

FY 2014

\$77,653 to the City of Fontana, CA, to establish and promote a new farmers market with up to 12 vendors and EBT capabilities.

**Final Report**

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

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: [USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov); Fax: 202-690-4152

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

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014-September 29, 2016
<b>Authorized Representative Name:</b>	Dede Benson
<b>Authorized Representative Phone:</b>	909-349-6914
<b>Authorized Representative Email:</b>	dbenson@fontana.org
<b>Recipient Organization Name:</b>	City of Fontana
<b>Project Title as Stated on Grant Agreement:</b>	Fontana, CA: South Fontana Farmers' Market
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-CA-0019
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Fontana, California
<b>Total Awarded Budget:</b>	\$77,653

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

- Same Authorized Representative listed above (check if applicable).  
 Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
  - i. **Goal/Objective 1:** *Increase fresh, locally grown produce options for low-income communities of Southern Fontana, California (including Census Tracts 06065040502, 0606504053, and 06071002204)*
    - a. Progress Made: The City of Fontana opened the South Fontana Farmers’ Market in August 2015, offering fresh fruits and vegetables to Fontana residents. The City had a great turn out opening day; the south market sold a total of \$4,950. The City was excited to offer locally grown produce to the low-income community. However, as time progressed, total sales and attendance dropped steadily every week thereafter. Unfortunately, due this trend, and lack of support from the community, the South Fontana Farmers’ Market closed in November 2015. Upon closure, the City of Fontana started looking for a new partner organization to host the Farmers’ Market as well as a new site with the goal to reopen in Spring 2016. Unfortunately, due to lack of community support, this do not happen.
    - b. Impact on Community: The Fontana community responded in an overall positive manner in the first few months. Over half of Farmers’ Market patrons that were surveyed at the South Fontana Farmers’ Market were extremely likely to recommend our market to others. However, attendance and sales steadily declined to the point of closing the market.
  - ii. **Goal/Objective 2:** *Develop ongoing market and education opportunities for local farmers and growers*
    - a. Progress Made: At the South Fontana Farmers’ Market, Healthy Fontana staff were in the process of scheduling a formal workshop for all vendors to attend. Prior to that City staff coached and educates individual Farmers on how to create more appealing displays and good customer service skills. The formal workshop scheduled for Winter was going to focus on educating farmers on customer service, better product placement, and better product signage in order for our customers to have an overall better experience.
    - b. Impact on Community: The individual training with the Farmers did help them in the short term have better displays. However, if the full formal training had come to fruition, more Farmers would have been able to provide the residents with better customer service and greater overall experience at the South Fontana Farmers’ Market, ultimately retaining customers.
  - iii. **Goal/Objective 3:** Influence healthy nutritional choices for Fontana residents through healthy food access and education.
    - a. Progress Made: In order to promote the Fontana Farmers’ Market, the City of Fontana gave residents five dollar coupons at multiple events, using city general funds. Events included: Let’s Move on the Trail, multiple opportunities to claim

a coupon at the Farmers' Market, and were given several weeks to use the coupon. This was an effort to invite residents to the Farmers' Market and give them the opportunity to buy fresh produce and experience the Market. While at the Market, Healthy Fontana provides educational materials to encourage daily intake of fresh produce.

Through a grant from Kaiser Permanente Community Benefits, Healthy Fontana was able to provide a "Double your bucks program, called Farm Fresh for Fontana Families", offering a dollar to dollar match incentive to purchase fresh fruits and vegetables at the market. In order to qualify for this monthly program, residents must attend a nutrition education class to enroll in the program.

Healthy Fontana Staff regularly visits after school programs in the Fontana Unified School Districts, as well as Colton and Etiwanda School Districts and community meetings and events, promoting the benefits of fruits and vegetables and the Farmers' Market.

b. Impact on Community: The City of Fontana has worked diligently to bring in more opportunities for our community to choose the healthier alternative. By providing nutritional workshop, educating at Outreach Events, physical activity opportunities at the market, and educational material, the farmers' market surveys show that our community is satisfied and is responding positively to the health education that was offered to them. At every Farmers' Market, Healthy Fontana Staff is available to answer any nutritional questions community members may have, as well as having a wide variety of resources for anyone to take, courtesy of local community partners (such as Kaiser Permanente Fontana & Ontario Medical Centers).

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 to September 29, 2016). Include further explanation if necessary.
  - i. Number of direct jobs created: 23
  - ii. Number of jobs retained: not applicable due to closure of Market
  - iii. Number of indirect jobs created: not applicable due to closure of Market
  - iv. Number of markets expanded: 1 but then closed
  - v. Number of new markets established: 0
  - vi. Market sales increased by no increase due to closure and increased by no increase due to closure %.
  - vii. Number of farmers/producers that have benefited from the project: originally 6
    - a. Percent Increase: no increase due to closure
  
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?
  - i. Community residents had access now to a new Farmers' Market that they never had an opportunity to have before. Through a 40,000 post card mail out, the City of Fontana reached a wide population range, including low income/low access communities that

exist in South Fontana, as well as the surrounding communities in Fontana, California.

4. Discuss your community partnerships.
    - i. Who are your community partners?
      - a. Kaiser Permanente Fontana & Ontario Medical Centers
    - ii. How have they contributed to the overall results of the FMPP project?
      - a. Farm Fresh for Fontana Families was launched in partnership with Kaiser Permanente Community Benefits Grant; it encouraged community members to purchase their produce at the Fontana Farmers' Market. The double your bucks program, matches a dollar for a dollar at any fruit or vegetable vendor. Participants in the program received a \$25 coupon book every month after attending a nutrition education class.
    - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
      - a. The City of Fontana will have the opportunity to apply for additional funding to keep the program going if the City choose to do so. Otherwise, Kaiser Permanente will continue to be a partner with Healthy Fontana providing educational material for the City's residents.
  5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
    - i. Southland Farmers' Market Association, previous to our market closure, was overseeing the management of the Fontana Farmers' Market. They primarily focused on vendor management, and handling of onsite monies: (EBT Transactions, Debit Transactions, and Vendor payments). Southland dissolved the City's contract and closed the market due to decrease sales and attendance.
  6. Have you publicized any results yet?\*
- i. If yes, how did you publicize the results?

Prior to the South Farmers' Market opening, several marketing pieces were developed to promote the Market and generate interest in the community. An article was printed in a local publication, press releases were distributed and bus transit/shelter advertisements were developed and placed throughout the City. A postcard direct mailing campaign was developed and mailing to Fontana households. A full page advertisement was publicized in the City brochure which is also distributed to every household in Fontana.
  - ii. To whom did you publicize the results?

The above mentioned marketing pieces reached the City of Fontana population of 210,000 people focusing on the community and neighborhoods near the new Farmers' Market.
  - iii. How many stakeholders (i.e. people, entities) did you reach?

Mailing distribution reached 60,000 people and most of the marketing pieces were also available on-line.

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information?
    - a. Surveys were given out during the Fontana Farmers' Market. Market patrons were asked to participate in filling out a survey about their farmers' market experience, in exchange for a free Healthy Fontana gift. I.e. (Farmers' Market reusable bags, or Healthy Fontana cookbooks.)
  - ii. What feedback was relayed (specific comments)?
    - a. Data was collected at the South Fontana Farmers' Market on various days. 59% of all surveys were completed by first time customers. 51% of all respondents said they were extremely likely to return, with 55% saying they would be likely to recommend the South Fontana Farmers' Market.
  
8. Budget Summary:
  - i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
  - ii. Did the project generate any income? Not applicable
    - a. If yes, how much was generated and how was it used to further the objectives of the award?
  
9. Lessons Learned:
  - i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).

Offering the Farmers' Market in a low income, low community service area was a great idea and was met with great support and desire to have the Market from the community. However, once the Market was established and in place the community did not support it. Even through various programs, such as the double your bucks program and the \$5 coupons giveaway, the residents didn't take advantage of the Market.
  - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

The goal of starting a new Farmers' Market was met but the ability to keep it going was unsuccessful. Knowing your community is very important and what their habits are. Although the community wanted the Farmers Market in their area and needed a place to purchase affordable fresh fruits and vegetables, the community did not come out and

use the Market. Really looking at what is offered in an area or what is not offered may be an indicator of the community response to various community programming and events.

- 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:

Consistency. Although not always possible with the ever changing world but consistency is important to breed habits and expectations of the community; whether this pertains to consistency of vendors, Market location, time, staffing and administration. Getting consistent answers to questions needed, having consistent staff to develop rapport with vendors and the public, knowing which vendors will be at the market every weekend so customers can plan their spending are all important accepts to keep in mind to have a successful project.

#### 10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

Due to the lack of community support for the South Farmers' Market, the City of Fontana will not be continuing this project past the performance period. However, the information learned from this experience will be used to better serve the community in other areas. Possibly looking at opening another Farmers' Market at different period in time and during a different economy may serve the community better.

- 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?

Continue to research the community needs and desires to offer the most appropriate programs and projects to optimize participation from the residents of the City of Fontana is key to enriching the lives of the City.

## ***City of Fontana Now Offers Two Farmers' Market Locations***

Shoppers who crave fresh, local produce will rejoice as the Fontana Farmers' Market has opened a second location on the corner of Cherry Avenue and Live Oak Avenue. Community members, Healthy Fontana staff and partner Southland Farmers' Market Association (SFMA) celebrated its grand opening on Saturday, August 1, 2015. Like the first location, the market will offer fresh, seasonal fruits and vegetables grown in the Inland Empire, as well as juices, breads, specialty items and more. The 12-15 vendors at each location include organic soaps, homemade hummus, handmade wood carvings and farmers of all sorts.

The Fontana Farmers' Market is truly an important event throughout the year. It brings together all the people of the surrounding area to enjoy the bounty of the locally grown produce, delicious baked goods and beautifully hand crafted items. Everything that is for sale is grown or produced by the person selling it. That is what makes the markets unique. There are plenty of opportunities for people to discuss how the product was grown or made. This exchange draws the community together and makes it a better place to live. Nearly 10 area farmers sell home grown produce, but the market is more than just produce! Fresh tamales, pure honey and farm fresh eggs draw the Fontana community to the markets.

Both Fontana Farmers' Market are open every Saturday from 8:00 am – 1:00 pm. Locations include the market on the corner of Sierra Avenue and Arrow Boulevard and the new location on the corner of Cherry and Live Oak Avenue located in the parking lot of the Don Day Neighborhood Center, 14501 Live Oak Avenue, Fontana. EBT and debit cards are accepted at each location.

In conjunction with the City of Fontana, the Southland Farmers' Market Association (SFMA) has committed to bringing Fontana residents nutritious, in season produce so residents have even more opportunities to make healthy food choices.

To provide this service, SFMA organizes the market, locates the farmers, and chooses the best produce for Fontana residents. "We hire farmers based on what they grow, how it's grown, and how much of it they grow," said Howell Tumlin, Executive Director of Southland Farmers' Market Association. The SFMA, a nonprofit organization, has served many areas of Southern California for over 30 years. The Fontana community benefits from this depth of experience by having fresh and delicious fruits and vegetables available to them every week.

Residents are encouraged to attend the Farmers' Market to purchase their fruits and vegetables, speak with growers, learn about the various foods and discover many other nutritious foods available at the market. "A farmers' market builds a strong sense of community for our residents and the market is a fun experience for the whole family. Even though we are a large City, something like this creates a small town feel that everybody can enjoy," said Michael Wright, Community Services Manager.

The added Farmers' Market is part of the U.S. Department of Agriculture (USDA) Farmers Market Promotion Program grant awarded to the City of Fontana. The program is designed to increase domestic consumption and access to local and regionally produced agricultural products. Residents can feel confident in knowing their purchases are directly from farm to fork, locally grown, organic and in-season produce each week.

For more information about the Fontana Farmers' Market, call (909) 350-6542 or visit [FarmersMarket.Fontana.org](http://FarmersMarket.Fontana.org). If you are interested in becoming a vendor at the Farmers' Market, call the Southland Farmers' Market Association at (310) 455-0181 or visit [SFMA.net](http://SFMA.net).

# FONTANA

## FARMERS' MARKET

SATURDAYS 8AM TO 1PM



FRESH LOCAL PRODUCE

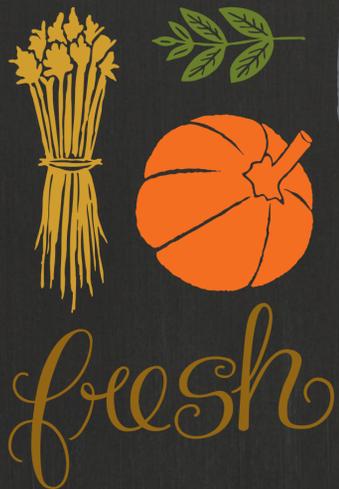


NOW **2**  
LOCATIONS

Corner of Sierra & Arrow  
Corner of Cherry & Live Oak

• ACCEPTS CALFRESH EBT BENEFITS •

FARM TO FORK



MORE INFORMATION | 909-350-6542  
[FarmersMarket.Fontana.org](http://FarmersMarket.Fontana.org)

# FONTANA

## FARMERS' MARKET

— SATURDAYS 8AM TO 1PM —

 FRESH LOCAL PRODUCE 

NOW   
LOCATIONS

**Corner of Sierra & Arrow**  
**(New) Corner of Cherry & Live Oak**

• ACCEPTS CALFRESH EBT BENEFITS •

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# FONTANA

## FARMERS' MARKET

— [farmersmarket.fontana.org](http://farmersmarket.fontana.org) —

SATURDAYS 8AM TO 1PM

NOW  LOCATIONS

Sierra & Arrow  
Cherry & Live Oak

FRESH LOCAL PRODUCE



# ***MEDIA RELEASE***

**City of Fontana  
Community Services Department  
16860 Valencia Avenue  
Fontana, California 92335**

**FOR MORE INFORMATION CONTACT:  
Dede Benson, Community Services Coordinator  
Telephone: (909) 349-6914  
E-Mail: [dbenson@fontana.org](mailto:dbenson@fontana.org)**

**FOR IMMEDIATE RELEASE**

## ***New Second Fontana Farmers' Market***

**Fontana, California, July 15, 2015.** The Mayor and City Council would like to invite the public to the new second Fontana Farmers' Market located at the Don Day Neighborhood Center on the corner of Cherry and Live Oak. The new second Fontana Farmers' Market will start August 1st and will be open every Saturday from 8 am to 1 pm.

The addition of the new second Fontana Farmers' Market is part of a U.S. Department of Agriculture (USDA) Farmers Market Promotion Program grant awarded to the City of Fontana. The market will bring access to fresh locally grown fruit and vegetables to Fontana residents and will accept EBT and Debit cards. Stop by to check out the new Fontana Farmers' Market to purchase this season's freshest fruits and vegetables. The City of Fontana's Mobile Recreation Unit will also be at the grand opening providing face painting and balloon animals for kids.

For more information call (909) 350-6542 or visit [farmersmarket.fontana.org](http://farmersmarket.fontana.org). For more information on becoming a vendor for the Farmers' Market, call Southland Farmers' Market Association at (310) 455-0181.