

FY 2014

\$95,704 to the Northwest California Resource Conservation and Development Council, Weaverville, CA, to increase marketing and support for its two Trinity County farmers' markets, and a CSA.

Final Report

Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market 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 LFPP 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 LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014 - September 29, 2016
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Recipient Organization Name:	Northwest CA Resource Conservation & Development Council
Project Title as Stated on Grant Agreement:	Revitalizing Trinity County's Farmers' Markets
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-FMPPX-CA-0014
Year Grant was Awarded:	2014
Project City/State:	Weaverville, CA
Total Awarded Budget:	\$95,704

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
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1. Project Goals. Note that there were 3 broad level goals:

Goal #1: Increase consumption of locally grown food by low income and senior residents of Trinity County by promoting the expenditure of Women, Infants, & Children (WIC) and the CalFresh Electronic Benefit Transfer (EBT) at the Weaverville and Hayfork Farmer's Markets (Markets) and local Community Supported Agriculture programs (CSAs). Other strategies include providing these targeted populations with an opportunity to purchase any excess produce available at the close of each Market at a reduced cost.

Goal #2: Increase the cultivation of local food products within the county by developing an educational program for small to large scale agricultural farmers in order to eliminate obstacles to participating in the Markets and CSAs. The program would include offering local farmers information and resources on how to incorporate sustainable farm practices in their food production.

Goal #3: Increase consumer attendance at the Markets and CSA by conducting expanded outreach and educational activities. A Market strategic plan would be created to help identify barriers to attendance and develop specific activities and techniques needed to overcome barriers.

Originally, this proposal included the local CSA. The Market Manager/Director and CSA Manager & Market Education Coordinator met with the County agricultural staff prior to the beginning of the 2015 season to discuss changes in state rules for Markets and CSAs. New state rules significantly increased CSA registration fees for food producers. Market Manager/Director and CSA Manager & Market Education Coordinator agreed that it would be too costly for food producers in this economically disadvantaged community to comply with the more expensive requirements. Thus, the CSA was dissolved into the Market as a Fresh Market Bag subscription service (FM Bag service) at the Weaverville Market during normal Market hours. The fresh bags operate much like the CSA model in that fresh bag subscribers order full or half produce shares and/or specific specialty items on a monthly basis or pre-pay produce shares for the season. Bags were assembled with the requested items for pick-up at Market. The fresh market bag approach avoids higher costs to local producers for participating in a service where there is a guaranteed, pre-ordered volume they will sell each week. This has an advantage over the prior CSA model for consumers in that fresh market bag subscribers can shop at Market after picking up their bags for any items not included with the fixed bag offerings.

The objectives within each goal are outlined and summarized below.

- i. Goal/Objective 1.1: Work with local organizers of WIC, EBT, and senior programs to distribute benefits on-site at Market locations and CSA. Market Managers are already working with WIC and EBT staff to promote Markets at location where WIC and EBT benefits are distributed. On-site distribution of benefits specific to Markets (vouchers redeemable only at Market) would provide program participants with an incentive to purchase local food available at each Market. This increased participation would be accomplished by planning with WIC, EBT, and senior program organizers and providing them with flyers and brochures on transportation options to Market locations. This would be conducted in the spring prior to the first Markets and throughout the entire Market season. It would require printing a modest amount of promotional materials. Progress for this activity would be evident in the amount of benefit vouchers distributed to program participants at each Market as well as the total value of vouchers redeemed.
 - a. Progress Made: Market Manager worked closely with Trinity Coalition for Activity and Nutrition (TCAN), County Public Health WIC staff, and with Market consumers on this goal. Signage was purchased to advertise that both WIC fresh market produce vouchers and EBT are accepted. County WIC staff moved the site of distribution of farmer's market fresh produce benefits to be on-site at the Weaverville Market. Market Manager/Director worked with UC Cooperative Extension (UCCE) to target their food demonstrations to WIC recipients: having demonstrations on the same day as vouchers are distributed at Market, distributing easy to prepare recipes, and offering an on-site guide for WIC participants to help them shop and answer questions. The EBT payment booth was integrated into the main Market booth near the entrance. EBT sales in 2016 increased to \$2,170, which is up by 40% as compared to pre-grant sales. This is separate from EBT participation in the FM Bag service. ~ 13.5% of sales through the FM Bag service consisted of EBT sales. EBT sales through the FM Bag service totaled ~ 31% of total EBT sales (in both Markets and FM Bag service). This is significant given that prior to this project, the FM Bag service's predecessor, the CSA program, was not set up to accept EBT tokens. WIC total sales are represented by the reimbursement of vouchers from the state. 136 WIC vouchers were distributed out of the 476 issued, which is a low redemption rate. This reflects a 28.6% reimbursement rate for Trinity County. For comparison, the state reimbursement is 41.3%. Final dollar figures will not be published until January 2017. Market staff is working closely with the WIC staff to assess the low redemption rate and increase the reimbursement. Refer to the Future Work section below.
A challenge towards drawing in more seniors is that they often don't cook often due to limited mobility or concerns

with stovetop cooking. Thus many of the vegetables aren't well used by them. However, there was a nominal use of senior vouchers at Market that were distributed at the Golden Age Center.

- b. Impact on Community: The concerted effort to integrate WIC and EBT recipients at Market definitely yielded increased sales, consistent with project's goals. Thus more fresh local food products reached targeted EBT participants. Increasing access to fresh, healthy, and nutritious food is key for low income populations as they are found to have the most barriers to eating healthy food. Despite having successfully moved the point of distribution of WIC vouchers, WIC sales were fairly low. Market Manager and County WIC coordinator staff have speculated that perhaps there is a stigma to being seen spending WIC vouchers at such a popular local venue. Much of the community comes to Market not just to purchase goods, but also to enjoy music and atmosphere, and visit with friends. This will be discussed further in the lessons learned and future work sections below.
- ii. Goal/Objective 1.2: If any excess produce remains at a Market, WIC and EBT recipients and seniors would be offered the opportunity to purchase that at the close of each Market at a reduced cost directly from food producers. This would be coordinated with participating food suppliers and WIC/EBT program organizers at the beginning of the peak season, when excess produce is more likely to remain, and would continue throughout the Market season as needed. It would be tracked by surveying participating food suppliers after the sale of any excess produce at the EBT stations.
 - a. Progress Made: After discussions with WIC staff, it was clear that the timing wouldn't work well because WIC benefit distribution is Wed mornings and Market is on Wed evenings. They couldn't change WIC distribution because volunteer distribution staff was not available Thurs morning. Additionally, targeted participants would have to come at the end of Market to explore options of buying lower priced excess produce. However, that's at cross purposes with enticing them to come early when produce variety options are greatest so they can buy more food based on their preferences. An additional challenge was that food producers were reluctant to donate excess produce without any reimbursement.
 - b. Impact on Community: In the pursuit of this goal, Market Manager and partners realized that logistical and practical considerations would make offering excess produce at lower prices unrealistic.
- iii. Goal/Objective 1.3: Explore alternative transportation options for WIC/EBT recipients and senior residents that may have limited mobility. Council staff would coordinate with county transit planners and local community groups that offer ride share services to assess the transportation options. This would be developed in the winter prior to the first Market of each season and would be coordinated as needed during the rest of the Market season. This would be tracked by regular written communication with transportation providers and at the end of each season with a report summarizing the nature of transportation provided.
 - a. Progress Made: Market Manager discussed goal with County transportation planners, who conveyed that routes or times couldn't be changed for this project's time period because the current schedule and routes are what was studied to have the greatest cost benefit for the local transit program. Senior transit planner suggested Market staff post signage inside Lewiston and Weaverville transit buses to promote Market. Transit staff is interested in writing a grant to reassess routes and times to consider Market. However, given the typical timeframes to request and obtain such funding, it was not possible within the timeframe of this FMPP project. Alternative modes of individual transportation (walking and biking) will also be more targeted in future seasons as described under lessons learned. Some progress was made with the Golden Age Center (GAC), senior community in Weaverville, since their bus did transport FM Bags to subscribing seniors in the 2015 season. It also dropped off seniors, by request, to Market consistently in the 2016 season at the rear entrance to Market, minimizing traffic disruption on Main St (highway) at the main Market entrance. However, broader senior participation has been challenging for several reasons. For example, the GAC buys USDA commodity goods at a very low cost. FM Bag Manager unsuccessfully approached GAC staff about buying some higher used items in bulk from Market. However, some seniors have had half shares to the FM Bag service that they were satisfied with. Many seniors did not participate in the bag service because they tend not to cook. The Market considered offering a special senior bag of items that are more readily eaten, but did not receive a strong response from seniors approached with the idea. Senior feedback is that they enjoy coming to Market when they can to participate in social activities and choose a few items that they are likely to use. The Market Manager has brainstormed craft activities for seniors in the next season, which will be discussed in the lessons learned and future work sections below.
 - b. Impact on Community: Local bus transportation goals were not able to be implemented. Senior participation did increase a bit through the GAC bus, though not as much as was hoped. Thus, the impact of this goal overall was much less than originally anticipated. However, it did lead to other ideas about how to draw in targeted populations in future seasons and also encourage broad use of alternative modes of individual transportation, as discussed in lessons learned and future work sections.

- iv. Goal/Objective 2.1: Develop a series of workshops to be conducted during winter and early spring prior to each Market season to educate agricultural farmers on the process required to participate in the Markets and CSAs as certified producers. Many small scale farmers in particular lack the business skills or knowledge to meet many of the state requirements necessary to participate in local food distribution venues. This is particularly true given ongoing changes to CSA regulations. As part of this workshop series, a toolkit would be developed with user friendly application templates that Council staff would use to walk interested farmers through the registration process. Six workshops would be offered at the beginning of each season in various locations throughout the county: Weaverville, Hayfork, Coffee Creek, Salyer/Willow Creek, Hyampom, and Ruth. It would require mileage to 5 different locations since Council staff operate from Weaverville. Participation at these workshops will be tracked for reporting purposes. Farmers at these workshop locations would be encouraged to form new farmer's markets to serve local populations. Any interested farmers would be provided with resources already developed by the Farmer's Market and partner organizations, including strategies developed under this proposal.
 - a. Progress Made: Workshops to target both Objective 2.1 and 2.2 were organized and held as follows: Hayfork (3/14/2015), Coffee Creek/Trinity Center (3/21/2015), Salyer/Willow Creek (3/7/2015), and Weaverville (3/11/2015). A meeting in Hayfork to talk to Hayfork Market producers and vendors was held (2/16/2015). Staff realized that there were too few interested producers in Hyampom and Ruth to warrant a lengthy (96 and 268 miles round trip respectively from Hayfork), and thus costly, trip to conduct separate workshops. Producers were encouraged to attend the Hayfork events. Attendees included: 18 in Weaverville; 3 in Coffee Creek; 4 in Willow Creek; 12 in Hayfork. A toolkit was developed that consists of a packet of regulatory paperwork required of producers. It addressed produce as well as cottage foods and products and was available at Market. Workshops answered producers' questions, clarified requirements and local Market logistics, featured product marketing strategy and product presentation, and discussed compliance with vendor requirements – particularly food safety handling. Because of the changes to state CSA laws as described above, education targeting CSA participants was not included. Finally, for the same reasons that made holding workshops in outlying areas impractical, there was very little actual interest expressed by growers to start new markets there. The second series of workshops (location, # producers) were held on 4/5/2016 (Hayfork, 11) and 4/6/2016 (Weaverville, 9) respectively with similar topics.
 - b. Impact on Community: There was a nearly 50% increase in the amount of food producers who participated in the Weaverville Market in 2015. There was a 114% increase in 2016 as compared to pre-project figures. By providing them with critical, easy to understand information, producers were able to devise a market strategy and know how to best use and focus their limited economic resources. It helped interested producers who were hesitant to research requirements and seek out resources needed to register and prepare products for Market. This is believed to have resulted in the increases in the producers' participation. This translated to more food diversity and buying options for consumers.
- v. Goal/Objective 2.2: Conduct a series of open workshop sessions specifically designed to provide instruction to farmers and food producers on sustainable agricultural best practices. Council staff would also assist food producers with identifying and solving individual challenges that are endangering their ability to bring their products to Market. This would include assistance on topics such as pest management or challenges to affordable transportation to the Markets. Council staff would work with local master gardener volunteers to provide necessary technical expertise and other local resources to assist in non-technical areas. This would be conducted in the early spring through most of the Market season. This technical instruction would be paired in the same workshops as the marketing workshops described in the previous activity to maximize the cost effectiveness of the requested funds due to the long distances to each workshop location. Food producers participating in this educational activity would be asked to complete a form summarizing their experience and outcomes as well as knowledge gained from the workshop and/or technical assistance.
 - a. Progress Made: The workshops described in Goal 2.1 above also covered topics addressed by this Goal 2.2. Topics included: crop rotation, watering, ground covers, and other sustainable practices such as food safety handling, crop processing, and marketing. General discussions in Q&A roundtable format proved helpful (identify and address individual challenges to food producers participating in local Markets).
 - b. Impact on Community: Workshops provide local farmers and food producers with the knowledge needed to sustainably produce food products in quantities sufficient for sale at Market. Enhanced practices are designed to help improve yields and thus producers' economic benefits relative to their costs/investments, while also reducing adverse impacts to the soil, productive farmland, and watersheds. While it's difficult to quantify the impact on the community, food producers received the educational offerings favorably. Farmers' feedback was valuable. Roundtable discussions were lengthy in regards to food safety handling, the most popular topic. Producers are always looking for better, streamlined ways to safely handle produce. Participants wanted information on cottage food. Farmers often have excess produce and are interested in preserving and generating a product for sale.

- vi. Goal/Objective 3.1: Create Market strategic plan that identifies barriers to consumer attendance and recommends activities and techniques to overcome those and increase attendance. A request for proposals will be written to recruit a temporary employee with the appropriate business and marketing qualifications. The draft plan, including recommendations, would be completed one month after the end of Market season 2015, sometime in November. Council staff would review the plan and identify any recommendations that could be easily implemented in the 2016 Market season. Such recommendations would be implemented by directing outreach and advertising resources towards those efforts. At this time, it is difficult to predict what those recommendations would be. They could include working with partners to address the available parking for Market or modifying the timing of the Market. A preliminary report of the effectiveness of implementing Market strategic plan recommendations would be completed by the end of the 2016 Market season. It would rely on Market total sales and attendance figures for 2016 as compared to 2015.
 - a. Progress Made: A local volunteer with a marketing background volunteered to draft the strategic plan. Therefore, no recruitment was done. She worked with Market Manager on plan concepts to increase Market attendance by consumers and participation by local food producers. Fresh Bag Coordinator revised the draft plan. Some basic elements of early recommendations were implemented in late 2015 (e.g., increased facebook presence). Many of the strategies were implemented in the 2016 season. The plan (attached) was revisited in spring 2016 and after the close of the 2016 season to better reflect participation data and lessons learned. Increased signage directing people to overflow parking did help alleviate limited parking. Through a continuous dialogue with the community Market organizers have verified that the current evening timeframe for the Markets is the best one for both farmers (who have other faraway markets to attend on the weekend) and Market-goers (often out of town on summer weekends). However, it's also clear that many consumers desire more reliable prepared food options at Market as an incentive to stay longer, given that it occurs during many people's dinner timeframe. The idea of marketing FM Bags to homebound individuals unable to attend Market wasn't implemented because of a lack of available delivery volunteers. Unless there is an exponential boost in participation of homebound delivery subscribers (unlikely in this small community), delivery costs are too great.
 - b. Impact on Community: It was difficult to gauge the immediate impact of the few measures implemented in 2015 because other significant factors notably affected Market attendance, particularly the severe wildfires in the southern portion of the County which produced unhealthy air conditions. Fortunately there were no wildfires in 2016 that affected attendance at Market. Thus, the 2016 season was used to analyze changes in attendance achieved as a result of the efforts under this promotion project. With more produce vendors, consumers are realizing that they can attend a little later in the market hours when there is less traffic and still have a wonderful selection of produce.
- vii. Goal/Objective 3.2: Expanded outreach and educational activities will be conducted to provide consumers with information on how to utilize produce and use other agricultural products that are in the greatest abundance at each Market. This would include hands-on food preparation demonstrations and advertising that promotes the nutritional benefit and multiple uses of locally produced fruits and vegetables. Other activities would be designed to increase connections between farmers and consumers (farm to table events, farm visits, activities for children, and film screenings). This task would be organized in spring prior to the first Markets and would be implemented throughout the Market seasons 2015 & 2016. The progress for this task would be measured by the number of consumer participants over the course of both Market seasons.
 - a. Progress Made: One of the Market partners, UCCE, held weekly informational demonstration booths near the main Market entrance, which consisted of free food samples featuring a main ingredient that was currently abundant and easy to prepare. Market goers received the recipe for the dish and other ideas on how to use the main ingredient. There were also local agricultural producers, such as a local goat cheese farmer, sharing the process of cheese making. Some of these producers, such as the goat cheese farmer, also participated in the Kids Corner activity. Master Gardeners in training also attended Market periodically to help increase educational outreach efforts. A weekly education booth was provided by the Trinity County Progressives. Market staff worked closely with them on the education materials provided (e.g., healthy 'Eaters manifesto'). In the 2016 season, the Market partnered with the Children's Garden Project, of the Northwest CA Resource Conservation & Development Council, to host activities for children aged 5 years and under. That included an apple pressing in late October.
 - b. Impact on Community: Specific impacts of this type of activity are difficult to gauge. Market attendees responded positively to the educational information offered and had overall positive feedback about all of the activities described. Market goers relayed that these activities provided them an incentive to attend Market and stay for a while. Market organizers anticipate that these efforts will sustain an increased attendance in future seasons as compared to the attendance before the grant was awarded.
- viii. Goal/Objective 3.3: Expanded advertising and on-site amenities to draw consumers to Markets. Advertising will consist of newspaper ads in the weekly county newspaper (provided with in-kind contributions), television coverage on local

KRCR (provided with in-kind contributions), printed brochures, sidewalk message boards, and various banners and flags. Summer temperatures in Trinity County are hot with peak temperatures in the low 100s. Adding shade umbrellas and water misters as on-site amenities would increase the comfort level of attendees, particularly the elderly or others that may be more heat-sensitive. Other on-site amenities will include a tent and tables for demonstration/educational activities and an event tent for entertainment. Since music was added as a component to the Farmer's Market, consumer attendance has improved somewhat as has the length of time spent at Markets. A swamp cooler for one of the temporary tent structures is proposed in order to store any excess produce after Market that could be made available to the low income and senior populations as described in Goal 1/Activity 2. The cooler would also enable on-site storage of the CSA bags. Some food producers travel long distances and arrive very early to set-up a larger booth. The cooler would allow these producers to store produce before Market opens.

a. Progress Made: FM Bag Manager/Market Education Coordinator and Market Manager/Director developed ideas and materials for these activities. The 2015 FM Bag Manager/Market Education Coordinator created the current website: <http://www.trinityfarmersmarket.org> It features information about Market hours, location, and activities. A list of each week's music group was also posted to entice consumers to participate regularly. A volunteer created the facebook group and worked with staff to freshen up the page and regularly post musicians and activities <https://www.facebook.com/groups/166134886893131> These online venues were kept current throughout the grant period. The 2016 FM Bag Manager maintained the Market's online presence. She also created an official facebook page <https://www.facebook.com/TCFarmersMarkets> along with a Twitter account @TCFarmersMarkets This gives the Market more social media tools than are available in groups. Both sites feature Market hours, location, and activities, including each week's music group. The original facebook group grew from 150 people at the start to 1,257 currently. That represents ~ 43% of the current Weaverville population.

Advertising progress included new signage and developing brochures. Market goals in the County Nutrition Action Plan were also updated. A promotional t-shirt was designed. After researching radio advertising options, matching advertising funds originally slated for television (\$2,500/season) were dedicated instead to submitting information regularly to free local radio ads and for local television's free community calendar. The Market also had a float in the 2015 4th of July parade to promote the Market in its 25th season. The parade is the most widely attended one-day community event in Trinity County and has always generated hundreds of spectators. One notable change with having the FM Bag service in lieu of a CSA and having subscribers pick up bags at Market was the decline of Bag service sales. In interviewing subscribers, Market staff noted that drawing subscribers to Market enticed them to buy the produce of their choosing rather than having to take the produce assembled in the bags. Many subscribers admitted that they were throwing away a fair amount of produce over the course of the season and instead chose to shop at Market to reduce waste. Since all of the producers participating in the Bag service have a booth at Market, the impact to growers is thought to be negligible overall.

b. Impact on Community: The attendance during the early part of the 2015 Market season was very strong at the Weaverville location and typical of 2014 in Hayfork. However, severe and prolonged wildfires that began in late July really diminished attendance at the Weaverville Market through late September. In Hayfork, the fires essentially extinguished participation with many Markets cancelled due to road closures of the major highway to Hayfork as well as very marginal participation by food producers. Nearly 30,000 acres burned intensely and produced consistent, thick heavy smoke that posed public health threats to the local population (particularly the elderly and children). Fortunately, no severe wildfires impacted the Markets in the 2016 season. Thus attendance in the second year of this grant project was more indicative of the success of the advertising and other efforts undertaken in this project. Benefits of increased signage, advertising, and social media were definitely more apparent in the 2016 season. More vendors participated in 2016 with a total of 58 vendors over the season in Weaverville, which is a 211% increase over pre-project figures, and is well in excess of project goals of a 50% increase. In Hayfork, there were consistently 11 vendors participating. There were an average of 100 extra consumers during the height of the season as compared to before the grant was implemented. A 90% increase in consumer attendance was achieved between both Markets - primarily at the Weaverville Market. This is consistent with the stated project goal of a 70% increase in overall consumer attendance. A 229% increase in sales at Markets from booth fees, primarily in Weaverville, was accomplished, consistent with the stated project goals of doubling sales. Market Manager and staff are grateful for the grant and the "shot in the arm" it has given the markets. They are confident that the momentum gained will only continue in the years to come. The FM Bag service sales decreased, but was likely absorbed into the notable increase in overall Market sales.

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: 5. Weaverville and Hayfork Market staffs have always been volunteers. This grant allowed them to be reimbursed for a portion of their time in order to implement this project. 5 new jobs were created: Market Manager/Director, 3 Market staff members, and the FM Bag Assistant Manager. Weaverville and Hayfork Market staffs have always been volunteers; this grant allowed them to be reimbursed for a portion of their time in order to implement this project in both the 2015 and 2016 seasons.
 - ii. Number of jobs retained: 1 FM Bag Manager & Education Coordinator
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 1 in terms of increased participation by local food producers and other vendors.
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$65,974, which is 229% based on 2016 figures as compared to figures at the time the grant proposal was developed. The total minimum sales at the time the project grant proposal was developed was \$28,871 as compared to 2016 total minimum sales of \$94,846. Minimum sales are what is reflected based on the method of booth fees collected at Markets over the course of the season. Vendors have to pay 10% of their sales, capped at \$200.00 of sales per booth at each Market. Therefore, the total actual sales at Markets are likely higher.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: 114%. There were 10 participating producers in Weaverville and 4 in Hayfork at the time the grant proposal was developed. Now there are 19 producers in Weaverville and 11 in Hayfork. There are a total of 58 vendors in Weaverville and 13 in Hayfork, including non-produce growers (e.g., those selling crafts and baked goods).
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?

Trinity County is rural. It has a total population of 13,170 with an average of 4.3 people per square mile, as opposed to the state average of 239/mi², and lacks cultural diversity. The population is over 83% "White alone" (US Census); the next biggest groups are 7.1% Latino and 5.1% Native American and Alaskan Native. All communities are considered economically disadvantaged. Thus expansion to new groups is limited given the lack of diversity and small rural nature of Trinity County. However, those receiving WIC and EBT benefits and seniors are being targeted in Goal 1. No metrics are available this early in the project. A total of 136 WIC vouchers redeemed and \$2,170 in EBT sales were recorded in the 2016 season. \$667 of the EBT sales (31% of the total) were received through the FM Bag service. That is significant given that the FM Bag service only constituted ~ less than 5% of total sales at the Markets. Prior to this project, the FM Bag service's predecessor, the CSA, was not set up to receive EBT payments. Therefore, EBT recipients were able to take advantage of the Bag service in order to obtain fresh local produce.
4. Discuss your community partnerships.
 - i. Who are your community partners?

Trinity County Grower's Association (TCGA); Highland Art Center (HAC); County of Trinity; UCCE, Trinity Coalition for Activity and Nutrition (TCAN), Human Response Network, Homecraft, Merchant's Mall, Trinity County Progressives, individuals, and Trinity Lumber. Additional groups are reached through TCAN meetings including Northern Catholic services and local school representatives.
 - ii. How have they contributed to the overall results of the LFPP project?

TCGA provides the bulk of the match to this project. HAC and County of Trinity allow the TCGA to host the Weaverville and Hayfork Markets, respectively. The County site is at a park in Hayfork while the Weaverville Market is at the HAC Meadow. HAC also allowed the Weaverville Market to use an existing shed with the portable cooler purchased under this agreement to house produce for the FM Bags and for food producer vendors to store items before market. In 2015, the TCGA built a space to facilitate cold storage as part of its in-kind match. The portable cooler, which is removed when the Market season ends and stored off-site, was provided through this grant. Trinity Lumber donates materials for use at the Weaverville Market site and assisted with the 4th of July parade float. Trinity Lumber and Merchant's Mall supported the Children's Kid Korner with prizes and items to raffle as a fund raiser. Homecraft donated parts for the mister system. Individuals have also contributed to the project as volunteers including one bag packer and time volunteered by the Market Manager and Market setup staff. There is also a volunteer

accountant. Two other individuals also donate time to recruit and organize music groups to perform at Market. Music groups and individuals also donate their time performing at Market. Having music at Market has markedly improved attendance. All other project needs that are not reimbursed by this project have been provided by TCGA.

All partners have promoted the Markets. As mentioned above, UCCE held weekly fresh food demonstrations featuring Market produce. Trinity County Health and Human Services department (which houses WIC) staff was instrumental in reaching their recipients as well as EBT participants and encouraging both groups to participate in the Markets. The Market organizers held fundraisers and demonstrations using the bicycle powered blenders lend by the UCCE. The TCGA builds the blenders used at Market and by partners at other events. Trinity County Progressives assisted with educational outreach at the Weaverville Market.

- iii. How will they continue to contribute to your project's future activities, beyond performance period of this LFPP grant? Partners provide ongoing and reliable support for the Markets, which in turn directly supports the Market's attendance and evolution.. HAC shed facility in particular assisted the Weaverville Market to support the FM Bag service for subscribers who are too busy to shop during Market by collecting assorted produce for them each week for quick pickup. This makes it more attractive to participate in the fresh bag program and expand sales of local food products. Market set-up and execution would not be as successful without the volunteers mentioned in section 5.ii above. Attendance would not be as good without music. Thus volunteer labor and music groups are both key to the success of the Markets.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? All staff funded under this project is directly employed by the Council. There are a few volunteers that have assisted in performing the work (see in-kind discussion in previous and next question).

6. Have you publicized any results yet?*

- i. If yes, how did you publicize the results? However, the Market website was significantly revamped and updated in 2015. Regular updates events are posted on an ongoing basis. <http://www.trinityfarmersmarket.org/> The Market also has an official facebook page <https://www.facebook.com/TCFarmersMarkets> and facebook group <https://www.facebook.com/groups/166134886893131>, with 1,257 followers. Activity on the facebook group by Market staff and volunteers, music groups, food producers/vendors, and consumers was very regular and frequent during both seasons. . Posting activity includes Market events (music & kids korner), special vendor offerings, and pictures. Postings off-season include available winter local food and food-based products, seeds, gardening techniques, community events, recruitment of food producers and other vendors, and promotions for each season. These online venues were kept current throughout the grant period. A Twitter account @TCFarmersMarkets was recently created, but hasn't been active given that the Market season is over for the year. An article with the local newspaper, the Trinity Journal, will also be published. Timing will coincide with promotions for a Market fundraiser event to be held later this winter.

- ii. To whom did you publicize the results? The public via the website and specifically to followers via facebook.

- iii. How many stakeholders (i.e. people, entities) did you reach? *Send any publicity information electronically. An unknown amount of people were reached through the website. Google Analytics will be used to track activity in the following Market season. The facebook group page has 1,257 followers.

A small digital copy of the following Farmer's Market promotional items are attached:

- Market Informational Booth Banner
 - FM Bag Booth Banner
 - Kids Korner Banner
 - Market Brochure
 - Market Business Card
- Banners are sized 2.5 ft x 4 ft.

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

- i. If so, how did you collect the information? Feedback has been obtained mostly verbally through conversations with Market consumers, including FM Bag service subscribers, and food producers. Positive feedback has been expressed regularly through the facebook page.

- ii. What feedback was relayed (specific comments)? Some consumers have noted that the Market seemed bigger in the 2015 and 2016 seasons. Many consumers have complimented the Kid's Corner and the regular activities featured there. The education booths and product tastings are a big hit at the market. One consumer said he loves how the Market engages people and says he always leaves having learned something new. Those participating in the FM Bag service have relayed that they really enjoy picking their bags up at Market. Most of them stay to shop or eat or enjoy

music at the Market. In fact, many subscribers opted to simply shop at Market rather than subscribe to the bag service, as described in section 3.3 above. Music was generally very highly complimented by market goers. Some of the more popular local groups definitely drew more people in than usual.

As mentioned above, the Hayfork Market was nearly extinguished by the 2015 season's wildfires. The biggest non-positive feedback had to do with not going to Market (at either location) because of the persistent smoky conditions in 2015. Some people commented that they thought there was a lack of parking at the Weaverville Market in 2015.

Because of the Weaverville Market's prime Main Street location in downtown Weaverville, parking directly in front of the Market is limited. There is a small lot across the street, kitty corner to the Market. There is also a larger lot that is underutilized about one short block from the Market location. Market organizers advertised that parking more heavily in the 2016 season, with some success. Another common request from Market goers is that they would like to see more prepared food options at Market so that they can stay longer and enjoy the music without having to go off-site for dinner.

8. Budget Summary:

- i. As part of the LFPP 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: Final sf-425 was previously submitted by email at the end of November.
- 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?

Marginally; however the Market economics were greatly boosted. Sales increased by 229% as described in question 2 above, which was largely received by local food producers, with a nominal amount going to the TGCA. However, the small amount received by TCGA would have been completely consumed had the Market Manager and the current FM Bag Coordinator not donated their time.

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what didn't go well, what needs to be changed).

As described above, due to the extensive wildfires near Hayfork during the peak of the 2015 season, the Hayfork Market was really barely only a small presence after the fires began. Some weeks, Market was cancelled due to the severely poor air quality (less than ¼ mile visibility) and significant health risks. In Weaverville, attendance was notably affected due to the wildfire smoke, which while not as bad as in Hayfork, still created very poor air quality for months. Several events designed to increase participation, including a Salsa Showdown, a pancake fundraiser, and several events at the Kid's Corner, were cancelled due to low attendance from the wildfires. The lesson learned is to plan for backup locations to host Market related activities. One possibility is to consider requesting the church adjacent to the Weaverville Market, and possibly Hayfork Park, rent out their indoor meeting rooms to host specific activities during a prolonged wildfire season. Another possibility is that Market organizers could stress the FM Bag service through its facebook page and website (and with signs) in periods of prolonged wildfire as a way for people to simply drop in and out of Market quickly. This would minimize adverse impacts to sales and provide consumers with fresh, local food products yet avoid and reduce health risks from poor air quality. As described, the success of the FM Bag service declined as subscribers opted to shop directly at Market. However, given EBT recipient participation in the FM Bag Service, there is potential to re-work the Bag Service to better target that demographic. WIC participants may be more likely to subscribe, as discussed in Goal 1.1 above.

The lack of prepared food options was identified as a barrier to greater and prolonged Market attendance. Market Manager and staff will recruit local businesses to provide this amenity at the 2017 Markets.

Attendance at the Hayfork Market did not grow as well as in Weaverville, even in 2016 when there were no wildfires. It is a smaller community with fewer resources such as transportation. It has been difficult to draw more consumers and food producers to that Market. Market Managers plan on approaching notable members of the Hayfork community again for ideas on how to improve participation.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

Some of the fundraising ideas developed as part of the Strategic Market Plan were not implemented within the timeframe of this project. The main reason was that the 2015 FM Bag Manager and Market Education Coordinator unexpectedly relocated out of state. The new Bag Manager/EC was busy training on performing the basic duties of the

position as well as on training on the duties of the Market Manager, who is retiring in early 2017. The retiring manager will be involved in the Market operations as TCGA President and as a dedicated supporter of the Markets.

- 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:

Due to the small, rural community in Trinity County, it is apparent that having paid Market staff does not pencil out given the scale of the sales and revenue. Market Manager was able to recruit new volunteers and maintain existing ones. However, the success of the Market remains highly dependent on volunteer labor. A different strategy, such as creating a prepared food booth or selling other products dedicated solely to help support Market operations may be necessary to reduce the dependency on volunteer labor.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? 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.

Market Manager and staff will continue to implement the strategies developed and implemented under this project. They will also develop and deploy new strategies identified in the Strategic Market Plan as well as brainstorm new approaches (described below) to tackle concepts described under lessons learned.

- 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?

Based on above discussions on participation of EBT recipients in the FM Bag service, one thought is to expanding the bag service specifically for EBT and WIC participants. This would include interviewing County WIC staff and willing WIC and EBT recipients for ideas on how to make the bag service more attractive for them. Another approach to further increase EBT and WIC sales is the pursuit of a market match type of program to facilitate and increase the redemption for this group of consumers. Another suggestion that is targeted at County WIC staff is to work with the state to: 1) make "store-only" produce vouchers eligible for use at farmers markets; and 2) convert the WIC voucher system to a debit card format similar to EBT. Outreach to seniors in the coming season may include providing them with vouchers and planning activities specifically designed for them. This could include a greater variety in music groups to include big band or more classic music. If there is a change of GAC management, Market staff would approach it again about purchasing local produce for use in the Center's weekly senior meal program. Market Managers are planning to have a Trinity High School day at the start of the 2017 season (coincides with the end of the school year) to draw in more teens. There would be a Red and White Day, (school colors) with music that is age appropriate and many prizes and incentives. A similar event could be planned for the end of the 2017 season (coincides with the start of the school year and football season, which is a popular sport and activity for high school kids). The partnership with the Children's Garden Project will be cultivated for the foreseeable future. Pursuit of local businesses and/or entrepreneurs to provide prepared food at Markets will be a key strategy in the 2017 season.

Another thought to reducing traffic and increasing overall consumer participation is to incentivize alternative individual transportation by offering coupons to those who bike or walk to Market.

Off season fundraisers are planned to help support Market operations. Summer is a very busy time of year in the community. A "Cabin Fever" dinner and dance event is in the process of being planned for February 2017. Fundraiser events during Market season such as a "Farm to Fork" dinner will also be pursued.

Attachments:

1. Strategic Market Plan
2. Digital copies of promotion materials as listed in Question 6.iii

CC: Agricultural Commissioner, Trinity County
Trinity County Grower's Association

14-FMPPX-CA-0014 Final Report: Revitalizing Trinity County's
Farmers' Markets Final Report Attachment:
Digital copies of promotion materials as listed in Question 6.iii



Market Informational Booth Banner

Fresh Market Bag Booth Banner





Kids Korner
Banner

Market
Brochure p1

Join Our Market Community
 Are you a local farmer, gardener, artist, artisan food producer, food vendor, musician, or crafter? Or, perhaps you are interested in volunteering to help with market set-up or clean-up? If so, you may want to join our wonderful market community!



Local musicians graciously provide live music at our markets every week!

Contact us at the start of the market season if you are interested in having a booth selling your goods, volunteering to help out, or booking a date for your musical performance.



Contacts
Weaverville Market Manager
 Chanda Johnson
 (530) 623-2380

Trinity County Growers' Association Director
 Sue Corrigan
 (530) 623-6821




Trinity County Growers' Association
 Trinity County Farmers Market

 Cultivate Community



Find us on Facebook at
 Trinity County Farmers Market

Website: trinityfarmersmarket.org

Email:
trinityfarmersmarket@gmail.com



Trinity County Farmers' Markets

Join us for the Weaverville Farmers' Market every Wednesday May - October!

- We have over 40 vendors offering:
- Consciously Grown Produce
 - Artisan Prepared Foods
 - Local Honey, Eggs & Meats
 - Crafts and Other Handmade Goods
 - Food & Drinks



Fun for the whole family!

- Educational Booths
- Crafts and Activities for the Kids
- Special Events
- Live Music Every Week!



Spring through summer the Weaverville market is from 4:00pm to 7:00pm and fall market runs from 3:30pm to 6:30pm.

Supporting Local Agriculture

- Buying direct from farmers is good for the local economy.
- Cultivating interdependence is essential to building a more resilient community.
- Market produce is the freshest, most nutritious food you could provide for your family.
- Supporting local food systems free of pesticides and genetically modified organisms (GMOs) is good for people and our environment.



"What makes the farmers' market such a special place is that you're actually creating community around food."

Bryant Terry

We accept EBT and WIC!

History of the TCGA

The Trinity County Growers' Association was started in February of 1990 to establish local farmers' markets and promote organically grown sustainable agriculture in our communities. We have a vision of thriving farms and gardens producing fresh, high-quality food, providing livelihoods for local people, and encouraging a measure of community self-sufficiency.

The TCGA has accomplished much since it's founding. Our certified farmers' markets in Weaverville and Hayfork have shown steady growth each year in the number of customers and vendors attending. From May through October each year our vendors and market goers come together in the age-old tradition of spirited direct marketing at our open-air community markets.



The weekly Farmers' Market is a great opportunity to connect with your community and get to know the people growing your food. Support local farmers & artisans by being a part of your farmers' market community!



Market Business Card

Promotional Materials being used in the Fourth of July TCGA Farmers Market Booth





Fresh Market Bag
Booth

Kids' activity at
Market
Kids' Korner



Trinity County Farmers' Market Strategic Market Plan

Background of the Trinity County Farmers' Market:

The Trinity County Farmers' Market has been in Weaverville for 25 years under the stewardship of the Trinity County Growers' Association (TCGA). In the early years attendance was minimal and farmers were limited. In the last 5 years the Market has tripled the number of farmers. The Market Manager, along with a limited staff, started the Market in a parking lot. About 18 years ago, the Market was moved to the Snyder Highland Foundation's Highland Art Center Meadow, a perfect location for the community to relax and enjoy a market setting.

Current Market Consumer Demographics:

The timeframe for this Plan begins in 2014 and projects for the next 5 years. Trinity County is rural (13,170 total population with an average of 4.3 people per square mile, as opposed to the state average of 239/mi²) and lacks cultural diversity as the population is over 83% "White alone" (US Census); the next biggest groups are 7.1% Latino and 5.1% Native American and Alaskan Native. This means that reaching new populations for the Market consumer base, as inquired by the Local Food Promotion Program (e.g., ethnic groups, new businesses), is very difficult. All communities are considered economically disadvantaged. Those participating in the WIC/EBT programs and seniors are being targeted in order to increase participation. The current general population of Market-goers includes some seniors, adults, adults with their young children, and young adults between 20-30 years old.

In 2014, the average Weaverville Market attendance was between 80-100 people, some 5% of the local population. In Hayfork attendance ranged between 20-50 people. The goal in 2015 and 2016 was to double attendance. A generous grant "Revitalizing Trinity County's Farmers' Markets" from the USDA Farmers' Market Promotion Program (FMPP) awarded via the Northwest CA Resource Conservation & Development Council in 2014 for the 2015 and 2016 seasons, made it possible for the TCGA, Market Manager, and supporting Market staff to undertake numerous efforts to increase participation from both food producers and consumers. Based on counts done at the main entrance of the markets, this goal has been largely achieved as of 2016 with an estimated average of 200 to 250 people during the peak of the Weaverville Market. The Hayfork Market is still struggling to increase its Market goers.

Target Underserved Consumer Demographics:

Hayfork:

Low income individuals and families: A large segment of the population in Hayfork uses EBT. One of our goals is to increase EBT use at the Market.

Families with children: The Hayfork Market is still in its early years and is struggling with regular attendance. Combining the Friday night Music in the Park with the Farmers' Market improved attendance slightly, but it is still difficult to get people to shop the Market. This has only been

compounded by the fact that one of the reliable food producers retired at the end of the 2015 market season.

Weaverville:

Low-income individuals- A large segment of the Weaverville population uses EBT. One of our goals is to access more EBT participants. Market organizers are working along with WIC and the UC Extension nutrition educators, to get out more information about the Market accepting EBT and the Fresh Market Bag program that also accepts EBT.

Families with children: Increasing access to healthy, sustainably grown foods is a primary goal of the Farmers' Market. More families at Market and children learning about where their food comes from will cultivate a healthier community. By advertising in the newspaper, libraries, and on the facebook community Market organizers can help offer families reminders about Market times, music, and special events. Offering weekly activities and crafts for children at our Kids' Corner will also encourage more families at Market. Towards the end of the 2016 season, the Market did partner with the Children's Garden Project, of the Northwest CA Resource Conservation & Development Council, to host activities for children aged 5 years and under. This partnership will be cultivated for the foreseeable future.

Seniors: Weaverville has a large senior population, but at the start of the timeframe for this Plan, many of them were unable to access the Market. Market organizers pursued options with the Trinity Transit and the Golden Age Center bus as part of the FMPP grant to see if it is possible to add a market route that will bring seniors to and from the Farmers' Market. Trinity Transit could not modify its routes and schedules without undertaking a new study to prove that changes would improve the cost benefit for the local transit program. Transit staff did express an interest in writing a grant to reassess the routes and times to consider the Market. When funding is available, that will be pursued again. However, progress was made with the Golden Age Center (GAC), senior community in Weaverville, since their bus did transport Fresh Market Bags to subscribing seniors in the 2015 season and transported seniors generally, at their request, to Market in the 2016 season. The GAC bus was able to consistently drop off seniors each week in 2016 at the rear entrance to Market, minimizing the disruption of traffic on Main St (highway) at the main Market entrance. However, encouraging broader senior participation has been challenging for several reasons, one of which is that the Senior Center buys USDA commodity goods at a very low cost. The Fresh Market Bag Manager approached Senior Center staff about buying some higher used items in bulk from the Market. This hasn't been very well received by Senior Center Staff. However, some seniors have had half shares to the Fresh Market Bag program that expressed satisfaction with. However, the bag service did not receive broad participation from seniors because they tend not to cook. The Market considered offering a special senior bag of items that are more readily eaten, but did not receive a strong response from seniors approached with the idea. The feedback from seniors is that they enjoy coming to Market when they can to participate in the social activities and then choose a few items that they are likely to use. However, the Market Manager is committed to developing activities targeted towards drawing in more seniors to Market in the next season.

Young adults- One of our goals is to get more young people at Market by advertising through the schools and Shasta College. One idea is to develop a Farmers' Market app for young adults with iPhones in order to increase the attendance of teenagers and young people at Market. This type of app would offer a weekly reminder of Market days, what is available at Market, the musical performance for the week, kids' activities, and other features of our Farmers' Market. Having an updated facebook page would help disseminate this type of information more broadly to young people that use Android phones or don't yet have phones.

Handicapped: The idea of Fresh Market Bags being marketed to homebound individuals who are not able to attend Market, in order to offer a delivery service to get fresh produce to people's homes was not implemented under the FMPP grant because of the lack of available volunteers to deliver the bags. Unless the program receives an exponential boost in participation of home delivery subscribers, which is unlikely in this small community, it is not possible to reimburse delivery people for their time and costs.

Local Food Producers

One silver lining of the rural nature of Trinity County is that it is the least expensive county in the state for registration as a Farmer's Market food producer (\$7.50/year). The cottage food permit is fee exempt here. One of the barriers to encouraging more small scale food producers (e.g., individuals, small families) is that the state rules do not allow there to be an "empty" booth where Market staff can assist small producers in selling goods. However, up to 3 vendors can be at one booth under one registration. Currently, the number of these shared booths is limited because not enough small producers can afford to participate 3 hours each week and because Market staffing limitations preclude staff assistance/presence at shared booths.

Impact of the "Revitalizing Trinity County's Farmers' Markets" FMPP Grant

Before receiving this grant the Market was growing a bit. But Market organizers did not have the resources to advertise and attract more of the local population. Market organizers also relied on volunteer labor and were unable to support the growth and development of a TCGA steady infrastructure (i.e. a board, find new set-up and take down volunteers, dedicated Kids' Corner volunteers and coordinators, and robust Fresh Market Bag program).

The FMPP grant has enabled us to grow our Farmers' Market and infrastructure with: 1) salaries for select positions to work on tasks outlined in the grant designed to promote the Market; 2) funds for a website <http://www.trinityfarmersmarket.org/> and other modes of advertising; and 3) development of this strategic plan. The revitalization grant also enabled us to purchase more signs/banners for advertising and to direct parking. An event tent and additional supplies were purchased that will help us put on special events and fundraisers in the future as well as a swamp cooler to help keep sensitive produce fresh - particularly for the fresh market bag service. The FMPP grant also funded educational workshops for local food producers on how to

register with the state and TCGA as well as on practical techniques and best management practices. The grant also helped the Market to receive EBT payments on-site, increase EBT sales, improve transportation for seniors,

Current Barriers to Farmers' Market Attendance:

- **Parking:** A big barrier for us is the parking situation around the Highland Meadow, which is located in the middle of the Downtown Historic District of Weaverville. Many people choose not to go to the Market because of the hassle of parking. Market organizers worked with Trinity Transit to see if it is possible to increase the times and number of stops made during Market hours near the Highland Meadow. That was found to be impractical without an accompanying study to demonstrate the cost benefit to Trinity County. Increased signage directing people to overflow parking did help alleviate the limited parking situation.
- **Timing:** Not everyone wants to come out on a weekday evening, which perhaps has limited Market attendance. Through a continuous dialogue with the community Market organizers have found this is the best time not only for the farmers, who have other markets on the coast to attend on the weekend, but also for Market-goers who are often out of town on summer weekends during our peak Market season. However, it is also clear that many consumers would like to see more reliable prepared food options at Market as an incentive to stay longer at Market, given that it occurs during many people's dinner timeframe. Pursuit of local businesses and/or entrepreneurs to provide such amenities will be a key strategy in the 2017 season.
- **Seniors:** Another major barrier is getting more of the senior population to Market. Market organizers did discuss setting up a route that would allow for one to two drop-off and pickups and the Farmers' Market in Weaverville with Trinity Transit. However, that was found impractical as discussed in "parking" above.

However, senior transportation was improved by having the Golden Age Center bus drop seniors off by request at the rear Market entrance in Weaverville. Market organizers are also making presentations at the Golden Age Center, educating seniors about our Fresh Market Bag service, which has a delivery option, as well as current Market times and transit routes.

- **Youth:** To increase the attendance of kids and young adults, Market organizers are incorporating more forms of social media and a Farmers' Market app that will give updates on music performances, produce, and special events at Market, as discussed in the "young adults" Target Underserved Consumer Demographics section above.

Ideas to Boost Market Attendance:

General Internet/Website

- Make a Farmers' Market app that will pop up on people's phones reminding them it is a market day, and also letting them know what bands are playing at Market, special events, kids' activities, Market menus, etc.
 - If farmers would like to utilize this app to advertise their booths they can update the site with what produce they will have at Market that week.
 - Special coupons available on the app
 - Check in by using their app or on Facebook: when they check in their name gets put in a monthly drawing.
- Write vendor profiles for the website <http://www.trinityfarmersmarket.org/>
 - Post descriptions of the farms, farmers, what they like to grow. Include pictures of the farms. This will help the community deepen connections with the farmers and encourage them to support their local farmers.

Facebook/Twitter

- Create a weekly event and link event invites to Facebook pages of local farmers/vendors. This will strengthen the community around the Farmers Market. The Trinity County Farmers' Market facebook page is: <https://www.facebook.com/TCFarmersMarkets/> There is also a facebook group at <https://www.facebook.com/groups/166134886893131/> The group has 1,257 members.
- Profile a different vendor each week using the profiles from the website.
- A Twitter account was created to post updates on that day's Market events and activities: @TCFarmersMarkets

Vendor Participation

- Product tastings
 - Feature seasonal produce for Market-goers to sample new foods
- Possible local wine tasting or beer tasting
 - Feature local wineries such as Summit Creek
- Scavenger Hunts encouraging kids and families to interact with vendors.
 - Teams of kids and adults have to go around Market to answer questions, and talk with farmers to get information about their produce and experience as a farmer.

Community Outreach

- Schools/children nutrition
 - Make Market presentations/taste testing at local schools.
 - Send kids home with tokens that can be redeemed at Market for 5 raffle tickets.
 - Continue partnering with the Children's Garden Project to offer activities to young children.
- Have Themed Days at Market

- Kids' Day
 - ❖ Scavenger hunts
 - ❖ Prizes for kids
 - ❖ Featuring kids' music
 - ❖ Bouncy castle - get a possible donation
 - ❖ Samples of produce for kids
 - ❖ Collaborate with other local organizations that support kids to have booths with info on kids' resources: Children's Garden, After School Program, Summer day Camps, etc.
- Bike to Market Day
 - People who come with bikes get \$1 off coupon
- Bring a New Friend to Market

Special Events at Market

- Salsa Showdown: Have a \$20 buy-in to be a contestant. Market organizers will encourage local businesses to participate as a means of promotion, but individuals will be allowed to compete as well. The Market provide tomatoes, cilantro, lemons, onion, and garlic, chili and they can bring whatever additional ingredients they need. Market-goers can buy a \$3-\$5 ticket to taste the salsa and vote for their favorite one. The winner gets a cash prize. People's choice winner gets a gift certificate to Market.
 - Kids can do scissor salsa and solar oven nachos
 - Have salsa music at Market that week
- Art at the Market: A showcase of local artists. In addition to local wine and cheese tasting.
 - Display local art. Have artists available to talk about their pieces
 - Wine tasting
 - Cheese tasting
- Oktoberfest:
 - Beer garden fundraiser for Market.
 - Kids will do apple pressing. The Children's Garden Project did partner with the Market to offer this activity at the 2016 Weaverville Market in late October.

Education at Market

- Have an educational booth with more information about why it is important to shop locally, consume sustainably grown produce, Non-GMO, food preservations, etc.

Address barriers with Parking

- Facebook instructions
 - overflow parking in the Joss House and Lee Ranch House parking lots
 - listing of the closest Trinity transit stops and times
- Increase signage to overflow parking lots
 - Joss House and Lee Ranch House parking lots
- Trinity Transit Promotion: signs and fliers that list transit schedule and Market times.

- Encourage other modes of getting to Market that encourage physical activity
 - Biking
 - Walking

Additional Advertising

- Media
 - Radio advertisement: contact local radio stations and place ad for Market time and place
 - Newspaper
 - ❖ Advertisements through the Market season for Market Bag project and Farmers' Market
 - ❖ Press releases for upcoming events at the Farmers' Market
 - Fliers
 - ❖ Posting fliers, pamphlets and business cards in the Weaverville and Hayfork area

Community Presence

- Participation in local events: Plant and Seed Exchange, Children's Festival, 4th of July Parade, Trinity Jamboree, Harvest Festival, Salmon Festival
- Have brochures and business cards around town and in local businesses
- Participation in local groups/coalitions: TCAN (Trinity Coalition for Activity and Nutrition) to increase collaboration and possibilities to build community in support of the Farmers' Market
- Fundraisers: Farm to Table Dinners, pancake sales, smoothie sales