

**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>	Sept. 30, 2014 to Sept. 29, 2016
Authorized Representative Name:	Richard D. Cole
Authorized Representative Phone:	509-840-2593
Authorized Representative Email:	rickcole1@earthlink.net
Recipient Organization Name:	Sunnyside Transformation Yakima Valley
Project Title as Stated on Grant Agreement:	Bringing emerging Latino Farmers and low income consumers together through Sunnyside Farmers Market in the Fruit Bowl of the Nation, Washington's Yakima Valley
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-WA-0175
Year Grant was Awarded:	2014
Project City/State:	Sunnyside, Washington

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Total Awarded Budget:	\$83,128
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FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

X Same Authorized Representative listed above (check if applicable).

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

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: Start direct producer-to-consumer market opportunity for emerging Latino farmers serving low-income consumer in low access areas
 - a. Progress Made: Market opportunity was created for 8 local farmers
 - b. Impact on Community: Over 300 consumers participated in the Market
 - ii. Goal/Objective 2: Support local small farmers operations by delivering outreach training and technical assistance
 - a. Progress Made: Over 22 trainings were held for local farmers with success
 - b. Impact on Community: The local relationships and partnerships expanded over 50%
 - iii. Goal/Objective 3: Facilitate access to fresh foods by low-income residents in low access areas and improve knowledge about making healthier food choices.
 - a. Progress Made: Based and coupon redemption, this goal was met in a significant way
 - b. Impact on Community: The number of community members learning about, and using, healthy food options grew from 0 to over 45.

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_14_). Include further explanation if necessary.
 - i. Number of direct jobs created: 8
 - ii. Number of jobs retained: 6
 - iii. Number of indirect jobs created: 24
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 1
 - vi. Market sales increased by \$4000 and increased by 100% Number of farmers/producers that have benefited from the project: 8
 - a. Percent Increase: 100%

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 low income community became involved where they were not involved before. Local farmers were able to attract community members who had never been involved before.
4. Have you collected any feedback from your community and additional stakeholders about your work? Yes
 - i. If so, how did you collect the information? Surveys
 - ii. What feedback was relayed (specific comments)? The market was quite successful and the community involvement increased significantly.

5. 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?

6. 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).** The lesson learned was the need to communicate and build strong relationships first. The establishment of trust was critical. The assumptions made about learning needed to be explored and expanded.
- ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:** The goals were met.
- 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:** It was difficult to have management change in the middle of the project. When communication broke down between the board and the director, staying focused was difficult and required strong motivations for the project to continue and be successful.

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.** The project will be sustained by the Market continuing, by the partnerships growing and the farmers having the skills to expand to more farmers. The need for the low-income community will continue.
- 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?** A 30/60/90-day format should be used. There was too much implementation time versus creating relationships and expanding the skills of the farmers. The next steps should be to repeat the schedule of trainings and meetings and to do deeper planning before the spring of 2017.