

**Farmers Market Promotion Program (FMPP)  
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, 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 FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: [USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov); Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014 - September 29, 2016
<b>Authorized Representative Name:</b>	Mark Kelly, Commissioner, Dept. of Cultural Affairs and Special Events, City of Chicago
<b>Authorized Representative Phone:</b>	(312) 742-1645
<b>Authorized Representative Email:</b>	Chona.maglaya@cityofchicago.org
<b>Recipient Organization Name:</b>	City of Chicago
<b>Project Title as Stated on Grant Agreement:</b>	Chicago Farmers Markets in Low Income/Low Access Areas
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-IL-0062
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Chicago, IL
<b>Total Awarded Budget:</b>	\$88,908

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: Chona Maglaya, Development Manager; Email: chona.maglaya@cityofchicago.org; Phone: (312) 742-1645

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.
  - i. Goal/Objective 1: Increase the availability and consumption of healthy, regionally sourced agricultural products in areas with inadequate access to high quality, nutritious foods. Inadequate access to high quality, nutritious foods is a severe problem in several Chicago neighborhoods and contributes significantly to food insecurity, escalating obesity rates and other negative health issues in economically-deprived communities. The Chicago Farmers Markets program (CFM) is working with local organizations to provide demonstrations in food preparation, and urban gardening and will be inclusive of vendors at the CFM.
    - a. Progress Made:
      - **Access to fresh local agricultural products:** In 2014 vendors had 20 varieties of produce; 2015 they had 30; and in 2016 CFM vendors continued to have over 30 varieties of produce per market day as well as value-added products including bread, cheeses, and honey available at each market occurrence.
      - **Cooking demonstrations:** In 2014, we hosted 30 cooking demonstrations over 18 weeks. In 2015 same amount over 15 weeks, and in 2016 over 14. Spacing the intervals allowed the program to build a larger audience.
      - **Increased attendance:** Pullman – 2014 3,000; 2015 3,3500; 2016 3,900 Englewood – 2014 626; 2015 800; 2016 1000 Austin – 2014 512; 2015 750; 2016 1000
      - **Increased sales** – Market Sales were up in 2016 24%
    - b. Impact on Community:
      - **Local community organizations involved in market operations and advocacy these are the organization:** Chicago Public Schools, Chicago Public Library, Catholic Charities, Chicago Dept. of Aging, Chicago Dept. of Family and Support Services, Chicago Park District, Anchor Housing, and local WIC offices.
      - **Outreach efforts:** CFM worked with various partners to distribute 70,000 flyers and brochures for these specific farmers market. We also used the 3 of City of Chicago social media pages, 7 ads in the Chicago Tribune newspaper, we worked with all 3 Alderman to promote their individual markets in their newsletters.
  - ii. Goal/Objective 2: Increase attendance at markets, benefiting farmers through increased sales. The CFM will drive consumer attendance to markets and encourage vendor participation in underserved neighborhoods. We will increase the awareness through the distribution of the CFM brochure and the CFM website and social media pages; through exciting programming that is inclusive of Chicago’s performers, artists and businesses and elected officials in proximity to each of market locations. We

partner with local organizations such as Chicago Botanic Garden, Univ. of Illinois Extension Program and Experimental Station to assist in program development and engage the respective neighborhoods to identify near-to-market potential food- and non-food vendors (artists, fashion designers, flower shops, bakeries, health care clinics, etc.) who often live and/or work near a CFM.

a. Progress Made:

- **Higher attendance**  
2014 – 4,138  
2015 – 5,050  
2016 – 5,900
- **Websites hits for CFM**  
CFM’s designated website [www.chicagofarmersmarkets.us](http://www.chicagofarmersmarkets.us)  
2014 416,708  
2015 308,208  
2016 291,377
- **Community inquiries via email**  
2014 -54 inquiries  
2015 – 31 inquiries  
2016 - 42 inquiries
- **Arts performances**  
CFM curated 50 various art performances for all three year of the grant

b. Impact on Community:

- **Participation of other social services agencies:** Various organizations, come to the market monthly and participate in providing information on social services; Catholic Charities, City of Chicago- Dept. of Aging, and City of Chicago-Dept. of Family and Support Services

iii. Goal/Objective 3: Establish LINK/SNAP in all CFM markets. This project indirectly supports CFM by allowing us to redirect DCASE budgeted funds to secure LINK/SNAP at all CFM locations. The LINK/SNAP program is a fixed cost for each market. In previous years, CFM budget did not allow LINK/SNAP at all locations. The DCASE Marketing team and CFM maintains a website and social media presence, and publishes a brochure that lists all of the Chicago Farmers Markets and Independent Markets with a schedule of markets and those which accept LINK/SNAP.

a. Progress Made:

- All City of Chicago managed and sponsored markets are LINK accessible
- LINK SALES –2014 \$50,145; 2015 \$49,868; 2016 \$49,624
- Double Value Coupons Distributed – In 2016 \$63,500; In 2015: 32,830 and in 2014: 25,937
- Double Value Coupons Redeemed – in 2016: \$59,697, In 2015: 30,740 and in 2014: 24,438

b. Impact on Community:

- Giving all Chicago residents access to fresh produce anywhere in the city

- iv. Goal/Objective 4: Incubate and accelerate the development of new farmers markets in low income, low access areas across the City of Chicago. One of the objectives of the CFM is to partner with Aldermanic offices, Chambers of Commerce, Chicago Public Schools and other community organizations to create and incubate new markets to bring healthful, regionally grown food to neighborhoods and create a sustainable revenue stream for regional food growers and manufacturers- and at Community Markets, local artisans. This project will allow CFM to continue to initiate new markets as requested by a community partner, advise them on how to manage the market, and turn it over to them within 2-3 cycles (1 cycle occurs per year.) In doing so, we also align with the FMPP goal of developing new market opportunities for farmers by expanding domestic farmers' markets. We partner with them to create a sustainable, well-attended market that creates a revenue stream for food producers and artisans. This project will allow us to continue the cycle of market incubation, meet the demand for new markets and provide marketing, programming and LINK/SNAP at each market.
    - a. Progress Made: Meetings with the local community organizations on a regular basis to ensure mechanisms are in place for a successful transition in each neighborhood. As the anticipated transition to community stewardship for these markets is market season 2017, prospective market managers are being trained now to take over market operations.
    - b. Impact on Community: As they become increasingly involved in the execution of market planning, operations and the setting of objectives the community-based organizations and resident stakeholders with which we are partnering are becoming increasingly active, empowered, and prepared to take over the ownership of their local 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, 2014). Include further explanation if necessary.
- a. Number of direct jobs created: 30 seasonal jobs
  - b. Number of jobs retained: 10 jobs retained
  - c. Number of indirect jobs created: 10 seasonal
  - d. Number of markets expanded: 0
  - e. Number of new markets established: 0
  - f. Market sales increased by \$2189.41 or .6% in 2015 (for a total of \$8113.00 in sales compared to 2014 when the CFMs reported \$5,923.59 in sales). The Double Value Coupons program for LINK increased: 2016 -\$59,780; 2015 -\$32,460 (84% increase)
  - g. Number of farmers/producers that have benefited from the project: 10
  - h. Percent Increase: First of the grant we had only 2 farmers for these specific markets, now we source from 10 farmers.
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?

We worked with other City and State agencies to promote the three Farmers Markets thru social media, printed media, brochures, and flyers. Our partners help with a lot of street marketing, and going to offices that are managed by Catholic Charities, Department of Aging, Dept. Family and Support Services and other state offices. Our attendance at these markets has increased in the past two years. We focused our outreach efforts on senior citizens and mothers who were on LINK/SNAP benefits. Our partners did outreach in very specific areas, senior housing, churches, city satellite offices, and WIC centers.

4. Discuss your community partnerships.
  - i. Who are your community partners? Catholic Charities, (Chamber of Commerce) SSAs, local aldermen (Pullman neighborhood: Alderman Beale; Englewood neighborhood: Alderman Moore; and Austin neighborhood: Alderman Curtis)
  - ii. How have they contributed to the overall results of the FMPP project? All our partners have contributed to the success of these farmers markets; they are having similar missions and goal to the CFM, and dealing with food insecurity is top priority. Each of the CFM sites offers LINK and double value coupons for residents receiving food assistance. By working to raise the visibility of the markets through active community partnerships and a new "community stewardship" approach, we have seen increased attendance and sales at these markets in the last two years which speaks to the degree that neighborhood response is corresponding to documented need.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? These partners will remain active in CFM even after the grant is ended; the CFM program has been in existence for over 37 years.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Yes, we are using contractors to conduct the work at these markets. Our contractors are also aligned with our goals in providing access to local agricultural products to underserved areas in Chicago, as well as providing a venue for farmers to sell at.

The Urban Canopy's vision is to show how the urban agriculture movement can help create a more sustainable and equitable food system. Urban Canopy has been working with us since 2010, in providing local urban grown products to farmers markets in low access areas in Chicago. They also work with other Illinois farmers to source products that are sold at our markets.

Since 2006, the Experimental Station has fostered a dynamic ecology of innovative educational and cultural programs, small business enterprises, and community initiatives to address a variety of local needs. We have been partnering up with Experimental Station since 2010, first in assisting in starting their farmers market, which we model Pullman, Austin and Englewood after. We later worked with them to incorporate LINK at 5 Chicago Farmers Markets, to the present where all Chicago Farmers Markets are LINK accessible. We also have partner with them to distribute 50,000 to independent farmers markets in Chicago, to allow them to have Double Value Coupons

at their markets.

6. Have you publicized any results yet? No

- i. If yes, how did you publicize the results? CFM is housed with the City of Chicago, making all our records public to anyone who requests them.
- ii. To whom did you publicize the results? At the end of each season CFM hosts several meetings to discuss the progress of the markets; we share all information with our partners, other city departments and the local USDA office.
- iii. How many stakeholders (i.e. people, entities) did you reach? CFM program reaches over 300,000 residents and tourist in Chicago, with 17 farmers markets, and we also promote the other 35 Farmers market that are independently managed in the city.

\*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?

- i. If so, how did you collect the information? We have not collected feedback formally; we have had several one on one discussion with the public, customers, and residents about the markets.
- ii. What feedback was relayed (specific comments)? Residents are always requesting more vendors, more products that might not be locally grown, and they also voice their concern over the pricing of the products.

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:
- ii. Did the project generate any income? No, additional income was generated as we did not bill vendors for attending these markets.
  - a. If yes, how much was generated and how was it used to further the objectives of the award? n/a

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on 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).  
Our goals were very broad; we should have focused on 1 market, and then replicated it. Instead of trying to serve 3 communities with similar food access problems.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: n/a
- 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: Keep focus and scope more specific in scope to achieve deeper impact vs spreading resources too thin among too many initiatives.

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.

The Chicago Farmers Market (CFM) program provides residents in these neighborhoods local outlets for fresh food access and in most cases is located less than a mile and a half from most residents in any of these neighborhoods; as well a venue for small farmers to sell their wares; and an employment opportunity for market managers and staffers, many of whom are residents of these neighborhoods. Additionally because these communities also report an ongoing need for increased arts and cultural access intensified by both economic and geographic distance, the CFM program also works to provide cooking demonstrations using produce available at the market, arts and cultural programming, entertainment featuring local performers, lifelong learning offerings centered on gardening and nutrition, as well as offering awareness programming highlight health and social service resources.

We are moving forward with the work at same the designated locations for 2017. The Chicago Farmers Market program plans on engaging in more direct, community outreach and marketing efforts in each of the three designated communities. Working with our partners and the City's marketing departments (Department of Cultural Affairs and Special Events-DCASE, The Mayor's Office, etc.), we aspire to increase attendance by 10% at these farmers markets in the next market season. City of Chicago – Farmers Market Program has been strategic in opening up new farmers markets, to ensure alignment with DCASE's goal of seeding markets in communities where access to fresh food is minimal. Thus the priority is to create new markets in low access areas, with strong community partners that demonstrate some capacity to take ownership of these markets when they are established. Our office has also used the learning afforded in the operation of this grant to conduct workshops for community organizations who are similarly interested in starting a farmers market in their neighborhood to increase food access, community cohesion, or financial opportunity. Thus this grant has not only served its original purpose, but has proven to be generative in its impact on other neighborhood in the city.

- 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? Develop a more targeted marketing and branding strategy for the Chicago Farmers Markets.