

FY 2014

\$23,667 to Big Island Rural Conservation and Development, Hilo, HI, to establish a farmers' market with a strong educational component and unique specialty crops.

**Final Report**

**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 30, 2015
<b>Authorized Representative Name:</b>	Larry M. Komata
<b>Authorized Representative Phone:</b>	(808)935-8426
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<b>Recipient Organization Name:</b>	Big Island Resource Conservation and Development
<b>Project Title as Stated on Grant Agreement:</b>	Hamakua Harvest Farmers' Market: Planning a Direct Producer to Consumer Opportunity to Significantly Enhance Hamakua's Local Food System
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-HI-0049
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Honokaa, Hawaii
<b>Total Awarded Budget:</b>	\$23,667

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: \_\_\_\_\_

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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: Plan and organize a new, lucrative direct market opportunity for Hamakua producers.

a. Progress Made: Extensive planning went into this project.

The selection of the Farmers’ Market Manager was one of the first steps in the process. Over 40 applications were received and we chose the best of the best. The Manager’s first responsibility was to complete research on best practices for Farmers’ Markets through a variety of sources including visiting, networking and interviewing managers from other markets on the Island. A business plan and appropriate Market and Vendor policies were created from the data collected.

A survey was distributed to the community and representatives of Hamakua Harvest attended many community meetings to determine the existing needs and wants of the community. This information was used to plan the market and initiate the development of educational programs being held on Market days.

A website was developed and a logo and branding package was developed. Visit us at [www.hamakuaharvest.org](http://www.hamakuaharvest.org) and also on Facebook at [www.facebook.com/HamakuaHarvest](http://www.facebook.com/HamakuaHarvest)

The Farmers’ Market at Hamakua Harvest opened on September 6, 2015. We opened with 21 vendors and in the subsequent few weeks have increased that to 24.

b. Impact on Community:

This is the only Farmers’ Market within 30-miles so it has had a significant impact on the community. Not only can the community now access locally produced food at a convenient and beautiful location, our local farmers have a vibrant, direct market opportunity that will foster producer-to-consumer relations and sales.

Approx. 1,000 community members attended the opening.

Not only is the community impacted by the diversity of the locally produced products that are available at the market, the market holds educational events each day it is open. So far, these educational events have consisted of: a youth event, a class on worm composting, a presentation on the importance of bees complete with a live hive, a presentation from the Hawaii Ant Lab on the

identification and prevention of the Little Fire Ant, an invasive pest to the Island and an exhibition of the Wa'a Hamakua, a sailing canoe built by the community signifying an important cultural undertaking.

- ii. Goal/Objective 2: Plan and organize a new, attractive venue to give Hawaii Island residents and visitors increased access to, and opportunities to consume, fresh, healthy, local Hamakua agricultural products.

- a. Progress Made: The Farmers' Market at Hamakua Harvest is the first phase of a multi-phased project that, at its completion, will be a fully integrated agricultural hub complete with demonstration and working farm/orchards, Farm Share/CSA program, commercial nursery, compost production facility and a value-added processing facility.

Progress made on the venue during the term of the grant included, grubbing and grading and planting grass on the Market site. Parking areas and entry road were graded and graveled. Perimeter fencing was installed and the County water line was brought to the site.

We had to complete an extensive permitting process with the County that included: completing a site survey, site plan, grading plan and drainage plan. It also included obtaining a "Special Use Permit" that involved an Archaeological inventory survey and approvals from the Department of Land and Natural Resources, the Department of Public Works, Department of Water, Department of Transportation, Department of Environmental Management, Department of Health, Planning Department, Police Department and the Fire Department.

- b. Impact on Community:

- The Community now has a safe and permitted venue for the Farmers' Market and educational offerings.

- iii. Goal/Objective 3: Assure that low income residents will have increased access to affordable, fresh, healthy local food through development of a new EBT/SNAP acceptance program.

- a. Progress Made: We obtained the FNS license, obtained the necessary equipment and created scrip with our name and logo on it and began offering EBT/SNAP upon the opening of our Market. We currently have 13 vendors participating who have been trained and have received appropriate booth signage indicating their ability to accept EBT/SNAP benefits. We've hired a part time worker to run the SNAP program at the market and have developed a system of operations to track our sales, the number of SNAP users and SNAP vendors.

b. Impact on Community: Being able to accept EBT/SNAP benefits will allow local producers to capture a portion of the \$11 million in SNAP benefits distributed annually on Hawaii Island (Hawaii Department of Human Services, 2014). Many of the island's approximately 50,000 residents dependent on SNAP benefits are located in the Hamakua region, and this project will enhance their ability to use SNAP to consume fresh, healthy, locally-grown products. According to the Hamakua CDP (2011), 15% of area residents fall below the federal poverty line, and 50% fall below the island's "self-sufficiency budget" – the amount of money families require to meet their basic needs without government and/or other subsidies.

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: 2
- ii. Number of jobs retained: 1
- iii. Number of indirect jobs created:
- iv. Number of markets expanded:
- v. Number of new markets established: 1
- vi. Market sales increased by \$46,000 (23 vendors@500 per day for one month) and increased by 100%.
- vii. Number of farmers/producers that have benefited from the project:

a. Percent Increase: 23 vendors are participating a 100% increase

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?

Low income populations were accessed through the EBT/SNAP program that was not currently being offered in the region.

23 Vendors have a new market for their produce/products

4. Discuss your community partnerships.

i. Who are your community partners?

Hamakua Youth Center  
Hamakua Agricultural Cooperative  
Hamakua Business Association  
The Kohala Center  
Valerie Poindexter, County Council  
County of Hawaii, Department of Research and Development  
Scott Enright, Director State of Hawaii Department of Agriculture

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

Hamakua Youth Center – We are working with this organization to develop an educational program designed for youth.

Hamakua Agricultural Cooperative – They have been supporting us in the recruitment of local farmers as vendors.

Hamakua Business Association – Has contributed to the project by promoting the project to their members and the community.

The Kohala Center – Assisted with the web site development and supplied the SNAP/EBT signs for the Vendor booths.

Valerie Poindexter – Continues to support the project through her personal endorsements of the project that has allowed us to obtain grant funding from the County.

County of Hawaii Department of Research and Development – Has contributed to our success with a total of three grants for the on-going development of the overall project.

Scott Enright, Director State of Hawaii Department of Agriculture – Has and continues to supply funding for the on-going development of the overall project.

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

Hamakua Youth Center – we are currently working with them to develop a learning garden specific for teaching young children about growing food as well as developing a Farm Share/CSA program for older youth.

Hamakua Agricultural Cooperative – will continue supporting the project by providing experienced farmers to conduct educational events.

Hamakua Business Association – will continue promoting the project to their members and the community.

The Kohala Center is a community based non-profit that focuses on food self-reliance, and ecosystem health as well as rural business development. We have a close working relationship with them. While we do not have any current projects in place we will most likely be working with them in the future.

Valerie Poindexter – Ms. Poindexter has already committed to working with us on the First annual Hamakua Agricultural Festival to be held in the spring of 2016 on the Hamakua Harvest site.

County of Hawaii Department of Research and Development – we currently have two grants with R&D. One is for the Festival mentioned above and the other is to help us establish a 3-acre diversified farming system, modeling the most

economically and environmentally viable crops for the Hāmākua region. Both proven and innovative techniques will be utilized to demonstrate a variety of sustainable agriculture practices that will focus on utilizing more locally produced inputs, conserving resources (water/nutrients/pesticides), and improving land and productivity. In addition, we will offer practical business methods to help local family farms succeed. This program is being designed in direct response to clear community demand, expressed through a communitywide survey conducted by Hāmākua Harvest in the fall of 2014. It will provide a service not currently offered anywhere on the island. The Farm will integrate hands-on learning opportunities for local farmers, residents and youth, while supplying healthy, fresh, local produce for residents.

The chosen production methods, results and lessons learned will be shared with the rest of the agriculture industry in the region and across the State by disseminating information online, at educational events, through other agriculture organizations, and by inviting producers to visit and learn from the project. A broader result of these well-timed and effective efforts, the project will also contribute to increased food self-sufficiency across the region, island and State, and help ensure the viability of Hawai'i's farmers.

Scott Enright, Director State of Hawaii Department of Agriculture has also committed some funding to the development of the Demonstration Farm and Orchard. All produce from this activity will be marketed through the Farmers' Market.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Project manager, Dana Shapiro is a contractor and oversaw the development of the Business Plan for the Farmers' Market.

Many contractors were used for the land clearing, fencing and improvements to the property.

6. Have you publicized any results yet?\*

- i. If yes, how did you publicize the results?

Weekly emails are sent to our 300+ community supporters announcing upcoming events, thanking those that provided services the prior week and with general Market news.

An article will appear in the October issue of our local newspaper the Hamakua Times.

We have also made weekly Facebook posts.

- ii. To whom did you publicize the results?

The 300 community supporters and organizations on our email broadcast list.

The Hamakua Times is mailed to all mail boxes in the region (approx. 7,000 residents) and can also be found on-line.

We have also published results on Facebook with two posts about opening day receiving 4,000 views in one week.

- iii. How many stakeholders (i.e. people, entities) did you reach?

300 email subscribers, 7,000 residents receive the Hamakua Times and over 4,000 views were received on Facebook.

\*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?

A community wide survey was conducted in fall 2014. We had over 200 responses to the survey that helped us to shape our market development and educational programs being offered.

Since opening, we have a suggestion box at the manager's booth at the Market and are conducting on-going exit surveys of Market participants.

- ii. What feedback was relayed (specific comments)?

The majority of comments have been positive:

Keep growing, Great ambiance, Love this Farmers' Market, A great accomplishment, Congratulations.

The community asked for a covered seating area and more trash receptacles which we have supplied.

There have been requests for specific product which we are working on sourcing.

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?

- a. If yes, how much was generated and how was it used to further the objectives of the award?

The amount of \$1,784 has been received to date in the form of Vendor fees which will be used for the on-going management costs of the market.

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).

It took much longer and cost a lot more than anticipated to complete the permitting process with the County.

We crossed trained several people in the manager and EBT/SNAP duties which has proved useful.

The Market Manager and Hamakua Harvest's Corporate Administrator worked together on the Business Plan, Policies and Contracts with Vendors which allowed for a broad understanding of the workings of the market.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

All goals and outcome measures were achieved and in some cases exceeded.

- 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:

It might have been advantageous to bring in a consultant to do the County permitting process.

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.

Our Market space will accommodate up to 36 vendors so vendor recruitment will be on-going.

An additional Market day will be added in the future when appropriate.

We continue to perform outreach for additional EBT/SNAP participants.

- 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?

Same as above