

**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>	September 30, 2015 - September 29, 2018
Authorized Representative Name:	Christa Leonard
Authorized Representative Phone:	727-512-4535
Authorized Representative Email:	Christa@fwcrd.org
Recipient Organization Name:	Florida West Coast RC&D
Project Title as Stated on Grant Agreement:	Manatee Mobile Market
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPFL112
Year Grant was Awarded:	2015
Project City/State:	Bradenton, FL
Total Awarded Budget:	\$99,981.00

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.

- i. Goal/Objective 1: Develop and implement community engagement strategy to build trust and increase knowledge of mobile market and related activities.

- a. Progress Made: Pride Park deemed our most successful area of engagement due to being able to work with a local charter school. The Visible Men Academy allowed us to come in weekly to set up the market as well provide education to the students and parents. We worked to help build a community garden, did cooking and nutrition classes, and had the students work in the mobile market. We also held community meetings at Samoset Elementary and went to their parent and event nights with the market. Samoset Elementary had a food bank so we had people already coming to an area for a resource.

- b. Impact on Community: We found this increased traffic at the market, but also helped us build a connection to the community. Language was a barrier for us as most of the shoppers were Spanish speaking, but we were able to communicate with their children to get information to them. We made sure to print all materials in Spanish as well as English and provided demographically friendly produce.

- ii. Goal/Objective 2: Develop and implement marketing strategy to build trust and increase knowledge of mobile market

- a. Progress Made: All materials and signage were created in both English and Spanish. We had to really work with word of mouth through our customers to get a consistent following of people. We worked with schools to hand out flyers with our schedule and contact information. Road signage was used to entice new customers and catch them before they passed the market. Next Door proved to be a good resource in more affluent areas.

- b. Impact on Community: We really depended on the community to spread the word and found that in our target communities this was the best option. The struggle with this was that it takes so much time to catch on.

- iii. Goal/Objective 3: Sustain mobile market and affiliated activities during and after grant completion.

- a. Progress Made: Unfortunately, we were unable to keep the market running after the grant period ended. Our farm took a major hit with a tropical storm and a hurricane and ultimately ended with us closing our operation.

- b. Impact on Community: Our plans are to donate the market and trucks to a similar non profit focusing on food insecurity.

- iv. Goal/Objective 4: Develop consignment and wholesale sales system with local farmers, ranchers, and agricultural vendors to prepare

- a. Progress Made: A consignment, trade, and buying system has been developed to work with our local vendors.

b. Impact on Community: A consignment system for non-perishable items has been set up with a 70/30% split. To decrease waste, we are working with Glenn Family Bakery to process items in to ready made foods for the mobile market. This exchange has been beneficial to both parties involved.

v. Goal/Objective 5: Pilot mobile market to serve three food desert neighborhoods.

a. Progress Made: By the end of the project it became apparent it was over zealous to focus on too many communities. We decided that our best neighborhoods were Pride Park and Samoset. We also did pop ups in more affluent areas and markets.

b. Impact on Community: Focusing on a smaller amount of neighborhoods allowed us to be able to build more connection within the community.

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: 3
 - ii. Number of jobs retained: 0
 - iii. Number of indirect jobs created: 2
 - iv. Number of markets expanded: 5
 - v. Number of new markets established: 2
 - vi. Market sales increased by \$488.81 and increased by insert percentage%.
 - vii. Number of farmers/producers that have benefited from the project: 12
Percent Increase: 20%
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? Working within a school made a difference in terms of reaching different demographics. Most parents used EBT and were living in our targeted food desert.
4. Discuss your community partnerships.
 - i. Who are your community partners?
 - a. Manatee County Department of Health
 - b. Manatee County Extension
 - c. Manatee School for the Arts
 - d. Manatee County Habitat for Humanity
 - e. Sarasota County Department of Health
 - f. New College of Florida
 - g. Manatee County Parks and Natural Resources
 - h. Pride Park Neighborhood Association
 - i. Bridge + Bloom Marketing
 - j. Sunshine Community Compost
 - k. Rubonia Community
 - ii. How have they contributed to the overall results of the FMPP project? By the end of the project our farm was in sad shape and really deterred us from being able to work closely with our community partners.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? We hope to utilize our community partners to

help find a good organization to donate the market to.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? We used contractors to help with marketing, printing and building out the market.
6. Have you publicized any results yet?*

 - i. If yes, how did you publicize the results? Press releases, newsletters, flyers, TV
 - ii. To whom did you publicize the results? Farm members, county organizations, local papers, market patrons, local cable channels
 - iii. How many stakeholders (i.e. people, entities) did you reach? Our newsletters go out to 973 people, we also reached people at our local farmers markets through flyers. Press releases have gone out to local papers. Our market manager was interviewed multiple times on local cable channels to promote and spread the word about the market.
<https://www.bradenton.com/news/business/biz-columns-blogs/cravings-blog/article140388318.html>
<https://www.heraldtribune.com/news/20170321/geraldson-community-farm-launches-mobile-farmers-market>
<https://www.abcactionnews.com/news/local-news/in-vintage-van-mobile-farmers-market-seeks-out-communities-in-need>
<https://www.youtube.com/watch?v=bdKWbDRPv20>
<http://ncfcatalyst.com/produce-on-wheels-greenstream-mobile-market-delivers-fresh-fruit-and-veggies-to-local-food-deserts/>
https://www.baynews9.com/fl/tampa/news/2017/11/16/mobile_farmers_marke
https://www.baynews9.com/fl/tampa/news/2017/4/4/local_farm_goes_mobile

*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? For the end of our project we realized we did not have the man power to collect data or do door to door surveying. After our market manager had a baby and the impact of the storms and lower CSA sales, it was apparent this project wasn't viable for the organization to keep going.
 - ii. What feedback was relayed (specific comments)? Our customers mainly gave us the feedback that they do their shopping all in one spot. We were not able to provide everything and therefore convenience was an issue.
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?
 - a. If yes, how much was generated and how was it used to further the objectives of the award? The income generated was used to cover the cost of produce for

the market.

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). The market gave us the opportunity to explore another avenue to reach out to our community. We were able to get information and healthy food options out to the community. The school experience was the best for us. Working with kids was the highlight. We found that organic options were overzealous and were able to save money by working with local resalers to provide another outlet for them to sell produce that was not sold at market. The consignment was also a positive because it allowed us to have more options. We learned to stay away from perishable items like breads, meat and eggs. They lost money everytime they were purchased. Our main piece of advice is that you need more labor than you think you will. Also, to have a designated person that the market would be their only job. It is easy to get spread thin and these projects take so much time to market and get the word out.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: The market struggled with reaching and maintaining customers within the food deserts. It has been a challenge to stock all needs of the food deserts and staying within their price points when shopping local. Local farms need to make a certain amount to continue, but our demographic has a very tight budget. Trying to find a balance between buying directly from the farmer versus a distributor market has been a challenge. Also, it has been a challenge trying to motivate shoppers to buy based upon seasonal schedule of Florida's growing season. Our market manager having a child was also a challenge as she took time off for maternity leave. Also, being a new mother comes with a new set of challenges that proved to be difficult when running a farm as well as a mobile market. First, the farm got hit with a tornado that took out multiple structures and damaged our well system. Hurricane Irma took out the greenhouse and the mobile market had leaking and damaged the flooring. With all of these combined, Florida West Coast RC&D dissolved all projects .
- 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: Hire more people, hire a marketing team and someone that can focus on education. We would also suggest to go with a smaller option for the mobile market. The size of market really prohibited us from going to many areas just due to parking. Plan to have the market making multiple stops as much as possible and don't focus so much on the organic aspect of the produce.

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. This project has been stopped and we plan to donate the market to another non profit.

- 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?