

**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 30, 2016
<b>Authorized Representative Name:</b>	Corina Common
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<b>Authorized Representative Email:</b>	<a href="mailto:metcalfecountyfarmersmarket@gmail.com">metcalfecountyfarmersmarket@gmail.com</a>
<b>Recipient Organization Name:</b>	Metcalfe County Farmers' Market
<b>Project Title as Stated on Grant Agreement:</b>	Metcalfe County Farmers' Market Growth and Sustainability Project
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-KY-0070
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Edmonton, KY
<b>Total Awarded Budget:</b>	74,502

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). If the above cannot be reached, you could try: Lynn Blankenship at [lynn.blankenship@uky.edu](mailto:lynn.blankenship@uky.edu) or 270.432.3561.

Different individual:

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.

***Goal 1: Develop the Metcalfe County Farmer’s Market in the new, more accessible location to increase farmer participation and consumer access to and consumption of locally produced fresh food.***

- **Activity 1: Obtain infrastructure for new market location.**

- a. Progress Made: Metcalfe County Farmers’ Market (MCFM) obtained much need infrastructure that has and will serve as an asset to the market and its vendors.

New pop-up canopies and folding tables were purchased to accommodate more vendors at the market pavilion and allow the market to host traveling markets at different community events (festivals and ball games).

MCFM purchased a variety of yard signs and a sandwich board sign to place around town. These were helpful in reminding community members it was market day. MCFM partnered with Metcalfe County Schools and Metcalfe County Extension Services and purchased a yard sign with a message board to be placed in front of the market pavilion. This has allowed the market to advertise “coming soon” crops and market events.

A Walk-In Cooler and six mobile refrigeration/freezer units were purchased to allow vendors to have consistent cold storage at their tables during market. This kept vendors from having to rely on coolers and ice to keep meat and eggs at appropriate temperatures and kept produce from wilting in the summer heat while being on display for sale. The walk-in cooler helped keep large harvests fresh for the market. Vendors have stored hundreds of pounds of blueberries, apples and watermelons for weeks at a time until it was all sold. This is a service not many other area markets can offer, making our market convenient and attractive for vendors, while also promoting seasonal local food.

Metcalfe County Extension Services did have enough room at the market pavilion site to accommodate the walk-in cooler and other refrigeration units. MCFM purchased an outdoor storage shed to hold other market equipment such as tents, tables, grills, portable handwashing station, etc.

- b. Impact on Community: Five of our market vendors utilized the walk-in cooler and mobile units to store: meats (such as goat, chicken and pork), eggs, fresh produce (such as large harvests of blueberries, watermelon and apples, in addition to smaller amounts of other produce such as peppers, beans and cucumbers).

Providing these units at the market aids in keeping food at consent and appropriate temperatures, which in turn preserves the quality as well as enhances food safety for the consumer. Having tents and tables for vendors also increases the ease of set up and is an added benefit for the market.

- **Activity 2: Develop a paid part - time market manager.**
  - a. Progress Made: Corina Common has worked a total of 1,267 hours from October 2014 to September 2016. Her job responsibilities include: establishing structure and guidelines for the organization of the market; networking with the community on behalf of the market; putting out yard signs on market days; being available on market days to offer SNAP benefit processing; helping vendors as needed; promoting the market using Facebook; keeping attendance and market performance records; working with the MCFM board of directors; implementing our Double Dollars Program and coordinating special markets such as traveling markets and evening markets.
  - b. Impact on Community: With the work of our market Manager, MCFM has doubled our average customer attendance and double the amount of vendors participating in the market over the past 2 years. We have also gained 435 Facebook followers (that is almost 1/3 of Edmonton's population), and participated in the Community Farm Alliance Double Dollars program. The Double Dollars program in Metcalfe County has provided over \$9,000 of fresh produce for low income seniors and children over the past 2 years. She has assisted in building our reputation through the town as well as worked to recruit and maintain quality vendors. Having a Market Manager dedicated to the success of the market has been a key factor to our positive momentum.
  
- **Activity 3: Lease market space and establish office and storage space for market business and SNAP benefits management.**
  - a. Progress Made: MCFM partnered with the owner of the Kentucky Blueberry Growers Association (KBGA) to rent an office space from October 2014-March 2015. KBGA had a change of ownership and the MCFM Board of Directors decided a partnership with Metcalfe County Cooperative Extension would be more sustainable. MCFM is now housed in a pavilion across from the Extension Office. This pavilion is used to host the weekly market and has garage door storage area that holds the market refrigeration units and an office area for the Market Manager. This area also has a more spacious parking area and a grassy field next to the pavilion to accommodate our children's play area.
  - b. Impact on Community: Holding the market in a consistent and more accessible space has increased community awareness. Also partnering with the Extension Office (owners of the property where the market is held) is beneficial to the sustainability of the market. They continue to promote the market during their outreach programs and see the value of having a vibrant farmer's market in the community.
  
- **Activity 4: Obtain infrastructure for Market Manager to manage funds for the SNAP benefits program and grant funded activities.**
  - a. Progress Made: MCFM has purchased needed equipment for managing funds and grant funded activities. A laptop, copier/printer, printer stand and locking fire-safe cabinet has been purchased. In partnership with Metcalfe County Cooperative Extension, the market manager has an office equipped with an office chair, desk, and additional seating.

b. Impact on Community: Infrastructure for the market manager has allowed over \$1,100 of SNAP benefits to be spent at the market on fresh local food. It has also enable MCFM to participate in the Community Farm Alliance Double Dollars program. The Double Dollars program in Metcalfe County has provided over \$9,000 of fresh produce for low income seniors and children over the past 2 years.

- **Activity 5: Maintenance of new location.**

a. Progress Made: MCFM has purchased a leaf blower, hose reel, trash bags, recycling and composting buckets, a step ladder, etc. All these “general market supplies” have helped keep the market tidy and orderly, creating an attractive market for vendors and customers. Metcalfe County Extension Services has also donated the use of a water cooler and keeps the market bathroom stocked with toiletries.

b. Impact on Community: From 2014 to 2016 our average customer attendance on market days and events doubled. Having a safe and welcoming place in a small town community is notable. Maintaining a consent appealing location with adequate parking is a direct contributor to an increase in our average attendance.

**Goal 2: Developing new market opportunities for Metcalfe County Farmers Market members.**

- **Activity 1: Survey participating producers and customers.**

a. Progress Made: Surveys were taken at all evening market in 2015. From this outreach, it was determined to open the MCFM for a second day during the 2016 season. Starting June 2016, MCFM was open on Friday mornings form 8am-1pm and Tuesday evenings from 3pm-7pm. The second market day was in the evening to help draw in customers that work during the weekday.

b. Impact on Community: Tuesday evening markets averaged 6 vendors, 53 customers/market and an overall market sales of \$317/market. This is seen as a success for our small town market and we believe this could build over time. MCFM is striving to reach more residents who work traditional hours and also increase outreach to families by diversifying our hours.

- **Activity 2: Winter Farmers Market development.**

a. Progress Made: Partnering with Metcalfe County Cooperative Extension, MCFM hosted three indoor winter markets in 2015: two in November and one in December. There was a successful vendor turn out (averaging 7 vendors at each market). The customer turn out wasn't great; however, it did pull in regular customers and was a good outlet for local holiday shopping. In 2015, the December winter market was held on the same day as the town's Christmas Parade; and we were able to partner with the Barn Lot Theater and the United Methodist church to hold the sell in a store front along the parade path. Partnering with other local groups that have established winter markets was successful and MCFM will continue holding a winter market on the same day the town's Christmas Parade.

b. Impact on Community: Offering diverse market times and special events builds the market's reputation within the community, supports our local economy and farmers and promotes a confidence in the community's local resources.

- **Activity 3: Evening market development.**
  - a. Progress Made: During the 2015 season, MCFM hosted one evening market a month where local musicians would play. It seemed to be popular and vendors were eager to pull in the customer base that was usually working Friday mornings. During the 2016 season, MCFM hosted 15 markets on Tuesday evenings July through September and once a month had live music. This second market was positively received by vendors and customers and has great potential to grow.
  - b. Impact on Community: Tuesday evening markets averaged 6 vendors, 53 customers/market and an overall market sales average of \$317/market. This is seen as a success for our small town market and we believe this could build over time. MCFM is striving to reach more residents who work traditional hours and also increase outreach to families by diversifying our hours.
  
- **Activity 3a: Develop kid's area**
  - a. Progress Made: Vendors and Customers would bring their children to the market on Tuesday and Fridays. The sandbox and educational play toys entertained the children and all in all created a great addition to a lively market and a vibrant community space. MCFM received a small grant from the local Health Department to put in raised garden beds, and we will continue to develop this space so that the market is an attractive place for everyone.
  - b. Impact on Community: From 2014 to 2016 our average customer attendance on market days and events doubled. Having a safe and welcoming place in a small town community is notable. MCFM is gaining traction in Edmonton as a vibrant place in the community. Children enjoy coming to market and encourage their caregivers to come to the market.
  
- **Activity 3b: Entertainment for evening market.**
  - a. Progress Made: Music at the Market events in 2015 and 2016 featured musicians: KY Just US, Doc Jones and Family, Little David Frogette, Arthur Hatfield and the Buck Creek Band, and Mudd Blossom Special. A few evening markets had a local balloon artist, Aaron Trim. These became fun events for vendors and community members alike. It solidified the partnership we have with the local radio station (owned by Little David Frogette). Doc Jones returned to the market in 2016 with the spontaneous gift of music. And one vendor hosted a birthday party at a music at the market event. These lively additions to a small community help endear the market and build clientele.
  - b. Impact on Community: From 2014 to 2016 our average customer attendance to market days and events doubled. Having a safe and welcoming place in a small town community is notable. MCFM is gaining traction in Edmonton as a happening place to be.
  
- **Activity 4: Travelling market development to bring the market to the people.**
  - a. Progress Made: MCFM has set up at the 2015 Blueberry Festival, 2015 Seven Springs Sorghum Festival, 2016 Metcalfe Proud Festival and the 2016 Seven

Springs Sorghum Festival. We also partnered with the local health department to have MCFM vendors at the WIC office the week Farmers Market vouchers were distributed. MCFM also set up at the City Park during a baseball game day in May 2016. These traveling market days were not hugely successful. MCFM will continue to work with the local Health Department and build customer relations with WIC voucher recipients.

b. Impact on Community: Offering diverse market times and special events builds the market's reputation within the community, supports our local economy and farmers and builds a confidence in the community's local resources.

***Goal 3: Providing outreach, training and technical assistance to local producers and potential customers of the Metcalfe County Farmers Market.***

- **Activity 1: Market Manager plus one volunteer training.**
  - a. Progress Made: In 2015 and 2016, MCFM sent 3 market participants to the Fruit and Vegetable Conference. It is valuable for our vendors to attend growing workshops and network with other producers around the state. MCFM has also been working with the board of directors and KCARD (Kentucky Center for Agriculture and Rural Development) to create lasting organizational structures and a sustainability plan. For the first time in market history, MCFM will have a membership to the market. Vendors can either pay a minimal fee or volunteer at a market fundraising event. This is helping to establish market buy-in from vendors and also go toward sustaining the market in the future.
  - b. Impact on Community: Attending the above training helped bring a quality to the market. The market manager was informed on the rules and regulations of food safety and handling as they pertain to farmers' markets in Kentucky. Vendors who attended gained more knowledge on new growing techniques, marketing ideas and how to maintain diverse crops throughout the season. It also allowed MCFM to connect with other statewide resources such as KCARD, an organization who is helping us with a board development and a sustainability plan.
- **Activity 2: Producer training and development**
  - a. Progress Made: MCFM manager attended various market betterment webinars offered through Community Farm Alliance. From that, the market manager created a Quality Tip Sheet to go over quality product, presentation and personal interaction. This packet also included a best practices on produce storage temperatures.
  - b. Impact on Community: Working to have informed vendors and quality products helps build the reputation of the market making it a more sustainable community asset.
- **Activity 2a: Conduct annual spring producer organizational meeting and training.**
  - a. Progress Made: In collaboration with Metcalfe County Extension Services, MCFM offers a producer meeting and training every spring. Local producers who attend the meeting and receive training on KY Proud market rules, MCFM guidelines, WIC and SR. Voucher training information and have the opportunity to weigh in on market activities for

the upcoming season. MCFM will also start hosting an end of season meeting in the fall to celebrate the season and brainstorm ideas for the upcoming year.

b. **Impact on Community:** This is an essential meeting and training for vendors to be on the same page for the season. Working to have informed vendors and quality products helps build the reputation of the market, ease the shopping experience for customers and makes it a more sustainable community asset.

- **Activity 2b: Offer Good Agricultural Practices training.**

a. **Progress Made:** Metcalfe County Extension agent, Brandon Bell, offered free GAP training for all Metcalfe County residents in both 2015 and 2016. All MCFM vendors are strongly encouraged to attend the training at least one time.

b. **Impact on Community:** Working to have informed vendors and quality products helps build the reputation of the market making it a more sustainable community asset. Food Safety and quality produce is key to a successful market! All of our farmers' market members have a GAP training certificate. We will continue to work with growers as they come to our market to ensure the products at our market are safe for consumers.

- **Activity 3: Producer and Customer recruitment.**

a. **Progress Made:** The Metcalfe County Farmers Market Manager and Board volunteers spent a lot of time in this area. Having a Market Manager created a simple point of contact for producers interested in being vendors at the market. It also create an organization system where vendors would not have to be involved when new vendors came to the market and cut down on instances where petty disagreements could run off new vendors. We also worked with the Metcalfe County Chamber of Commerce to send out emails to their mailing list showing a menu of items offered at the market every market day. In addition to this customer outreach effort, Board volunteers and the market manager would flyer the community on market days with a "What's at your Market Today" flyer.

b. **Impact on Community:** From 2014 to 2016, MCFM has double the number of vendors and customers participating in the market (in 2014 we had 19 vendors and in 2016 we had 40; in 2014 we averaged 39 customers/market day and by 2016 it jumped to an average of 81 customers/market day). During the 2016 season, for the first time, we also saw many more "pillars" of the community coming to the market as customers (School Board Members, Insurance Agents, Lawyers, County Judge, Bank Tellers, etc.). In 2014, the overall all reported sales throughout the season was just under \$3,000. In 2016, the overall all reported sales reached over \$25,000!

- **Activity 3a: Metcalfe County Farmer's Market High Tunnel Producer organization.**

a. **Progress Made:** In partnership with Metcalfe County Extension Services and Natural Resources Conservation District of Metcalfe County, MCFM facilitated two collaboration meetings of high tunnel owners in the county. In 2015 and early 2016, high tunnel producers came together to discuss growing plans and how to optimize the season extension potential a high tunnel provides.

MCFM will continue to work with local high tunnel producers to secure a market for their locally grown produce as they become more skilled in using the high tunnel to extend the winter season.

b. **Impact on Community:** Working to have informed vendors and quality products helps build the reputation of the market, making it a more sustainable community asset. High tunnel growers have a great opportunity to extend the season. In Metcalfe County we have a number of producers with high tunnels. If we continue to encourage them to utilize the extended season and build the market so consumers are ready for their products, we could have a successful market of quality fresh local produce from March to November or possible even year round!

- **Activity 3b: Distribute reusable, insulated farmer's market shopping bags with the Metcalfe County Farmers' Market logo.**

a. **Progress Made:** MCFM purchased 2 types of reusable shopping bags with the MCFM logo from our local screen printer. We chose polypropylene and heavy canvas rather than insulated. We wanted a higher number of bags to use as promotional gifts to customers. Bags were distributed on market days and used as door prizes during music events.

b. **Impact on Community:** Having market incentives helps create an attractive market place and generates pride in buying local while also solidified the MCFM "brand".

- **Activity 3c: Billboard advertisement.**

a. **Progress Made:** MCFM placed a predominate and colorful billboard on a main road through town during the 2015 and 2016 season. The information on the billboard included our logo, times of the market, season open and ending dates and categories of what is offered at the market.

b. **Impact on Community:** Not only did the colorful billboard promoting the local market enliven the visual aspect of the town, but it also got the word out to all community members that their local farmers market is a happening place in town.

- **Activity 3d: Local Radio advertisement.**

a. **Progress Made:** MCFM worked with 99.1 *The Hoss* to advertise the farmers' market on a weekly basis during the 2015 and 2016 season. *The Hoss* also included information on the evening markets and allow market vendors and the market manager to call into live shows such as The Trader and Carol and Susan Live to promote what was happening at the farmers market. Our partnership with the radio station was so successful, the owner of the station was one of our Music and the Market bands.

b. **Impact on Community:** This is a commonly listened to radio station in our community. Whether folks listen to the country music played on this station, they are sure to tune into the Trader (where people can call in with things to sell or are looking to buy). The station is interested in promoting positive things in the community. It is important for the market to continue to build its good reputation, and this advertising with this station is a key piece.

- **Activity 3e: Develop educational materials – Brochures and flyers for local distribution through the schools, at local factories and other outlets.**
  - a. Progress Made: MCFM prepared a flyer that promoted the market and included a coupon for a \$1 off any purchase at the market. By partnering with Metcalfe County Schools, we were able to distributed this flyer and coupon to all Metcalfe County Elementary students. The Market Manager attended the Adult Day Center in Edmonton to promote eating fresh fruits and vegetables and locally grown food and advertise for the farmers market.  
In partnership with Metcalfe County Extension Services, Lynn Blankenship and Heather Shaw worked to promote the farmers market during their wellness and cooking presentations to local businesses, at the library, and kids’ groups. Metcalfe County Extension Services also offered a number of KY Proud “Plate it Up” tastings and recipes using locally grown and seasonal produce. Heather and Lynn came to market days through the season and distributed tastings and recipes.
  - b. Impact on Community: Though we distributed 750 \$1 off coupons, we only received a handful of them throughout the market season. Other markets in the state suggested that \$2 off coupon would have been an incentive people would have utilized. We are working on building our buying local and fresh culture; and found that working with the Extension Services is a very fluid and effective method. The Metcalfe County Extension Services is a known and central part of our community. Partnering with them in their outreach services is a great way to promote the market and keep it in the forefront of community members’ minds.
- **Activity 3f: Market Manager visit schools to distribute educational and market promotional materials.**
  - a. Progress Made: In partnership with Metcalfe County Extension Service, our Market Manager presented at the Extension Day Camp where she promoted local food and gave information on the Metcalfe County Farmers Market. Also, a summer parent and child cooking class meeting at the library ending their session with a walk to the Farmers Market.
  - b. Impact on Community: We will continue to work to make the market an attractive place for families. Working with established community resources such as the school, library and Extension Services is the best way to reach Metcalfe County residents.
- **Activity 3g: Local Foods/meet the farmer day.**
  - a. Progress Made: In May 2016, the same week that WIC Farmers Market Vouchers were distributed at the Health Department, producers set up a traveling market in the Health Department lawn. We hoped this would encourage WIC participants to shop at MCFM. The Health Department is also on a main road in town, so we hoped the added exposure would give community members a chance to meet the producers and get a taste for local food.
  - b. Impact on Community: This event did not attract many WIC participants but did draw in folks passing by. We would like to host another local food celebration in 2017 and continue to build relationships between the vendors and diverse community members.

- **Activity 3h: Children’s day at the market in mid – June.**
    - a. Progress Made: The Metcalfe County Extension Services hosted a parent and child summer cooking class at the library. The last session fell on National Farmers Market Week, so the UK Extension SNAP-Education Assistant for Metcalfe County, Heather Shaw, lead the group to the Farmers market. There, each child was given a market wooden dollar to spend on what they’d like. Some bought cherry tomatoes or melon; one boy excitedly bought an eggplant. Also throughout the season, many vendors donated produce to children to have as snacks.
    - b. Impact on Community: It is hugely important that the children in our community feel comfortable at the Farmers Market and interested in shopping for tasty fresh food. Hosting groups such as the cooking class and encouraging children’s desires to eat and taste food from the market is a great the way to grow a healthy community.
  - **Activity 3i: Develop/maintain on-line presence for the Farmers Market through Face Book page.**
    - a. Progress Made: MCFM has a Facebook page and posts what is fresh at the market every week in addition to advertising special events like the evening market. Since the start of our Facebook page, we have accrued 451 followers; that is nearly 1/3 of the town’s population (the population of Edmonton is 1,582).
    - b. Impact on Community: Some of our community members are not computer savvy or engaged with social media on a regular basis, so we cannot depend solely on social media for advertising. However, we have hit a target population and will continue to build a strong reputation using Facebook. This form of advertising is very helpful in a rural community where people are spread out.
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: 1
  - ii. Number of jobs retained: 1
  - iii. Number of indirect jobs created: 3 (support staff to keep the market site maintained and a few new producers)
  - iv. Number of markets expanded: 1 (we have expanded our market to include 2 days/week rather than just 1)
  - v. Number of new markets established: 0
  - vi. Market sales: increased by \$22,000 (total reported sales in 2014 was \$2,988 and in 2016 was \$25,273) and increased by 830 %!
  - vii. Number of farmers/producers that have benefited from the project: 40
    - a. Percent Increase: 100 % (MCFM recorded 19 vendors in 2014 and 40 vendors over 2015 and 2016).
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 did expand our customer base. We reached more local businesses this year, seeing local lawyers, judges and community leaders shopping at the market on a regular basis. We also increased our average customer count from 39 customers/market day in 2014 to 57 customers/market day in 2015 to 82 customers/market day in 2016. In Metcalfe County, 73% of the school aged children are eligible for free or reduced lunch, indicating outreach to our community is outreach to low income/low access populations. For the past two years, MCFM has been able to accept SNAP benefits and has processed over \$1,100 in SNAP Dollars for fresh local food!

4. Discuss your community partnerships.
  - i. Who are your community partners?  
Metcalfe County Chamber of Commerce, Metcalfe County Extension, individual volunteers (board members and vendors), Seven Springs Sorghum Festival, Edmonton State Bank, South Central Bank, City Park, Community Farm Alliance, Metcalfe County Health Department
  - ii. How have they contributed to the overall results of the FMPP project?  
All of the community partners have helped promote the market by distributing flyers, emailing their contacts and connecting with MCFM via social media. Some of the above community partners have made donations to the Double Dollars program (which helps increase the buying power of our lowest income citizens). Having community support is an incredible asset to the overall success of the market.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?  
The goal of our project was to grow and make our market sustainable. The partnerships and connections we've made the past 2 years are imperative to the future of our market. We need support and engagement throughout the community; a vibrant farmers market is nearly impossible without community support. MCFM has been working to build relationships throughout the community. Our partners will continue to promote the market; the Extension Services has a lasting commitment to help the market succeed; and we will keep working with local businesses and community institutions to promote the market and to support the Double Dollars program through donations.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? No.
6. Have you publicized any results yet?\*

  - i. If yes, how did you publicize the results? Yes.
  - ii. To whom did you publicize the results? Mostly with the Local Newspaper. We also have publicized our success with Community Farm Alliance in Berea and University of KY.
  - iii. How many stakeholders (i.e. people, entities) did you reach? The population of Edmonton, KY is 1,500. The other two sources may have reached an additional 1,000 stakeholders. Senator Rand Paul also visited the MCFM during the election season, where the support of the FMPP grant was directly mentioned.

7. Have you collected any feedback from your community and additional stakeholders about your work?
- i. If so, how did you collect the information? Word of mouth from customers at the market.
  - ii. What feedback was relayed (specific comments)? Brandon Bell from the Extension Services has commented: The market has grown in leaps and bounds over the past 2 years. We have gone from one vendor to 10 and the parking lot is busy with customers on market day. A regular customer has mentioned numerous times how well we've done growing the market. She appreciates the variety the vendors have to offer and the option of two market days/week. Julia Sanchez, a regular customer, has valued the community building aspect of the market. She comes weekly to shop and also visit with vendors and other customers.
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? NO
    - 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).

MCFM learned over the 2 years of the project that partnering with established community organizations is a key to success in a small community.

- a. We saw an increase in overall community support and awareness even from the first year of the project to the second. During the second year we joined the Chamber and utilized their weekly promotional emails. We attribute this effort to bringing “pillars” of the community into the market as customers (School Board Members, Insurance Agents, Lawyers, County Judge, Bank Tellers, etc.) This also allowed the market to gain a greater awareness in the community and worked to build a positive reputation within the town. MCFM also advertised with the nearby radio station where “locals” listened to the weekly trader shows. Taking part in this local station also helped to build the awareness for the market.
- b. The Extension Service worked to promote the market and incorporated farmers’ market information in their nutritional outreach to schools and businesses. This was an incredible outreach for the Market. Extension employees have long standing and trusted relationships with folks throughout the town and having them promote the market aided in building a good reputation.
- c. MCFM partnered with the Seven Springs Sorghum Festival. The Festival is structured to give a percentage of the proceeds to local non-profits. The market supplied volunteers to direct parking the day of the festival and

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received a donation to use toward 2017 operating funds. We see this partnership being helpful with the sustainability of the market. It allowed us to raise funds but not have to organize a huge fundraiser using our own limited resources.

MCFM learned over the 2 years of the project that structure is extremely helpful for the growth of the market.

- a. For the first time in the 8 years of the market, we established ourselves as a 501c-3 and defined a Board of Directors. In the past, the market had casually been organized and managed by Extension employees. MCFM becoming an independent organization with a governing body created a structure that vendors, customers and community members could understand and support. This structure also gave a framework for vendors and helped cut down on cross vendor conflicts.
  - b. The market needs to define more guidelines so that the number of vendors can grow, to help properly manage vendor relations and become more sustainable. We are a small town market that in the past charged no vendor fees. We are working on establishing an appropriate vendor fee that helps support the market but is reasonable for the vendors. We may include market duties along with vendor fees (i.e. one vendor places yard signs, another vendors takes out trash, another blows of the pavilion floor, etc.). We also need to better define market rules, such as rules regarding booth size and set up time.
  - c. MCFM needs to work on recruiting more board member potentials and market volunteers. Being part of a small community, many of the key volunteers can get overextended. Diversify our human resources and adding market advocates will also help to further entrench the market in the community.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:  
Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:  
We feel that MCFM has succeeded in our goal of growing the market and will continue to build on the momentum we have gained over the past 2 years of the project. We have doubled our vendors and average customer count and exponentially grown our total market sales. The supplies acquired through the FMPP grant will continue to be an asset to the market in years to come, making it a desirable market for vendors and a vibrant place in the community. MCFM is continuing to explore ways to become financially sustainably where we can ensure that we have a paid market manager and adequate insurance for the market and Board of Directors.

Commented [O2]:

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.

Much of the project was working to secure resources to maintain a quality market (walk-in refrigeration, market display refrigeration, pop-up canopies, etc.). These will continue to be used for the success of the market. Another significant part of our project was establishing a market manager position. This was seen as an extremely beneficial role to the overall success of the market. MCFM would like to find ways to keep a seasonal market manager to help keep records, organize vendors and facilitate outreach for the market. As mentioned above, MCFM has doubled our vendors and average customer count and exponentially grown our total market sales. We will continue with this momentum! For the 2017 season, we have plans of continuing the Tuesday evening market and run a trial for a market pre-order system. We also will work with the Health Department to hold local food celebrations and work on bringing families from this target audience to the market. In addition, we will continue to develop our children's area and work on a community garden. We intend to look at overall community activities and partner with strengths in our county and work to enhance our market continuing to make it an exciting place for all area residents.

- 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?

The market is a community asset, so we will continue to work to see how we can grow and change to benefit vendors, customers and the community at large. We are working during the summer of 2017 to further develop our children's area. We'll have a community garden/children's snack garden and will offer children's programming during the summer months to attract more families to the market and encourage an enjoyable shopping experience. Some other future ideas that would serve as a community asset are: a community certified kitchen; a preorder system; organizing and training so that we can have an extended season or year round market or mobile market; partnering with neighboring county markets to strength our markets and the local food culture in south central Kentucky.