

**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 30, 2014 – September 29, 2016
Authorized Representative Name:	Kathie Starkweather
Authorized Representative Phone:	402 687-2100
Authorized Representative Email:	kathies@cfra.org
Recipient Organization Name:	Center for Rural Affairs
Project Title as Stated on Grant Agreement:	Growing a Sustainable Farmers Market within the Umo ^N ho ^N Nation
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-NE-0111
Year Grant was Awarded:	2014
Project City/State:	Lyons, NE
Total Awarded Budget:	\$85,314

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

Same Authorized Representative listed above (check if applicable).

Different individual: Name: _____; Email: _____; Phone: _____

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

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

This project expands direct producer-to-consumer local food access among the Umo^Nho^N Nation, centered in Macy, Nebraska, by expanding the Macy Farmers Market, developing market producers through advanced business support, and building market sustainability through cultural context.

i. **Goal #1:** Expand the Macy NE Farmers Market on the Omaha Reservation

a. Progress Made:

- The advisory team of local community members & partner organizations assisted with planning delivery of activities. From this a partnership developed with the Omaha Tribe's Diabetes Program at its Carl T. Curtis Health Center and Wellness Center to work together to address common goals. This partnership resulted in these tribal programs helping advertise the Farmers Market to potential customers by notifying their clients of the health benefits of fresh produce, and the location, dates and times of our Markets.
- In addition, the Market Manager developed a collaborative program with the Diabetes Program. When tribal members participated in blood testing, they received \$5 vouchers to be redeemed with Market vendors for fresh produce. This promotion resulted in \$250 in voucher sales in the weeks following their distribution.
- Market timing was optimized to reach customers in two Omaha Reservation communities. On paydays and monthly benefits-delivery weeks, the market was held in Walthill, NE, where tribal employees access the local bank and where benefits are distributed. On off-weeks, the market was held in Macy NE, where a larger population resides.
- Irregular market dates were held in conjunction with the Omaha Nation Pow Wow in 2016. In addition, the reputation of the Omaha Market resulted in an invitation to vendors to set up on the adjoining Winnebago Reservation during the Winnebago Pow Wow, a larger event. Market sales increased greatly at these two events and encouraged vendors to both expand their production and to return for the 2017 market season.
- The market customer base expanded from 60 in 2014 to over 2000 in 2016. This project allowed the market to be held on regular market dates and locations, which encouraged customers to plan on weekly purchases and to seek specific vendors. These customer expectations also provided incentive for vendors to plan on weekly harvests and to commit to regular sales dates.

b. Impact on Community:

The Omaha Nation Farmers Market provided ready access to fresh vegetables that were in scarce supply in these low income communities. Customer attendance and purchases grew substantially over the project period. Coincidentally, one of the retail shops that supplied (a minimal amount) of fresh fruit went out of business in 2016, making the presence of the weekly summer Market even more important. Project partners and community members are now discussing how fresh foods can be made more accessible through other means and for a longer portion of the year, such as farm to school, senior center meals, and community gardens.

ii. **Goal #2:** Develop new market producers through advanced business support

a. Progress Made:

- We hosted 2 Farmers Market Vendor workshops at the Nebraska Indian Community College. Staff and experienced arts and crafts vendors presented on displaying products and engaging with potential customers. Fifteen vendors attended, including 9 new vendors.
- We hosted a safe food handling training event with the State food safety inspector. A dozen community members, including vendors, enthusiastically attended, then encouraged the tribal environmental officer to develop regulations that would require such training for farmers market food vendors.
- Additional vendor coaching occurred during every market day. Project staff coached vendors on display techniques, greeting customers, and diversifying their products. For example, vendors were initially reluctant to stand to greet customers but immediately noticed enthusiastic responses, so they used that technique frequently. The Market Manager suggested sales of green tomatoes early in the season, which became the best seller at the market throughout the season at a price twice that of ripe tomatoes.

b. Impact on Community:

In these low income communities, there are few jobs and little earned income. Farmers market sales represented a substantial increase in cash income for the market vendors. For community customers, purchases of market produce in the local community reduced the need to travel 30 miles to the nearest grocery. Such travel is a burden as many residents do not own vehicles or have little cash to pay for fuel.

iii. **Goal #3:** Build local food sustainability through cultural context

a. Progress Made:

- The Omaha-language name for the Farmers Market "Uzhi Uthiwi" (Garden Market) was branded onto flyers, emails, posters and a market Facebook page.
- The Market Manager and CFRA staff provided a food demonstrations by tribal elders during vendor training workshops that provided culturally

appropriate foods in traditional recipes using items grown or that could be grown locally (some ingredients were purchased from the vendors). Having tribal elders in attendance at the workshops lent a cultural aspect to the process of selling at market. It also helped non-Indian vendors learn about the potential customer base and promoted cooperation among vendors. We continued to meet with various cultural coordinators in the community to help bring more traditional knowledge and other cultural aspects of food items, cooking techniques and food exchange to our Farmers Market.

- CFRA staff members working on the Omaha reservation Foods programs in this reporting period were all members of the tribal community and were able to encourage vendor participation using culturally appropriate approaches, such as encouraging sharing of surplus produce in addition to market sales. The staff encouraged vendor participation by visiting them at their homes and gardens, offering support, discussing planning, and incorporating the vendors' ideas into market activities.
- Project staff met with the Diabetes Program staff to incorporate nutritionally improved techniques into traditional foods for the demonstration meal at our marketing workshops. These meals represent how to cook in culturally appropriate ways with seasonal foods that can be grown by local producers. We used the Diabetes Program materials to reinforce the nutrition messages.

b. Impact on Community:

Cultural aspects of common vegetables were often new to market customers, but they increased customer interest and appreciation for both the food and the work done by the farmers to bring it to market. In Omaha Nation society, certain of the clans are responsible for procuring and distributing food. Cultural information about these foods, coupled with market activities, reinforced those roles by encouraging clan members to think seriously about participating in garden/farm/market activities.

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: 8 part-time jobs 9/30/14 – 9/29/16 as new market vendors, Project Coordinator, and Market Manager
 - ii. Number of jobs retained: 6 part-time jobs as market vendors prior to 9/30/14
 - iii. Number of indirect jobs created: unknown
 - iv. Number of markets expanded: 1 market serving two Omaha Nation towns
 - v. Number of new markets established: 0
 - vi. Market sales were unreported by vendors; they would not share dollars earned
 - vii. Number of farmers/producers that have benefited from the project: 15
 - a. Percent Increase: 275% increase (from 4 to 15)

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?

The customer base increased from 60 to over 2000 during the project period. Nearly all of these customers were from a local, low income/low access population on the Omaha and Winnebago reservations.

4. Discuss your community partnerships.

- i. Who are your community partners?
 - Our community partners were tribal organizations: Carl T. Curtis Health Center, Omaha Nation Wellness Center, and Omaha Nation Housing Office.
- ii. How have they contributed to the overall results of the FMPP project?
 - Project partners participated in project planning and review, which created opportunities to make the market efforts more effective; for example, these partners selected the market name, which aided in branding the market as culturally authentic and local. Each partner also contributed by promoting project activities, such as workshops and market days, to its clientele, reaching many in the community with overlapping messages and reminders. In addition, the Diabetes Program, run jointly by the Health and Wellness Centers, boosted market participation by offering market vouchers to its clients.
- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
 - Project partners are invested in the project because they and we identified common goals, such as improved health and nutrition for community members. The partners have committed to continued support of the market through sharing news with clients, and by seeking funds that benefit both the market and their own programs, such as fresh food vouchers.

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

Contractors were not used to conduct project activities.

6. Have you publicized any results yet?*

No, we have not yet publicized project results

- i. If yes, how did you publicize the results?
- ii. To whom did you publicize the results?
- iii. How many stakeholders (i.e. people, entities) did you reach?

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

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

- i. If so, how did you collect the information?

- Post-season meetings with market vendors solicited verbal and written comments on their experiences and plans for the coming season.
- ii. What feedback was relayed (specific comments)?
- "There are few jobs on this reservation, this program is extremely important for me and others to earn some money."
 - "I am able to teach my grandchildren about our culture of preparing food and sharing with each other."
 - "We are really happy with the market sales this year."
 - "I plan to increase my production next year since we had so much interest this year."

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: **X**
- 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).
- Positive feedback encouraged vendors to participate regularly. Vendor attendance improved each year as customer encouragement, expectations and sales increased.
 - Specific dates and locations were optimal for accessing a regular and ready-to-purchase customer base: payday and near the bank.
 - Extra market opportunities can be available. We helped vendors to access Pow Wow events, which brought large numbers of people to town. In addition to event attendees, prepared-food vendors also wanted to buy fresh food, creating a new set of buyers for the market vendors.
 - Experiential learning and onsite coaching were more effective at ingraining sales techniques to vendors than were classroom sessions. However, coaching could only occur during lulls in customers, which sometimes limited the frequency and depth of coaching.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
- Project goals were achieved.
- 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:
- Community partners are essential to get widespread awareness of the market among customers.

- Project success opens doors with government staff and organizations. Our efforts to require food safety training for vendors was welcomed by government officials when they realized the extent of the market's customer base and when vendors themselves requested the regulation.

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.
 - Partnerships have been built through this project that will enable continued planning and work together. Health-focused organizations in particular are seeking ways to meet their own goals through market activities.
 - Demonstration of a successful market is creating positive expectations widely through the community. Market customers expect the market to appear on regular dates and at familiar locations. They expect vendors to be back next season and to be frequent sellers. Customers also expect to eat a greater amount of fresh food because it will be available in fresher, more inviting, and more nutritious forms than through their convenience store retail shops.
 - The vendors who participated in this project need little direct assistance to set up their tables when they have goods to sell because of the many weeks of experience during this project. They will be able to share their knowledge with new vendors.
 - As a result of this project, market customers increased dramatically and have encouraged vendors to continue and expand their market activities. Vendors gained experience selling in three communities. We expect these vendors to return to those locations for the regular market, will initiate attendance at the local Pow Wow events, and will set up more frequently in all communities as their products allow.

- 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?
 - Vendors and customers are both looking for ways to access fresh foods for a larger portion of the year and in ways that reach more people. Administrators at two schools have inquired about developing farm to school programs. Vendors and tribal officials are looking for facilities that could serve as cold storage to allow larger supplies of produce to be brought to town or to supply institutions. Several tribal organizations that serve food to clients are seeking to source some of their food from market vendors. Some vendors are discussing a CSA-style food delivery service for their communities.

 - These ideas will all require external funding and expertise to get started; these communities have with very limited financial and technical resources. However, the successes of this project are encouraging community members to seek those resources.