

FY 2014

\$53,240 to Northside Farmers' Market, Cincinnati, OH, to increase market visibility and expand special promotions, market tools, and educational programs to attract more customers.

**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.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30 2014-September 29 2016
<b>Authorized Representative Name:</b>	Ana Bird
<b>Authorized Representative Phone:</b>	513-614-3671
<b>Authorized Representative Email:</b>	northsidefarmersmarket@gmail.com
<b>Recipient Organization Name:</b>	Northside Farmers' Market, LLC
<b>Project Title as Stated on Grant Agreement:</b>	Northside Farmers' Market Strategic Growth Plan
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-OH-0136
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Cincinnati, Ohio
<b>Total Awarded Budget:</b>	\$53,240

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 market visibility through permanent signage in our neighborhood, promotional print materials, paid advertising efforts, and hiring a marketing assistant to build and develop the market’s social media presence.

- a) Progress Made:

The Northside Farmers Market spent a substantial amount of time and resources developing, publishing, and distributing marketing materials. During the grant period, we created a postcard for each market season: outdoor and indoor. At the beginning of each season we printed 1,000–2,000 postcards and distributed them throughout the community. Partnering with local schools proved effective for updating the community about our indoor and outdoor moves, and each spring and fall we sent postcards home with every elementary student in our neighborhood.

The first year of the grant we experimented with print advertising, running our ads in neighborhood publications, regional newspapers, and magazines focused on local and healthy eating. Through our customer surveys we found that most customers heard about the market through word of mouth, but the second-highest answer was via posters or flyers, and the third by our website and social media. Few customers answered that they had heard about the market through our print advertisements, and so, in the second year, we advertised in the media our customers did report seeing (our local neighborhood newspaper, one local magazine, and public radio), but increased our budget for social media advertisements as well as trying new advertising methods. In addition to our proposed methods of advertising, we created branded tote bags and handed them out during outreach sessions at events targeted toward SNAP customers (discussed further in Goal #3 reporting) which we found very effective, and we took out a bench ad that became available in our neighborhood in the last couple of months of our grant work. As planned, we created and distributed a total of 3,000 door hangers advertising both the market and our SNAP program, and 100 yard signs.

We hired a Marketing Assistant intern to help better tell our story to the community. The Marketing Assistant focused primarily on social media and the e-newsletter and attended market each week to take photographs of current offerings, interview vendors, etc. We found social media ads especially effective for event advertising; for example, after taking out a \$25 Facebook ad for our kids’ cooking classes, we filled almost every spot for the entire summer within a week.

The growth of our e-newsletter mailing list by several hundred subscribers reflects the success of our outreach efforts to attract new customers. We have been encouraged that our open rate has increased as well: currently approximately 21% percent of our email recipients open the newsletter, a number higher than industry average.

Our final activity under Goal #1 was the installation of much-needed permanent signage in the neighborhood. We experienced delays in this area. We designed and printed a sign, received permits and a historic district waiver, but the building owner backed out of the agreement to allow us to install the sign. Unable to install the signage during the grant period, we are looking for another building owner to work with and install the sign within the next few months. Because of these delays, we haven’t been able to measure impact of permanent signage on customer growth.

- b) Impact on Community:

Over the past several years, NFM has collected data to monitor the success of activities in three areas: customer counts, vendor sales, and social media engagement. We saw a 13% increase in customer counts over the two years we conducted grant work, compared to the year prior to receiving the FMPP award. Vendor sales increased by 116%. In our vendor satisfaction surveys, most vendors checked “Advertising” as something that NFM does well. At the end of our first year of grant work, many vendors answered the question “Please tell us the area that you feel NFM could improve in the most” with “more

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customers.” At the end of the second year, the most frequently given answer was “parking and load-in issues.”

With the help of our Marketing Assistant, we were able surpass our targets for social media fan growth: Facebook fans increased by 1,634, an increase of 79%, Twitter followers increased by 643, an increase of 423%, and Instagram followers increased by 1,014—an increase of 3,621%.

- ii. Goal/Objective 2: To create tools and programs to attract and retain customers, including a market loyalty card program, youth cooking classes, farm-to-table demonstrations, and distribution of recipe cards.

- a) Progress Made:

Over the course of the grant period, NFM worked to create a vibrant market atmosphere and education opportunities for our customers. Our most successful programs were farm-table demonstrations and youth cooking classes. Our cooking classes were so popular that we created a new program offering adult cooking classes, which also proved to be very popular.

We started by offering cooking classes once per month, both at our indoor market location, which has a kitchen, and at our outdoor market, for which we created an outdoor market toolkit including a hand washing station. Each class sourced as many ingredients as possible from the market, and focused on one to three cooking techniques. We provided branded recipe cards for each class to encourage cooking with market ingredients. In our youth classes, we had children “shop” at market and meet farmers, and taught them about seasonality and the foods from our region. We found that we needed to charge a small amount per class in order to ensure commitment from attendees; \$3.00 per child in our youth classes, and \$10.00 per participant in adult classes. Our goal in utilizing FMPP funds for this program was to offer affordable classes to our community, and so we also offered fee waivers as needed. We paid vendors for their products, which increased their sales as well. In summer 2016, we changed the format of our youth classes to a 4-class series, in an effort to offer more comprehensive classes and to reduce time needed to recruit attendees. Our adult classes were only held once per month during the indoor market season. Because of the success of these classes, we have written grants to continue to develop and offer our youth cooking classes, and are developing a self-sustaining model for adult cooking classes, as well as planning ways to continue offering free adult classes to those qualifying for financial assistance.

The market partnered with a dietitian to provide bi-weekly cooking demonstrations during each summer. Additionally, we occasionally hosted a guest chef to offer demonstrations, and partnered with the Midwest Culinary Institute during the fall of 2015 to offer five student-led cooking demonstrations at our indoor market. Our cooking demonstrations utilized seasonal ingredients available at the market, we passed out recipe cards, and supplied ingredients either through vendor donations or by purchasing from vendors.

Our loyalty card program was our least successful activity. In our loyalty card design, we collected gift certificates or items from businesses in our neighborhood, asked customers to check in at the market booth each week, and conducted a monthly drawing from any customer who had three market visits. We found that it took a lot of time to secure donations from businesses, and it was difficult for customers to remember to check in. We signed about 130 customers up for the program over the two years, but are unsure of the benefit to vendors. The customers who check in each week tend to be regular customers already. We feel that a better design might be to work with vendors, rather than with external businesses, to provide incentives (for example, a 10% off voucher to spend at market). We also feel that a better option for customers to check in would be a mobile online check-in software such as FarmFan.

During the first year of the grant, we received and distributed Ohio State University Extension Service farmers market recipe cards. We distributed the recipe cards at market at the info booth and vendor booths. We found that many customers were not interested in the cards, and we determined that we could not measure the impact of distributing them. We asked for and received permission to use the remaining funds to purchase ingredients for our cooking classes, which we felt was a better use of FMPP monies. We did however, continue to develop the idea of market-specific recipe cards, and in the summer of 2016 leveraged FMPP funds to secure an additional small local grant to partner with two neighborhood organizations in creating Budget Recipe Menu plans, discussed below in Goal/Objective 3.

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b) Impact on Community:

We served 186 youth through our Children's Cooking Classes, and 65 adults through our Adult Cooking Classes. During the first five months of offering kids' cooking classes at our indoor market, we found that vendor sales were higher on cooking class market days, although the increase did not continue during the outdoor market season. Other farmers markets in the area replicated our children's cooking classes. Community organizations approached us both for information about our organization and the format of our kids' cooking classes, and asked us to extend our program to the neighborhood recreation center. We are currently seeking funds for the latter co-operative endeavor.

Vendors anecdotally reported slightly higher sales of products featured in cooking demonstrations, and we certainly had customers who waited at market for our chef to finish preparing recipes and hand out samples. As stated above in Goal/Objective 1, vendor sales increased by 116% while customer counts increased by only 13%, which implies that customers increased spending over the course of our grant work.

- iii. Goal/Objective 3: To attract new SNAP customers by creating a welcoming atmosphere through distribution of recipes, creating a market map highlighting vendors accepting SNAP and listing their products, developing market tours, and conducting outreach and developing relationships with area organizations providing healthcare and services to low-income customers.

a) Progress Made:

Our major goal in this objective was to create easy-to-read-and-understand marketing materials for potential and current SNAP customers, and to then work with area organizations to distribute those materials. We wanted engaging print materials that described our SNAP and incentive (Produce Perks) program to help bring customers to market, and also at-market materials to make it easier for customers to use our SNAP program: identify that the info booth accepts SNAP cards in exchange for tokens, locate vendors who accept SNAP and Produce Perks, and find SNAP- and Produce-Perks-eligible items. We offered guided market tours monthly in the summer of the first year of grant work, but they were poorly attended, and so we only offered a few the next summer—also poorly attended.

We designed a to-scale market map for both our indoor and outdoor space, and printed it on vinyl paper. We attached the map to a magnetic whiteboard and created a magnet for each vendor. This allowed us to easily create an accurate market map each day, even if a vendor cancelled. Each season we printed a vendor key to add to the white board that listed the products each carried, and whether they accepted SNAP and/or Produce Perks Tokens. Based on our observations, this map has been very successful in helping customers orient themselves to the market and to learn about the products our vendors carry.

Staff created rack cards advertising our SNAP/incentive program. We did extensive research of different designs used across the country, then created our own branded info-graphic card. Over the two-year grant period we printed 6,000 rack cards, as well as several poster-sized versions, and distributed them throughout our community: at community council meetings, libraries, festivals, health fairs, clinics. Staff developed relationships with organizations working with SNAP-eligible clients in order to distribute more materials. Our most successful partnerships were with our neighborhood's food pantry, with which we have a long-standing relationship; our neighborhood city-run health clinic, especially its Women Infants and Children office; a neighboring community's housing and economic growth organization; our neighborhood recreation center; and three neighborhood elementary schools. These partners actively helped us reach their clients.

We produced better signage for our market booth advertising the SNAP and Produce Perks program, updated all our marketing materials to include incentive program information, and, in the second year, included a "How To" use a SNAP card at the market on one side of our door hanger. We do not have hard data on the effectiveness of the door hangers, but at least one new customer heard about the program in this way and used her card at the market for the first time due to that advertisement.

When writing our grant proposal we planned to create a few SNAP-specific recipes for distribution at market, but after observing that single recipe cards did not seem very valuable to customers

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or have a measurable impact on shopping habits, we wanted to create something with more impact. In the second year of our grant, we were presented with another grant opportunity to expand upon this idea, and so leveraged our FMPP funds to complete four Budget Recipe Menu plans, one for each season. We completed two during the FMPP grant period. We used our research about SNAP- and Produce-Perks-eligible products available at our market to create, test, print, and distribute menu plans that provided five dinner meals for 4 people for \$50.00. We partnered with a worker-owned grocery store to allow purchase of select non-local items (rice, dried beans, peanut butter, etc.) to facilitate shopping for complete meals at our market (which is located in a neighborhood without a grocery store). After testing the recipes at our local food pantry, we printed 1,000 menu plans and distributed through our partners and at market.

b) Impact on Community:

Our SNAP sales increased from \$6,587.00 to \$8,454.00 (28%) in the first year. In the second year SNAP sales dropped to \$7,679.00, still a 14% increase over the year prior to beginning our grant work. (Weather issues in our second year made for a poor market season across the region; summer crops were very late, and not in abundance). We hoped for a larger increase in SNAP sales, and believe that a number of factors may have contributed to our not hitting our target. SNAP benefits were cut during our grant period, perhaps making it harder for customers to spend at market. SNAP sales at farmers markets in the Cincinnati, OH area lag behind other parts of the country, even other parts of Ohio; there are also multiple markets in and around the city that accept SNAP and distribute Produce Perks incentives. In addition, after beginning our incentive program in May 2014, a few months before we began our grant work, we found that customers spend less per transaction at our market now that we offer a \$10.00 match each visit: \$27.00 in the year before beginning the incentive program, and \$18.00 after. SNAP sales and Produce Perks incentives distributed combined were \$8,142.00 from October 2013–September 2014 (the year prior to beginning grant work), \$12,442.00 from October 2014–September 2015, and \$11,183.00 from October 2015–September 2016. In 2013, we ran approximately 320 SNAP transactions; in the second year of our grant work, we increased that number to 520.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline data (the start of the award performance period, September 30, 2014). Include further explanation in necessary.
  - i. Number of direct jobs created: 3: Marketing Assistant intern, Adult Cooking Class Educator, Youth Cooking Class Educator.
  - ii. Number of jobs retained: 2: Market Manager, Assistant Market Manager
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: 1
  - v. Number of new markets established: 0
  - vi. Market sales increased by \$132,771 and increased by 116%. These are annual reported vendor sales September 30, 2015–September 29, 2016 compared to pre-award performance period September 30, 2013–September 29, 2014.
  - vii. Number of farmers/producers that have benefited from the project: 73
    - a) Percent Increase: 80%
  
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?

Because our market is located in a food desert, a lot of our grant work was focused on conducting outreach and distributing information among low-income and low-access populations. SNAP sales increased to \$7,679.00, a 14% increase over the year prior to the award period.

We reached new customers by having staff and volunteers distribute promotional materials (rack cards, tote bags) at community events like council meetings, festivals, school events, health fairs, etc., and by conducting outreach sessions with existing and new partners, such as neighborhood food pantries, health clinics, community organizations, recreational centers, and assisted living organizations. A big part of our strategy was to maintain contact with social service organizations, and regularly give them

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promotional materials to distribute for us. In this way, we could maximize our reach into our surrounding communities. We also felt that having spokespersons within these organizations helped reinforce the value of our SNAP matching incentive program to low-income and low-access populations.

4. Discuss your community partnerships.

i. Who are your community partners?

Our strongest community partners are:

- The Northside Community Council and neighboring community councils
- Our local elementary schools
- Northside Business Association
- Churches Active in Northside (our local food pantry)
- Northside Health Center and WIC Office
- Working In Neighborhoods (a neighboring community development organization)
- Our Northside and neighboring communities' city recreation centers
- North Church
- Clifton Arts Center (neighboring community's arts center)
- The Baker Hunt Art and Cultural Center

ii. How have they contributed to the overall results of the FMPP project?

The following partners have actively helped us distribute marketing and program information throughout Northside and its surrounding communities. Some have focused on SNAP program outreach, and others on the market in general. The Clifton Cultural Arts Center distributes our door hangers in their community, and we distribute theirs in ours. The schools in our community distribute materials at least twice a year, and other organizations have our marketing materials available to customers and clients at all times. The Baker Hunt Art and Cultural Center provided us a cooking educator when we began hosting cooking classes. We later used grant funds to pay our teachers as planned, but Baker Hunt's help gave us a good foundation upon which to build our classes and develop our relationships with cooking educators in the area.

iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

Our partners are committed to helping us advertise and recruit customers. In return, the market promotes their efforts when possible. Churches Active in Northside and our local recreation center are both interested in the market expanding its cooking classes to reach their clients as well.

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

We used contractor positions as our cooking class educators and as our Marketing Assistant interns. Our class educators allowed us to offer comprehensive cooking classes to our community at affordable prices. Our educators were professionals who were willing and able to develop their curriculum around seasonal produce available at the market and to cater to multiple skill levels. Our Marketing Assistants (we had two individuals in the position over the last two years) were able to focus on social media and online outreach and advertising, and helped us build our online presence significantly over the award period.

6. Have you publicized any results yet?\*

- i. If yes, how did you publicize the results? No.
- ii. To whom did you publicize the results? Not applicable.

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- iii. How many stakeholders (i.e. people, entities) did you reach? Not applicable.  
\*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?  
We collected Vendor Surveys seasonally in order to understand how farmers and producers felt about our work.
  - ii. What feedback was relayed (specific comments)?  
The ratio of vendors satisfied with sales versus those who were not grew very slightly over the course of our grant period. The number of vendors who checked “Advertising” as something NFM does well grew over the grant period. The number of vendors who were “Satisfied” or “Very Satisfied” with the market in general remained about the same, as did those who were satisfied with working with market staff.
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?
    - a) If yes, how much was generated and how was it used to further the objectives of the award?  
Yes. Over the two-year grant period our cooking classes generated \$1,454.00 in income from program fees. The majority of this income went toward purchase of supplies (food, kitchen tools, etc.) for the classes, some went toward paying class educators, and the remainder went toward purchase of food items for our cooking demonstrations. We underestimated the amount needed for class supplies, and so the project income, along with our submitted and approved amendment to use grant funds originally intended for recipe cards for cooking classes instead, allowed us to offer pilot affordable adult cooking classes in addition to the youth cooking classes outlined in our grant proposal, and allowed us to offer fee waivers when requested.
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).

Through our grant work, we have learned what kinds of activities our community responds to best: cooking classes, cooking demonstrations, social media campaigns (especially video) that focus on the vibrancy of our market. Our work has also allowed us to learn more about the experience of SNAP customers at our market. We have gained much knowledge of the prices and affordability of foods at our market. Being able to experiment and try activities over a period of time has allowed us to learn what doesn't work. For example, market tours have not been attended; recipe cards without an anchor to our market in particular have not been popular.

Certain tools helped us to be more efficient in running our programs and activities. We found that careful research and development of marketing templates increased efficiency in designing seasonal advertising. The time taken to choose our color palette, font, and layout templates was well spent. For our cooking classes we used the online event registration software Eventbrite, which greatly helped in collecting student information; it was also absolutely essential in providing online registration when running social media campaigns or posting our class information on other online platforms.

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Some of our negative experiences are outlined below, in discussing outcome measures not achieved. In the future, we will also, if possible, try to track the number of customers who learn about the market through specific advertising methods. Our surveys of customers showed that some new customers heard about the market by word of mouth, but in designing future campaigns, we would like to be able to provide an incentive for bringing in a postcard or mentioning an advertising method. We have a sense of which methods have worked best for our market, but would like better metrics to know toward which methods to allocate the most resources.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

We did not meet several targets we had hoped to, specifically, as much growth in our SNAP sales as anticipated, and a strong loyalty program with a measurable impact. We feel that the loyalty program is appreciated, but the types of incentives we were able to give (a monthly raffle for gift certificates to local restaurants) were not enough incentive to draw new customers. The amount of time it took to run the program and the lack of strong partnerships with many businesses at the end of the project indicates that this model should not be repeated, or, if expanded upon, that more time and resources will be needed for success.

We found that our SNAP sales did not grow as much as other areas in Ohio reported after implementing an incentive program and creating targeted outreach to potential SNAP customers. We attribute this partially to the fact that growth reports came from areas with regional incentive programs working in tandem with local and regional officials and organizations; perhaps a greater impact will be achieved as our regional incentive program continues to grow and reaches SNAP customers on a regional level. Because our city has a farmers market in almost every neighborhood, many of which accept SNAP and offer incentive programs, fast growth at our market may not occur at the same rate as at more rural markets. Based on qualitative observation, we have concluded that our efforts building relationships with neighborhood organizations have increased SNAP sales. In the future, however, we will adjust our expectations for growth.

- 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:
  - Our cooking classes have been positive for both the market (advertising, bringing in new customers, higher sales) and for the community—because we have been able to offer them affordably. We did, however, underestimate the cost of materials for classes. We based our budget on another organization’s costs, but prices for local foods are higher in some cases, so we now recommend budgeting \$40.00–\$50.00 per class.
  - The time and attention spent cultivating relationships with other organizations is well worth the effort. It took a long time to find appropriate and willing contacts, in particular, at some health clinics. We found that attending health fairs, or simply arranging a time to come and distribute materials in the waiting rooms of health clinics, proved helpful in making our faces familiar to their staff; after a few sessions, we were able to connect with our neighborhood’s health clinic pediatrician and the director of the clinic.
  - Rather than dot surveys, which we found do not give very detailed data, we would in the future recruit volunteers to survey customers at market. We have found the farmers market transaction software FM Tracks very useful in collecting survey data of SNAP customers.

10. Future Work:

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- 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.

Our first goal moving forward is to continue the best practices that we have developed for our market through this grant work (regular social media posts, press releases, e-newsletters, website maintenance, regular cooking demonstrations and food centered events at market, cooking classes, attention to SNAP-customer-friendly shopping tools, etc). Over the last two years, we increased hours for staff and hope to maintain that increase over the next few years. Our staff worked not only on producing the materials and projects outlined above, but also on having a presence in our community. It is important that the NFM maintain the relationships it has built over the last two years, and continue to attend community events and meetings. We hope that continuing these practices, in addition to exploring new methods of promoting our market, will continue to increase our vendor sales and allow us to grow in size.

Our second goal, discussed below, is to continue to increase our SNAP sales. Although we hoped for a higher increase during this grant period, we better understand that face-to-face outreach sessions, at-market promotion of our SNAP program, and clear and concise marketing materials work well to reach new customers. Because the customer base constantly changes (individuals go on and off SNAP, and benefits change) it is important for us to maintain consistency in disseminating information—especially important is continuing to increase the number of organizations distributing our materials.

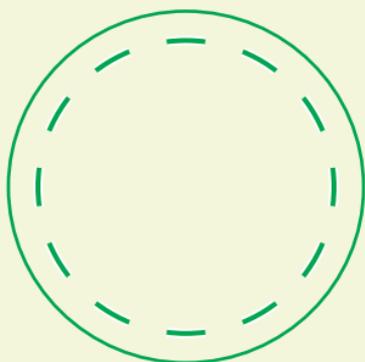
Our third goal is to continue to develop our educational programs. Our program under this grant created part-time work for our educators, but we see an opportunity for creating a new job. Our work has connected us with other like-minded organizations that could benefit from nutrition and cooking education. Churches Active in Northside, our food pantry, and a worker-owned grocery store slated to open in 2017 (both supportive of the market and of local foods) are interested in partnering to hire a cooking and nutrition educator to work throughout our community.

- 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?

NFM has already begun writing grants to continue and expand upon our cooking classes. The pilot program completed under this grant has provided us the foundation on which to grow the program. In the next phase of offering these programs, we plan to develop curriculum, measure knowledge gained by students, and work to measure changed behavior toward eating locally grown foods.

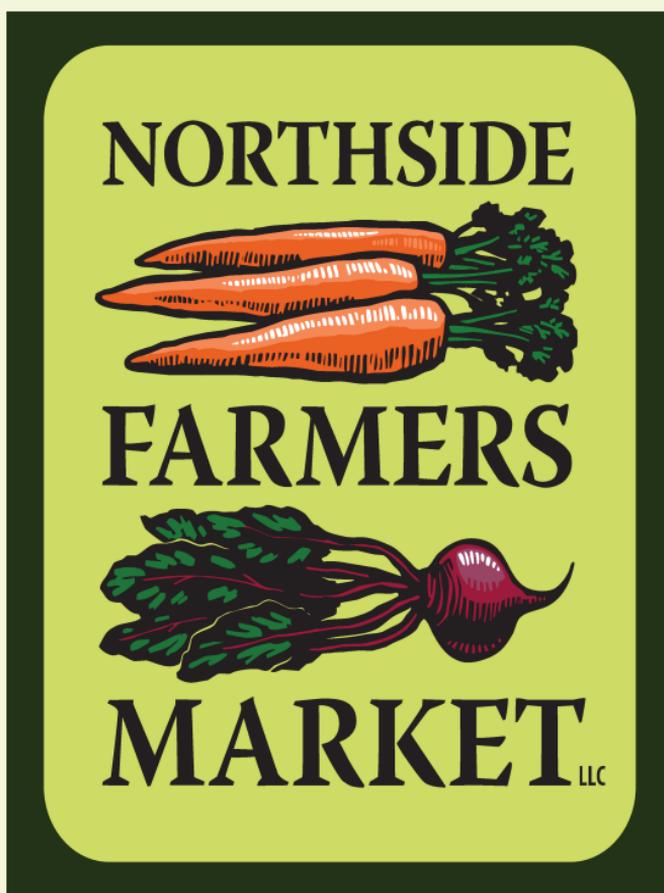
The market would also like to grow its SNAP program further. The next step for our market is to better research our potential SNAP customers to learn their needs and why they may or may not be shopping at our market. The market should partner with a university or health organization to form a better picture of our customer base and how we could better serve them (different hours, expanded days, pick-up boxes, etc.). We would also like to try direct mailings, explore transportation options (a shuttle route), and expand the outreach accomplished during this project.

Our grant work has shown us how useful advertising is. We were able to increase our customer base and vendor sales by advertising in multiple ways. As we continue to seek funding, we now have data to show the benefits of continued, appropriate advertising.



# Fresh, Friendly, Fun

Local Produce, Bread, Eggs,  
Cheese, Meat, and More



**Every Wednesday 4-7pm**  
**Rain or Shine**

**May-Oct: Hoffner Park**  
**Oct-May: North Presbyterian Church**

Free music  
Free kids activities  
Youth cooking classes

Food demos  
Adult workshops  
Free market tours

[www.northsidefm.org](http://www.northsidefm.org)



**Double Your SNAP Dollars**  
**Turn \$10 into \$20 with Produce Perks**



## Outdoor Market begins May 13th!

Plant sale  
Free kids' activities  
Aiken High School  
Marching Band

**Every Wednesday from 4-7pm, May 13th through October 14th**

We Accept Credit/Debit/WIC/EBT/Produce Perks

Rain or Shine

Jacob Hoffner Park, 4101 Hamilton Ave

Paw Arf! with HAPPEN, Inc.

Make art with your leashed dog on June 3rd

1st Wednesday  
of each month

Free Cooking demonstrations  
Free Yoga classes

2nd Wednesday  
of each month

\$3 Kids cooking classes  
Free Market tours  
Free Yoga classes

3rd Wednesday  
of each month

Free Cooking demonstrations  
Free Storytime  
Free Yoga classes

4th Wednesday  
of each month

Free Kids cooking classes  
Free Kids craft with Parker Woods PTO  
Free Yoga classes



COOKING DEMONSTRATION



VULCAN

NOTE: The use of  
knives is not  
permitted in  
this room.

Children's Cooking Class with Jacqueline McChesney

**Ingredients:**

- 1 hard-boiled egg, sliced
- 1/2 cup mayonnaise
- 1/2 cup cheddar cheese, shredded
- 1/2 cup green onions, finely chopped
- 1/2 cup celery, finely chopped
- 1/2 cup dill pickle relish
- 1/2 cup salted butter, softened

**Directions:**

1. In a medium bowl, combine the egg, mayonnaise, cheddar cheese, green onions, celery, and pickle relish.
2. Mix well.
3. Spread the mixture on a slice of whole wheat bread.
4. Top with a slice of cheddar cheese.
5. Bake in a 350°F oven for 10 minutes.
6. Let cool for 5 minutes.
7. Cut into 4 squares.

**Yields:** 4 squares





# How to Shop at the Northside Farmers Market

## 1 Go

Go to the Information booth



## 2 Swipe

Swipe your Debit, Credit or EBT card



## 3 Get

Debit or Credit: Receive tokens worth \$5 each

EBT: Double your money -- Turn \$10 into \$20 with Produce Perks tokens



## 4 Shop

Shop for fresh fruits and vegetables and more



NORTHSIDE

FARMERS  
MARKET

## Visit the Northside Farmers Market

Every Wednesday 4-7 pm

May - Oct: Jacob Hoffner Park

Oct- May: North Church



What you can buy with your  
EBT tokens



Baked  
Goods



Bread



Coffee &  
Tea



Dairy



Fruits &  
Vegetables



Herbs &  
Spices



Plant  
Starts &  
Seeds



Honey &  
Syrups



Meat



What you can buy with your  
Produce Perks tokens



Fruits &  
Vegetables



Herbs &  
Spices



Plant Starts &  
Seeds

**NORTHSIDE  
FARMERS  
MARKET.**



## Shop at the Northside Farmers Market and Double Your SNAP Dollars

### 1 Go

Go to the  
Information booth



### 2 Swipe

Swipe your EBT card



### 3 Double

Double your money  
– Turn \$10 into \$20  
with Produce Perks  
tokens



### 4 Shop

Shop for fresh fruits  
and vegetables and  
more



Turn the card over to learn about the foods you can purchase with your tokens and more information about the Northside Farmers Market.

To learn more about other participating farmers markets, visit [www.produceperks.org](http://www.produceperks.org).



## By Name

- 1 Information
- 2 Children's Craft Corner
- 3 CAIN
- 4 Cooking Demonstration
- 5 Cluxton Alley Coffee & Chocolats Latour
- 6 Jenn's Hot Tomale
- 7 The Pickled Pig
- 8 Rock the Ladle
- 9 Boba Cha
- 10 Pet Wants
- 11 Can Man
- 12 Off the Vine
- 13 Children's Cooking Classes

- 14 Phoenix Greenhouses & Farm
- 15 Old Dutch Hops
- 16 Backyard Orchards (Jun-Oct)
- 17 A "Mother's Touch" Cakes
- 18 Grandola Granola
- 19 Green GRRRL Wisdom
- 20 Shadeau Bread
- 21 Dark Wood Farm
- 22 Back Acres Farm
- 23 Blue Oven Bread
- 24 Running Creek Farm
- 25 Carriage House Farm
- 26 Like Moms Only Vegan
- 27 Lola's Botanicals
- 28 Probasco Urban Farm

- 29 Mud Foot Farm
- 30 Music
- 31 Hen of the Woods
- 32 Inland Shrimp Company (Select dates)
- 33 Rotating Community Booth
- 34 Cucina della Patrizia
- 35 Ai Cocina
- 36 Lobenstein Farm
- 37 Idyllwild Farm
- 38 Bridges
- 39 Apple Street Market & Our Harvest Cooperative
- 40 Street Chef Brigade
- 41 Yoga

## By Category

### Body Care

- 19 Green GRRRL Wisdom
- 27 Lola's Botanicals

### Bread

- 23 Blue Oven Bread
- 20 Shadeau Bread

### Cakes / Pastries

- 17 A "Mother's Touch" Cakes
- 23 Blue Oven Bakery
- 34 Cucina della Patrizia
- 6 Jenn's Hot Tomale
- 26 Like Moms Only Vegan
- 20 Shadeau Breads

### Canned Items (Jams, Pickles, Vegetables)

- 39 Apple Street Market
- 22 Back Acres Farm
- 16 Backyard Orchards
- 11 Can Man
- 25 Carriage House Farm
- 34 Cucina della Patrizia

### Chocolate

- 5 Chocolats Latour

### Coffee

- 5 Cluxton Alley Coffee

### Community Organizations

- 39 Apple Street Market
- 3 CAIN
- 32 Inland Shrimp Company

### Dairy (Butter, Cheese)

- 22 Back Acres Farm
- 39 Apple Street Market
- 34 Cucina della Patrizia

### Dry Baking Goods

- 22 Back Acres Farm
- 25 Carriage House Farm
- 39 Apple Street Market

### Eggs

- 22 Back Acres Farm
- 36 Lobenstein Farm
- 29 Mud Foot Farm
- 15 Old Dutch Hops

### Ferments

- 7 The Pickled Pig

### Fruits

- 16 Backyard Orchards
- 22 Back Acres Farm
- 25 Carriage House Farm
- 21 Dark Wood Farm
- 37 Idyllwild Farm
- 27 Lola's Botanicals
- 36 Lobenstein Farm
- 15 Old Dutch Hops

### Gluten Free

- 22 Back Acres Farm
- 18 Grandola Granola
- 8 Rock the Ladle

### Granola

- 22 Back Acres Farm
- 18 Grandola Granola

### Honey

- 25 Carriage House Farm

### Meat

- 22 Back Acres Farm
- 37 Idyllwild Farm
- 36 Lobenstein Farm
- 29 Mud Foot Farm
- 15 Old Dutch Hops

### Mushrooms

- 28 Probasco Urban Farm

### Pet Supplies

- 10 Pet Wants
- 7 The Pickled Pig

### Plant Starts & Seeds

- 22 Back Acres Farm
- 21 Dark Wood Farm
- 36 Lobenstein Farm
- 27 Lola's Botanicals
- 15 Old Dutch Hops
- 14 Phoenix Greenhouses & Farm

### Prepared Drinks

- 9 Boba Cha
- 5 Cluxton Alley Coffee
- 6 Jenn's Hot Tomale
- 12 Off the Vine
- 40 Street Chef Brigade

### Prepared Foods

- 17 A "Mother's Touch" Cakes
- 35 Ai Cocina
- 9 Boba Cha
- 38 Bridges
- 34 Cucina Della Patrizia
- 31 Hen of the Woods
- 6 Jenn's Hot Tomale
- 26 Like Moms Only Vegan
- 8 Rock the Ladle
- 40 Street Chef Brigade

### Spices / Herbs

- 25 Carriage House Farm
- 27 Lola's Botanicals

### Tea (Bulk)

- 25 Carriage House Farm
- 19 Green GRRRL Wisdom
- 27 Lola's Botanicals

### Vegetables

- 22 Back Acres Farm
- 16 Backyard Orchards
- 25 Carriage House Farm
- 21 Dark Wood Farm
- 37 Idyllwild Farm
- 36 Lobenstein Farm
- 27 Lola's Botanicals
- 29 Mud Foot Farm
- 15 Old Dutch Hops
- 39 Our Harvest Cooperative
- 14 Phoenix Greenhouses & Farm
- 28 Probasco Urban Farm
- 24 Running Creek Farm

Hamilton Avenue

Palm Avenue

Blue Rock Street



To playground and Apple Street ↓

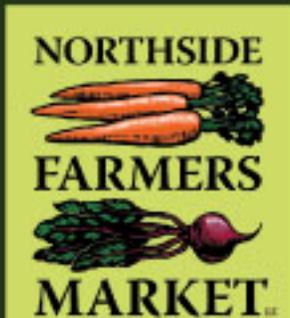
To Apple Street ↓

Apple Street



Every Wednesday from 4-7pm  
Rain or Shine

4101 Hamilton Ave  
Cincinnati, OH 45223



## By Name

- |    |                             |    |                      |    |                     |
|----|-----------------------------|----|----------------------|----|---------------------|
| 1  | Information                 | 12 | Ohio Farm Direct     | 23 | Apple Street Market |
| 2  | Children's Craft Corner     | 13 | Adopt-A-Plant        | 24 | Probasco Farm       |
| 3  | Early Bird Gardens & Bakery | 14 | Mud Foot Farm        | 25 | Green GRRRL Wisdom  |
| 4  | Cucina della Patrizia       | 15 | Wake the Farm Up     | 26 | Pickled Pig         |
| 5  | Grandola Granola            | 16 | Lola's Botanicals    | 27 | Back Acres Farm     |
| 6  | Shadeau Bread               | 17 | Music                | 28 | Running Creek Farm  |
| 7  | Fab Ferments                | 18 | Blue Oven Bakery     | 29 | Carriage House Farm |
| 8  | Backyard Orchard            | 19 | CAIN                 | 30 | Baudry              |
| 9  | Boba Cha                    | 20 | Chocolats Latour     | 31 | Idyllwild Farm      |
| 10 | Dark Wood Farm              | 21 | Cluxton Alley Coffee | 32 | Lobenstein Farm     |
| 11 | Bridges                     | 22 | Our Harvest          | 33 | Street Chef Brigade |

## By Category

### Body Care

- 25 Green GRRRL Wisdom
- 16 Lola's Botanicals

### Baked Goods

- 30 Baudry
- 18 Blue Oven Bakery
- 3 Early Bird Gardens & Bakery
- 6 Shadeau Bread

### Bread

- 18 Blue Oven Bakery
- 6 Shadeau Bread

### Canned Items

#### (Jams, Pickles, Vegetables)

- 27 Back Acres Farm
- 8 Backyard Orchard
- 29 Carriage House Farm
- 4 Cucina della Patrizia
- 7 Fab Ferments
- 26 Pickled Pig

### Chocolate

- 20 Chocolats Latour

### Coffee

- 21 Cluxton Alley Coffee

### Community Organizations

- 23 Apple Street Market
- 19 CAIN

### Dairy

#### (Butter, Cheese)

- 27 Back Acres Farm
- 4 Cucina della Patrizia
- 12 Ohio Farm Direct

### Dry Baking Goods

- 27 Back Acres Farm
- 29 Carriage House Farm

### Eggs

- 27 Back Acres Farm
- 32 Lobenstein Farm

### Ferments

- 7 Fab Ferments
- 26 Pickled Pig

### Fruits

- 8 Backyard Orchard
- 15 Wake the Farm Up

### Gluten Free

- 3 Early Bird Gardens & Bakery
- 5 Grandola Granola

### Granola

- 27 Back Acres Farm
- 5 Grandola Granola

### Honey

- 29 Carriage House Farm

### Meat

- 27 Back Acres Farm
- 31 Idyllwild Farm
- 32 Lobenstein Farm
- 14 Mud Foot Farm

### Mushrooms

- 14 Mud Foot Farm
- 24 Probasco Farm

### Prepare Foods & Drinks

- 9 Boba Cha
- 11 Bridges
- 4 Cucina della Patrizia
- 33 Street Chef Brigade

### Spices / Herbs

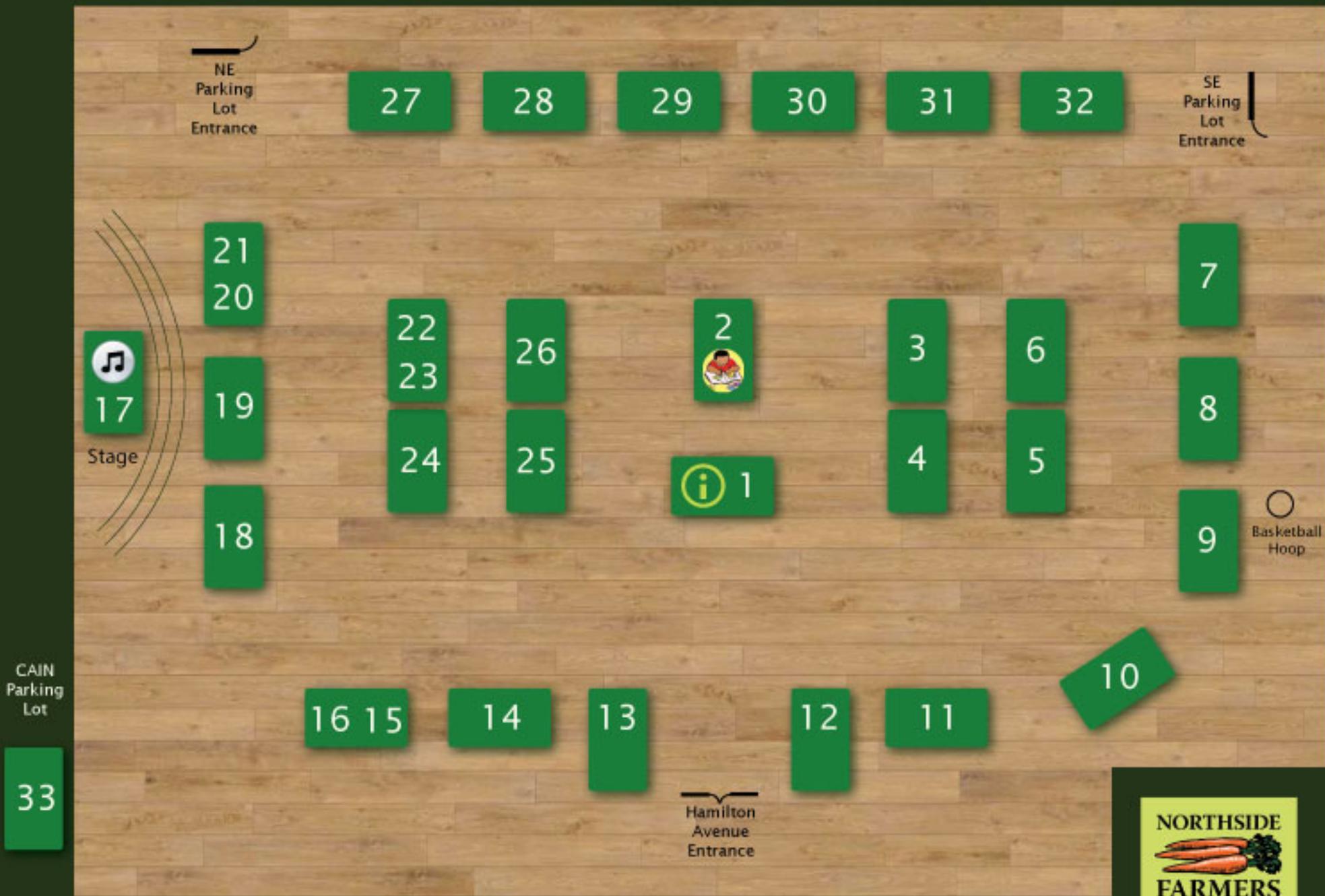
- 16 Carriage House Farm
- 15 Wake the Farm Up

### Tea

- 9 Boba Cha
- 25 Green GRRRL Wisdom
- 16 Lola's Botanicals

### Vegetables

- 13 Adopt-A-Plant
- 27 Back Acres Farm
- 29 Carriage House Farm
- 10 Dark Wood Farm
- 31 Idyllwild Farm
- 32 Lobenstein Farm
- 14 Mud Foot Farm
- 22 Our Harvest
- 28 Running Creek Farm
- 15 Wake the Farm Up



Northside Farmers Market Indoor Map 2015-16  
 North Presbyterian Church, 4222 Hamilton Ave  
 Every Wednesday 4-7pm

