Crops; Fermentation; Preserving the Harvest; and Vendor Opportunities.
- Ø September 18th 2015 Hosted a Field day with the Alliance for Sustainable Agricultural Production and The Cotton Warehouse Farmers' Market in Batesville, MS on Selling to Institutions: Specialty Food Stores, Certification Options and Assistance: USDA National Organic Program; Farmer and Family Health Issues; and Legal Assistance to Farmers.
- Ø January 13, 2016 meeting with Alcorn State Extension Services, Cross Roads Farmers Market and S2FCF Happy Foods Project. We meet with the Agricultural Department at Rosa Fort High School in Tunica, MS and M.S. Palmer High School in Marks, MS looking for student who were interested in becoming a part of the FarmStart program. The student were ask to start seedlings in their school green houses and work with us during the summer months at the Happy Foods Mobile Market, Cross Road Farmers Market, Cotton Warehouse Farmers Market and mentor with area farmers on how to grow, market and sale fruits and vegetables.
- Ø January 15, 2016 meeting in Durant, MS with the Alliance for Sustainable Agricultural Production and local farmers to express ideas for the 2016 growing season. We discussed what crops each farmer intended to grow and discussed ideas how we can sell our produce as a collective to gain access to larger markets to ensure a profit. We also discuss what equipment each farmer has or needed to get a successfully start for their 2016 growing season.
- Ø March 18th 2016 Field day with the Alliance for Sustainable Agricultural Production at Claiborne County Career & Technical Center in Port Gibson, MS on Growing and Selling to Institutions: "Farm to School Field Day" Featuring School Gardens, High Tunnels, Greenhouse, and Pastured Poultry. This field day highlighted the schools agricultural activities and their efforts to prepare and engage young people/future farmers. The young people prepare presentations and lead tours of the high tunnels, greenhouse, and lab. Experts for the Mississippi Farm to School Network and Mississippi State University provided a program overview, facilitated a networking session with schools, farmers, parents and others.

b. Impact on Community:

The community impact has prepared the local farmers on how to become better entrepreneurs'. It's has also taught farmers on the important of crop planting, the use of the extension resources, setting up irrigation systems and weed control. The partnership with the Alliance for Sustainable Agricultural Production has allowed us to reach more socially disadvantage farmers and youth around the state of Mississippi and provide them networking and hands on Learning Opportunities. Since the start of the partnership we've helped farmers grow from having two rows planted in their backyards to growing enough produce to supply their family, people in their community and the Happy Foods Mobile Market. Our partnership with the Alliance of Sustainable Agricultural Production as allowed us to form a new nonprofit company called the Alliance of Sustainable Farms which will be an Alliance of sustainable demonstration farm location throughout the state of Mississippi and Louisiana. The Alliance vision aims to leverage the work regional demonstration farms and local farmers' network formed through monthly field days to champion a revival of family farms by focusing on four major components: strengthening linkage between specialty crop farmers; increasing quality food production; expanding market opportunities; and embracing social responsibility. In addition, we must grow the number of farmers and increase youth involvement.

Goal #3: Educate local youth and community members on the importance of proper diet, exercise, nutrition, health and consumption of local produce.

a. Accomplishment:

Ø **Youth Farm Training held at S2FCF Demonstration Farm in Batesville, MS.**

- t April 11, 2015 **Nutrient Management & Interpreting Soil Tests**. We trained the youth farmers on what nutrients your plants need for good health, vigor and yield over the growing season. We show how to take a soil test sample, interpreting a soil test reports, and how to apply the correct rate of amendments as recommended from soil test reports and how to manage soil fertility and produce vigorous plants through the use of cover crops, soil amendments and foliar sprays.
Do you know what nutrients your plants need for good health, vigor and yield over the growing season.
 - t April 25, 2015 **Plot Preparation & Raised Beds**. We trained the youth farmers how to best prepare your plots from laying out your plots and how to make raised beds. They also learned about the appropriate scale of tools and machinery to use from the use of hand tools and a walk behind tiller to achieve your ideal plot layout. We also discuss options for options for bed orientation and layout as well as how to establish "living mulch" strips between wide-spaced crops.
 - t May 9, 2015 **Irrigation and Water Management**. We trained the youth farmers on ways to be prepared for hot summer months and how to provide necessary water to drought stressed crops and water requirements for certain vegetable crops. We also walked through the steps of setting up a drip irrigation system.
 - t May 23, 2015 **Small Farm Equipment & Tools**. We trained on how one determine the appropriate scale of equipment one needs and how to operate the equipment safely. We learned the basic operation of a back behind tiller and how to use hand tools to set-up their farm plots.
- Ø Launching the Happy Foods Market Place website happyfoodsproject.com on February 2015

- Ø Developing a healthy menu for the Happy Foods Mobile Market and website consisting of:
 - salads, sandwiches, wraps, fruit cups, smoothies, parfaits and locally grown produce
- Ø Providing and delivering over 1,100 healthy meals in Panola, Tallahatchie, Tunica, Tate, Coahoma, & Quitman counties in the Delta and having over 80 repeat customers, providing a healthy food options to communities in the Mississippi Delta when no other is available.
- Ø We had four weekly class visits in April 2015 with the Batesville Job Corp Culinary Art Department to work with and train their students on how to establish a school garden plot to grow some of the produce they use their Culinary Arts Department. We also talked to the students about the importance of farm to table and the different areas of agriculture and culinary they can pursue with they leave the Job Corp Center.
- Ø June 7th 2015 in Grenada, MS spoke at a community event on the importance of Healthy Eating in the Community and provide attendees with fresh salads.
- Ø Starting in March 21, 2016- until December 2016. Every Monday and Wednesday The Happy Foods Mobile Unit will be parked at the Tallahatchie General Hospital providing the community with a healthy option for lunch and will also be providing fresh local produce once our farmers growing season begins.

b. Impact on Community:

We have seen an increase in the number of people who want to have a more healthy diet, an increase in the participation in exercise and nutritional classes, with completion of the James C. Kennedy Wellness Center at the Tallahatchie General Hospital that offer such class in Charleston, MS. Since The Happy Foods Mobile Unit has return to TGH it has seen an increase in patrons looking for a healthy food option for lunch after their work outs and exercise classes. The student at the Batesville Job Corp Culinary Art Department provides organic bake goods that are sold at the Happy Foods Mobile Market and our severing booth at the Cotton Warehouse Farmers Market. During the summer months of 2016 the student will do their work study at the Happy Foods Mobile Market and the Cotton Warehouse Farmers Market

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 20__). Include further explanation if necessary.

- i. Number of direct jobs created: 6
- ii. Number of jobs retained: 6
- iii. Number of indirect jobs created: 0
- iv. Number of markets expanded: 2
- v. Number of new markets established: 1
- vi. Market sales increased by \$850/wk and increased by 567%.
- vii. Number of farmers/producers that have benefited from the project: 5

Percent Increase: 100%

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

Yes, we were able to reach out to many low income individuals through our partnerships with local area businesses, such as the hospital in Charleston, MS, the James C. Kennedy Wellness Center in Charleston, MS and the local area community health center in Coahoma, Panola and Tunica counties. We also give our customers the option to pay using EBT/Snap benefits as well as credit and debit cards. The Happy Foods project focus on rural communities in the Mississippi Delta that don't have access to healthy nutritious food. We also offer delivery serves to area business where employees only have 30 minutes lunch break and do not have time to wait in line to order at the Happy Foods Mobile Market; for delivery services they must fax the order in a day advance and orders will be delivered the next day between the hours of 10:00 am – 12:00

4. Discuss your community partnerships.

a. Who are your community partners?

- .. Alliance for Sustainable Farms
- .. Alliance of Agricultural Production
- .. Alcorn State University Extension Service
- .. Mississippi State University Extension Service
- .. Cotton Warehouse Farmers Market
- .. Batesville Job Corp Services
- .. Rosa Fort High School in Tunica, MS
- .. M.S. Palmer High School in Marks, MS
- .. Crossroad Farmers Market
- .. Campti Field of Dreams, Inc.
- .. Mississippi Delta Council For Farm Workers Opportunities, Inc.

b. How have they contributed to the overall results of the FMPP project?

- Ø Our community partners have contributed to the success of the S2FCF Happy Foods Project by helping us establish more hands-on training class and networking opportunities for local farmers and providing more mentorship opportunities for area youth. With the help of our community partners we were able to reach more farmers and youth in rural communities that have a history of declining population, high unemployment, high poverty and obesity rates, and limited economic development. These communities are blessed with rich soil, a long tradition of farming, and a favorable geographic location. With the help of our community partners we found other bright spots for local farmers and their communities that include: growing consumer demand for local fresh sustainably grown food; growth rate of sustainable and organic farming enterprises; and tremendous state and regional marketing opportunities.

c. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

- “ The Happy Foods Project and its community partners first and most important priority has been to make a real investment in the skill and knowledge development of farmers. We will continue our community partnerships to encourage current and aspiring farmers to grow more; helping them to grow more sustainably; secure reliable markets; and provide critical training, technical assistance, and support. It will allow for a more aggressive focus on issues critical to the farmers success.
- “ We will be looking to participate in other funding opportunities together to help and advance the small farmer and begin dignity back to the farmer and their community.
- “ We will continue working with local schools and communities to establish school and community garden and educated them on the importance of healthy food consumption.

5. **Did you use contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? No**

6. **Have you publicized any results yet?* No**

- i. If yes, how did you publicize the results?
- ii. To whom did you publicize the results?
- iii. How many stakeholders (i.e. people, entities) did you reach?

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. **Have you collected any feedback from your community and additional stakeholders about your work? No**

- i. If so, how did you collect the information?
- ii. What feedback was relayed (specific comments)?

8. **Budget Summary:**

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: X
- ii. Did the project generate any income? Yes
 - a. If yes, how much was generated and how was it used to further the objectives of the award?
The program was able to generate income thru the sale of healthy foods from the Happy Foods Mobile Market and vendor booths at area Farmers Markets.

Total program income for the period: \$8,798

Program Income was used for the following items:

- Food for sale
- Supplies for meals

- Ø Salaries
- Ø Marketing
- Ø Travel Cost

9. Lessons Learned:

- i. Summarize any lessons learned. Draw from positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
 - A lesson learned was to properly identify locations for the mobile unit to setup for meals. We were working with a local vendor to lease a spot and police had the mobile unit towed even though we had permission from vendors to park mobile unit. One merchant denied space for insurance reason, even though the mobile unit had liability insurance. We continue to look for vendor locations and local agency businesses that are willing to work with us to provide a healthy food option for their staff and local community.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - We were not able to successful implement a partnership with the Mississippi Department of Education to be a sponsor in their Summer Food Service Program. We completed the required training, but didn't have our 501c(3) certification needed to become a sponsor of the program. We're working with the Mississippi Department of Education to find sponsor in our area to work with as a summer feeding site in our community.
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

Items Track	Beginning of Project	Current	Goal
No of Farmers Participating in Training Events	5	75	250
Happy Food Project Sales	\$150/wk	\$1,000/wk	\$2,000/wk
Happy Food Project Locations	1	3	10
No of Schools Participating	1	3	10
No of Farmers Participating	2	5	30
# of people committing to Healthier Diets	0	35	150
No of Youths Participating in Training Events	0	5	75

No of Youths Participating in Program	0	10	45
No of Jobs Created	0	6	15
Customers	15	80	200

ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

- Ø We will continue building on the partnerships that has been established with the different organizations that will help us to train more local farmers how to produce, market, and sell their vegetables and value added products to ensure a profits.
- Ø Seek other funding opportunities to help expand the vision of the Happy Foods Project and its community partners.
- Ø Establish partnerships with local insurance companies to help expand on their healthy food initiatives.
- Ø Work with more local school districts and communities to establish more school and community gardens.
- Ø Establishing regional and statewide partnerships with local area farms to serve as demonstration farms throughout the region to help train farmers in their communities.