

**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](mailto: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>	December 1, 2014 – September 30, 2016
<b>Authorized Representative Name:</b>	Adam Taylor
<b>Authorized Representative Phone:</b>	(276) 971-6658
<b>Authorized Representative Email:</b>	Ataylor.wvfma@gmail.com
<b>Recipient Organization Name:</b>	WV Community Development Hub (on behalf of WV Farmers Market Association)
<b>Project Title as Stated on Grant Agreement:</b>	VendorLaunch: Training a New Crop of WV Farmers Marketers
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-WV-0182
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Charleston, WV
<b>Total Awarded Budget:</b>	\$81,185

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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: Steve Coleman; Email: colemanfamily@emypeople.net; Phone: (304) 783-5344

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 1/Objective 1-1: Compile a 1-day “A to Z” training curriculum for a “VendorLaunch Boot Camp” which can be delivered by WVMFA at any location statewide.
    - a. Progress Made: **Completed 3/29/2015**
    - b. Impact on Community: WVMFA staff in coordination with West Virginia University Extension, West Virginia Department of Agriculture, West Virginia Department of Health and Human Resources, and The West Virginia Food and Farm Coalition developed a new vendor training curriculum that was comprised of individual topics that included Harvest, postharvest handling, produce storage and display, accounting and recordkeeping, licensing and food safety requirements, managing risk at farmers markets, accepting EBT, Farmers Market Nutrition Program coupons, credit cards, and other alternative currency, options for expansion beyond farmers markets, and marketing, visual merchandising, customer service, and booth design.
  - ii. Goal 1/Objective 1-2: Develop a written VendorLaunch toolkit that parallels the training curriculum, and that can be distributed at events and via the web
    - a. Progress Made: **Completed 8/30/2016** \* All content for the Toolkit is complete. However, it is currently in the process of being formatted, and will not be available until October 31, 2016.
    - b. Impact on Community: The Vendor Launch Toolkits contains written narrative and additional resources based on the seven modules of the training curriculum. It is the quintessential resource for new and beginning farmers in the state since most farmers start their marketing ventures at a farmers market. It will also walk them through other marketing models such as CSA, restaurant sales, and food hub sales as they grow and expand their business. The toolkit will be available for free download on the WVMFA website at wvfarmers.org as an addition to the organization’s Resource Library among other toolkits from past projects. Notification of its availability will be sent throughout the WVMFA network of over 2,600 farmers market supporters via its newsletter and social media outlets. It is the organization’s hope that the toolkit will serve as a reliable resource for farmers markets and their new and beginning vendors for years to come.
  - iii. Goal 2/Objective 2-1: Pilot the Training with 20 new vendors from across the state to collect participant feedback to improve the training
    - a. Progress Made: **Completed 3/31/2015**
    - b. Impact on Community: The 2-Day “Boot Camp” was held on March 30th and 31<sup>st</sup> 2015, and selected participants and mentors from all over the State of West Virginia convened in Charleston, WV. Of the 20 farms selected, only 16 were able to attend. 4 participants backed out of the program at the last minute due to various conflicts and complications. However, since three of the farms were represented by 2 members, the total number of new vendors participating in the “Boot Camp” was 19. 14 of the 16 participating new vendor farms were matched with an experienced mentor who had been a farmers market vendor

for two years or more. 2 of the participants were unable to identify a mentor, but will be given support from the WVFMA.

At the conclusion of the “Boot Camp”, participants were given a flash drive containing data collection tools, oral and written instructions on how to record and submit collected data, and the importance of their obligation to submit sales data to the WVFMA on a monthly basis.

Evaluations of the Vendor Launch “Boot Camp” indicated that 26 new vendor participants and mentors found the program informative and beneficial for them. For instance, one new vendor stated, “This event encouraged us to network and had fun ways to break the ice. I loved listening to the people that have the experience and the willingness to share their knowledge.” The mentors that completed the evaluation indicated that they would have benefited by having a similar program when they were beginning to be a farmers market vendor. For instance, one mentor stated, “I wish I had had this 12 years ago! I think I learned as much as the New Vendors!”

- iv. Goal 2/Objective 2-2: Deliver Boot Camp training tracks at least 6 times at regional events around the state. Deliver individual modules of the training at 2-5 additional events
  - a. Progress Made: **Complete**
  - b. Impact on Community: Tracks have been presented at the Glenville Farm Opportunity Day, Eastern Panhandle Regional Foodshed Gathering, The WV Urban Agriculture Conference, the Southern Coalfields Regional Foodshed Gathering, the Southeast Regional Foodshed Gathering, and The West Virginia Small Farms Conference for a total of 6. An individual module was presented at the Pocahontas County Farmers Markets board meeting on March 29, 2016, and another individual track was delivered on April 8, 2016 at the Doddridge County Farmers Market board meeting. Also, additional whole track was delivered at the second “Boot Camp” training on April 17, 2016.
- v. Goal 2/ Objective 2-3: Track sales of progress of individual vendors participating in the VendorLaunch pilot, as well as the later training to determine our impact.
  - a. Progress Made: **Complete**
  - b. Impact on Community: April 2015 marked the beginning of the sales data collection and collection has continued monthly until September 2016. Of the original 16 farms participating, 1 farm failed to submit sales data in a timely manner and was dropped from the program, after the 2015 season. The data collection for 2015 showed a wide range of results. Some of the New Vendor Participants lost a lot of their crops to heavy rains early in the season and never recovered. These farms reported zero sales for the reporting period. Other participating farms more than excelled, and was able to reach sales as high as \$8,000 dollars for the reporting period. Due to the large variances in data submissions, it is unclear how the training impacted their sales. The best impact has been seen through personal testimonies in correspondence with the participants. For instance, participant Felicia Horne wrote, “Everyone remarks how appealing my market display is. I took all that from the New Vendor Boot Camp!”

Before the New Vendor Launch program, no one in the state was tracking sales data on any new farmers market vendors. Now we have two full season of sales data from different participants. Through these participants, we have learned about more of the challenges new vendors face than before we started the program. For instance, production planning should have been included in the training to help ensure that new vendors have the product to take to market for the whole season. We are continuously working to assess the successes and challenges they experience, and developing solutions to how they can eliminate those challenges and be more successful in the future.

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: 15
  - ii. Number of jobs retained: 6
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: 14
  - v. Number of new markets established: 0
  - vi. Market sales increased by \$41,465.21 and increased by insert percentage%. (No baseline data to compare since no one else has tracked new vendor sales prior to this program)
  - vii. Number of farmers/producers that have benefited from the project:
    - a. Percent Increase: 45%
  
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
4. Discuss your community partnerships.
  - i. Who are your community partners?  
West Virginia Extension Agency, West Virginia Department of Agriculture, West Virginia Department of Health and Human Resources, and the West Virginia Food and Farm Coalition
  - ii. How have they contributed to the overall results of the FMPP project?  
They have helped in developing the curriculum, as well as presenting on their individual modules at various events across the state. Some have even contributed to developing a toolkit based on the program.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?  
They will continue to present on their respective modules at events
  
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?  
The project coordinator hired for running this program was hired as a contractor. That person has been responsible for putting together each piece of the program, as well as collecting data, and coordinating the delivery of its trainings, tracks, and modules since the beginning of the grant. None of this would have been possible without the contractor.
  
6. Have you publicized any results yet? \*No
  - 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? Yes

ii. What feedback was relayed (specific comments)?

Most people have found the information presented to them a very beneficial.

"I wish I had had this 12 years ago! I think I learned as much as the New Vendors!"

"Everyone remarks how appealing my market display is. I took all that from the New Vendor Boot Camp!"

"I liked the concentrated information, the opportunity provided to ask questions, and the interactive discussions. There was much sharing of excellent ideas and networking opportunities."

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? 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).

Through this project, we have learned much more about the day to day challenges that all farmers market vendors face; not just new and beginning vendors. This is especially applies to rules and regulations from the West Virginia state and local health departments. Our participants from all regions of the state have expressed their frustrations towards rules and regulations not being transparent, and differing from county to county. From this, the WVFMA has worked to make regulations more transparent by being the go-to organization to provide reliant information on rules and regulations. This project has inspired the organization to work on the policy side of change, working with local and state agencies to pass legislation that makes rules and regulations at farmers markets clear and uniform state-wide.

The WVFMA has also learned a great deal from the data we have collected on the vendors. We now have a clear understanding of what a typical farmers market vendor makes each season, which is something most farmers market advocates were unsure of before this project. Perhaps a negative realization we have come to is that farmers markets alone are not enough of an income to make a living farming in WV. It takes the combination of farmers markets, restaurant sales, and an alternative market such as a CSA or food hub to make a farm business venture worthwhile in the state. Most farms in

the state still have to have someone in the family drawing in a supplemental income outside of farming to support their livelihood. Although, projects like this one, gives us the momentum to keep pushing toward building and supporting a viable agriculture economy in the state.

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

All goals and outcome measures were achieved, but pieces of them, such as the toolkit, were not easily completed. The problem came from demanding too much from our presenters. The WVFMA obtained their assistance to develop the training curriculum, as well as asking them to submit a piece of the toolkit based on their expertise. The development of the curriculum went well, but when it came time to assemble the toolkit, most of the presenters did not follow through. The project coordinator spend months trying to obtain these toolkit pieces with little success. It then fell on the project coordinator to draft the toolkit based on the presentations offered at the 2 day training. This resulted in time lost, delaying the release of the toolkit, and forcing out project coordinator to work outside of his scope of work, causing him to direct his attention away from managing the project, and writing the toolkit. While in the end it all worked out, all goals and outcome measures were complete, just not in conjunction with the timeline spelled out at the beginning of the grant. A lesson learned is to be realistic about what you ask of project partners. Most of the time, they are not being paid to perform this work, so your demands of them should be realistic, and not be pushed too far.

- 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:

Administratively, the WVFMA learned that it is imperative to consistently be organized and maintain clear communication between the organization, participants, and stakeholders. It is essential to keep detailed records of the program's content, expenses, and feedback. We also learned, as mentioned above, to have clear expectations about what and how much to ask from partners.

#### 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.

Because of this project's success, we expect that it will serve as model of all future projects the WVFMA launches in regards to training lay out, and data submission tools. The New Vendor Toolkit will be available for free to all of WVFMA's member and non-member markets. Our stakeholders constantly remind us of how useful our toolkits continue to be to their markets, and the New Vendor Launch toolkit will be no different. The WVFMA will also be partnering with The West Virginia Food and Farm Coalition for

the next three years to launch a state-wide farmers market marketing campaign. Through this campaign, more people associated with farmers markets in West Virginia will become familiar with the WVFMA and all the services it offers. As farmers markets continue to grow in WV, this project's resources will continue to serve new and beginning farmers market vendors for years to come.

- 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 WVFMA will continue to offer modules from this project when requested at various conferences and workshops across the state, such as the annual state small farm conference, regional farm gatherings, and market specific trainings, as well as making the Vendor Launch toolkit accessible to all farmers markets in the state. We will continue to work with all of our partners to fill gaps we identify in our state's farmers market economy, especially those that support of our new and beginning farmers and their viability