

**Local Food Promotion Program
Final Performance Report**

OMB No. 0582-0287

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market 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 LFPP 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 LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

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| Report Date Range: <i>(e.g. October 1-March 31, 20XX)</i> | Final Report October 1, 2014 - March 31, 2017 |
| Today's Date: | June 23, 2017 |
| Authorized Representative Name: | Michael De Lucca, MHM |
| Authorized Representative Phone: | 954-561-9681 |
| Authorized Representative Email: | MdeLucca@brhpc.org |
| Recipient Organization Name: | Broward Regional Health Planning Council, Inc. |
| Project Title as Stated on Grant Agreement: | PATCH CAN! People's Access To Community Horticulture for a Community Agriculture Network |
| Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i> | 14-LFPPX-FL-0038 |
| Year Grant was Awarded: | 2014 |
| Project City/State: | Dania Beach, Florida-Broward County, Florida |
| Total Awarded Budget: | \$99,052 |

This grant work focused on a low income/low access priority area in Dania Beach, Broward County, Florida. Broward is the 17th largest county in the nation with the 6th largest School District in the United States. This LFPP grant, People's Access To Community Horticulture Community Agriculture Network, PATCH CAN provided the opportunity to increase the capacity to connect local and regional farmers to food business enterprises, while improving access to healthy, locally grown produce to those living in low income/low access priority areas.

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1. *Summarize the community need for the grant work:*
 - i. Indicate the low income/low access priority area or Federal Promise Zone, if applicable: Tract 12011080500 in Broward County, Florida
Through the utilization of historical data and GIS mapping, it was determined that this particular section of Dania Beach, Florida had a higher incidence of preventable disease as well as a lack of reliable and consistent access to healthy foods.
2. *State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative and have been approved by LFPP staff, 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 toward each one and indicate the impact on the community, if any.*

Goal/Objective 1: Increase access to locally grown produce in food deserts

Progress Made: PATCH CAN partnered with Florida Organic Growers to provide “double access bucks” to SNAP (Supplemental Nutrition Assistance Program) recipients. This program increased the utilization of SNAP substantially by the end of March 2017, thus increasing local residents’ ability to purchase more fruits and vegetables.



A component of this program has been on-site food nutrition programs which include locally grown food preparation, storage and preservation demonstrations providing easy and fun ways to include healthy food options in daily diets as well as ways to store and preserve fresh fruits and vegetables.

PATCH CAN continued to expand the inclusion of additional urban farms and market gardens in low income and low access locations throughout Broward County. These locations include five (5) areas that are lacking in access to fresh fruits and vegetables based on zip code and health data information. Produce being grown at these urban farms and market gardens is both distributed to local residents and sold at the market in Dania Beach. As growing practices have been honed and standardized, the total pounds of produce has continued to increase. It is anticipated that the Dania Beach program will continue to be sustainable and will expand to other underserved communities in the coming months as partnerships with other growers and foundations are developed. The establishment of the BRHPC Healthy Community Zones, which focus efforts on reducing health disparities in five (5) cities with large populations of low income/low access residents, will help ensure sustainability of the work begun by the LFPP PATCH CAN initiative to increase accessibility to locally grown fruits and vegetables into food desert areas.

In order to sustain access to locally grown produce in food deserts, the PATCH CAN has collaborated with planning professionals, educators and farmers to finalize the Apprenticeship Training Program. Joining forces with other programs and partners has allowed PATCH CAN to expand its reach to a greater farmer, grower and consumer audience in communities throughout Broward County.

To date the curriculum has been approved and the training will begin this summer. This program will allow participants to gain knowledge and experience needed to work with other growers, secure employment in local market gardens or begin planning and production as an urban farmer. It is anticipated that the pilot program will formally begin in July as the fall planting

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season begins. The program will run for several weeks, allowing attendees to learn about urban growing from crop selection to the importance of soil and seed quality and finally to harvest and distribution.

Events and workshops were designed to attract low income residents and new and existing growers to the Dania Beach PATCH Urban Farm and Market as well as to engage residents in the Healthy Community Zones. The Dania Beach PATCH Urban Farm & Market continues to grow as a hub for residents, farmers, community-based organization, vendors and consumers throughout the County. The Garden Leaders team at the Northwest Gardens PATCH have held trainings on crop selection, growing methods and a well-attended “seed-saving” workshop. The PATCH CAN Coordinator visited multiple farms throughout Broward County and the neighboring counties of Palm Beach and Miami-Dade to make connections to markets and to provide information about workshops.



Health Food Demonstrations using Locally Grown Produce



Growers' Workshop



Seed Saving & Sharing Workshop



Youth Engagement at an Urban Farm

Neighborhood Events: Health Fairs, Nutrition Programming, Basic Planting Techniques, Movie Nights and Neighborhood Nights.

Expanding Markets: Visits with growers throughout the area, meetings with restaurants, establishing connections between growers with necessary resources, supplies, marketing and distribution markets.

Garden, Market and Cottage Industries Training: Introduction to home based food business; Economics of Market Gardens; and Farming techniques. These trainings were presented in partnership with community organizations and University of Florida Extension.

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Impact on Community: The Dania Beach PACTH CAN's primary focus has been extending the network of growers to improve access to locally grown fruits, vegetables and other healthy items easily available to many of Broward's low income neighborhoods that are in or have characteristics of food deserts. The LFPP support has allowed the PATCH to expand partnerships to become a place for healthy eating, active living and a neighborhood meeting place. Community residents are finding employment opportunities at the events and farm-hands from the community have been working to maintain the PATCH.

The expansion of and collaboration with the Northwest Gardens has extended employment and training opportunities by residents. Additionally, the Housing Authority of the City of Fort Lauderdale's Step Up Apprentice Program has been able to train participants in irrigation maintenance and building techniques used on the farm plots. Sales of fresh food to neighborhood residents continues to increase and the Northwest Gardens team is working closely with the *Good Neighbor Store* afterschool program to develop opportunities for students to learn how to market fresh fruit and vegetable products to local corner stores in their community, to encourage the purchase of healthier food items.

There is a strong volunteer corps that generally provides a minimum of 20 hours of farm hand work per week at the gardens. Youth groups consistently volunteer at the PATCH Market Gardens and another initiative has been to encourage individuals moving back into society after incarceration to also volunteer at the gardens. The market garden provides an opportunity for various volunteer groups to participate in growing healthy foods as well as having access to fresh and healthy fruits and vegetables and experiencing the "fruits of their labor".

Goal/Objective 2: Make connections with farmers, distributors to increase produce sales and develop a network to strengthen relationships, share success methods and work together to overcome challenges.

Progress Made: The PATCH CAN initiative was able to assist Dania Beach to support their market with produce grown in the garden and additionally with produce purchased from other small Florida growers in order to increase the selection of produce, while developing a network of growers and strengthening those relationships.



The Dania Beach PATCH also regularly sells to other small markets in the area. The NW Gardens PATCH provides produce to residents and any excess produce is brought to the Dania Beach PATCH to sell at their market. This ability to share produce amongst gardens, increases revenue, thus allowing for the purchase of seeds and materials for the next growing season.

Further development of produce sales and marketing have been made through various community meetings. Connections have also been made with the Pembroke Park garden and the Bee Haven group (another SNAP-Double Bucks market) located in Homestead, Florida. Attendance at the Localecopia event in West Palm Beach provided another opportunity for the PATCH CAN Coordinator to meet with local farmers in the Palm Beach county area and add to the gardens' connections throughout south Florida.

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Efforts to connect with Dania Beach and NW Gardens residents to create and sell value-add products at the Dania Beach PATCH continue. Several local vendors, selling such items as specialty breads, vegan desserts and dried herbs are now participating at the Market Gardens. The YMCA of South Florida, which serves as the local outreach partner for Northwest Gardens continues to survey and work with residents to plan nutrition education events and garden club activities centered on local gardens and urban farms. The *Seed Saving and Sharing* project at Northwest Gardens has drawn considerable interest and seeds saved by residents resulted in the planting of additional culturally diverse produce.

Impact on Community: Engaging additional Community Partners and the Healthy Community Zones located in low income and low access areas has expanded the ability to reach area residents, impacting those who will benefit the most by locally grown, fresh and affordable fruits and vegetables. PATCH CAN has hosted monthly events that include health fairs and cooking demonstrations at the market gardens for continued expansion of the customer base. With the increased access to health programs as well as healthy fruits and vegetables it is anticipated there will be a favorable impact upon the health and wellbeing of the neighborhoods being served.

Goal/Objective 3: Expand Markets

Progress Made: Joining with other Community Partners at BRHPC Healthy Community Zone events has helped to broaden the PATCH brand and to bring information about the PATCH Market Garden and its programs to a larger and more diverse audience. While making connections with local community groups serves to expand the customer base for the markets and the network of local growers, it also helps to build trust between the PATCH and community residents. Communities realized that locally grown fresh food at affordable prices leads to healthier citizens, while collaboration with community partners leads to greater opportunities to begin growing produce in underserved communities. Community partnerships have also provided opportunities for leveraging resources and matching funds for access to programming which attracts, increases and maintains the customer base.

The finalization of the Apprenticeship Program also allows municipal parks and recreation agencies, as well as Community Redevelopment Agencies (CRAs), to hire trained staff to plan, develop, support and expand market garden activities. These expanded market gardens will serve to provide affordable and healthy food options to additional residents that lack convenient access to fresh food while extending opportunities for market growth by other farmers and growers.

Impact on Community: The growing and marketing of fresh locally grown foods improves the physical environment, economic development and job creation and the health and wellbeing of residents in these areas. All communications and training stressed the need to train community residents to run market gardens professionally in an effort for them to remain sustainable, thus increasing the access to local foods through the resident training and engagement.

Goal/Objective 4: Educational Offerings:

PATCH CAN has encouraged local residents to become involved in their local Community Gardens, Urban Farms, and Markets by providing presentations at neighborhood events being held in local parks and at recreation centers. Additionally, PATCH CAN has offered trainings for new and existing growers on the food system and ways to improve their growing techniques, including extending their growing seasons into the summer. PATCH CAN has also had

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educational offerings related to seasonal fresh produce and cooking demonstrations to encourage healthy food preparation and cooking techniques. Residents and volunteers have also received educational offerings in garden maintenance, harvesting and safe food handling. Local medical facilities provide regularly scheduled programming, educational offerings and health screenings at the markets. PATCH CAN Coordinator regularly attended workshops outside of Broward County offered by University of Florida Extension and in turn presented educational programs for residents and growers on a variety of topics from farming techniques and home based food business opportunities to nutrition education and beekeeping.

Goal/Objective 5: Set-up PATCH CAN website.

The Patch CAN website and PATCH Facebook sites have been developed and are currently operational. Highlights from the PATCH CAN website are also occasionally featured on the Broward Regional Health Planning Council, Inc. website.

3. Quantify the overall impact of the project on the intended beneficiaries, if applicable include further explanation if necessary.

- i. Number of direct jobs created: 1- Implementation of the Apprenticeship program will create additional job opportunities
- ii. Number of jobs retained: 6
- iii. Number of indirect jobs created: 4
- iv. Number of markets expanded: Dania Beach; Northwest Gardens, Fort Lauderdale; Pembroke Park; and Lauderdale Lakes, FL
- v. Number of new markets established: 2- added distributors
- vi. Market sales are holding steady as the height of the harvest season continues
- vii. Number of farmers/producers that have benefited from the project: 10

4. Percent Increase:

The local produce grown and sold continued to increase. The NW Gardens urban farm saw an increase of nearly 1,000 pounds of produce being grown and sold through the PATCH CAN initiative up from 600 pounds from the previous period. During the grant period EBT/SNAP usage continued to grow with usage contributing to 10% of total sales, a slight increase from the previous year. The Market Gardens also continue to participate in the Double Dollars program which allows EBT/SNAP beneficiaries to receive 50% off Florida produce purchases. The PATCH market supplemented offerings by purchasing from up to seven local growers. PATCH also sold produce (onions, kale, lettuce, and tomatoes) to restaurants, Community Supported Agriculture providers, local business offices and local food distributors. The NW Gardens site produced peppers, tomatoes, cucumbers and kale that were used to supplement offerings at the Dania Beach PATCH market. Northwest Gardens produce was also distributed to local residents and garden club members.

Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.?

PATCH CAN has been able to expand the customer base to Low Income/Low Access populations through partnership with community organization and the Healthy Community Zones located in five (5) cities (Dania Beach, Hallandale Beach, Broward Municipal Services District, Lauderdale Lakes and the Fort Lauderdale Sistrunk Corridor). Each of these Healthy Community Zones have food desert areas and populations that are culturally diverse (Hispanic, Caribbean, African American and Haitian) and are experiencing higher than county rates of diabetes and chronic conditions. PATCH CAN has been able to provide fresh foods to these communities and bring awareness to homeowner's association, local cities and civic organizations of programming opportunities for the PATCH CAN model of market gardens in their neighborhoods. With the

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addition of healthcare programming being made available as well as programs on healthy preparation of food, ways to be physically active and programs for children, the project has been able to continue to expand its reach amongst low-income, low-access populations as well as attracting new farmers and cottage industries to weekly and monthly events.

5. Discuss your community partnerships.

i. *Who are your community partners?*

Since the beginning of the grant, Broward Regional Health Planning Council (BRHPC) in the management of the PATCH CAN grant recognized the importance partners play in community outreach and education. Leveraging its Partnerships Transforming Our Community's Health (TOUCH) program, BRHPC has been able to provide collaboration of over 30 partnering organizations to the PATCH CAN initiative. By doing so, PATCH CAN has been able to work with partners in developing novel and proven methods of attracting residents, improving access to culturally appropriate healthy foods, providing educational offerings and sponsoring a variety of programs

The implementation of the Healthy Community Zones Initiative by BRHPC has offered additional outreach and education services to low income/low access populations in designated communities which further added to the success of the PATCH CAN concept. Partners in this initiative include but are not limited to: the Broward Sheriff's Office, American Lung Association, Humana Foundation, United Health Partnerships, Health Foundation of South Florida, City of Dania Beach, City of Hallandale Beach, City of Lauderdale Lakes, Broward County government, the Housing Authority of the City of Fort Lauderdale, Memorial Healthcare System, Broward Health, YMCA of South Florida, University of Florida IFAS, Nova Southeastern University, Kiwanis Club, Lucky's Market, Urban Farming Institute, Orchard Supply Hardware and Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY).

ii. *How have they contributed to the results you've already achieved?*

These partners have actively participated and sponsored PATCH CAN events at low income/low access communities and at each of the Market Gardens for residents of all ages from toddlers to retirees. They have also provided support to other grant applications to help continue the good work started by the LFPP's PATCH CAN initiative.

Partners have ensured that those most in need have access to the activities and fresh produce being made available at the Market Gardens. Partner medical facilities and community agencies have provided health and wellness programs to promote healthy lifestyle choices, which contribute to the increase participation at the Market gardens. They have also assisted in building trust and a customer base by demonstrating ways to prepare, store, preserve and consume locally grown produce. Recently, Orchard Supply Hardware, a national garden and home improvement retailer, and Lucky's Market, a regional grocery chain, have opened locations in Broward County. As a result of the PATCH CAN initiative, both of these have acknowledged the importance of urban farms and market gardens to resident health and have supported volunteerism and development of hydroponics as a result of the PATCH CAN initiative.

Working with the community based organizations, cities and County partners has also contributed to improved marketing and Social Media further extending the reach of the PATCH CAN work.

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- iii. *How will they contribute to future results?*
While PATCH CAN funding has ended, the branding of and relationships built with the Partners have endured.

These partnerships have been grounded on mutual benefit and as such will help ensure growing, programming and resident engagement currently in place will continue to be sustained. Each Partners' commitment to the low income/low access populations in the communities touched by PATCH CAN will continue promoting healthy eating and active living through ongoing utilization and promotion of the market gardens, local growers and urban farms.

6. Are you using contractors to conduct the work? *If so, how has their work contributed to the results achieved thus far?*

Yes, contractors were used for the development of trainings, the PATCH CAN Apprenticeship program, communications and website development. These contractors have helped ensure the long lasting effects of the LFPP support of the PATCH CAN initiative and the impact of the PATCH Community Agricultural Network.

7. Have you publicized any results yet?

- i. *If yes, how did you publicize the results?* PATCH CAN work has garnered considerable interest from the University of Florida and other educational institutions of higher learning. Additionally future funding has been discussed with community sources as the result of a business plan that is currently under development and program results have been documented for this process. Locally, pictures of events are posted weekly on Facebook and other social media outlets, PATCH CAN works closely with BRHPC, the Housing Authority of the City of Fort Lauderdale and a Community Redevelopment Agency's marketing and outreach staff to ensure results of the program are being disseminated.
- ii. *To whom did you publicize the results?* Stakeholders, BRHPC, Dania Beach CRA, Fort Lauderdale Housing Authority and the City of Fort Lauderdale, who in turn publicize in their newsletter and other printed and digital materials. Also information is sent to local newspapers for local interest stories.
- iii. *How many stakeholders (i.e. people, entities) did you reach?* Approximately 12,000+.

8. Have you collected any feedback thus far about your work?

Yes, Surveys have been distributed to farmers, consumers, volunteers, and participants.

- i. *If so, how did you collect the information?* Surveys and questionnaires are distributed by email as well as in-person at local events, educational offerings and markets. .
- ii. *What feedback have you collected thus far (specific comments)?* The surveys have shown residents have been positively impacted by PATCH CAN by: having easier access to locally grown produce; learning more about ways to prepare and store foods; being able to access to community programs related to health and wellbeing; and, having opportunities to come together in a social environment at the urban farms, market gardens and Saturday markets. Volunteers report on their appreciation of having ways to engage in active living, community participation and an opportunity to help the environment by growing food locally. Additionally, the cities and CRAs have been supportive of learning more about Public Private Partnerships that may be developed to use vacant public land to grow food in their communities. Finally, farmers and growers have been appreciative of gaining information about growing techniques, safe food handling, beekeeping and the apprenticeship program specifically designed for

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urban farmers using Gro-bag techniques. Together these results have demonstrated the importance the LFPP support of PATCH CAN to its positive impact on Broward County's low income/low access residents and community as a whole.

9. Budget Summary:

Were there revisions to the budget during the reporting period? (As a reminder, budget changes that are substantive (e.g. changes in line items or amounts that exceed 20% of the original request) must be submitted via separate documentation by contacting LFPP staff. Changes indicated below are not approved until you have obtained prior approval.)

THERE HAVE BEEN NO CHANGES TO THE BUDGET

a. If so, briefly describe the reasoning if the budget line item changed by more than 20%:

b. Provide the date that LFPP staff provided prior approval for the revisions of a budget line item that changed by more than 20%, if applicable:

i. Total amount spent during reporting period: Total amount spent during reporting period: 10/1/16 – 3/31/17

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|-----------------------------|-----------------|
| Personnel: | \$16,004 |
| Contractual: | \$11,883 |
| Equipment Purchases: | \$1,290 |
| Travel: | \$1,068 |
| Supplies: | |
| Other: | |
| Indirect Costs: | \$1,750 |
| TOTAL: | \$31,995 |

ii. **Amount of matching funds/in-kind contributions used during the reporting period:** The full amount of the matching funds used throughout the grant period: \$55,453

iii. **Did the project generate any income? No.**

10. Summarize unexpected delays or problems (if applicable).

THERE WERE NO DELAYS.

- i. State the issue(s) and the reasoning behind its/their occurrence. During this reporting period, there were no delays.
- ii. How did the issues affect timelines? NA
- iii. How did the issues affect the measurable results? N/A
- iv. How did the issues affect the budget? NA
- v. How did your organization resolve the issue(s)? NA

11. What grant activities/impacts do you hope to accomplish in the next six months?

Although the LFPP funding has ended, partners will continue to provide programming for healthy eating and active living. Efforts are ongoing to obtain funding to ensure that the progress that has been made during the LFPP PATCH CAN grant period continues.