

Farmers Market Promotion Program Interim Performance Report For the Period of September 31, 2015 –March 31, 2016

Date: *September 12, 2016*
Recipient Name: Janesville Farmers Market, Inc.
Project Title: Janesville Farmers Market Expansion, Outreach, and Education
Grant Number: 14-FMPPX-0178
Project Location: Janesville, WI
Amount Awarded: \$74,337
Contact: Terry Nolan (608)289-9292 board@janesvillefarmersmarket.com

Goals and Objectives:

Goal #1: Expand the Janesville Farmers Market from 92 vendor stalls to 147 vendor stalls. Study feasibility of adding a weekday evening farmers market.

Goal #2: Increase customer attendance by 65% and use of Supplemental Nutrition Assistance Program (SNAP) at the Janesville Farmers Market by 200%

Activities:

Describe the activities used to achieve the goals and objectives. This should include measurement of any baseline data which indicated the need for the grant project prior to the implementation of grant activities.

EXAMPLES:

- 1) *Purchased EBT terminals or other needed equipment and supplies.*
- 2) *Provided training for market managers and vendors. Describe types of training that took place and the dates and number of participants, participant evaluations for each.*
- 3) *Advertised to targeted groups for the market and promotion of the availability of SNAP/EBT to eligible patrons and the availability of locally-produced, fresh food. Describe the type and frequency of advertisements used.*
- 4) *Records of EBT sales, and measurements of the change in total sales before EBT and after. Describe methods used to measure increases in sales, customer traffic, and EBT usage.*

Activities

The Janesville Market Manager resigned her position effective September X. The Board of Directors took over essential Saturday market tasks and paid ECHO (a partner agency) to assist with Saturday staffing. JFM hired a new manager in April.

1. Provide Assistance and Training to JFM Vendors in Marketing, Regulations and Food Safety

- The market manager has assisted vendors with social media at the market and in weekly emails. The market now maintains a file of information for vendors, including Pickle Bill Regulations, Egg Sales, Health Department information and an informational Regulatory Checklist. Several vendors and potential vendors have utilized the information provided.

2. Recruit New Farm Vendors and Grow Product Diversity

- The application process was simplified through the use of an online form.
<http://www.janesvillefarmersmarket.com/jfm/vendor-applications/>

3. Advertise to targeted groups for the market and promotion of the availability of SNAP/EBT to eligible patrons and the availability of locally-produced, fresh food.

- No activity

4. Provide Cooking Education

- JFM received a \$900 grant and food saver equipment from the Farmers Market Coalition in June 2015. During the market season (through October 2015), JFM lead 7 food saving demonstrations; 5 of the demonstrations have been at the market; 2 demonstrations have been at other events. JFM has assisted in preserving approximately 40 lbs of local food at the market and has been awarded \$150 in additional funds from FMC as a reward for its outreach efforts.

5. Volunteer Recruitment and Training

- Has established a consistent volunteer pool, with an average of four of volunteers on a market day.

6. Feasibility Study of Weekday Market Start-up

- Completed online customer survey, which had X number of responses.

Accomplishments:

Describe what was accomplished using measured (quantitative) results/accomplishments. Be comprehensive, descriptive and detailed in regard to each accomplishment. If developed with grant funds, provide website addresses and links to any materials made available via the Internet.

EXMPLES:

- 1) JFM has recently been awarded a grant for a new EBT machine from the Farmers Market Coalition. The machine JFM received in 2013 had been having technical difficulties since the market started in May, and became completely non-functional in July. JFM has been processing SNAP benefits using paper vouchers, an arduous and time-consuming process. Fortunately, JFM received a grant through Farmers Market Coalition to cover the costs of a replacement machine and three years of service costs. This grant will allow JFM to offer EBT services at its winter markets as well as during the outdoor season. Janesville Farmers Market is considering the addition of a credit and debit token program as a service to customers and to allow more vendors to accept these payment methods. Currently many of our low income vendors are unable to afford the technology to accept debit and credit payments.
- 2) Increased Facebook following by 29% between March 1st and September 30th. Likes went up through promoted posts and organically through the manager's outreach and education efforts in the community. <https://www.facebook.com/janesvillefarmersmarket>

Beneficiaries:

Describe both the direct and indirect beneficiaries of grant activities. As appropriate, include demographic composition of market vendors, customers and the surrounding market area (income level, ethnicity, age, etc.). Describe how specific groups benefitted from the grant. Include any data supporting these conclusions. Ideally, this should include feedback from vendors and consumers, as well as any available quantitative data.

EXAMPLES:

1. The market area is located in Downtown Janesville, Census Tract 1, which is a low-income area with a large senior population. An estimated 40.9% of Census Tract 1 households receive SNAP benefits. The market is in very close proximity to the Historic Fourth Ward, Census Tract 3, which has the largest low-income and minority population in the city. Census Tract 3 is a USDA recognized food desert. In the Fourth Ward, and estimated 56.4% of households receive SNAP benefits (ACS 2009-2013).
2. Janesville's largest population with Limited English Proficiency (LEP) is the Spanish speaking population. Janesville's Hispanic/Latino population is roughly 5%, and about half of the population

speaks English less than well (ACS 2009-2013). JFM utilized FMPP grant dollars in order to print SNAP/EBT brochures in Spanish. The part-time JFM market assistant, who began in September, is fluent in Spanish.

3. JFM surveyed customers about the 2015 season.

Lessons Learned:

Discuss the lessons that were learned from completing the project. Lessons learned may have influenced the direction of the project, helped improve the process, and/or optimized the results. Sharing these experiences may be quite helpful to those seeking to learn from your experiences and to achieve similar results.

The Janesville Farmers Market received an FMPP grant in late 2014. Lessons learned 1 year of the program include:

1. The advertising the market has been able to purchase with FMPP grant dollars has leveraged additional private dollars through business sponsorships. JFM is using FMPP dollars to purchase bus ads, billboards, and social media advertising. Business sponsors are attracted by the opportunity to get their business names and logos in more advertising venues. These sponsorships will be used as matching dollars to the FMPP grant, as well as help sustain the market beyond the life of the FMPP grant.
2. JFM has encountered multiple barriers to providing cooking demonstrations at the market. JFM does not have access to a licensed kitchen to wash or prep produce. The temporary market location on West Wall Street does not have access to electricity. JFM will continue to work to overcome these barriers for the 2016 season. In 2016, the market will move back to Main Street, which has electrical outlets. JFM also has a strong partnership with a Main Street restaurant that could possibly provide the commercial kitchen space needed to properly wash produce for cooking demonstrations.
3. Because of the difficulties in providing cooking education at the market, JFM has partnered with a local radio station, WCLO, to produce four professional "Cooking the Market" videos to educate customers in using local produce. These videos have been shared on YouTube, social media and the market's website. Topics include freezing berries for smoothies, grilling sweetcorn, making refrigerator pickles and freezing vegetables. <http://www.janesvillefarmersmarket.com/jfm/>
4. The market has not begun Google Adwords because of a lack of time to manage it properly. Also, it has been suggested that 501(c)3 status is a logical next step for the market, which would open the door to free Google Ads in the future. Instead of Adwords, the market chose to invest some of the online advertising money in the Janesville Gazette's "AdWorks" program, which is similar to Adwords, but managed through the local newspaper. In addition, the professional videos were made using online advertising money, which was leveraged for an in-kind radio ad sponsorship of \$2,000 in radio advertising. In addition, the local AM radio station hosted an event at the August 29th market, which improved attendance for the market that week.
5. Vendor attendance was comparable to the 2014 market, but the vendor pool grew smaller. Limited vendor stalls meant that a larger percentage of stalls were sold to seasonal vendors at the beginning of the season. Although there was never a waiting list, the market nearly filled up many times in the middle of the season. The list of daily vendors was smaller at the new location. Customer attendance was also down, though not by much. JFM credits the extra advertising through FMPP with helping to get the word out about the temporary location change. Due to customer confusion around the new location, JFM decided to create a custom brochure especially for the West Wall Street location. A local designer donated her time to the project. The brochure lists the seasonal vendors with a map that features parking, vendor stalls, rest rooms and ATM locations. Customers appreciate the new informative brochure, which has been distributed throughout the community, but is especially popular at

the market and the public library. JFM will use this year's brochure as a template to create a market brochure for the more permanent location next year.

6. Vendors and customers largely disliked the temporary 2015 location on Wall Street that was necessary because of road construction on Main Street. The temporary location was windy, hilly, and lacked shade and other destination.
7. As of September 30th, SNAP usage at the market was down 19% from 2014. The local food pantry has seen a similar decrease in the usage of their free voucher program, which is offered at the market June through September. It is unknown whether this decrease is due to the location change or to some other factor in the community. The market added a Market Assistant position to help offer customer service in English and Spanish at the market booth but she unfortunately resigned her position a few weeks later.