

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

Report Date Range:	September 30, 2014 - March 29, 2017
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Recipient Organization Name:	Humboldt State University Sponsored Programs Foundation
Project Title as Stated on Grant Agreement:	North Coast Farmers' Market Expansion Program (NCFMEP)
Grant Agreement Number:	14-FMPPX-CA-0028
Year Grant was Awarded:	2014
Project City/State:	Arcata, CA
Total Awarded Budget:	\$99,946

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: _____

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

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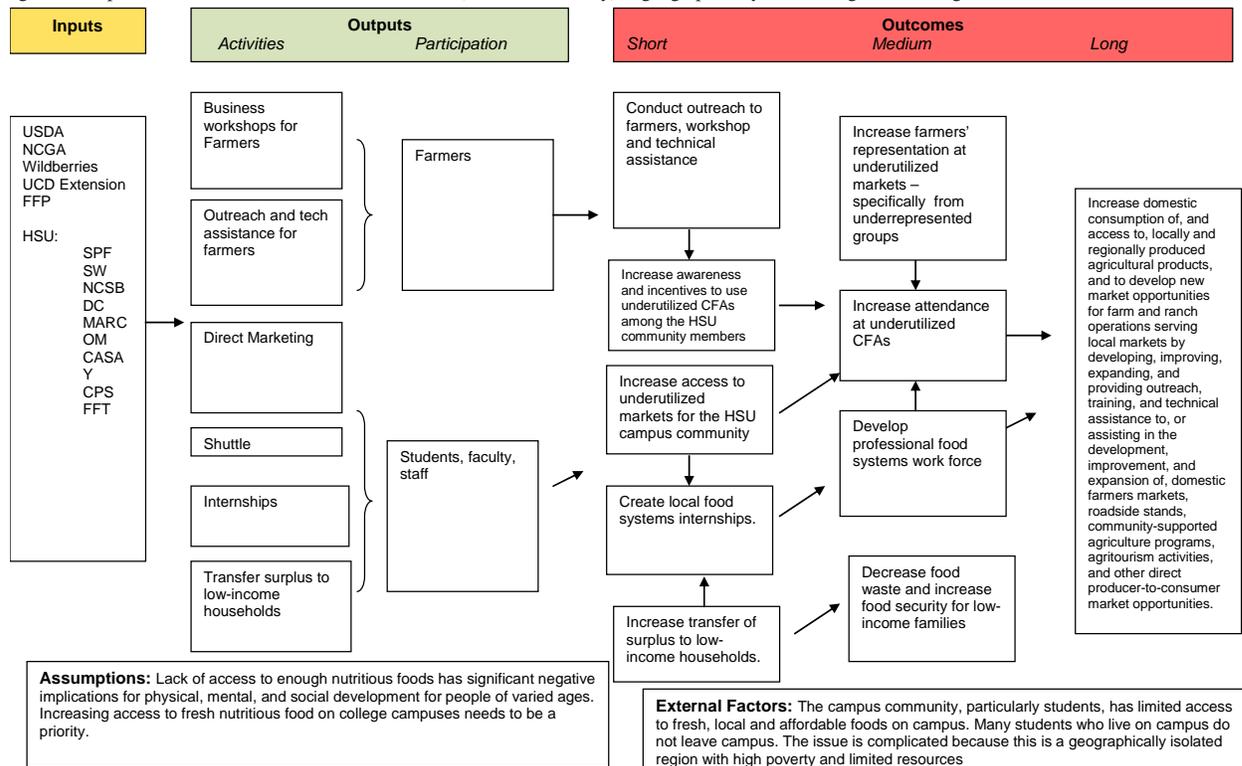
highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

The primary objective of this grant was to implement a marketing campaign, specifically at the local university to increase campus community participation, for the five North Coast Growers’ Association (NCGA) certified farmers’ markets (CFM). Following are the five grant goals, progress made/outcomes, and their impact on the community. Please refer to the logic model in Figure 1 for a visual of the project.

Figure 1: North Coast Farmers’ Market Expansion program Logic Model

North Coast Farmers’ Market Expansion Program Logic Model

Situation: The project is a community collaboration directly linking Humboldt State University, local food systems non-profits, and local agricultural producers on the North Coast of California (Humboldt County), a geographically isolated, agricultural region.



Rev. 7/09

- i. **Enhance direct marketing opportunities for agricultural producers on the North Coast of California (Humboldt County) through expanding farmer and rancher participation by at least five in the NCGA CFMs (emphasizing the underutilized Wildberries Tuesday Market and Winter Market CFMs).**
 - Progress made/outcomes: NCGA Farmers’ Markets successfully expanded farmer and rancher participation beyond our goals by adding 7 new farms to the organization’s membership. The target CFMs were underutilized farmers’ markets (Wildberries Tuesday Market and the Winter Market). Wildberries CFM added 5 of these new farms to the market. The Winter CFM added 2 of these farms to the market. The addition of these farms to these two markets provided an excellent marketing opportunity for these new farm businesses and provided an expansion to these underutilized markets that increased diversity and quantity of products available which positively impacted customer attendance and the overall success of the markets.
 - Impact on the community: Farmer and rancher participation has increased by 7 in the NCGA CFMs.
- ii. **Increase promotions for NCGA CFMs and direct producer to consumer opportunities with HSU students, staff and faculty.**

- Progress made/outcomes: Two internships were developed: 1) Humboldt State University (HSU) Department of Social Work (DSW) (at HSU Oh SNAP! Student Food Program, hsuohsnap.org); and, 2) HSU School of Business (Social Meteorites). Both aimed to help local farmers, ranchers and other businesses promote. Market promotion was disseminated to all HSU students and staff and occurred via multiple outlets through: social media posts, newspaper and radio ads, flyers, buttons, stickers, banners, table tents, totes, tabling, and seasonal produce recipe cards across campus and specifically among relevant programs. As an incentive for students to shop at the Wildberries and Winter CFM Markets, a 10% student discount was offered. The marketing campaign for the five NCGA CFMs exposed approximately 500 staff and 8,000 students to marketing each academic year the grant was active. This was extended into Spring 2017 with the no-cost extension. Additionally, a CalFresh Outreach table was scheduled at all markets, which helped students and staff apply for CalFresh and offered MarketMatch for CalFresh Benefits users - CalFresh users were able to buy \$20 of produce with \$10 of CalFresh benefits. Users could access this benefit at all five NCGA CFMs. The FMPP funds were not used for the value of incentives/discounts/benefits. There was increased awareness of NCGM markets through, discounts utilized, CalFresh Outreach conducted, and CalFresh benefits utilized, all providing increased access to fresh healthy food for HSU community members and increased sales for local farmers and ranchers participation in the CFMs. At the one year phase (2015) four farmers sold to Humboldt State University Dining Services. At the posttest phase (2016), Dining Services reported eight farmers, an increase of four farmers selling to Humboldt State University. Farmers who sell to HSU Dining Services: Michael Egan, Wild Rose Farm, New Moon Organics, Earthly Edibles, Willow Creek Farms, Luna Farms, Warren Creek Farms, Marguerite & Patrick Pierce.
 - Impact on the community: There was increased awareness of NCGA markets and local individual farms through discounts utilized, CalFresh Outreach conducted, CalFresh benefits utilized, and increased awareness of local farmers that sell to HSU Campus Markets. All provided increased access to fresh healthy food for HSU community members and increased sales for local farmers and ranchers participation in the CFMs.
- iii. Increased access to underutilized Wildberries CFM on Tuesdays to HSU students, faculty and staff by offering a shuttle on a direct route between market and student housing.**
- Progress made/outcomes: A free HSU Food Shuttle ran services between Wildberries and Winter CFMs and HSU campus housing and was promoted in the campus marketing campaign for the active period of the grant. The shuttle was a huge success where we had an average of 47 users per week. HSU DSW coordinated promotional items (e.g., totes, buttons, and stickers) to incentivize use of the free shuttle. Increased students' and staff access to underutilized Wildberries CFM on Tuesdays and Saturdays. The marketing and free-shuttle helped contribute to CFM market attendance, which increased throughout the grant period. In the 2016 survey, 89% of respondents reported that they attended one of the farmers' markets. This is up 2% from 2015, where 87% of the survey respondents reported that they attended one of the farmers' markets. When analyzing the ten interviews nine people used the Wildberries or Winter Markets, qualitative evidence that market awareness was high. Attendance by HSU staff, faculty and students at the markets in general is up 2% and recognition also increased by 9.4% during the project period.
 - Impact on the community: The shuttle provided an opportunity for students and staff to access CFMs without having to carry bags of food back to campus (about 1 mile) and without losing their parking spot.
- iv. Provide outreach training and technical assistance to increase the utilization of best business practices, regulatory compliance and good agricultural practices.**
- Progress made/outcomes: Six workshops were held for agriculture producers in collaboration with the North Coast Small Business Development Center, The University of California Cooperative Extension, and the North Coast Growers Association. Workshops addressed business modeling, human resources, advances in soil care, books and records for farmers, biological controls for insect management, and using social media to enhance marketing strategies. Workshops were held on Tuesdays between 1:00pm and 5:00pm during January and February 2015.

- Impact on the community: With the exception of the biological controls for insect management which had only 6 participants, the workshops were well attended and averaged 15 participants each. Workshops provided valuable training and knowledge to participants. Participants reported that the workshops were highly valuable and would positively benefit their farms and ranches.
- v. **Expand opportunities for the transfer of surplus agricultural products from NCGA farmers' markets to local low-income and food insecure households.**
- Progress made/outcomes: NCGA and HSU DSW staff coordinated with Food for People (FFP) to transfer surplus agricultural products from NCGA farmers' markets through gleaning by NCGA staff and HSU DSW interns and delivered to local food pantry networks throughout the county. Surplus agricultural products from local farms gleaned by FFP staff will increase local producers' awareness of the availability of this program. Over the grant period at least 50 farmers donated surplus agricultural products to low-income and food insecure households through Food for People and other agencies.
 - Impact on the community: Increased access to healthy foods by low-income residents and organizations serving them. Our relationship with our grant partner, Food for People, has remained strong and the surplus agricultural products have been gleaned weekly from the Wildberries Farmers' Market and distributed at various emergency food pantry sites, reaching exclusively low-income and food insecure households.
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: There were 6 new jobs created from this grant including, two student interns, one project evaluator, and the PI. The grant funds also covered costs for two part-time staff at North Coast Growers' Association.
 - ii. Number of jobs retained: 17 farmers and/or producers
 - iii. Number of indirect jobs created: 7 (estimating 1 full time job per new farm to prepare for and manage farm booths at farmers' markets)
 - iv. Number of markets expanded: 2 (Wildberries and Winter Markets)
 - v. Number of new markets established: 0
 - vi. Wildberries Market sales increased by \$5825 and increased by 222%.
 - a. It is difficult to determine how much the grant activities actually did effect farmers and ranchers' sales. A comparison of September and October 2014 to September and October 2015 of the *Wildberries Market* estimated sales were performed. In 2015 sales for the two months increased of \$5825, or 222% increase. The estimate farmers' sales at the *Winter Market* decreased instead, by \$1480, however, caution is advised when comparing. Sales are only an estimate based on stall fees. Farmers who meet the maximum stall fee earn have higher sales that are not accounted for, therefore it is actually difficult to know if farmers' sales differ by year.
 - vii. Number of farmers/producers that have benefited from the project: 17
 - a. Percent Increase: 41.2%
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?

Yes, we targeted Humboldt State University community by directing marketing specifically to students, staff, and faculty on campus and offering a shuttle that ran between campus and the two closest farmers' markets.

The overall grant activities increased farmer participation at local CFMs, increased customer participation and sales at CFMs, particularly the Wildberries CFM through innovative marketing

strategies, a free shuttle, and increased gleaning and redistribution of farmer and rancher surplus agricultural products to low-income members of the community. The grant has been a catalyst for positive momentum to increase access to local fresh food for the HSU community, particularly low-income students and staff as well as increase farmer participation at underutilized CFM's (Winter and Wildberries markets).

4. Discuss your community partnerships.

- **North Coast Growers' Association (NCGA)** operates five CFMs, including the Wildberries CFM on Tuesdays, which is an underutilized seasonal farmers' market located within walking distance of the University and within a mile of campus student housing. Arcata Plaza market, the largest market, held in downtown Arcata is also walking distance to campus. It has been in operation for 34 years as a CFM, and was one of the first CFM's in California. Arcata Plaza farmers' market is widely recognized as a tourist destination and supports over 100 local agricultural producers. With a 34 year history as a seasonal farmers' market, there was an obvious need for additional promotions to increase community awareness of the transition to a year-round market. Producers have experienced an increase in demand for agricultural products, and this increase in demand combined with changing regional weather patterns have allowed producers to increase production in the winter months. The Winter CFM is assisting in providing a direct-marketing opportunity for local produce during the winter. NCGA were key partners in the implementation of every grant goal and objective and played an active role in generating positive outcomes. NCGA will continue to target outreach to HSU students and staff through marketing, developing continued internship opportunities, and participation in new student orientations to help welcome them to their local food system.
- **Food for People** is working to eliminate hunger and improve the health and well-being of our community through access to healthy and nutritious foods, community education and advocacy. FFP staff provided ongoing support for gleaning and surplus food redistribution. FFP will continue to partner with NCGA and HSU staff to redistribute surplus food to low-income students, provide referrals to students, and continue training and outreach about emergency food and CalFresh to the HSU community.
- **The North Coast Small Business Resource Center Small Business Development Program** engenders entrepreneurship and cultivate small business success in Humboldt and Del Norte Counties by providing high-quality technical support, training and in-depth business analysis for business owners and entrepreneurs. Training, support and business development for local small businesses (including farmers and ranchers) will continue and partnerships with HSU and NCGA will be further explored.
- **The University of California Cooperative Extension (UCCE)** is dedicated to improving the quality of life for Californians by developing and delivering research-based information in agriculture and natural resources, and by supporting healthy families and communities. UCCE will continue to partner with HSU faculty on future external funding, research, education and outreach activities that benefit the HSU and broader community.
- **Wildberries Marketplace** aims to satisfy customers' demands by offering a broad choice of quality products, superior service and exceptional ambiance, while contributing to the community we serve and providing enhanced job satisfaction for our work force. Wildberries Marketplace provided in-kind marketing and will continue to offer a student discount and to market local agricultural products to the HSU community beyond the grant period.
- **Oh SNAP! Student Food Programs** is a student-driven initiative aimed to increase access to nutritious and culturally appropriate food for all Humboldt State University (HSU) students by engaging in campus and community partnerships and by raising awareness of food insecurity among our peers. OH SNAP! interns assisted in promoting CFMs, the free shuttle, and CalFresh to students. Additionally, they helped create a "buzz" on campus by encouraging students (500-600 students who visited Oh SNAP! each week) to attend the CFMs, utilize the shuttle, capitalize on CalFresh and Market Match, as well as help cooking classes to demonstrate how to cook tasty seasonal foods fast

and easy!

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

North Coast Growers' Association (NCGA) was an incredibly effective contractor and integral to achieving the goals and objectives of the grant. For example, they helped recruit new farmers/ranchers to selling products at CFMs, worked with interns to design and disseminate NCGA CFM marketing for HSU, helped coordinated the free shuttle, worked with Wildberries to facilitate in-kind marketing and student discounts, and helped NCSBC facilitate the workshops, among many other details of the grant implementation.

6. Have you publicized any results yet?*

- a. If yes, how did you publicize the results? Not yet, but soon. NCGA staff plans to share NCFMEP evaluation and the FMPP final report at the North Coast Growers' Association (NCGA) fall membership and Humboldt Food Policy Council meetings (fall/2017). The written reports will be disseminated via email to NCGA and HFPC members, highlighted in the NCGA Newsletter and available on request. The reports will be posted on the NCGA website. Additionally, contact information for the NCFMEP Project Manager will be provided on all marketing and literature with an invitation for feedback about NCFMEP.
- b. To whom did you publicize the results? NCGA members and HFPC members
- c. How many stakeholders (i.e. people, entities) did you reach? ~80 NCGA members and ~25 HFPC members

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

- a. If so, how did you collect the information? Feedback about the NCFMEP project will be collected at NCGA and HFPC meetings. Additionally, feedback will be invited on emails and newsletters that go out with the written reports in fall 2017.
- b. What feedback was relayed (specific comments)? n/a

8. Budget Summary:

- a. 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:
- b. Did the project generate any income?
 - i. No income was generated.

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).

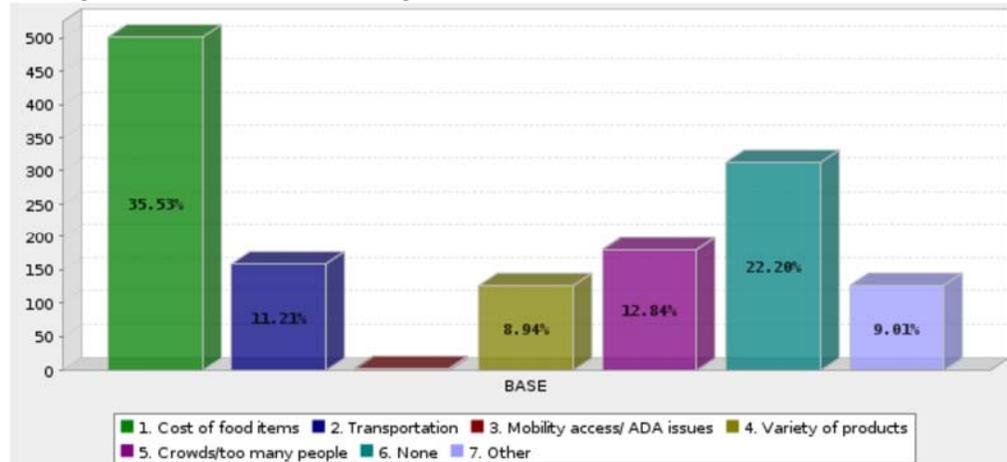
Positive Experiences

The most effective approach to marketing on the college campus was using a peer-to-peer model where students working at Oh SNAP! Student Food Programs (emergency food pantry, CalFresh Application Assistance, cooking classes, food redistribution, and more - go to hsuohsnap.org) promoted CFM's with marketing materials, social media and through word-of-mouth to students visiting Oh SNAP! We heard many antidotal stories about students positive experiences at CFM's, their appreciation of being able to use CalFresh and capitalize on MarketMatch, the free shuttle to help them get there and back so they didn't have to carry food back to the dorms, building awareness and learning to cook with local seasonal foods, and learning where their food was from were all very important.

Negative Experiences

We learned that costs of products are again the largest barrier to using the farmers markets with 42% of respondents reporting it as a barrier, however, the cost barrier was down from 49% in 2015. Twenty-two percent reported they had no barriers. Several people interviewed stated that cheaper prices might attract more people. [See Figure 2]

Figure 2: Barriers to attending Certified Farmers' Markets



- i. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Outcome e was not fully met. Outcome e aimed to expand opportunities for the transfer of surplus agricultural products from the markets by 2% over the course of 2 years to local low-income and food insecure households by implementing regular gleaning at Wildberries Market. During the project period there was a decrease in the number of farmers who donated by three. The number of farmers donated was down by three. In addition to outreach, the number of farmers donating can also change each year based on fluctuations in the environment and crop success.
 - ii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project: Integrating paid student internships into the project provided opportunities for a direct connection to our target population. Additionally, student interns had the opportunity to gain valuable job experience, and often contributed innovative useful approaches to marketing that had not been previously considered. Students are a valuable group to promote farmers' markets. Students are in a learning mindset and exploring ideas such as, integrating farmers' market shopping habits and the use of local seasonal food and agricultural products into their changing life style. This grant provided an opportunity to build lifelong healthy eating habits that have the potential to impact the positive health future generations.
10. Future Work:
- In spite of tremendous marketing efforts and increasing farmer attendance, the NCGA decided to close the Wildberries market due to low-customer attendance. It was determined that due to the popularity of the Saturday Arcata Plaza market, a second market just 4 blocks away only 2 days later was not what the community needed, as most people do their farmers market shopping on Saturday. NCGA farmers decided to instead open a Thursday evening market in Willow Creek, a food insecure region 45 minutes east of Arcata. HSU and NCGA will continue working together to increase farmer and rancher products at HSU markets, promote NCGA CFMs to students through orientation and at Oh SNAP!, continue gleaning and student discounts, grow student internship

opportunities, and work with community partners to continue to open-up access to healthy foods from CFMs to all people in this region.

- 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? n/a

North Coast Farmers' Market Expansion Program

Pretest Evaluation

Summary Report



Prepared by Marissa O'Neill, MSW, PhD
October 2015

Introduction

The North Coast Farmers' Market Expansion Program aims to increase the number of agricultural producers that sell their agricultural products at North Coast Growers' Association (NCGA) Certified Farmers' Markets (CFM), specifically the Wildberries and Winter Farmers' Markets, and to increase the number of consumers that attend and have access to the CFMs. There are five goals of the program: a) Enhance direct marketing opportunities for agricultural producers on the North Coast of California (Humboldt County) through expanding farmer and rancher participation by at least five in the NCGA CFMs (emphasizing the underutilized Wildberries CFM and the newly developed Winter CFM), b) Increase promotions for NCGA farmers' markets and direct producer to consumer opportunities with Humboldt State University HSU students, staff and faculty, c) Increase access to underutilized Wildberries CFM on Tuesdays to HSU students by offering a shuttle on a direct route between market and student housing. d) Provide outreach training and technical assistance to increase the utilization of best business practices, regulatory compliance and good agricultural practices. e) Expand opportunities for the transfer of surplus agricultural products from NCGA farmers' markets to local low-income and food insecure households.

The evaluation plan was originally created by Chris Martinek, Ph.D. at the Center for Applied Social Analysis & Education (CASAE). Due to timing issues Marissa O'Neill PhD was asked to complete the evaluation. The evaluation has three phases: a) pretest, b) 1 year test, and c) posttest. This report summarizes the first phase, the pretest.

Focus of the Evaluation

Information used in the Evaluation

Data was collected for this report from two sources, a) North Coast Farmers' Market Expansion Program Farmers' Markets Awareness and Usage Survey, and b) North Coast Farmers' Growers Association farmer phone interviews.

North Coast Farmers' Market Expansion Program Farmers' Markets Awareness and Usage Survey

The North Coast Farmers' Market Expansion Program Farmers' Markets Awareness and Usage Survey was an online survey containing 48 questions about awareness and usage of the

North Coast Growers Association Farmers' Markets. The survey was administered to Staff, Students, and faculty at Humboldt State University in early May 2015. Participants were recruited through emails inviting them to participate in the survey. The sample consisted of 225 faculty and staff, and 4264 students (N=4489). Staff and faculty were chosen using the Excel RAND() command to generate random a random sample of 40% of the population. The student sample was chosen using the following method. Students requesting confidentiality through the Registrar's office were omitted (10); students under 18 years of age were omitted (3); students who have been asked to participate in more than 3 surveys already this semester were omitted (1,003); students who were asked to participate in a survey in the month of April were omitted (1,279). The remaining 5,681 students were assigned a random number which was generated using the Excel command RAND(). The random numbers were sorted from lowest to highest and the first 4,263 (75%) names were chosen for this sample. See Table 1 for demographics of the student sample. The student sample was very representational of the HSU student populations. See Table 2. Unfortunately, the respondents' demographics cannot be compared to the population because data on demographics was not collected in the survey.

Table 1
Demographics of Student Sample

Ethnicity by Sex			
Row Labels	Female	Male	Grand Total
1-American Indian	0.6%	0.4%	1.0%
2-African American	1.7%	1.7%	3.4%
3-Hispanic/Latino	17.8%	12.0%	29.8%
4-Asian American	1.7%	1.9%	3.6%
5-Pacific Islander	0.1%	0.0%	0.1%
6-Two or More Race	3.2%	2.6%	5.8%
7-White	24.5%	23.7%	48.2%
8-Unknown	3.4%	3.1%	6.6%
9-Nonresident Alien	0.8%	0.6%	1.5%
Grand Total	54.0%	46.0%	100.0%
Under-Represented Minority (URM) by Sex			
Row Labels	Female	Male	Grand Total
Non URM	27.2%	26.7%	53.9%
URM	22.5%	15.6%	38.1%
Unknown	4.3%	3.8%	8.0%
Grand Total	54.0%	46.0%	100.0%

Table 2
Demographics of HSU Student Population Spring 2015

Row Labels	Female	Male	Grand Total
1-American Indian	0.7%	0.3%	1.0%
2-African American	1.8%	1.9%	3.7%
3-Hispanic/Latino	17.6%	11.5%	29.1%
4-Asian American	1.6%	1.9%	3.5%
5-Pacific Islander	0.1%	0.1%	0.2%
6-Two or More Race	3.5%	2.6%	6.1%
7-White	25.1%	22.6%	47.7%
8-Unknown	3.9%	3.4%	7.4%
9-Nonresident Alien	0.7%	0.6%	1.3%
Grand Total	55.2%	44.8%	100.0%
Under-Represented Minority (URM) by Sex			
Row Labels	Female	Male	Grand Total
Non URM	27.8%	25.5%	53.3%
URM	22.7%	15.3%	38.0%
Unknown	4.7%	4.0%	8.7%
Grand Total	55.2%	44.8%	100.0%

North Coast Farmers' Growers Association farmer phone interviews

Farmers who were members of the North Coast Farmers' Growers Association (NCFGA) were interviewed by phone during May 2015. The NCFGA consisted of 101 members. Farmers were called over a period of three weeks. Messages detailing the purpose of the call and a return number were left if there was no answer. Unfortunately only five interviews were completed due to the timing of the study occurring during the growing season. All farmers that were reached did participate in the interview. The original evaluation proposal had proposed interviewing 5-10 farmers. The interview consisted of 11 questions about farmers' experiences and interests.

Results

North Coast Farmers' Market Expansion Program Farmers' Markets Awareness and Usage Survey

The response rate for the survey was very low at 11 %. Of the 4489 students, staff and faculty surveyed only 488 responded. There are two possible reasons for this. Many University wide surveys were completed during the academic year 2014/2015, and the campus may have survey fatigue. Another possibility may be that the survey was sent out the last week of schools and reminders during finals week. Students may have been very distracted by other activities.

The average age of respondents was 26, with a range from 18 to 72 years old. Staff and faculty made up 12% (N=56), while 88% (N=431) were students. Freshman made up 5% (N=27), 9% (N=44) were sophomores, 27% (N=133) were juniors, 37% (N=178) were seniors and 10% (N=48) were graduate students. Two thirds were female (N=278, 65%) and one third male (N=150, 35%). Half (N=271, 56%) lived within 2 miles of campus. Close to half (N= 193, 40%) had an annual income of 0- \$5,000. Only 11% (N=51) of respondents were Calfresh recipients. Of those recipients, 30 use Calfresh at Farmers' Markets. Half (N=233, 48%) of respondents spend time on campus during summer months.

Attendance. Most of the respondents attend Farmers' markets (N=423, 87%) indicating there may be some response bias. It may be that those who do were more interested in the survey than those that do not. See Table 3, 4 and 5. Most people do not attend the Wildberries market with 96 (20%) not knowing about it, 125 (26%) attending only rarely, 28 (6%) annually, an only 74 (15%) attending once a month or more. Attendance was highest at Arcata Plaza with 334 (69%) attending once a month or more.

Barriers. The most frequently reported barrier to attending Farmers' Markets was the cost of the products (N=238, 49%). The crowds were the second most frequently reported barrier (86, 18%), followed closely by variety of products (80, 16%). See Table 6.

Table 3
Farmers' Markets Attendance

Variable	f	%	Variable	f	%
Attend Farmers' Markets					
Yes	423	87			
No	63	13			
Arcata Plaza			Wildberries		
I did not know about it	1	0.2	I did not know about it	96	20
Rarely	46	9	Rarely	125	26
Annually	41	8	Annually	28	6
Monthly	139	29	Monthly	55	11
Several times a month	117	24	Several times a month	13	3
Once a Week	78	16	Once a Week	6	1
Did not answer	65	13	Did not answer	164	34
Eureka Old Town			Fortuna		
I did not know about it	167	34	I did not know about it	114	46
Rarely	104	21	Rarely	67	14
Annually	16	3	Annually	1	0.2
Monthly	9	2	Monthly	1	0.2
Several times a month	6	1	Several times a month	0	0
Once a Week	1	0.2	Once a Week	1	0.2
Did not answer	184	38	Did not answer	193	40
Henderson Center			Garberville		
I did not know about it	202	42	I did not know about it	236	49
Rarely	68	14	Rarely	0	0
Annually	19	4	Annually	0	0
Monthly	9	2	Monthly	2	0.4
Several times a month	6	1	Several times a month	0	0
Once a Week	1	0.2	Once a Week	0	0
Did not answer	182	37	Did not answer	191	40
Mckinleyville			Mckinleyville		
I did not know about it	197	42	Once a week	0	0
Rarely	81	17	Did not answer	183	38
Annually	10	2			
Monthly	13	3			
Several times a month	3	0.6			

Table 4
Percentage that did not know about the farmers' Markets

Market	%
Arcata Plaza	0.2
Eureka Old Town	34
Eureka Henderson Center	42
McKinleyville	42
Wildberries	20
Fortuna	46
Garberville	49

Table 5

Percentage that used the Market monthly or more

Market	%
Arcata Plaza	69
Eureka Old Town	3
Eureka Henderson	3
McKinleyville	3
Wildberries	15
Fortuna	0.4
Garberville	0.4

Table 6

Barriers

	<i>f</i>	%
Cost of products	238	49
Transportation	72	15
Mobility/ ADA Issues	8	2
Crowds	86	18
Variety of Products	80	16

Factors that would contribute to shopping at a Farmers' Market. Consistent with the results on barriers, the most frequently reported factor that would contribute to shopping at a Farmers Market was less expensive products (297, 61%). See table 7. The second most frequently reported factor was more social and music events (225, 46%), followed by more variety with is also consistent with the barriers (206, 42%). Most respondents stated that a shuttle would not increase their attendance (307, 64%) and over half would not use a shuttle (272, 57%). Discounts or coupons would increase the likelihood of most people to shop at Farmers' Market (N=436, 90%). When asked what would improve their experience and increase attendance people wrote in: Variety, credit cards/debit cards, better bus service, include local artist, more prepared foods, to know when and where they are in the area/ more advertising/ reminders, more info on the farms, to be able to bring my dog, close the streets around the plaza, cheaper prices/ discounts, last past 2pm, more fruit, better parking, prizes, drawings, a seating area, more drinks, and samples.

Table 7

Factors that would contribute to shopping at a Farmers' Market

Factor	<i>f</i>	%
Less Expensive	297	61
More Variety	206	42
Free Shuttle	92	19
Cooking/ Recipes	160	33
More Parking	111	23
Calendar with dates and times	175	36
Social and music events	225	46
Would a shuttle increase your likelihood of attending Farmers' Markets?		
Yes	172	36
No	307	64
Would you use a shuttle?		
Yes	201	43
No	272	57
More likely to shop at Farmers markets with a discount	237	49
No	46	9
Yes	436	90

Buying habits. Fruits (N=449, 93%) and vegetables (N=442, 91%) are the items almost all respondents said they would buy at a Farmers' Market. Half said they would buy plants (N=248, 51%) and eggs (N=227, 47%). More than half of respondents said they eat organic 25% or more (N=294, 60%). Eating locally grown food was important to 94% (N=455) and only 3% (N=13) were not interested in eating more. Although they want to eat local, over half (N=287, 59%) shop at Safeway. Many shopped at stores that carry local foods; 180 (37%) at Wildberries, and 169 (35%) at the Co-op. It is important to note most people shop at 2-3 stores. Only 4% (N=20) are members of Community Supported Agriculture (CSA). Respondents (N=377, 78%) also thought that Farmers Markets were more expensive than the store they shopped at.

Table 8
Buying Habits

	<i>f</i>	%
Likely to buy at the Farmers Markets		
Fruits	449	93
Vegetables	442	91
Plants	248	51
Meat	177	36
Fish	124	26
Eggs	227	47
Cheese	190	39
Percent of food you eat is organic		
I don't know	38	8
None	13	3
Less than 25%	141	29
25-50%	116	24
51-75%	104	21
More than 75%	74	15
Interest in eating more locally grown food		
Yes	467	96
No	13	3
How important is eating local		
Not important	31	6
Some what	149	31
Important	150	31
Very Important	156	32
Where do you do most of your shopping		
Safeway	287	59
Wildberries	180	37
Winco	179	37
Murphys	88	18
Co-op	169	35
Grocery Outlet	43	9
Rays	25	5
Eureka Natural Foods	54	11
Campus store	56	12
Eat primarily on campus	19	4
Prices at Farmers Market compared to stores		
I don't know	83	17
Less expensive	26	5
About the same	140	29
CSA Member		
Currently	20	4
Interested	162	33
Have never been	254	52
Used to be	49	10

Food preparation. Half (N=238, 49%) of respondents purchase food just for themselves and over half (N=239, 68%) have their own adequate space to prepare their food. One third (N=136, 28%) share a food preparation space. Adequacy of shared space was not asked. Only 14% of respondents do not prepare meals or snacks. One third prepare 1 a day (N=171, 35%) and one third prepare 2 N=169, 35%). There is strong interest in cooking classes (N=299, 61%) and half of those interested would like to receive them in person (N=250, 51%). See Table 9

Table 9
Food Preparation

	<i>f</i>	%
People purchase food for		
1, just me	238	49
2	179	37
3	48	10
4	13	3
5 or more	7	1
Access to a Kitchen		
My own adequate space	239	68
My own inadequate space	20	4
Shared space	136	28
Meals and snacks prepared		
None	66	14
1	171	35
2	169	35
3	48	10
4	13	3
5 or more	7	1
Interest in cooking classes		
No	188	39
Yes	299	61
Classes in what format		
In person	250	51
Electronically	119	25
Video	137	28
Hard copy	120	25

Promotion. Most people stated that they get their news from the internet (N=413, 85%) followed by friends (N=268, 55%) and word of mouth (N=234, 48%). See table 10. The least common was TV (N=78, 16%). Just under half of the respondents (N=212, 44%) would like to be involved in promoting the Farmers' Markets with 52 (11%) interested in internships.

Table 10
Promotion

	<i>f</i>	%
Where Respondents get their News		
Radio	136	28
TV	78	16
Internet	413	85
Newspaper	111	23
Friends	268	55
Word of Mouth	234	48
Prepared Hot food	242	50
Body Care	131	27
Interest in Promoting Farmers' Markets		
No	271	56
Yes	212	44
How involved		
Farm to Table	52	11
Internship	73	15
Education	47	10
Advocacy	39	8

North Coast Farmers' Growers Association farmer phone interviews

Workshop Interest. One person stated that they would go to all three types of workshops; business development, farming practices, and regulatory compliance. One farmer would go to none, and two would only go to business development and farming practices.

Biggest selling point. Respondents believed their biggest selling point was that they had niche products, made relationships with their customers, and were able to talk with customer about products. They believe people choose them because they are a part of the community, are a good local product, have relationships with customers, offer something different, and have a high quality product. When asked why they think people buy from them instead of a grocery store

farmers said our product is unique, different, high quality, fresh, and customers have confidence in how it is produced and stored.

Why sell at the Farmers' Market. When asked why they sell at the Farmers' Market farmers agreed with all of the given options: I enjoy knowing my customers, I believe small farms contribute to a sustainable local food system, My farming practices are good for the environment, I take pride in producing high quality food, I believe that my food contributes positively to the health of my customers. In addition they added: Interacting with people, I get a higher return, profit margin, make friends, meet people, and retail is better for business.

Gratitude. When asked why they would like to thank their customers farmers said: Our customers keep us alive. Thanks for just being there. Thanks for taking the time and spending the extra dollar to buy locally direct from the farmer. Couldn't do it without people coming to us and willing to support us.

Why shop at your booth. When asked why should people consider shopping at your booth or Farmers' Markets farmers responded: Empowerment, that we in our community can feed our self. Supporting the community is important economically, socially, creates a good community event and benefits the environment. Because it is fresh and personal. If they want something unique we can offer that, lots of variety.

Advertising. Farmers report positive experiences from advertising with radio, and Face Book. In addition they reported hosting farmers' tours, and a radio interview when people showed up after.

Message. Farmers believed an advertising message should focus on seasonal produce, that it is fresh, organic, and people enjoy coming. Focus on reminders of times and locations. Sponsor more things or other events that would reach more people like Kenetic races or school events. Table at events. More radio. Focus on farmers stories if they are interesting. Music and entertainment. Radio reminders and channel 3, put up signs in the community reminding people of the market like they do with the Redwood acres flea market.

Discount for HSU. One farmer believed offering discounts was too complicated. One said yes, but also for seniors and vets, one said yes, and one said potentially, it depends.

Expand the relationship. When asked about expanding the relationship between themselves and students at HSU, only one said they were interested but were also interested with

any of the education systems, including k-12, field trips, and classroom projects. The others said not at this time, down the road, potentially in upcoming years, and no.

Internships. Two farmers would have increased interest in internships if they were part of an established HSU program. And one would like it to be project based. Factors that decrease interest in internships were concerns about legality, liability, limitations on my own time. There was concern about consistency. One farmer said I hear from people that you run the risk of them not showing up.

Conclusions

Due to the very low response rate caution is advised when generalizing these result to the entire HSU campus. Most of the respondents did attend Farmers' Markets. There may be response bias in that people who already use the Farmers' Markets may have been more inclined to complete the survey. While the Arcata Plaza Market is well attended, many of the other markets are not well attended and could use more promotional activities.

Cost or perceived expense was the largest barrier to attendance at Farmers' Markets. People believed that products were more expensive than at the grocery stores they shopped. If products were less expensive, and there was more variety they would be more likely to shop at the Farmers' Markets. Offering an HSU student discount which would reduce their cost, was reported as something that would increase the likelihood of attendance. Farmers interviewed however, had mixed thoughts about offering discounts. Some thought it may be too complicated. More social and music events were also stated as something that would increase likelihood of attendance. Half of respondents said that a shuttle would not.

Almost half of the respondents were interested in being involved in promoting the Farmers markets. The most popular way was students' interest in internships with the Farmers Markets however, farmers expressed that they were not yet ready for internships. Most people said that the place they got most of their news from was the internet while farmers thought radio was the best place to promote the markets. There appears to be inconsistencies in the perception of the HSU community and the perception of the farmers.

Northern California Farmers' Market Expansion Program

One Year Test Summary
November 2015

Prepared by Marissa O'Neill, MSW, PhD

In the 2014-2015 Farmers' Market season, four farmers, Willow Creek Farms Luna Farms, Earthly Edibles, and Warren Creek Farms sold to Humboldt State University Housing and Dining Services. During the same season over 46 farmers donated surplus agricultural products to low income and food insecure households through Food for People and other agencies.

Winter Farmers' Market on the Plaza, 2014-15

The Winter Farmers' market on the Plaza operates from November through March. The market sales number was estimated using the average stall fee per vendor. Stall fees are based on farmers' total sales per week with larger stall fees for higher sales. There is also a max stall fee and some farmers' sales may exceed that fee. Average farmer stall fees paid ranged from \$13.00 to \$35.00, meaning average farmers sales ranged from \$80.00 to \$300.00 or more per week. The estimated season sales was \$64,270 or more. See Table 1 for details.

The number of vendors participating per week ranged from 14 to 30. December had the highest number of vendors. Thirty-six different farmers participated for at least one week, during the season.

The average weekly consumer attendance count at one point in time was 90. The lowest weekly attendance was 35 in February, and the highest 140 in March. Interestingly consumers and vendors did not line up. More vendors participated in December than any other month.

Table 1
Estimated Farmers' Sales

Month	Stall Fee Total	Number of Vendors	Estimated Sales
November	\$318	15	\$2400
December	\$2,028	97	\$15,520
January	\$1,728	76	\$14,070
February	\$1858	73	\$14,600
March	\$2056	52	\$17,680
Total		313	\$64,270

Wildberries Market 2014

The Wildberries Market operates from June through October. Because the expansion project activities did not start until the academic year 2015 only the months of September and October will be compared. In September total weekly stall fees ranged from \$79.00 to \$129.00, with an average of \$106.00. The average of number of vendors was 8. Total monthly stall fees in September were \$532.00 and 31 vendors. Total farmer sales were estimated to be \$3720.00 or more.

In October total weekly stall fees ranged from \$29.00 to \$63.00 with an average of \$40.00. The average number of vendors was 4. Total monthly stall fees in October were \$160.00 and there were 15 vendors. Total estimated farmer sales were \$1,050.00 or more.

Consumer attendance was not counted at the Wildberries Market.

North Coast Farmers' Market Expansion Program
Posttest Evaluation
Summary Report



Prepared by Marissa O'Neill, MSW, PhD

February 2017

Introduction

The North Coast Farmers' Market Expansion Program Started in the fall of 2014 and was completed in the fall of 2017. The program was designed to increase the number of agricultural producers that sell their agricultural products at North Coast Growers' Association (NCGA) Certified Farmers' Markets (CFM), specifically the Wildberries and Winter Farmers' Markets, and to increase the number of consumers that attend and have access to the CFMs. The goals of the program were: a) Enhance direct marketing opportunities for agricultural producers on the North Coast of California (Humboldt County) through expanding farmer and rancher participation by at least five in the NCGA CFMs (emphasizing the underutilized Wildberries CFM and the newly developed Winter CFM), b) Increase promotions for NCGA farmers' markets and direct producer to consumer opportunities with Humboldt State University HSU students, staff and faculty, c) Increase access to underutilized Wildberries CFM on Tuesdays to HSU students by offering a shuttle on a direct route between market and student housing. d) Provide outreach training and technical assistance to increase the utilization of best business practices, regulatory compliance and good agricultural practices. e) Expand opportunities for the transfer of surplus agricultural products from NCGA farmers' markets to local low-income and food insecure households.

The evaluation was completed by Marissa O'Neill, MSW, Phd in three phases: a) pretest, b) 1 year test, and c) posttest. This report summarizes the final phase, the posttest and provides a comparison of results across phases.

Focus of the Evaluation

Information used in the Evaluation

Data was collected for this report from five sources: a) North Coast Farmers' Market Expansion Program Farmers' Markets Awareness and Usage Survey II, b) Faculty, Staff and Student Interviews, c) North Coast Growers' Association (NCGA), d) Food for People, and e) Humboldt State University Dining Services.

North Coast Farmers' Market Expansion Program Farmers' Markets Awareness and Usage Survey II

In March of 2016, an email was sent out to 1356 staff and faculty, and 8059 students inviting them to participate in an electronic survey, and 1196 or 13% responded. The response rate was up from 11% for the pretest survey in 2014. Thirty percent (n = 300) were faculty or staff, 66% (n = 681) full time students, and 4% (n = 44) part time students. Of the students, 10% (n = 75) were freshman, 11% (n = 79) sophomores, 30% (n = 215) juniors, 36% (n = 255) seniors, and 13% (n = 94) graduate students. Thirty percent identify as male, (n = 295), 69% (n = 704), and 1% (n = 18) transgender. Fifty-eight percent (n = 609) of respondents live within two miles of campus. Only 16% (n = 162) of students live on campus.

Faculty, Staff and Student Interviews

During the fall of 2016, ten interviews were completed at Humboldt State University. Four respondents were students, three faculty and 3 staff. Questions focus on attendance at the Wildberries and winter market, transportation what attracts people to the markets, and prevents them from attending. People were also asked for recommendations to improve attendance and awareness.

Evaluation of goals

Goal A) Enhance direct marketing opportunities for agricultural producers on the North Coast of California (Humboldt County) through expanding farmer and rancher participation by at least five in the NCGA CFMs (emphasizing the underutilized Wildberries CFM and the newly developed Winter CFM).

The North Coast Growers Association Farmers' Markets reported that between 2015 and 2016 six new farmers became members which is one more than the targeted goal.

Goal B) Increase promotions for NCGA farmers' markets and direct producer to consumer opportunities with Humboldt State University HSU students, staff and faculty.

At the one year phase (2015) four farmers sold to Humboldt State University Dining Services. At the posttest phase (2016), Dining Services reported eight farmers, an increase of four farmers selling to Humboldt State University. Farmers who sell to HSU Dining Services: Michael Egan, Wild Rose Farm, New Moon Organics, Earthly Edibles, Willow Creek Farms, Luna Farms, Warren Creek Farms, Marguerite & Patrick Pierce.

Goal C) Increase access to underutilized Wildberries CFM on Tuesdays to HSU students by offering a shuttle on a direct route between market and student housing.

Market Attendance. In the 2016 survey, 89% stated that they attended farmers markets. This is up 2% from 2015 which was 87%. In addition, of 2016 respondents 11.4% did not know about the Wildberries Market while in 2015 20% did not know about this market. The percentage of people who did not know about the Arcata Plaza market was the same, .2% in both years.

When analyzing the ten interviews nine people used the Wildberries or Winter Markets.

Attendance by HSU staff, faculty and students at the markets in general is up 2% and recognition also increased by 9.4% during the project period.

Attendance at Wildberries Market

		2015		2016	
		Frequency	Percentage	Frequency	Percent
Valid	Missing	164	33.7	412	34.4
	Once a Week	6	1.2	13	1.1
	Several Times a Month	13	2.7	40	3.3
	Monthly	55	11.3	102	8.5
	Annually	28	5.7	56	4.7
	Rarely	125	25.7	236	19.7
	Never			201	16.8
	I didnt know about	96	19.7	136	11.4
	Total	487	100	1196	100.0

Attendance at Arcata Plaza

		2014/15		2015/16	
		Frequency	Percent	Frequency	Percent
Valid	Missing	197	16.5	197	16.5
	Once a Week	78	16	187	14.6
	Several Times a Month	117	24	282	23.6
	Monthly	139	28.5	344	28.8
	Annually	41	8.4	94	7.9
	Rarely	46	9.4	88	7.4
	Never		.2	2	.2
	I didnt know about	1	.2	2	.2
	Total	1196	100.0	1196	100

Farmers' Estimated Sales.

Wildberries Market

The Wildberries Market operates from June through October. Because the expansion project activities did not start until the academic year 2015 only the months of September and October were compared.

In September 2014, total weekly stall fees ranged from \$79.00 to \$129.00, with an average of \$106.00. The average of number of vendors was 8. Total monthly stall fees in September were \$532.00 and 31 total vendors. A low estimate of farmer's sales was \$3720.00.

In September 2015, total weekly stall fees ranged from \$104.00 to \$170.00, with an average of \$138.00. The average number of vendors was 9. Total monthly stall fees were \$692.00, up \$100.00 from 2014. Total vendors was 42, up 11 from 2014. A low estimate of farmer's sales was \$5795, an increase of \$2,075 from 2014.

In October 2014 total weekly stall fees ranged from \$29.00 to \$63.00 with an average of \$40.00. The average number of vendors was 4. Total monthly stall fees in October were \$160.00 and there were 15 vendors. A low estimate of farmer's sales was \$1,050.00.

In October 2015, total weekly stall fees ranged from \$106.00 to \$173.00 with an average of \$134.00. The average number of vendors was 9. Total stall fees were \$535.00 up \$375.00 from 2014. Total vendors was 34, up by 30 in 2014. A low estimate of farmer's sales was \$4800.00, an increase of \$3,750 from 2014.

Winter Market

The Winter Farmers' market on the Plaza operates from November through March. The market sales number was estimated using the average stall fee per vendor. Stall fees are based on farmers' total sales per week with larger stall fees for higher sales. There is also a max stall fee and some farmers' sales may exceed that fee.

During 2014/2015 the low estimated season sales for was \$64,270 or more. The number of vendors participating per month ranged from 15 to 97. December had the highest number of vendors. Thirty-six different farmers participated for at least one week, during the season.

During 2014/2015 the average weekly consumer attendance count at one point in time was 90. The lowest weekly attendance was 35 in February, and the highest 140 in March. Interestingly consumers and vendors did not line up. More vendors participated in December than any other month.

During 2015/16 the low estimated sales was \$62,790. It appears to be a decrease from the 2014/2015 year, however, caution is advised when comparing. Sales are only an estimate based on stall fees. Farmers who meet the maximum stall fee earn have higher sales that are not accounted for, therefore it is actually difficult to know if farmers' sales differ by year. Stall fees in 2015/2016 increase by \$3,303, and at the same time total number of vendors decreased by three.

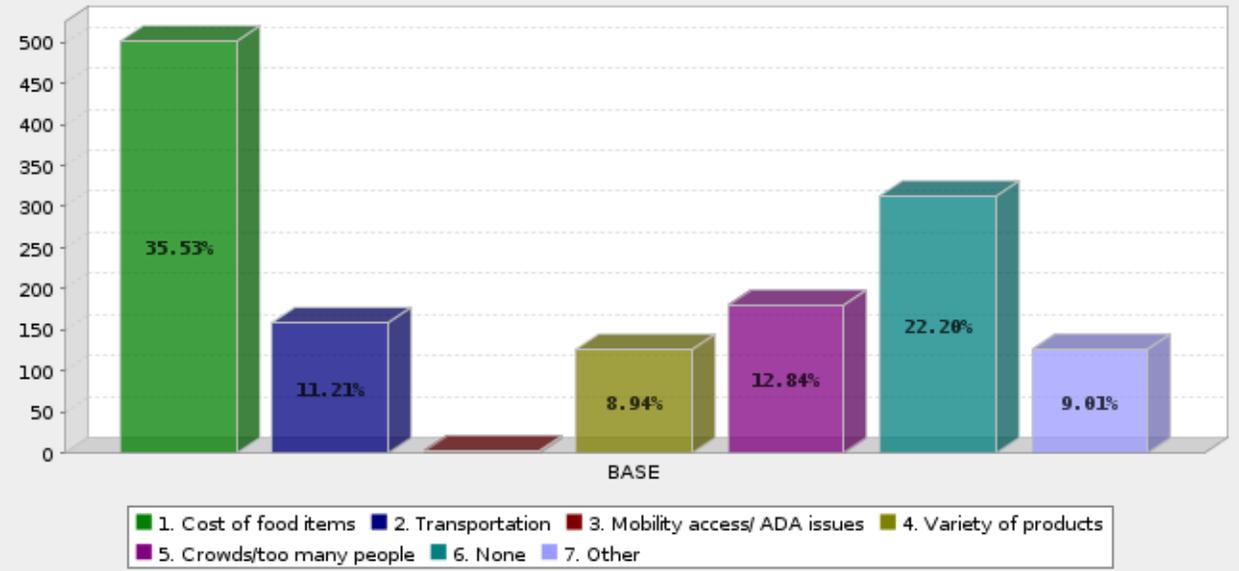
During 2015/2016 the average weekly consumer attendance count at one point in time was 49. The lowest weekly attendance was 20 in December and the highest 106 in March. It appears that general public attendance at the Winter Market had decreased from 2014/15 to 2015/2016.

Estimated Farmers' Sales

2014/2015				2015/2016		
Month	Stall Fee Total	Number of Vendors	Low Estimated Sales	Stall fee total	Number of Vendors	Low Estimated Sales
November	\$318	15	\$2400	\$520	20	\$4715
December	\$2,028	97	\$15,520	\$1763	73	\$15,670
January	\$1,728	76	\$14,070	\$1543	67	\$13,605
February	\$1858	73	\$14,600	\$1449	81	\$11,935
March	\$2056	52	\$17,680	\$1827	69	\$16,865
Total	\$7,988	313	\$64,270	\$11,297	310	\$62,790

Barriers. Costs of products are again the largest barrier to using the farmers markets with 42% of respondents reporting it as a barrier, however, cost was down from 49% in 2015. Twenty-two percent reported they had no barriers. Several people interviewed stated that cheaper prices might attract more people.

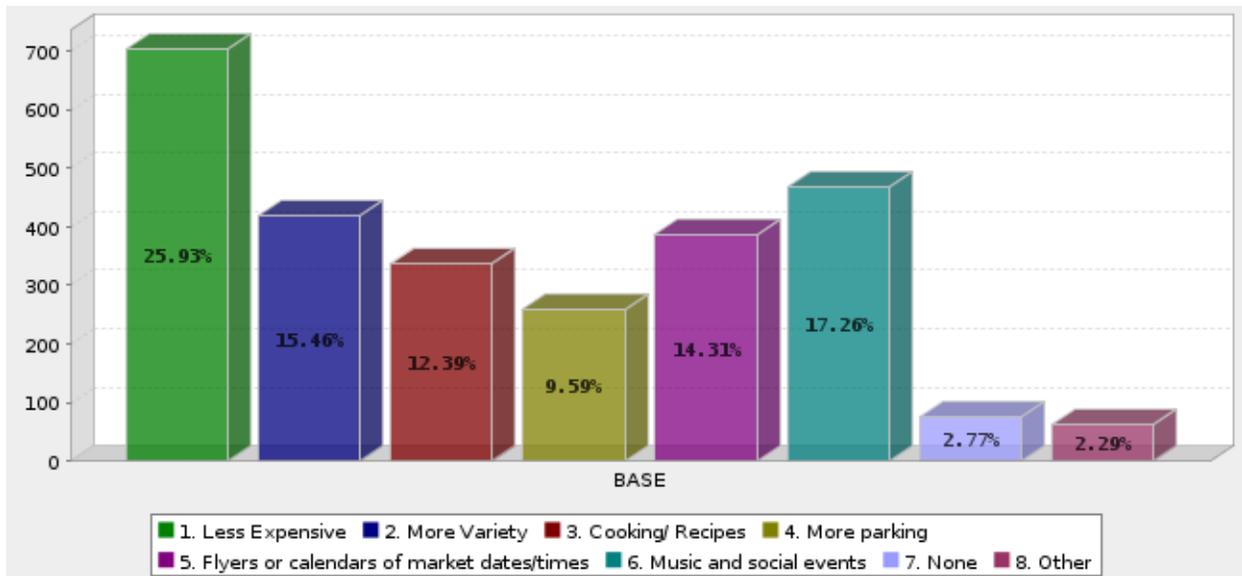
Barriers



All ten interviewed were aware of CalFresh and market match however, only one person had used it. The one person reported that it was a positive experience and they did not feel judged. They also reported that the farmers are very familiar with them and many other people use them. Fourteen percent (n =137) of survey respondents reported that they were on CalFresh.

Factors that could contribute to shopping at a Farmers’ Market. In 2016 the top three factors that could contribute to shopping at Farmers’ Markets were the same as the top three in 2014. Cost was also seen as the factor that would most likely contribute. Twenty-six percent of survey respondents checked that less expensive products would contribute to shopping more at the Farmers’ Markets, in 2015. Eighteen percent checked music and social events, 16% more variety, 14% flyers or calendars of events, and 12% cooking recipes.

Factors that could contribute to shopping at a Farmers’ Market

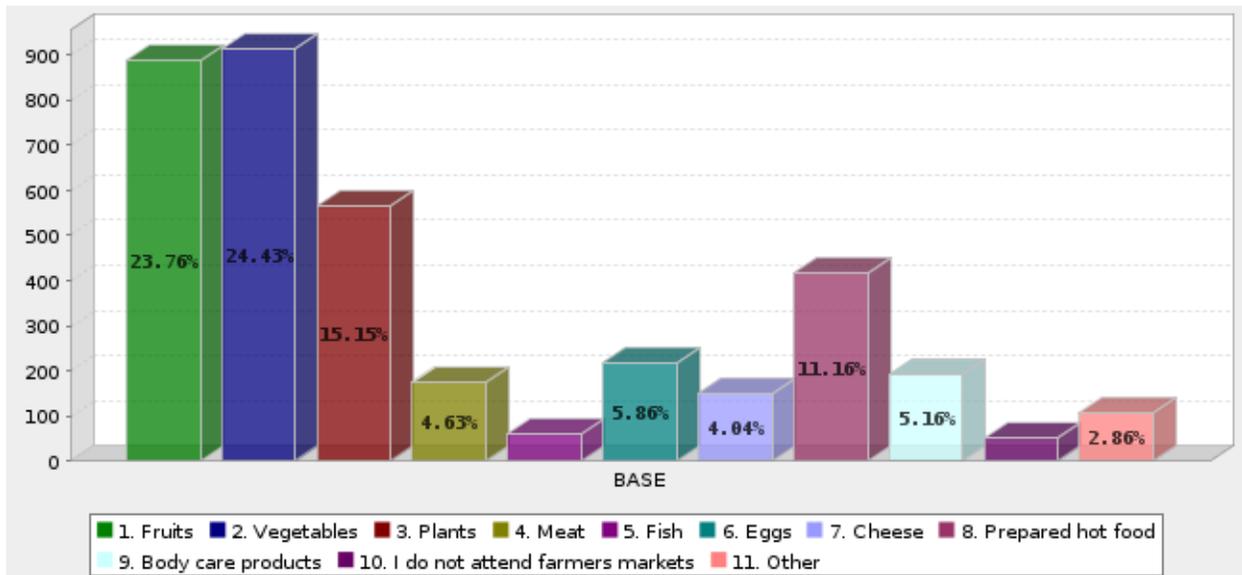


People interviewed reported that fresh produce, premade food, music, and the friendliness of farmers attracts them to the markets. Interestingly, people report that they attend the market when it fits into their errand schedule. They will attend the market if it is close to other shopping and on the day they shop. One student suggested they create a way to use J points at the market. Several people said “Everyone knows about the Saturday market”. People suggested increased

advertising for the smaller markets using facebook and radio. In 2015, farmers also suggested radio advertising.

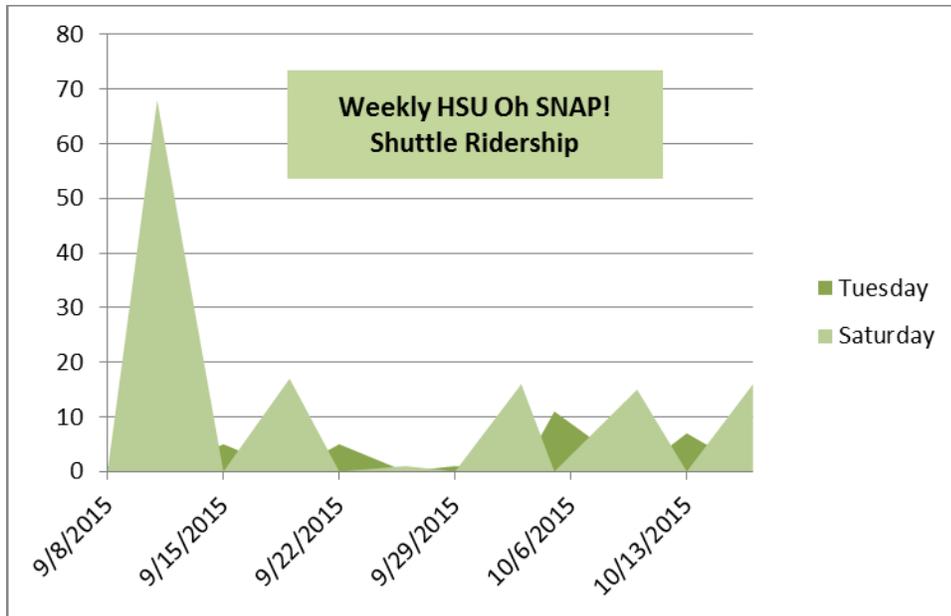
Products bought at Farmers’ Markets. Consistent with the 2015 survey results, fruits and vegetables were again the most frequently purchased items in 2016.

Products bought at Farmers’ Markets



Shuttle Bus

During the fall of 2015, a shuttle bus operated on Tuesdays and Saturdays, transporting students to the Farmers’ Markets. A total of 163 people rode the shuttle. Ridership was higher on Saturdays than on Tuesdays. On average 9 people ride the shuttle a week on Tuesdays and 38 per week on Saturdays. None of the interviewed respondents used the shuttle bus because they stated they owned their own cars.



Goal D) Provide outreach training and technical assistance to increase the utilization of best business practices, regulatory compliance and good agricultural practices.

Six workshops were held for agriculture producers in collaboration with the North Coast Small Business Development Center, The University of California Cooperative Extension, and the North Coast Growers Association. Workshops addressed business modeling, human resources, advances in soil care, books and records for farmers, biological controls for insect management, and using social media to enhance marketing strategies. Workshops were held on Tuesdays between 1:00pm and 5:00pm during January and February 2015. With the exception of the biological controls for insect management which had only 6 participants, the workshops were well attended and averaged 15 participants each.

Goal E) Expand opportunities for the transfer of surplus agricultural products from NCGA farmers' markets to local low-income and food insecure households.

In 2015, 46 farmers donated surplus agricultural products to low income and food insecure households through Food for People and other agencies. In 2016, 39 farmers donated surplus agricultural products.

Conclusion

Outcomes

Outcome a) Add at least 5 new farmers and/or ranchers who will benefit through the expansion of participation in the North Coast Growers' Association's (NCGA) five Certified Farmers' Markets (emphasizing the underutilized Wildberries Certified Farmers' Market and the newly developed Winter Certified Farmers' Market).

Outcome a, was met during the project period. Six new farmers were added to the North Coast Growers Association between the academic year 2014/2015 and 2015/2016.

Outcome b) Expose approximately 500 staff and 8,000 students in 2014-15 and 2015-16 academic years to a marketing campaign for North Coast Growers' Association's (NCGA) five Certified Farmers' Markets, which will increase the marketing opportunities for local farmers and ranchers and increase their sales by 5% over the 2-year program.

It is difficult to determine if the marketing campaign actually did effect farmers and ranchers' sales. A comparison of September and October 2014 to September and October 2015 of the Wildberries Market estimated sales were performed. In 2015 sales for the two months increased of \$5825, or 222% increase. The estimate farmers' sales at the Winter Market decreased instead, by \$1480, however, caution is advised when comparing. Sales are only an estimate based on stall fees. Farmers who meet the maximum stall fee earn have higher sales that are not accounted for, therefore it is actually difficult to know if farmers' sales differ by year.

Outcome c) Provide a free shuttle to at least 10 students a week from HSU to Wildberries Market.

The project well exceeded outcome c. On average, 47 students rode the shuttle per week.

Outcome d) Provide outreach training and technical assistance to increase the utilization of best business practices and good agricultural practices among at least 5 local farming and ranching operations.

The project also well exceeded outcome d. At least 15 local farmers attended the outreach training and technical assistance workshops.

Outcome e) Expand opportunities for the transfer of surplus agricultural products from the markets by 2% over the course of 2 years to local low-income and food insecure households by implementing regular gleaning at Wildberries Market.

During the project period there was a decrease in the number of farmers who donated by three and this outcome was not met.

Overall, the North Coast Farmers' Market Expansion Program clearly met three of the five goals; increasing membership, awareness and attendance, and opportunities for technical workshops. It appear that goals that were also highly affected by factors outside of the project were not met. It is unclear if farmers' sales really were down or not due to the way that the sales number was estimated. It was only an estimate of the minimum, and sales could in fact be much higher. The number of farmers donated was down by three. In addition to outreach, the number of farmers donating can also change each year based on fluctuations in the environment and crop success.