

FY 2014

\$93,853 to Feast Down East, Wilmington, NC, to expand and promote its farmers' market and CSA in low-income and food desert communities.

[Final Report](#)

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

04/29/16

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014-March 31, 2016
Authorized Representative Name:	Leslie Hossfeld
Authorized Representative Phone:	910-962-7105
Authorized Representative Email:	leslie@feastdowneast.org
Recipient Organization Name:	Feast Down East
Project Title as Stated on Grant Agreement:	Feast Down East Fresh Market Expansion
Grant Agreement Number: <i>(e.g. 15-FMPPX-XX-XXXX)</i>	14-FMPPX-0105
Year Grant was Awarded:	2014
Project City/State:	Wilmington, NC
Total Awarded Budget:	\$93,853.00

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: Jane Steigerwald; Email: steigerwaldj@uncw.edu; Phone: 910-962-7105

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.

Goal/Objective 1: Increase consumption of and access to local agriculture products to food desert residents through expansion of the Feast Down East (FDE) Fresh Market in Wilmington, NC

Progress Made: Feast Down East (FDE) has increased the consumption of local agricultural products through ease of access, consumer education and marketing in the low-income public housing communities. In partnership with the Wilmington Housing Authority (WHA,) FDE has worked with community residents to establish several Fresh Markets and Affordable Produce Box programs within their communities, as well as nutrition/cooking education classes and community gardens.

Through vigorous team planning and coordination with residents and the existing Rankin Terrace Fresh Market, FDE established the new Hillcrest Fresh Market on December 5, 2014 in the Hillcrest Public Housing Community, on the corner of 13th St. & Meares St., Wilmington. The market is open every Friday from 1:30-4:00 pm. The location of the market, on a well-traveled business route, lends itself to an increased customer base and community support. The Rankin Terrace Market, established in 2012, operates year round during the morning hours of 10:00 am – 12:00 noon. The Market Manager, community residents, V ISTA service members, UNCW interns and volunteers, help support the operation of the markets each week. Resources are shared between the two markets. Through newly developed partnerships, steps are being taken to establish two new markets at the WAVE bus depot and at MedNorth, located along a bus route in an underserved area of Wilmington.

The local farm food, which is sold at the markets, is sold to residents at wholesale or below prices and SNAP/EBT is accepted at all the FDE markets. The FDE Fresh Markets are the only farmers' markets within the tri-county area accepting SNAP/EBT. The markets welcome participation from the general public as a way to sustain the markets. Community outreach and education are key to the success of implementing a SNAP program. FDE works closely with WHA and public housing residents to connect them with resources, provide education, create easy access and increase participation in SNAP/EBT.

Feast Down East administered a series of nutrition/cooking classes for residents in WHA neighborhoods. The classes were focused on providing residents with the knowledge and skills to improve their health through diet and increase resident participation in the Feast Down East Fresh Market/Produce Box Programs and SNAP. The classes aim to teach residents and families how to utilize the fresh produce and farm products being offered by the FDE Fresh Market Programs. The education program called "*Eat Healthy. Eat Local. Eat Well.*" is designed to educate underserved communities on how to choose healthier diet options to reduce the risk of disease by making it easy to incorporate fresh fruits and vegetables into their diets. *Eat Healthy. Eat Local. Eat Well.* provides low-income residents with educational lessons on various nutrition/cooking related topics through interactive activities, cooking demonstrations, guest speakers and field trips. FDE also developed a partnership with the Blue Ribbon Commission, a program focused on reducing youth violence in the Youth Enrichment Zone (YEZ). Families from neighboring communities were offered Parent/Guardian & Child Nutrition/Cooking education classes. Many incentives were given to the participants of these classes, such as cookbooks, food weighing scales, free produce boxes, cooking utensils, etc. Pre and post surveys were conducted to determine knowledge and behavioral change.

The following classes were conducted during the grant term:

Hillcrest- March 17-May 5, 2015, Tuesdays, 11:30 am – 12:30 pm, 8 adults attended

Glover Plaza- June 16-July 7, 2015, Tuesdays, 11:00 am – 12:30 pm, 5 adults

Youth Enrichment Zone- June 30-July 15, 2015, Tues. and Thurs., 5:30 pm, 6 adults, 8 children

Solomon Towers- October 21 -December 2, 2015; 12-1:30 pm; 29 adults

Youth Enrichment Zone- October 13-November 17, 2015; Tuesdays; 5:30-7:00 pm; 10 adults, 14 children

Youth Enrichment Zone- Feb. 23-Feb. 2016, Tuesdays; 6-7:30 pm; 7 adults, 18 children

Creekwood- February 24-April 6, 2016; Wednesdays; 11:00 am-12:30 pm; 6 adults

Feast Down East was able to revitalize the community garden at Hillcrest and build two others, at Glover Plaza and Creekwood, both public housing communities. The gardens are used to educate the residents on how to grow food and appreciate seasonal local foods. Garden Clubs were organized at each of the sites. Residents maintain the gardens and share in the harvest. A Thanksgiving celebration was held at Glover Plaza, incorporating the harvest from the gardens in the meal. FDE participated in a May Day Celebration at the Hillcrest Public Housing Community. Resident members from the garden club planted and developed starter plants in preparation for this event to be given away to community members who were interested in gardening. Volunteers and garden club members were able to share with community members about learning opportunities with the garden club. Hillcrest Fresh Market was set up on Saturday at the normal location during the May Day Event to help spread the word about the market and increase participation.

Key to increasing consumption of local farm fresh products is consumer education among all the socioeconomic populations through marketing and increased awareness. FDE developed a Marketing and Advertising Campaign, which highlights our farmers and the FDE Healthy Communities Program, of which the Fresh Market Expansion project is part of. The radio spots highlighted limited-resource farmers by focusing on the personal story of the farmer, with farmers sharing their thoughts on supporting local agriculture. The ads also highlighted the non-profit work of FDE, to increase access to healthy food within low-income communities and create awareness of the fresh markets. Several print advertisements were published to generate participation in the Fresh Markets. In addition, FDE promotes the programs within communities via flyers and promotional materials. FDE has created awareness by advertising the availability of SNAP/EBT access at the markets to residents within the community and to surrounding communities through flyers, rack cards, advertisements, signage and other marketing tools. FDE developed a Spring Farmers’ Market Marketing Campaign, with promotions specific to the Hillcrest and Rankin Terrace Markets. The campaign has begun with the mapping and listing all area farmers’ markets, including Hillcrest and Rankin. The map and list of markets are available at <http://www.feastdowneast.org/farmersmarkets.html> . Local Farmers’ Markets were also promoted as part of the Feast Down East Regional Conferences in February 2015 and 2016.

Impact on Community: FDE Fresh Market programs are now operating in 4 public housing communities, providing access to surrounding low-income communities, including the Creekwood community. Feast Down East increased sales and consumption of locally sourced produce and farm food, distributed through the Feast Down East Processing & Distribution Center, located in Burgaw. Products were sourced from 20 different limited-resource farmers. The following illustration (Table I) shows the amount of each local farm product sold during the months of October 2014-March 2016. As a result of the expansion of the two Fresh Markets and two Build-A-Bag programs, FDE was able to sell 4,132.5 pounds of food during the 18 month reporting period, an average of 230 pounds per month. The prior 18 month period (April 2013-Sept 2014) averaged 185 pounds per month. That is a 20% increase in the consumption of locally sourced farm food during the FDE Fresh Market Expansion project period.

Table I-
Produce Sold Oct 1 2014 – Mar 31 2016

Item	Pounds	Item2	Pounds
Apples	286.75	Napa Cabbage	60
Beets	16	Okra	94
Blackberry	40	Peaches	152
Blueberry	80	Peanuts	38.5
Broccoli	97	Peppers	1
Brown Eggs	292	Radishes	12
Butternut Squash	30	Red Potato	142.5
Cantaloupe	20	Rutabagas	26

Chow Chow	23	Strawberry	60
Collards	347	Sweet Onion	62
Corn	65	Sweet Potato	557
Cucumber	189.5	Tomato	203.25
Grapes	118	Turnips	210.5
Green Beans	65.5	Watermelon	60
Green Cabbage	259	White Sweet Potato	40
Honey	157	Yellow Potato	12
Kale	94	Yellow Squash	95.2
Mustard Greens	59	Zucchini	66.8
TOTAL		4,132.5	

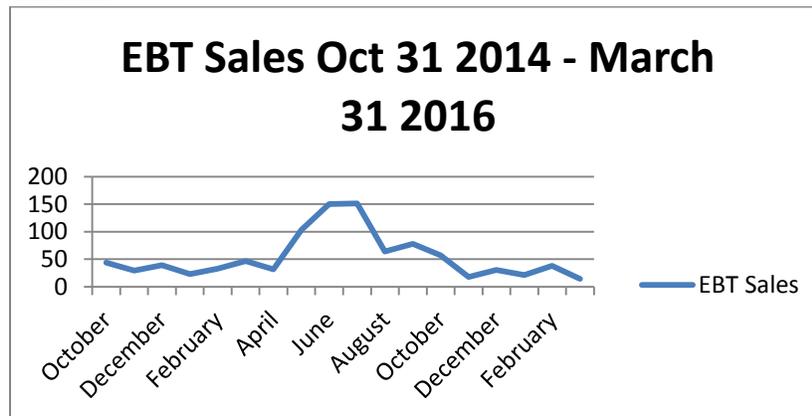
SNAP/EBT participation (Table II) shows a 58% increase in SNAP/EBT Sales during the grant period, as compared the 18 months prior. A higher percentage of customers have used their SNAP benefits at the markets, from 11% of total sales for an 18 month period to 14%, indicating that residents have increased their participation in and use of SNAP benefits. Some months indicated up to 23% SNAP participation.

Table II-

March 2013-Sept. 2014	EBT Sales	Oct. 2014-March 2016	EBT Sales
TOTAL	\$404.01		\$969.75

Table III illustrates SNAP/EBT participation during the reporting period. The spike during the months of May and June is due to the availability of blueberries and strawberries, very popular healthy food items.

Table III-



The Nutrition/Cooking Education Classes were designed to help low-income residents and their families learn about good nutrition and how to cook with fresh seasonal produce and were designed to bridge the gap between what the children are learning in the classroom through the FDE sponsored FoodCorps program and what is practiced at home. The classes are meant to counteract the trend of households having moved away from scratch cooking towards more convenience, most times unhealthy, foods. The FDE Nutrition/Cooking Education Classes reached a total of 71 adults and 40 school-aged children, a total of 111 individuals during the seven multi-week programs. Pre and post survey results showed satisfaction rates of 8 and above on a scale of 1 to 10, 10 being the highest satisfaction. Overall, based on the Transtheoretical Model of Change, most of the adult participants who attended five or more of the classes during the programs were at least at the contemplation stage of change. The Eat Healthy. Eat Local. Eat Well Nutrition Program has been shown to increase the self-efficacy to make healthier dietary choices. Some of the class sessions resulted in a positive increase in knowledge and behavior,

particularly pertaining to self-reported shopping. For the children there was a significant increase in their willingness to try new food items.

The three community gardens function as a learning tool to develop the connection between good nutrition and our food supply. The gardens were built and/or revitalized with support from other funding streams and community partners, such as Cape Fear Garden Club, Kids Making it and Wilmington Green. Hillcrest has 6 raised beds, Creekwood has 8 and Glover Plaza has 4, with 2 designed for handicapped access. In addition, one of the residents was offered free entry into the Master Gardeners training program, offered by the New Hanover County Cooperative Extension office. The resident completed the training and is now a Master Gardener. She shares her expertise and helps maintain the gardens at the Creekwood community. The partnerships developed through FMPP funding will enable FDE to continue administering these classes beyond the grant period.

Participating in community events, such as the May Day celebration, strengthens outreach and benefits programming. Sales at the Hillcrest Fresh Market doubled for the month following the event, from \$140.00 to \$268.75.

The radio ads, included in the Marketing and Advertising Campaign, served to promote limited-resource farmers and the low-income communities they serve. Consumers in the seven-county region of New Hanover, Brunswick, Columbus, Bladen, Sampson, Pender and Onslow are educated on the importance of buying local and supporting the efforts of FDE to increase access to healthy local foods in low-income communities. Listenership reached a projected 100,000 listener base, as well as a 2.8 million readership hits on company websites/apps/social media. Of all the FDE media outlets, radio generated the most public comment and involvement. Print ads for the regional conference and fresh markets were placed in local popular publications. Combined readership is 68,000, plus 300,000 online/apps/social media exposure. As a result of marketing the programs, many media outlets picked up on various stories. A complete listing can be found on our website at <http://www.feastdowneast.org/news.html>.

In addition, flyers, rack cards and other marketing materials were distributed throughout the WHA and BRC communities, reaching 1000 households. A door hanger rack card was distributed to every household as part of an outreach campaign. This was a very effective way to reach all the households and publicize the days and times of the market. Participation increased for most of the communities after the door hangers were distributed; Solomon by 43%, Glover by 60%, Hillcrest stayed the same.

Goal/Objective 2: Provide new market opportunity and marketing for Feast Down East farmers through expansion of FDE Fresh Market and CSA sales.

Progress Made: Food to be sold at the market is sourced from limited-resource farmers through the FDE Processing & Distribution Center (Food Hub) located in Burgaw, approximately 30 miles from the markets. The center is a USDA-Designated, GAP-Certified Food Hub. Product is sourced from 20 different limited-resource farmers who are operating small to mid-sized farm businesses within a 50 mile radius of the center. The food is aggregated and distributed to the Wilmington markets, which are approximately 30 miles from the center. The food for the Fresh Markets and Build-A-Bag Programs is provided by the FDE Processing & Distribution Center at wholesale or below prices and is delivered every Thursday.

As discussed in the previous section, limited-resource farmers are the main focus of the FDE Marketing Campaign. Farmers are promoted to consumer audiences and food buyers. The FDE Food Hub sells to over 60 different retail and wholesale outlets, including restaurants, grocers, schools, colleges and universities, retirement communities and hospitals.

Impact on Community: Feast Down East increased sales for limited-resource farmers (Table IV) through the expansion of the Fresh Market and Affordable Produce Box Programs. Sales for the previous 18 month period totaled \$3,700.03, increasing sales by 57%.

Table IV-

	Rankin	Hillcrest	Solomon	Glover	Total
October 2014	165.85	0	10	0	175.85
November 2014	113.5	90	90	0	293.5
December 2014	74.75	121.55	80	0	276.3
January 2015	125.5	125	0	0	250.5
February 2015	84.25	84.25	0	26.25	194.75
March 2015	31.5	136	123.25	39	329.75
April 2015	81	157.25	213.25	98.75	550.25
May 2015	141.75	140	204.5	40.25	526.5
June 2015	142.75	268.75	262.25	85.25	759
July 2015	139.25	184.5	213	66	602.75
August 2015	123	186.25	201.8	29.5	540.55
September 2015	299	168.75	105.25	38.5	611.5
October 2015	148.5	41.5	132.5	34.5	395
November 2015	147.5	64.5	52.25	12	276.25
December 2015	72.75	25.25	70	8.5	176.5
January 2016	0	14.00	70.25	3.50	87.75
February 2016	56.66	33.00	109.00	7.75	206.41
March 2016	130.75	66.25	73.00	29.50	299.50
TOTAL SALES	2078.26	1906.80	2010.30	519.25	6552.61

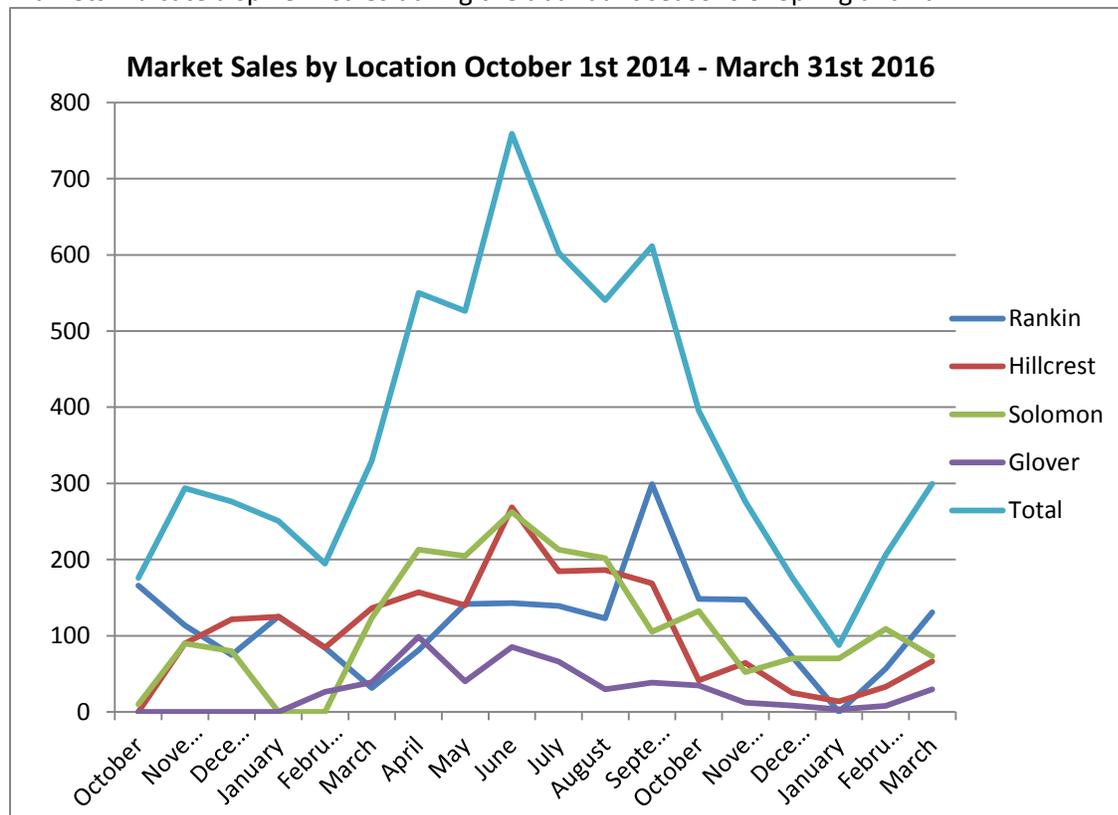
Goal/Objective 3: Increase sales of FDE CSA “Affordable Produce Box” in 8 low income food desert neighborhoods

Progress Made: FDE began the affordable produce box program with the Feast Down East Holiday Produce Box program for the 2015 holiday season, in partnership with Wilmington Housing Authority (WHA), the Blue Ribbon Commission (BRC) and NourishNC. Feast Down East planned several organizational meetings to coordinate efforts between the three groups. Orders were taken each month and deliveries were made to the NourishNC warehouse. Feast Down East provided 35 November and 25 December affordable produce boxes to low-income families of students attending the DC Virgo Middle School, which is located in a food desert. In addition, WHA residents purchased 14 holiday boxes in November and 11 boxes in December through the Fresh Market programs. The holiday boxes included farm fresh produce sourced from FDE limited-resource farmers. Boxes included collard greens, sweet potatoes, heritage apples, onions, turnips and broccoli, as well as donations of corn bread mix and seasoned salt. Each box included seasonal holiday recipes to help residents make optimal use of the fresh produce.

The expansion of the Fresh Market Program, to include two Build-A-Bag affordable produce box programs, has made access to affordable healthy farm foods a reality for two additional public housing communities. Through the Build-A-Bag Program, residents have access to affordable fresh produce. Creating the produce box programs enables Feast Down East to expand the program in a sustainable manner. Orders are taken from residents on Tuesdays each week and are delivered on Thursdays. Residents can pick and choose what items they would like to purchase and recipes are included to help residents learn to prepare meals with fresh produce. The food ordered from the farmers is incorporated into the Fresh Market orders for the week. The additional food needed for the Friday Fresh Markets is stored in the refrigerator, located at the Hillcrest Community Center, to be sold the next day. The system maximizes resources. The Build-A-Bag Program is offered to the Glover Plaza and Solomon Towers both are public housing communities located in food deserts.

Impact on Community:

Sales have remained steadily for the affordable produce box communities. The Solomon Towers community has a steady weekly participation in the Build-A-Bag produce box program of between 6 and 12 people. The Glover Plaza community, which consists of a small number of seniors, has a participation rate of 2-5 bags each week. Table IV includes the market sales for Solomon Towers and Glover Plaza. All markets indicate a spike in sales during the abundant seasons of Spring and Fall.



Goal/Objective 4: Increase the capacity of small-scale limited-resource FDE farmers in Southeastern North Carolina through trainings and workshops to build farm businesses.

Progress Made: Feast Down East’s primary platform for helping farmers access educational opportunities and resources is through its Annual Regional Conference, held either the first or second Friday in February. The goals of the conference encompass all aspects of the food system; (a) empowering limited-resource farmers with knowledge and skills to grow and sustain their farm businesses; (b) providing information to help consumers advocate for and support the growth of a strong local food system; and (c) generating support within government and community agencies for the development of an economically viable, accessible, healthy local food system. In year 2015 FDE provided 12 farmer training specific workshops and in 2016 provided 18 workshops. Workshops included training in farm business management and growth, marketing, season extension, soil enrichment, irrigation methods, solar energy, GAP certification and food safety, aquaponics, market expansion, agritourism, institutional procurement, labor management and pest control. FDE also provided 5 training workshops for market managers and vendors at the 2015 conference. In addition to farm focused workshops, each year the conference focuses on current themes, which have included consumer advocacy, farmers’ market support, policy development, food councils, healthy communities, farm to school, farm to institution and/or community gardens.

Feast Down East partnered with numerous organizations to provide informative workshops. Workshop presenters included representation from the following partner organizations: NC Cooperative

Extension, NC Department of Agriculture, Carolina Farm Stewardship Association, Center for Environmental Farming Systems, University of NC Wilmington, NC State University, NC Agricultural & Technical State University, Rural Advancement Foundation International (RAFI), Appalachian Sustainable Agriculture Program (ASAP), FoodCorps, Sea Grant, Farmer Food Share, Scotland County Schools, Alliance Medical Ministry, EarthWise Organics, Fork to Fit, Smart Start, UNCW Center for Marine Science, Center for Community Action, Aramark, Cape Fear Council of Governments, Community Food Strategies, University at Buffalo and various local restaurants and farms. We have a great group of farmers who are more than willing to share their expertise with other beginning or transitioning farmers.

In addition, FDE mentored 7 farmers in acquiring their GAP certification. GAP (Good Agricultural Practices) certification is increasingly a requirement of food buyers to ensure the safe production and supply of fresh produce. In partnership with the Carolina Farm Stewardship Association and the USDA, FDE has equipped 7 of its limited-resource farmers with a necessary tool to access larger markets.

Impact on Community: Conference 2015 drew 302 participants, including 90 farmers, 15 low-income residents and 15 farmers' market managers. The 2016 conference had 217 attendees, including 92 farmers and 12 low-income residents. According to survey results, satisfaction with the content, and organization was overwhelmingly positive, with only one person in 2015 being unsatisfied. Workshop ratings ranged from 1-5, 5 being the highest. All workshops scored 3 and higher, except for 1 person in each of 4 farmer workshops provided in 2015 who rated those workshops a 2.

Seven limited-resource farmers acquired GAP Certification, bringing the total number of farmers selling product through the FDE Food Hub to eight.

Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date.

- i. Number of direct jobs created: N/A
- ii. Number of jobs retained: N/A
- iii. Number of indirect jobs created: N/A
- iv. Number of markets expanded: 3 low-income communities, plus 18 wholesale and retail buyers.
- v. Number of new markets established: 4 low-income community markets, plus 48 wholesale/retail markets
- vi. Market sales for the FDE Hood Hub increased by \$2853.00 in low-income communities and by \$24,307.00 in other markets and increased by 57% and 10% respectively.
- vii. Number of farmers/producers that have benefited from the project: approximately 180
 - a. Percent Increase: 25%

Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? Yes. The project help expand access to affordable, healthy farm food from 1 low-income neighborhood to 4 low-income neighborhoods. Through community partnerships and engagement, FDE was also able to outreach to the Blue Ribbon Commission "Youth Enrichment Zone" (YEZ) families. YEZ is focused on reducing youth violence in underserved communities.

Community Partnerships

FDE works with numerous partners, as mentioned previously. Key partners on this project are: the Wilmington Housing Authority (WHA), which helps us connect with low-income communities in Wilmington and provides in-kind services such as office space; Blue Ribbon Commission, connects us to surrounding underserved communities and partners on planning education classes; Cooperative

Extension provides farmer resources; the Food Bank of Central and Eastern NC provides SNAP training; VISTA service members help with capacity building and the operational logistics of the market; UNCW provides interns to support the education classes; Cape Fear Community College and local chefs conduct the cooking aspects of the education classes. All partners are committed to supporting the project indefinitely.

Did you use contractors to conduct the work? No.

Have you publicized any results yet? Results and program highlights will be publicized in the May 2016 FDE newsletter. The newsletter is sent to our 607 member list serv, which includes partner organizations, community members, farmers, government and civic organizations and other like-minded citizens. An electronic copy will be forward as a follow-up. Project programs supported by this grant have continually been promoted within the community and in the FDE newsletter. Several articles can be accessed on the FDE website. <http://www.feastdowneast.org/news.html>

The following are a few links to articles about the Fresh Markets and its residents. March issue of SALT magazine highlights the Hillcrest Market in "Fresh Perspective".

https://issuu.com/saltmagazinenc/docs/march_salt_2016?e=8175378/33819131

Wilmington Business Journal featured Rankin Terrace resident, Joan Johnson, receiving the FDE Community Champion Award at the 2016 FDE Regional Conference.

http://www.wilmingtonbiz.com/restaurants/2016/02/17/feast_down_east_recognizes_local_food_advocates/14405

WECT TV also did a piece on FDE work in food deserts WECT (July, 2015) "Wilmington Organizations Work Together to Combat Food Deserts".

Feedback from Community and Stakeholders

Feedback and concerns from low-income residents are addressed through community resident meetings which are held weekly. Partner meetings are scheduled as needed throughout the grant period. Open ended discussions are maintained with all partners. Issues are discussed and resolutions are considered at the FDE monthly staff and tri-annual board meetings.

Budget Summary:

- viii. 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:
- ix. Did the project generate any income? Yes. \$6552.61 was used to offset the cost of food supplied to the market.

Lessons Learned

Gaining community support has its challenges. Our experiences have shown that WHA residents tend to doubt the legitimacy and permanency of community programs. They have seen many worthwhile programs start, only to leave after funding has ceased. The FDE Fresh Market Program is designed with a sustainability plan in mind. Residents have seen FDE succeed in the Rankin Terrace Community, so our track record speaks volumes for our mission. The Hillcrest, Solomon Towers, Glover Plaza and Creekwood Communities have embraced the programs and trust that we will be around for years to come. It helped that before we established markets, we engaged with the community by attending community meetings and gaining their commitment and support. However, the vast majority are reluctant to take on responsibility for the programs. We are in the process of developing a leadership certification program to be administered during the Summer 2016. Another challenge is

recruiting younger adult involvement in the market. We have a strong older retired group of people that are committed to the market and we work with the children in our after-school programs. Both groups are limited in their capacity to support the market. To sustain the market, we feel it will be necessary to enlist the younger to middle aged adults in operating the market.

A positive result is the enthusiasm with which the community has embraced the market. The residents who are involved look forward to the market each week and take pride in its success. An unexpected outcome was how much the market has played a role in creating public awareness and generating positive attention for the FDE Healthy Communities program and the needs of low-income communities. The Hillcrest Fresh Market is a highly visible marketing tool for FDE, WHA and the Hillcrest Community.

Developing our affordable produce box program into a successful model involved some adjustments along the way. It helps to be flexible with the communities we work with. The program started as more of a CSA structured program, where residents were provided with a box of seasonal foods that were in abundance. Residents were not given the opportunity to choose the items they wanted. We tried to consider their preferences, but residents became dissatisfied with the selection, as some foods went to waste. Considering their limited food budgets, this was unacceptable. We switched over to the "Build-A-Bag" program. Residents choose the foods they wish to purchase and they can fill their bags with up to \$10.00 worth of produce. Residents are very pleased with the change and appreciate our efforts.

The Hillcrest Market had dropped off considerably during the winter months. We are considering limiting the market at that location to March through November or December. This will help maximize resources and sustain the overall programming.

Future Work

With support and funding from USDA, FDE has developed a strong foundation of support to grow the Fresh Markets and Healthy Communities Program. We will continue to administer the Fresh Markets and produce box programs and aim to sustain the programs through strengthened community involvement. FDE is developing a Leadership Certification Program. Through the leadership program training, residents will learn leadership, entrepreneurial and organizational skills. We began with a Community Engagement workshop to help identify members within the communities who have the interpersonal skills to carry this project forward. We have conducted 3 initial Community Engagement workshops in April 2016, which generated interest from community members to become involved in managing the markets.

Market sales are expected to increase at a rate of approximately 20-30%. The Rankin Terrace community has been going through a refurbishment of the residences and grounds, which includes a modernized community center. WHA plans to incorporate the Fresh Market into the permanent programs being offered at the center and will provide storage space for the project. The number of residents is expected to double. Furthermore, FDE will be creating markets at the WAVE bus depot and MedNorth, both located in underserved communities. Advertising and information about the markets will be displayed on each of the city buses. Since all the markets will be located near bus stops, participation is expected to increase. WAVE and MedNorth are two new partnership organizations.

The growth of the FDE Food Hub is expected to increase by 35%, based on recent performance measures. Small-scale farmers are being assisted in growing their capacity and accessing larger markets.

Finally, FDE holds an annual fund raiser called Raise the Barn. Proceeds from the event support the FDE Healthy Communities Program and the crucial work of FDE to strengthen food security in underserved communities and support farmers as they move from limited-resource to resourceful farmers.