

FY 2014

\$ 98,673 to the United Tribes Technical College, Bismarck, ND, to support, promote, and enhance two existing farmers' markets in the Bismarck-Mandan community of North Dakota.

Final Report

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

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

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

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

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 20, 2014-March 27, 2017
Authorized Representative Name:	Mara Yborra
Authorized Representative Phone:	701-221-1435
Authorized Representative Email:	myborra@uttc.edu
Recipient Organization Name:	United Tribes Technical College
Project Title as Stated on Grant Agreement:	United Tribes Technical College Winter Market and BisMarket Collaboration and Sustainability
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-ND-0110
Year Grant was Awarded:	2014
Project City/State:	Bismarck, ND
Total Awarded Budget:	\$98,673

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: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

- i. Goal/Objective 1:

To increase the number of vendors and patrons at BisMarket and the United Tribes Technical College (UTTC) Winter Market by increasing continuity and connections with the two markets and with the seasonality of food and traditions.

- a. Progress Made:

Mara Yborra is the new contact for the project coordinator. Kelsey Anderson was hired on as Market Manager in October, 2016. We mainly focused on the Market Manager position and advertisements.

We used the 6 month extension to extend the Market Manger position into the 2016-2017 Winter Market season. Having a Market Manger during the Winter Market was key to the success of the market as she was in charge of all vendor and customer relations.

Our Market Manger also had the task of ramping up our social media marketing and helped writing an article for our local magazine. We also used the remaining money to heavily advertise for the markets. We worked with our local magazine to write articles and place advertisements for the Winter Market.

Our Market Manager and one board of director’s member attended the ND Farmers Market and Growers Association Annual Conference. Both participants in the conference obtained lots of information regarding market promotion and sustainability. We hope to use the information gained to promote the future markets.

The Market Manager and Board of Directors are planning on having a vendor meeting to discuss the BisMarket season in April. At this meeting we also are planning on doing speed session with the topics on food safety with samples, social media marketing, booth display, etc.

Based on the remaining funds and slow times of the year, we decided to cut back the number of markets to 4 markets for the 2016-2017 season. We had one market a month for the months of November, December, February, and March.

- b. Impact on Community:

Community members are able to buy local goods year round.

- ii. Goal/Objective 2:

To provide learning opportunities for market producers to improve quality and yield. Topics include, but are not limited to: seed saving, food safety, food storage techniques, food preservation, high- and low-tunnel food growing methods, sustainable gardening practices.

- a. Progress Made:

Due to the lack of vendor interest, focus was taken off of scheduling and planning workshops. Instead of separate workshops that might not pertain to all vendors, we decided to go with the informational speed sessions at our bi-annual vendor meetings on a wide range of topics like food safety, social media marketing, rules and regulations, and booth display. The state of North Dakota has a wealth of information related to agriculture and small businesses where in the partnership between NDSU Extension proved to be valuable. A survey would be a helpful tool to determine the benefit of such dissemination of information.

- b. Impact on Community:

Unknown.

iii. Goal/Objective 3:

To increase the number of Native American producers and patrons in and around the Bismarck-Mandan, North Dakota area.

a. Progress Made:

The Winter Market added approximately 14 new Native American producers since we received the funding in 2014.

Word of mouth, UTTC Newsletter articles, newspaper stories, Facebook and press releases were the main avenues utilized to increase the number of Native American vendors.

UTTC Extension staff travelled to several winter conferences that provided excellent networking opportunities for the Winter Market and BisMarket at indigenous farming conferences, sustainable agriculture conferences, and seed saving workshops, with an ultimate goal of adding Native American vendors to both winter and summer markets.

b. Impact on Community:

Providing opportunities for the larger Bismarck/Mandan community to visit the UTTC campus is crucial for enhancing the Winter Market and to minimize biases.

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, 20__). Include further explanation if necessary.

- i. Number of direct jobs created: unknown
- ii. Number of jobs retained: 25
- iii. Number of indirect jobs created: unknown
- iv. Number of markets expanded: 0
- v. Number of new markets established: 0
- vi. Market sales decreased by \$4,944.20
- vii. Number of farmers/producers that have benefited from the project: 25
Percent Increase: Unknown

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?
No, we continue to target Native American population as well as the Bismarck/Mandan community.

4. Discuss your community partnerships.

- i. Who are your community partners? We work directly with Winter Market, United Tribes Technical College and Go! Bismarck Mandan.
- ii. How have they contributed to the overall results of the FMPP project? Cross promotion, volunteer hours, in-kind contributions, and event collaborations.
- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? No change in the foreseeable future.

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

The market manager is under contract. The market manager has made direct, strategic, and impactful effects on the market related to customer relations, vendor relations, marketing, promotion, and overall coordination of the Winter Market.

6. Have you publicized any results yet? No
 - i. If yes, how did you publicize the results? N/A
 - ii. To whom did you publicize the results? N/A
 - iii. How many stakeholders (i.e. people, entities) did you reach? N/A

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

7. Have you collected any feedback from your community and additional stakeholders about your work? Yes
 - i. If so, how did you collect the information? Anonymous vendor tally sheets at the conclusion of each market. Vendors and consumers are able to rate their experience on the BisMarket Facebook page. We also sent out an electronic survey that we posted on our Facebook page and websites that consumers could fill out.
 - ii. What feedback was relayed (specific comments)? Vendors requested an increase in advertising, to have more people at the market. While consumer want more vendors at the market. Consumers and vendors wanted cleaner and more private restroom areas. Another common request is posting what vendor will be at what markets.

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? Yes
 - a. If yes, how much was generated and how was it used to further the objectives of the award? \$380 from vendor fees. Income will be used for promotional items, entertainment, SNAP incentives, marketing, or market manager salary.

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). A biggest lesson learned is being organized with all of our data and a policy and procedure in place for recording data. We would also set a training program for our Market Manager, so if so someone reason one Market Manager quit, we could easily train another manager and have constant results.
 - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Our second goal was providing education to vendors. After surveying our vendors, we realized providing learning opportunities that is suitable for all vendors was unrealistic. A better technique is to provide quick information sessions at our bi-annual vendor meetings and include topics like food safety, marketing through social media, and booth display.
 - iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project: Like what was mentioned before, create policy and procedure for the hiring and training of a Market Manager.

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. Yes, we still plan on moving forward with this project if our funding allows. We hope to work with our partners/collaborators keep a market manager.

- 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? We would recommend having a survey or way to analyze each activity or event done at the markets. Example would be to know if having yoga in the morning before the market increased the sales of the market.



BisMarket

Your community farmers market



NEWS

For Immediate Release
June 2, 2016

For more information, contact:
Katrina Hanenberg,
Events/Promotions Committee Chair
BisMarket, Community Farmers Market
(701) 400-6215

BisMarket Farmers Market Starts June 4- Expanded Market June 11

BisMarket, a farmers market in Kiwanis Park, will open June 6 for its fourth season. Kiwanis Park is located along South Washington Street. BisMarket sets up along Sweet Avenue, and runs every Saturday from 10:00 a.m. to 1:00 p.m.

The market features local produce, eggs, meat and baked goods, plus food vendors, live music and kid's activities. Special inaugural activities planned for June 4 include entertainment by Collector and the Gypsy and balloon animals for kids. A special session of Salute the Sun yoga in Kiwanis Park will be offered by CC's Studio at 9:00 a.m. and is open to all ability levels.

Go! Bismarck Mandan, a healthy community coalition, will provide expanded markets the second Saturday of each month; June 11, July 9, August 13 and September 10. These expanded markets will feature community booths, craft and art vendors, in addition to regular season vendors. The first expanded market on June 11 will feature performances by Johnny Vincent and Randy Sutton. BisMarket will once again be collecting donations to for the food pantry at Ruth Meiers during our expanded markets. All non-perishable donations of five items will receive a BisMarket Buck to shop that day.

On Tuesdays in July and August, Bismarket To Go, our new express market will be set up in the West parking lot at Good Shepherd Lutheran Church at the corner of Washington Street and Divide Avenue from 4:00 p.m. to 7:00 p.m. This is a convenient way to purchase BisMarket products and visit with vendors without the hustle and bustle of the Saturday markets. Tuesday markets won't have music or activities, but will still have all of our great local products!

For more information on BisMarket, and a schedule of events, go to www.bismarket.com or visit us on Facebook.



NEWS

For Immediate Release
June 2, 2015

For more information, contact:
Katrina Hanenberg,
Events/Promotions Committee Chair
BisMarket, Community Farmers Market
(701) 400-6215

BisMarket Farmers Market Starts June 6- Expanded Market June 13

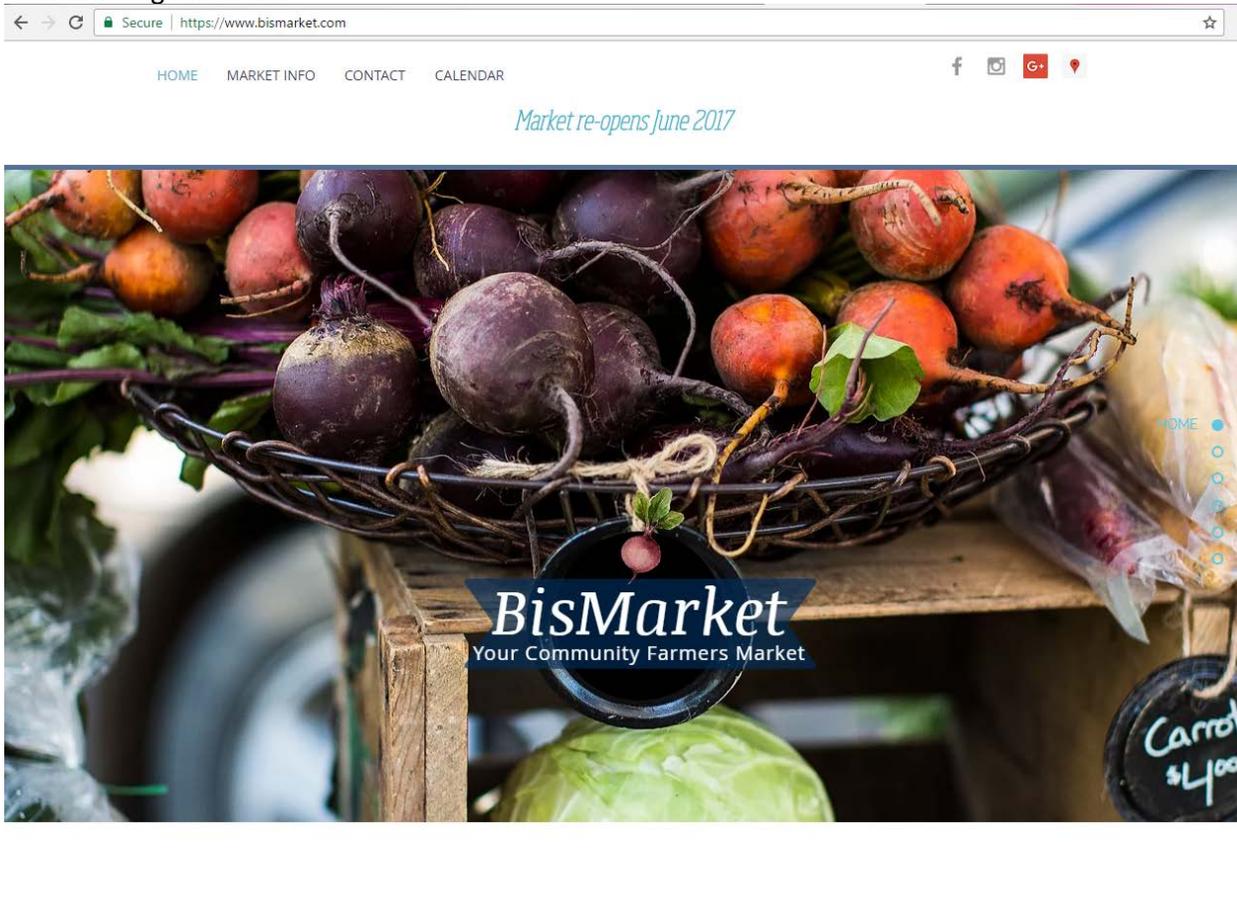
BisMarket, a farmers market in Sertoma Park, will open June 6 for its third season. Sertoma Park is located along Riverside Park Road and West Arbor Avenue. BisMarket is located by Shelter 5, near the Superslide Amusement Park, and runs every Saturday from 10 am to 1 pm, and Tuesdays from 4 pm to 7 pm. The market features local produce, eggs, meat and baked goods, plus food vendors, live music and kid's activities.

Special inaugural activities planned for June 6 include entertainment by musician Andrew Larivee and face painting for kids.

Go! Bismarck Mandan, a healthy community coalition, will provide expanded markets the second Saturday of each month; June 13, July 11, August 8 and September 12. These expanded markets will feature community booths, craft and art vendors, in addition to regular season vendors. The first expanded market on June 13 will offer a treasure dig for kids, balloon animals and musical entertainment. Great Plains Food Bank will have bins available and all non-perishable donations of five items will receive a Free BisMarket dollar to shop that day.

For more information on BisMarket, and a schedule of events, go to www.bismarket.com or visit us on Facebook.

Marketing Materials:



Create a WIX site!



Save the dates for the 2016-2017 Season!
Nov. 19
Dec. 17
Feb. 11
March 25

SHOP LOCAL YEAR ROUND (2016-2017 Season)
Nov. 19 | Dec. 17 | Feb. 11 | March 25
10 am - 2 pm
UTTC Campus > James Henry Gymnasium > Multi-Purpose Room

HOME VENDORS CALENDAR CONTACT



Locally Made Arts & Crafts, Farm-fresh Fruits & Veggies, Canned Goods, Baked Goods, Natural Homemade Hygiene Products

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Contact: Mara Yborra, UTTC Extension Nutrition Educator
Phone: 701-221-1435
E-mail: myborra@uttc.edu

Winter Market is excited to start its fourth season at UTTC. The first Winter Market is set for November 19th from 10 am – 2 pm. The market is located in the Multi-Purpose Room and customers can enter through the Lewis Goodhouse Wellness Center entrance. Signs will be throughout campus directing people where to go.

We are still accepting applications for anyone interested in being a vendor. Vendors can sell anything that include (but are not limited to): home canned goods, freshly grown produce, home-baked goods, handmade cleaning/hygiene products, handmade clothing/textiles, jewelry, arts/crafts, and/or farm fresh eggs/meats. Vendors fees are set at \$10 a market or they can pay for all four markets for \$30.

For registration information go to www.wintermarketnd.com or contact Mara Yborra at 701-221-1435 or by e-mail at myborra@uttc.edu.