

**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>	9/30/14 – 3/29/17
Authorized Representative Name:	Zack Cook
Authorized Representative Phone:	206-774-5291
Authorized Representative Email:	zackc@pikeplacemarket.org
Recipient Organization Name:	Pike Place Market Preservation and Development Authority
Project Title as Stated on Grant Agreement:	Pike Place Market Express Market Initiative
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-WA-0174
Year Grant was Awarded:	2014
Project City/State:	Seattle, WA
Total Awarded Budget:	\$43,500

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.

"The primary goal for this project was to secure a two year lease on a dependable vehicle in support of our express farmer's market program. Acquisition of this vehicle was crucial in meeting our objectives: specifically increasing Pike Place Market farmers' exposure and profitability through the Express Markets; bring fresh, quality, local produce to low-income shoppers; increasing the number of local shoppers at Express Markets and leveraging the strong, positive, meet-the-producer brand of the Pike Place Market to increase support for other farm and healthy food initiatives.

During the grant period our DodgeRam Promaster 3500 helped us meet our objectives by serving as our primarily support vehicle. The vehicle provided efficiently transportation and operational support for the program's five farmers market locations and also served as the delivery vehicle for weekly CSA shares, a portion of which were targeted towards low income individuals. In this way the project provided a direct benefit to local farmers, through increased sales opportunities, and a direct benefit to local shoppers of all income levels through increased access to fresh local food.

During the grant period vendor participation at express markets increased from 666 vendor days accounting for \$378,660 in total sales in 2013 to 869 vendor days accounting for \$570,774 in total sales in 2014, to 922 vendor days accounting for \$686,699 in total sales in 2015 to 1,292 vendor days accounting for \$901,853 in total sales in 2016. The total increase in sales from 2013 to 2016 was 138%.

In addition to this, the support vehicle allowed us to increase the number of CSA shares delivered from 315 in 2013 to 1,048 in 2014, to 2,236 in 2015, to 2,144 in 2016. The total increase in shares delivered from 2013 to 2016 was 581%.

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.
 1. Pike Place Market operates five summer farmers markets in downtown Seattle: City Hall, Denny Regrade, Pike Place Evening Market, South Lake Union and 1st Hill.
 - a. City Hall – overall, mean household income is \$19,000, including a large number of residents on a fixed income. 59% of residents in this neighborhood would be considered low income.
 - b. Denny Regrade – overall, mean household income is \$36,000, including a large number of young, educated professionals. 26% of residents in this neighborhood would be considered low income. This neighborhood also has a sizable number of retired residents at 9%.
 - c. Pike Place Evening Market – overall, mean household income is \$36,000. Similar to Denny Regrade this neighborhood has a large, and growing, population of young, urban professionals, 61%. 26% of residents would be considered low income.
 - d. South Lake Union – overall, mean household income is \$59,000, including a large number of young urban professionals. This neighborhood does not have a sizable low

income population. It does however have a sizable population, 24%, of well-educated, rather affluent managers and professionals.

- e. 1st Hill – overall, mean household income is \$19,000, including a large number of residents on a fixed income. 59% of residents in this neighborhood would be considered low income.
 2. All of our farmers markets together reported an increase in sales from \$378,660 in 2013 to \$901,853 in 2016. Our estimated customer count rose from 210,000 in 2014 to 340,000 in 2016.
 3. During the grant period we successfully expanded our SNAP matching program (Fresh Bucks) to all five market locations which resulted in \$46,688 in additional sales. No funds from FMPP were used to fund the Fresh Bucks program.
 4. As part of the growth of the Market CSA we expanded from zero low income shares in 2013 to 820 in 2016. These shares were distributed at four low income preschools and child care centers in downtown Seattle and benefited 54 individuals.
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?

During the course of the project the Farm Program was able to measure several noteworthy accomplishments. More specifically, we saw solid growth at our express market locations, steady growth in the number of vendors selling at Pike Place Market and saw a sharp increase in the number of shares offered through our CSA program. In addition to this, we continued to expand our Food Access program but have seen mixed results. Key results are as follows:

1. We expanded the number of express farmer's market locations from four markets in 2014 to five markets in 2016. These markets are all located in downtown Seattle and provide access to fresh, local produce for workers and residents alike.
2. We increased the number of shoppers at express market locations from an estimated 210,000 shoppers in 2014 to an estimated 340,000 shoppers in 2016, an increase of 62% over three year.
3. We saw an increase in total sales at express market locations from \$378,660 in 2013 to \$901,853 in 2016, an increase of 138%.
4. We successfully registered each market location to accept EBT sales and participated in the city's Fresh Bucks EBT matching program. This resulted in a combined \$46,688 in additional sales to farmers (2014-2016).
6. We successfully grew the CSA program from 315 total shares delivered in 2013 to 2,144 total shares delivered in 2016, an increase of 581%. This resulted in \$95,123 in additional sales to PPM farmers (2014-2016).
7. We successfully increased the number of Farm Program vendors from an average of 84 in 2014 to an average of 91 in 2016, an increase of 8%.
8. We added a new staff position, the Farm Development Coordinator, specifically tasked with providing technical assistance and training to Market farmers. The staff in this position started January 5th, 2015. Over the past two years this staff member has:
 - a. Processed 12 safety net requests for farmers in need resulting in over \$10,000 in support.
 - b. Created the Young Farmer Braintrust, a group of second generation immigrant farmers who plan on taking over their parent's farms.
 - c. Conducted annual workshops covering a variety of topics including business planning, pest management and crop diversity as well as providing one on one support.

4. Discuss your community partnerships.

Our most notable partnerships during the grant period have been with the Pike Place Market Foundation and the City of Seattle. In 2014 the Market started its SNAP matching program (Fresh Bucks). Initially this program was funded by a grant from the Newman's Own Foundation administered by the Market Foundation. In 2015 the City of Seattle took over management of the Fresh Bucks program after receiving funding from a FINI grant. Over time the Fresh Bucks program has expanded to include not only farmers market Fresh Bucks but also EBT shares through the Market CSA program. We anticipate this relationship to continue for 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?

No.

6. Have you publicized any results yet?*

We do not publicize results although since we are a public entity all of our work is available to the public.

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

Market staff have conducted several RMA's (rapid market assessments) at express market locations in order to try and collect basic feedback from shoppers. RMA's consist of dot surveys and customer counts. Dot survey's focused on dollars spent by customers, product selection and distance travelled to market but we also included a "comments" section. In this section we received feedback specifically from low income shoppers as to how important that Fresh Bucks matching program was to them.

8. Budget Summary:

The express market program generated income during each year of the project. \$39,128 in 2014, \$39,335 in 2015 and \$55,551 in 2016. This income was generated by both vendor rents and management fees collected from downtown businesses who support the markets. This money was used to cover overhead for operating the markets (staffing, equipment, etc...).

9. Lessons Learned:

Over the course of the grant period there were several lessons learned by Market staff. First of all there was a recognition early on that not all existing express market locations were viable. In 2015 the Market made the difficult decision to close the Pioneer Square Farmers Market due to poor sales. This location was replaced in 2016 by the Evening Market at Pike Place. In its first year of operation the new Evening Market saw a 90.3% increase in sales over the old Pioneer Square location. As sad as it was to close a location the benefit to participating farms, in additional sales \$\$\$, was immediately evident and more than justified the decision.

Secondly, we recognized the importance of a coordinated outreach plan to encourage more low income shoppers to come to our farmers markets and take advantage of the SNAP matching program. Over the three years of the program EBT sales have been fairly flat year to year. As a result of this, the Market is working with two other farmers market organizations in the City (Seattle Farmers Markets and the Neighborhood Farmers Market Alliance) to hire three 10-week summer VISTA volunteers tasked with neighborhood outreach. It is hoped that the additional capacity the will provide will help to increase EBT sales at all city markets in 2017.

Lastly, there was a recognition that the Market would require additional support in order to grow the CSA program beyond its current capacity of 146 shares per week. With this in mind, the Market applied for and received a 2017 Specialty Crop Block Grant intended to help grow the CSA to 350 shares per week by 2019. A sizable portion, 100, of these shares are reserved for low income individuals up from the 60 shares currently offered. In addition to the support offered by the SCBG the Market also receives support for the low income CSA program from the City of Seattle's Fresh Bucks Program and the Newman's Own Foundation.

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.
- 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 work of the project will continue in much the same way following the close of the performance period. While there are no plans to increase the number of express markets at this time we will continue to evaluate the sales at each location and add addition vendors when deemed appropriate. Too, as part of this process we may make the decision in the future to move or close a location if the location has a pattern or underperformance. In 2017 due to the growth of the markets we added one additional six month seasonal program assistant position.

In addition to express markets we plan to expand the CSA with the goal of delivering 3,750 shares by 2018. This growth is supported in part by a SCBG which will run through 2019.