

FY 2014

\$26,076 to the Petersburg Economic Development Council, Petersburg, AK, to expand and promote the Petersburg Farmers' Market, and to educate farmers.

**Final Report**

## 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

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014 – September 30, 2016
<b>Authorized Representative Name:</b>	Liz Cabrera
<b>Authorized Representative Phone:</b>	907-772-4042
<b>Authorized Representative Email:</b>	petersburgedc@gmail.com
<b>Recipient Organization Name:</b>	Petersburg Economic Development Council
<b>Project Title as Stated on Grant Agreement:</b>	Improving consumer awareness of local agricultural products and increasing local agricultural production in Petersburg, Alaska.
<b>Grant Agreement Number:</b> <i>(e.g. 15-FMPPX-XX-XXXX)</i>	14-FMPPX-AK-0001
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Petersburg, Alaska
<b>Total Awarded Budget:</b>	\$26,076

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.

i. **Goal 1: Increase consumer attendance by 30% at The Petersburg Market through advertising, promotion, and relocating the market to a larger venue.**

- **Progress Made:** We had a number of specific activities outlined to reach the goal of increasing consumer attendance. We successfully hired a part-time market manager and were fortunate enough to have the person continue with the project throughout the performance period. The manager coordinated all of the advertising and promotional activities.

Local advertising through local channels, including newspaper, public radio, and targeted Facebook ads was purchased in advance of and throughout the market season. We originally planned for two direct mailers, but did not have sufficient time to have the first mailer printed before the start of the season. The second season did include a mailer and we these were well received. We hope to continue sending direct mailers in future years.

Banner and Harbor signs were purchased and installed as were additional sidewalk signs leading consumers to the market location. This was especially helpful on those days where we changed venues.

T-shirt and bag sales were relatively light but these are useful in keeping the Market’s name and logo visible on the off-season.

We only partially pursued relocating to a larger venue. The market did hold three special evening markets during the performance period. The evening markets were held at a larger venue and attracted large number of consumers. There was discussion about making a permanent move to the larger venue, but vendors concerns about increased costs of the larger venue, the impact on the market schedule (the venue is only available certain days) resulted in decision to stay at the current location.

- **Impact on Community:** The average consumer attendance for the 2014 market season was estimated at 150. In 2015, average attendance increased by 88% to 282 individuals. In 2016, average attendance increased by 11% over the previous year to 315 individuals; 109% over the benchmark.

During the performance period, the Market has transitioned from a “pop-up” event with limited draw to a regular and reliable market with a set schedule, regular vendors, and a stable clientele. We’ve doubled the number of people enjoying locally grown/produced products in our community and created a very supportive environment for new entrepreneurs.

As a side note, to the extent possible, we spent grant dollars locally or regionally. Market logo and designs were created by local artists. Sidewalks signs were constructed locally with locally sourced wood. The newspaper and public radio station are locally owned.

ii. **Goal 2: Improve consumer awareness of local foods through at least six educational events and demonstrations.**

- **Progress Made:** The educational events relied on a partnership with the radio host of a locally produced cooking show. While we were able to offer two events during the first year, the following year the radio host decided to launch her own business (partly based on her success at the Market) and won a regional business plan competition to finance the launch. In short, she was unable to host the educational events during year 2 and we were unable to find a suitable replacement.
- **Impact on Community:** While we were disappointed at not being able to offer all six events, we are very excited that we'll be adding a year round bakery and deli to our local food options.

**iii. Goal 3: Increase local food production by increasing local market demand for products and providing technical assistance and networking opportunities for agricultural producers.**

- **Progress Made:** This goal had two separate elements 1) increase market demand and 2) host a commercial grower's mini-conference. A third NEW element is the importance of providing potential vendors with technical assistance in advance of the market season.  
We were extremely successful and increasing market demand by doubling consumer attendance at the market over the two year performance period as explained in Goal #1.  
The first Southeast Alaska Grower's Conference was held in Petersburg, AK on Feb. 27 through March 1, 2015. Conference agenda included presentations by producers ("Tips for Farm Organization & Recordkeeping", "The U-Pick Model", "Produce Retail Tips; Presentation, Pricing & Timing", "Homemade Farm Tools") and federal and state agency representatives ("USDA High Tunnel Grant Programs", "State Division of Agriculture – Marketing Program Update", "Resources for SE AK Growers").  
The manager organized pre-season meeting to answer questions about food safety permit, sales tax, business licenses, etc.
- **Impact on Community:** The increased demand has pushed our primary agricultural producer to expand their operation over the last two years and the amount and variety of locally grown agricultural products available to local consumers has improved. The large customer base also was helpful in attracting local food producers to the market. New vendors appeared and began selling locally sourced fish and other food products.  
The Grower's conference was a well-received educational and networking event. Attendees expressed interest in holding future conferences.

**iv. Goal 4: Project results are disseminated to stakeholders, target audience, and interested parties.**

- **Progress Made:** The FMPP grant certainly gave us additional reasons to talk about the Market at local events, such as community meetings and local government meetings. The  
As the Market transitions away from relying solely on grant funding, the board will be hosting wintertime fundraising events. At these events they will have displays showing the impact of the grant on the overall success and growth of the Market.

- Impact on Community: Winter fundraising events are a core component of community building in rural areas. Communicating our success with loyal customers and vendors of the Market at these events serve to broaden our reach from a summer-only event to a year-round community networking organization.

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.

i. **Number of direct jobs created**

Benchmark: 4.5 direct/indirect jobs

Target: 1.5 direct/indirect jobs

Results: 2.25. Our main agricultural producer added a seasonal full-time employee (.25 FTE) and a new farming operation began during year 1 (2 FTE) and sold livestock and eggs at the Market.

ii. **Number of jobs retained: 2.5**

iii. **Number of indirect jobs created: 0**

iv. **Number of markets expanded:**

- Benchmark: 150 consumers, 3-5 WIC participants, 0 SNAP.
- Target: 200 consumers, 5-7 WIC, 3 SNAP.
- Results: In 2015, average attendance increased by 88% to 282 individuals. In 2016, average attendance increased by 11% over the previous year to 315 individuals; 109% over the benchmark. In 2015, the average number of WIC participants increased to 6. The State of Alaska eliminated SNAP participation in the Farmer's Market so we had 0 SNAP participants.

v. **Number of new markets established: N/A**

vi. **Market sales increased by \$500 for agricultural vendors and increased by 33%.**

vii. **Number of farmers/producers that have benefited from the project:**

- Percent Increase:
- Target: 6 farmer/producers in Petersburg.
- Result: 5 farmer/producers in Petersburg benefited from the project.
- Target: 10-15 farmers/producers from SE Alaska benefiting from mini-conference.
- Results: Approximately 40 conference attendees from five different communities in Southeast Alaska. 12 of the attendees are currently commercial growers in the region, and a couple of others are interested in becoming commercial growers.

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 expanded our customer base to include tourists, specifically small cruise ship passengers, who are only visiting our community for a few hours.

As far as low income/low access, the reality is food is expensive in our community (roughly twice the US average) and even more so for locally grown products. Since SNAP benefits were not provided, most of the agricultural products available at the Market were cost-prohibitive to low-

income populations.

**4. Discuss your community partnerships.**

- i. **Who are your community partners?** We reserved one table every week for local nonprofits to fundraise and communicate with the public, and it was utilized at the majority of the Market events. The youth gardening program affiliated with the school and community garden was a reliable participant in both seasons of the Market.
- ii. **How have they contributed to the overall results of the FMPP project?** Through teaching Petersburg's youth gardening and marketing skills, the school program both brings produce to the Market and helps ensure a long-term interest in local food among the area's young people.
- iii. **How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?** They will continue to be reliable vendors and potential community outreach partners as we work to increase local food access to all segments of the community.

**5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?** Yes. Contractors were used to organize the mini-conference and to manage the market. The PEDC is a very small organization with limited capacity. The contractors increased our organization's capacity for the duration of the project. Their skills, knowledge, and commitment to the Market were key to the project's overall success.

**6. Have you publicized any results yet?** Yes.

- i. **If yes, how did you publicize the results?** Results were provided in written reports and announced at local government meetings (meetings are broadcast on radio) at the end of each market season or special event.  
Local newspaper article "*USDA grant serves as a 'huge help' to The Market*" (May 7, 2015), publicized the FMPP grant and planned activities.  
Local radio station covered start of the 2016 season "*Petersburg gets creative for the start of the new market season*" (June 14, 2016)
- ii. **To whom did you publicize the results?** Results have been shared with the Board of Directors of the Petersburg Economic Development Council, the Petersburg Borough Assembly, and residents of Petersburg Borough.
- iii. **How many stakeholders (i.e. people, entities) did you reach?** Most people in our community either read the newspaper or listen to the radio, so probably about 2,000.

**7. Have you collected any feedback from your community and additional stakeholders about your work?**

- i. **If so, how did you collect the information?** Surveys were sent to the various vendors who participated in the Market, with a 40% return rate the first year and 60% return rate the second.
- ii. **What feedback was relayed (specific comments)?** Comments included: "Keep it up!", "I liked having live music." and "I preferred the table arrangements last year."

**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? Yes**
  - If yes, how much was generated and how was it used to further the objectives of the award? \$1,135 was generated through shopping bag and t-shirt sales. The income will be used to fund market activities, primarily advertising, rental and market manager salary, for the coming year.

## 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).**
  - POSITIVE: We were fortunate that we were able to keep our market manager through the two year performance period. It would have been a bit of a learning curve for a new person to manage the market as well as understand the cost-principles, etc. of the grant.
  - NEGATIVE: With such a small community, we relied heavily on the skills of certain individuals and then were unable to replace them when other commitments made it impossible for them to participate. I'm not sure how to address this in the future in a small, remote community.
- ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:**  
 With such a small community, we relied heavily on the skills of specific individuals to implement the educational events ("*What's for Dinner?*") and then were unable to replace them when other commitments made it impossible for them to participate. I'm not sure how to address this in the future in a small, remote 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:**  
 In small, remote communities it is very difficult to increase the number of participating businesses especially in the time allowed during the grant. While this is often a required metric, a better metric may be whether any of the participating businesses expanded their production of agricultural products or established a permanent year-round businesses. We had both of these things occur, both very positive for our community, but neither is reflected in the metrics that USDA collects. Recommend that you not limit yourself to the USDA metrics, think about what makes sense for your community.

## 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.**  
 Without a doubt, the FMPP grant cemented the role of The Market in our community and demonstrated community desire for locally grown products, and the role of the

market as business incubator. With this information in hand, we're pursuing creating a "Friends of the Market" program and dedicated fundraising events to ensure we have sufficient funds for advertising and market manager, adding a line item in our annual budget specifically for market support, and working with other nonprofits who have an interest in supporting local food systems.

**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?**

We are pursuing creating a "Friends of the Market" program and committing to one or two dedicated fundraising events per year to ensure we have sufficient funds for advertising and market manager, adding a line item in our organization's budget specifically for bridge support, and working with other nonprofits who have an interest in supporting local food systems.

## About Town

# USDA grant serves as a 'huge help' to The Market

By DANI PALMER  
Pilot writer

Petersburg's Market received a big boost in the form of an U.S. Department of Agriculture (USDA) Farmers Market Promotion Program Grant.

"It's a really awesome opportunity for us to support as many businesses as possible," Market Manager Chelsea Tremblay said. The Market will use a portion of the roughly \$26,000 two-year grant to help those interested in selling items locally get started, along with assisting micro businesses in growing.

The grant's purpose, according to the USDA, is to develop and improve outreach, training and technical assistance for direct producer-to-consumer markets such as farmers markets.

"The goals of FMPP grants are to increase domestic consumption of, and access to, locally and regionally produced agricultural products, and to

develop new market opportunities for farm and ranch operations serving local markets," according to USDA's website.

The maximum amount awarded for any proposal is \$100,000. The minimum award is \$15,000.

"More people are getting interested in eating locally and shopping locally," Tremblay said, adding that the grant will help get The Market's name out there.

It also will help cover ANB hall rental, the manager position that used to be volunteer-based, signs with logo contest winner Megan Hayes' design on them, t-shirts featuring Alec Schramnek's design and other advertising. It helped support the Southeast Alaska Commercial Growers Conference hosted by Farragut Farm, too.

"It's a huge help," Tremblay

said, as The Market relies heavily on volunteers and donations, along with \$15 vendor fees per market.

How many vendors there are "varies wildly," she added. It's dependent upon factors such as weather with travel and other events going on.

The Market kicks off its 2015 season on June 6. With no market on July 4, a special midsummer extravaganza featuring art and food will be held on July 9 from 4 to 7 p.m. at the Sons of Norway, Tremblay said.

The Market's full schedule can be found online at [petersburgmarket.wordpress.com](http://petersburgmarket.wordpress.com). Paper schedules will also be available at Mayfest.



ORAN PIERSON / Petersburg Pilot

## Opening day at the ballfield

Crowds enjoyed blue skies and warmer temperatures on Saturday at the ballfield for the opening day of little league season. Latham Johnson rounds home after hitting an in-the-park home run during one of the Major League games on Saturday.



# The Market

Petersburg, Alaska handmade and homegrown

Find us at the ANB/ANS Hall from 10 a.m. to 1 p.m. on the following Saturdays:

- June 6**
- June 20**
- July 18**
- August 1**
- August 15**
- August 29**
- September 5**

**A special Midsummer Art & Food Fair will be held July 9 at the Sons of Norway from 4-7 p.m.**

Interested in vending?  
Email Chelsea at [g.market@gmail.com](mailto:g.market@gmail.com) to find out how!

Clip and save this ad so you don't miss any market dates!

5-21-15



MARY ELLEN ANDERSON / Submitted Photo

## Midsummer Food and Art Fair

The Market board member Lea Stanton Gregor welcomes visitors to the Midsummer Food and Art Fair held at the Sons of Norway last Thursday. Over 400 local residents and tourists enjoyed local food and crafts at the event as well as live music and a cooking demonstration.

7-16-15



7-16-15

Mindy Anderson (right) stands with daughter Evelyn in front of the display for The Salty Pantry. Anderson has been selling handcrafted salt blends and baked goods at local events and was recently chosen as a semi-finalist in the Path to Prosperity contest to turn her business into a year-round deli and market.