

**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>	September 30, 2014 – September 29, 2016
<b>Authorized Representative Name:</b>	Lynne Fessenden
<b>Authorized Representative Phone:</b>	(541) 246-1611
<b>Authorized Representative Email:</b>	Lynne@LaneFood.org
<b>Recipient Organization Name:</b>	Willamette Farm and Food Coalition
<b>Project Title as Stated on Grant Agreement:</b>	Increasing Sales of Locally Grown Foods in Lane County, Oregon
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-OR-1041
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Eugene, Oregon
<b>Total Awarded Budget:</b>	\$95,880

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: Karen Dunne; Email: [Karen@LaneFood.org](mailto:Karen@LaneFood.org); Phone: (541)246-1611

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. **State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.**

**Goal/Objective 1:** *Provide staffing support to two farmers markets for marketing, development, community outreach and coordination of consumer education activities (Lane County Farmers Market and Lane Local Foods – the online farmers market)*

**a. Progress Made:**

**Two existing positions were partially supported:** *(Willamette Farm and Food Coalition staff)*

Manager, Lane Local Foods (online farmers market)

Farm to School Family Outreach Coordinator

**Two new hires were made:**

Volunteer Coordinator – Willamette Farm and Food Coalition

Public Outreach Coordinator – Lane County Farmers Market

***Lane Local Foods Manager, Leisha Wood*** – with the additional hours she created and implemented a marketing and advertising strategy for our online farmers market. She attended chamber networking events in Eugene and Springfield, and made presentations to chamber members, rotaries, and other businesses and organizations. She surveyed current customers and vendors, and conducted outreach to farms and was able to bring on five new vendors. In addition, she brought on a corporate partner that had 12-15 employees willing to be regular customers on Lane Local Foods, and in exchange we delivered weekly orders to their office.

***Farm to School Family Outreach Coordinator, Jonathan Fryer*** continued to organize field trips to the Lane County Farmers Market for low income families from three school districts and a Head Start site in October 2014 and May 2015. Jonathan left WFFC in July 2015 and was replaced by Taylor Larson who enthusiastically took up the family outreach mantra. Taylor led several field trips to the market for low income families in September and October 2015, including one tour for families from the WIC Agency (Women, Infants and Children), our new partner in low income food access activities.

***Volunteer Coordinator, Sarah Sherman*** – In addition to recruiting, training and coordinating volunteers for the Lane County Farmers Market, Sarah found our Spanish language interpreters, listened to their input and worked with one of them to conduct outreach to our Latino community via churches, support organizations, and Latino media. *Friends of the Farmers Market* volunteers served as market guides and veggie valets, organized cooking demonstrations and formal market tours, and conducted customer counts. Sarah also actively recruited volunteers by tabling at community events, and presenting to neighborhood organizations, United Way, and University of Oregon's Urban Farm classes.

***Public Outreach Coordinator, Jake Gariepy*** served as LCFM's liaison to city and county staff, the downtown business community, and the media. He planned an opening day ceremony for the market in April, and was the lead organizer for the market's 100<sup>th</sup> Anniversary Celebration in August, which drew 200 attendees, including elected officials. Jake researched the market's history for promotional materials including the anniversary storyboards created to mount on the fence at the market. He secured radio and TV spots, and got three stories in print press about

the market's anniversary. Jake presented to several health care organizations about the market's history and current programs. He also worked with the market's Site Expansion Committee in partnering with the city, county and University of Oregon's Community Service Center to direct further research and planning for a future market site.

**b. Impact on Community:**

The new staff and the existing staff all contributed to expanding community awareness of, and engagement with, the Lane County Farmers Market and Lane Local Foods.

**Goal/Objective 2:** *Increase public visibility and community engagement for both markets*

**a. Progress Made:**

**Visibility**

The FMPP support allowed us to provide more consistent marketing and advertising for both markets, including public radio underwriting, ads on Lane Transit District buses, better use of social media, as well as print and online ads in three main news outlets: *Eugene Weekly*, *The Register Guard*, and *Springfield Times*, and in the only Latino focused monthly magazine in our area, *Exito*. We also ran regular spots for our "Taste of the Market" tours in the *Eugene Weekly's* calendar, the *Register Guard's* "Be Here Now" Saturday events section, Travel Lane County online calendar, and a Latino business directory published by *Exito*.

We designed and ran a 4-page insert in the *Eugene Weekly* which included a story about market's 100<sup>th</sup> anniversary as well as promotion for the Friends of the Farmers Market volunteers. WFFC's annual publication, the *Locally Grown Guide*, which always highlights the Lane County Farmers Market, included a special full page ad about the market's 100<sup>th</sup> anniversary.

Both markets already had Facebook pages, and the grant support assisted us in making use of strategic Facebook "boosts". Our Volunteer Coordinator started a third Facebook page for the *Friends of the Farmers Market*, and we lined up two journalism students from the University of Oregon to help with regular Facebook and Twitter posts for Lane Local Foods.

Lane Local Foods secured membership with the Eugene Area Chamber of Commerce, the Springfield Chamber of Commerce, and the Green Lane Sustainable Business Network. Lane County Farmers Market chose membership with Travel Lane County. Our tourism organization has a culinary microsite feature with a focus on agritourism. Membership gave the market an online listing, placement on the map in the visitor's guide, featured coupon offers, access to responsive online advertising, and inclusion in a downtown Eugene group business ad.

We secured some historic photos of the original Eugene Producers Market and in honor of the market's 100<sup>th</sup> anniversary designed three "storyboard" panels about the market's history that were printed on metal and mounted on the fence of the parking structure that abuts the market.

And we printed door hangers (which were distributed by volunteers), postcards and bookmarks for both markets – distributing them to coffee shops, chambers of commerce, libraries, realtors'

and doctors' offices, churches, and at community events. As well as including them in outreach to WFFC donors and supporters.

### **Community Engagement**

Our new and existing staff were able to dedicate time to make connections with city officials and the greater business community in Eugene and Springfield, as well as with market volunteers, market customers and the general public.

The Lane Local Foods Manager made presentations to Eugene and Springfield Chambers of Commerce, the Green Lane Sustainable Business Network, Travel Lane County and two rotary clubs, in addition to attending seven chamber networking events during the grant period. The Lane Local Foods booth at the Eugene chamber's annual Business to Business Expo won the award for the best booth by a new business.

The Public Outreach Coordinator arranged for public officials and the press to be present at Lane County Farmers Market's opening day in April. He spoke to several downtown businesses about the market and its 100th anniversary celebration, in addition to meeting with healthcare organizations (McKenzie-Willamette, Oregon Medical Group, Pacific Source, Sacred Heart, and Trillium) and offering to present information about the market at staff meetings. The Public Outreach Coordinator, along with two LCFM board members and WFFC Executive Director Lynne Fessenden, connected with the University of Oregon's Community Service Center about the vision for the market's future expansion and offered assistance in surveying producers about their needs and their interest in growing year-round. LCFM board members continued to meet with city and county officials to discuss new opportunities for expanding the market site.

Our Volunteer Coordinator engaged existing WFFC and *Friends of the Farmers Market* volunteers, as well as recruited new volunteers from the University of Oregon's Urban Farm Program and United Way of Lane County's volunteer program. 68 individual volunteers gave a total of 378 total hours of volunteer service at Lane County Farmers Market. 6 volunteers contributed 104 hours of service at Lane Local Foods pick up sites and distributing flyers and postcards. More specifically, the cooking demonstrations engaged 100-200 market shoppers every Saturday they were offered, and the Tasting Tables engaged 40-80 shoppers and passerby at Tuesday markets.

During the grant period, our Farm to School Family Outreach Coordinator organized nine field trips for low income families to tour the Lane County Farmers Market. Outreach for the market tours was conducted at family events at three elementary schools, one Head Start center, and through the federal Women Infants and Children (WIC) program in Lane County. 47 families (140 individuals) participated in these market tours during which they met farmers, sampled fresh produce and participated in a cooking demonstration. When surveyed later, 69% reported that they have returned to the market.

#### **b. Impact on Community:**

Several regular customers of the Lane County Farmers Market noticed and commented on the increased advertising!

The 100<sup>th</sup> Anniversary Celebration – a pig roast on the park blocks – was held on Sunday evening, August 23, and was advertised as a community celebration. Attendance was close to 200, about one third of which were market vendors. Everyone there, and especially the vendors, commented that this needed to be an annual event. In addition to good food, live music, and stories by long time market vendors, the Mayor of Eugene and two Lane County Commissioners gave supportive comments for the market and the vision for its growth in the downtown corridor.

The City of Eugene and Lane County Economic Development moved forward in offering support to the University of Oregon’s Community Service Center to conduct a feasibility assessment for a downtown public market structure to accommodate a year-round farmers market.

The WIC Agency (Women, Infants, Children) for Lane County was very excited about the market tour offered to families receiving WIC benefits, and plans were made to offer more tours in the 2016 season.

**Goal/Objective 3:** *Expand and diversify customer base for both markets*

**a. Progress Made:**

We planned activities to introduce new customers to both markets and provide customer support for consumers who may have previously experienced barriers to shopping at these markets, with specific effort made to low income households and the Latino community (which represents 8% of the local population according to 2012 Census).

We offered twelve *Bienvenidos/Welcome to the Market Days* at the Lane County Farmers Market (Saturdays) featuring activities welcoming first time market shoppers, and increasing accessibility for new and returning customers. Activities included:

- A highly visible *Friends of the Farmers Market* booth to welcome shoppers
- Market Guides with visible vests were available from 10am to 2pm
- A Spanish interpreter in visible vest was available from 9am to 2:30pm
- Veggie Valets with visible vests wandered the market from 9am to 2pm offering to assist customers in carrying products
- Cooking demonstrations offering recipes and free samples, from 11am to 1pm
- *Taste of the Market* tours offered at 1pm (These tours took participants to the booths of 5 pre-determined vendors to meet the farmers, hear a bit about their farms, and sample their wares. The tours were popular with market goers and vendors alike.)

A variety of chefs and food enthusiasts lined up to offer the cooking demonstrations, which attracted between 100 and 200 market customers each day. We promoted the chefs and the farms supplying ingredients. Not only were samples and recipes provided, but interested patrons were given a “shopping list” of ingredients. Volunteers carried samples on trays throughout the market to draw attention to the cooking event.

We offered four *Bienvenidos/Welcome to the Market Days* at Tuesday markets, and instead of cooking demonstrations, we set up “Tasting Tables” with blind taste tests comparing produce purchased at the supermarket with produce from the farmers market. Taste tests were conducted with numerous products (tomatoes, melons, cucumbers, grapes, green beans, broccoli, celery, apples, bread, and pepperoni sticks). We also included price comparisons. Each Tasting Table event drew 40-80 market customers and passersby.

As mentioned above, our Farm to School Family Outreach program offered market tours to low income families with young children affiliated with three low income elementary schools and a Head Start center that our Farm to School Program works with. When conducting outreach we provided families with information about the opportunity to utilize SNAP benefits to purchase healthy fresh foods at Lane County Farmers Market. We reached 690 people through outreach, 140 of whom later participated in a market tour. A Spanish/English interpreter was present on all tours and at family outreach events. (40% of the families that participated in our tours were Latino)

We also partnered with colleagues at a local nonprofit, Huerto de la Familia, that runs a gardening program for low income Latino families, to organize a family tour of the Tuesday market (which is much less crowded than Saturday). Eleven families attended with an interpreter. They were surprised and excited to find several vendors at the Tuesday market who spoke Spanish. The tour was so well received that we have agreed we should offer another next season.

We contracted with two professional Spanish/English interpreters, Monica Garcia Montero and David Colòn. We had a bi-lingual volunteer or contracted interpreter available at each *Bienvenidos/Welcome to the Market Day* and on all family tours. We discovered that current Spanish speaking market customers either speak some English, or go to vendors that they know speak Spanish. We decided to spend some of our interpreter funds doing more active outreach to our Latino community, so David Colòn approached churches, Latino service organizations, and attended Latino community events (Festival Latino, Fiesta Cultural) where he surveyed attendees to find out more about their perception of farmers markets.

We printed 500 Spanish/English market flyers with information about using SNAP benefits at the market, which were distributed at the Department of Human Services, the WIC office, as well as to our Farm to School families. An additional 200 Spanish only flyers were distributed at three service organizations: Centro Latino Americano, Downtown Languages, and the Migrant Education Program. We purchased three months of advertising in the only Latino focused monthly magazine in our area, *Exito*, as well as a three-month listing in *Exito's* Latino Business Directory. And in the height of the season we purchased three weeks of spots on a Latino radio station, Radio Zion 660 AM.

Our outreach for Lane Local Foods focused on getting current customers to spread the word, Facebook ads to targeted demographics, and flyers in the neighborhoods where we have pick up sites. We also approached a corporate business sponsor about offering office delivery if 15 or more of their employees ordered weekly. CBT Nuggets, a local tech firm, jumped on it. Three more large businesses in town were approached about this model. The increased visibility of Lane Local Foods in the media caused two businesses (Ninkasi Brewing Company and Genesis Juice) to step up and offer product giveaways to any new customers who signed up.

**b. Impact on Community:**

Our new partnership with WIC has great potential. Their demographic is low income families with young children, and their office is two blocks from the farmers market! We advertise our tours with them, participants sign up and we show up and walk the group down the street to market. It helps WFFC meet our goal of increasing access to local foods for low income community, while being so much less labor intensive (i.e., going to family events at schools to sign families up, then paying for school buses to bring the families to market).

Vendors at Lane County Farmers Market were grateful for the presence of *Friends* volunteers, the *Taste of the Market Tours* and cooking demonstrations. Many commented on how it added a cohesive and fun atmosphere to the market. Although we got a few quotes from customers who were grateful for the veggie valets, we did not survey customers about all the services offered by *Friends* volunteers.

**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, 2014). Include further explanation if necessary.**

- i. Number of direct jobs created: 2
- ii. Number of jobs retained: 2
- iii. Number of indirect jobs created: 2
- iv. Number of markets expanded: 2
- v. Number of new markets established: 0
- vi. Market sales increased by approximately \$400,000 and increased by 30% for LCFM  
Market sales increased by \$5,000 or 6% for Lane Local Foods
- vii. Number of farmers/producers that have benefited from the project: 90
  - i. Percent Increase: approximately 6%

**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?**

Yes, all three as detailed above.

**4. Discuss your community partnerships.**

- i. Who are your community partners?
  - WFFC is the nonprofit partner to Lane County Farmers Market (LCFM).
  - The City of Eugene, Lane County Economic Development, and the University of Oregon Community Service Center continue to partner with LCFM in planning for a future site expansion with an indoor/outdoor facility in downtown Eugene.
  - FOOD for Lane County – our food bank has given out market coupons at their pantry sites, and provided volunteers to help with cooking demos.
  - WIC Agency – new partner in getting low income families to the market.
- ii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

The city, county, and UO have continued planning for market site expansion. Lane County Economic Development committed \$20,000 to SNAP match program in 2016. WFFC has partnered with WIC in 2016 to offer monthly market tours.

**5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?** Our Spanish/English interpreters and translators worked on contract. Also, the Public Outreach Coordinator worked on contract (because it was not a full time position and he was used to working as a consultant from his home office). Graphic designer, Grace Gardner, has done contract work for WFFC for eight years.

**6. Have you publicized any results yet?**

If yes, how did you publicize the results? And how many stakeholders did you reach?

- We provided a written and oral report to WFFC's board of directors (12), and LCFM board of directors (8)
- Executive Director Lynne Fessenden also made a presentation at the LCFM annual member meeting on February 28, 2016 (85)
- Friends volunteers received a summary of their activities (80)
- Highlights of the project were shared with WFFC's e-news list (1,200)
- The increase in market sales has been shared with city and county officials

We held off on larger publicity because LCFM received a 2015 FMPP grant and we thought we would have more to say in another year (and we do).

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

i. If so, how did you collect the information?

Market volunteers were surveyed by email, low income families on market tours were surveyed by phone after the event, and Latino community members at Festival Latino (June 2015) and Fiesta Cultural (September 2015) were surveyed in person and responses were written down by the person asking the questions.

ii. What feedback was relayed (specific comments)?

**Comments from market volunteers:**

*I had so much fun volunteering! I looked forward to it every month. It was the right amount of time for me - enough to feel like I was being useful, but not so much that it felt like a burden. I found that the people I worked with were friendly and helpful. The people I helped in any number of ways - answering a question, offering a grocery bag, leading a tour - all were so gracious and grateful for the help.*

*I learned a lot on the tours we offered - by talking with the farmers. I enjoyed tasting the recipes that were made and tasting some new veggies.*

*I learned more about a few of the farms that provided ingredients for the on-site cooking demonstration, from farm practices to planting plans for the 2015 season.*

*I felt like my time was well spent in offering help to visitors who were not as familiar with our farmers market or farmers markets in general. I also deepened my commitment to local farms and eating local foods in season.*

*Thank you for the opportunity to work with you and thank you for your support of the Master Food Preserver program by helping us meet the public and tell them of our programs. P.S. One of your veggie valets carried my shopping bag last Saturday and that help was much appreciated by this old lady.*

### **Comments from Low Income Families who participated in our market tours:**

*I am motivated to eat healthier. I learned more about organic foods that I haven't tried before.*

*I think it (the family field trip) was a very positive experience. Children learn the value of healthy food in a fun way versus mom telling them to eat their veggies.*

*I have gone to the market every weekend since then (the family field trip) and have decided to try my hardest to continue to buy local every week.*

*I loved meeting the local farmers and hearing them talk about their produce. As a low income family, prior to this trip I felt uncomfortable buying at the Farmers Market, by hearing the local farmers speak and tell us they accepted SNAP for example I felt welcome and not looked down upon. I felt they wanted us as customers and I felt connected and supported.*

Results from phone survey:

- 81% learned something new about where to buy local foods
- 50 % learned about the option of using SNAP benefits at LCFM
- 88 % reported that it's more important to them to get local fruits and vegetables for their families after participating in the program
- 56 % reported eating more local fruits and vegetables after the field trip
- 69 % indicate that they have returned to the farmers market

### **Responses from Latino Community**

We do not have "quotes" from Latino respondents, but we do have responses to the following questions: (they were initially asked if they knew of or shopped at the market)

#### ***What would make shopping at the farmers market easier for you?***

Better parking, weekday evening markets, more services at the market, more bilingualism, more samples, a place to leave produce and continue shopping, more family friendly, more cultural diversity/more Latinos, more meats, less congested, needs to feel accessible, more Mexican processed spices, convenience - downtown location is a challenge

#### ***What would you like to see more of at the market?***

More entertainment/music, more cheese and meats, more produce at Thursday markets, more cultural diversity, more families, more diversity of people, more food demonstrations

#### ***Do you feel the Latino labor force is fittingly represented at our markets?***

No (5), no - but it would be good if they were, not enough farms have Latinos vending, market needs more cultural diversity, needs more bilingualism/more Latinos, needs more Latinos – authenticity - "Taste the Culture", needs more diversity in general – refugee population

## 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

## 9. Lessons Learned:

- i. Summarize any lessons learned.  
We found it important to balance volunteer energy spent on offering services at the market with time spent conducting greater outreach in the community.  
LCFM charges vendors a flat fee, and getting 100% of farmers to report their sales has been tough, but we have come up with a plan to make it a truly anonymous process.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:  
Unfortunately, we were not able to accept SNAP benefits via our online market, Lane Local Foods, as the USDA Food and Nutrition Service does not recognize it as a “farmers market” by their definition – *multiple vendors in one location* (even though it is multiple vendors that all deliver to the same location every Tuesday morning). We were also confident that with some strategic advertising we could easily double sales, but we were wrong. Although the advertising brought more attention, and over 100 individuals actually registered on the site, they did not become committed paying customers. We only brought on 5 new vendors, vs. 10, because we did not have the volume of sales to support more vendors. We suspended retail sales on Lane Local Foods in April 2016 and are currently exploring wholesale models for the online market.
- 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:
  - No detail is too small to track.
  - Set up tracking tools/record templates in advance of the project.
  - Schedule quarterly check-ins to make sure information is getting collected.

## 10. Future Work:

- i. How will you continue the work of this project beyond the performance period?  
Lane County Farmers Market was awarded an FMPP grant in 2015 which has allowed us to build on and continue many of our efforts begun during this grant period. The resulting continuity has given the market much more visibility in 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?  
WFFC’s next steps for increasing sales of locally grown foods in Lane County include:
  - **Establishing a SNAP match program** for all farmers markets in Lane County (We were fortunate to be part of a statewide effort in 2016 to roll out a *Double Up Food Bucks* program in Oregon, and it has exceeded our expectations at Lane County Farmers Market)
  - **Growing our Fill Your Pantry events** (farm direct bulk sales to community) – we have added 5 additional vendors this year for a total of 22 selling staple and storage crops in the fall (\$49,000 in total sales at 2015 event)
  - **Launching a regional food brand, Willamette Valley Grown & Crafted**