

**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, 2017
Authorized Representative Name:	Kate Stucky
Authorized Representative Phone:	515-955-5500
Authorized Representative Email:	kate@greaterforddodge.com
Recipient Organization Name:	Greater Fort Dodge Growth Alliance
Project Title as Stated on Grant Agreement:	Fort Dodge Market on Central Agriculture
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FmPP-IA-0162
Year Grant was Awarded:	2015
Project City/State:	Fort Dodge, IA
Total Awarded Budget:	97,400.00

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: Jon Shields; Email: jon@greaterforddodge.com; Phone: 515-955-5500

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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: Advertising – Establish a regional approach to advertising to not only promote Market on Central but promote other local regional markets (i.e. Fort Dodge Farmers Market at the mall, and Manson, Rockwell City, Webster City and Humboldt Farmers’ Markets).*

a. *Progress Made: Throughout the duration of the grant, we utilized a wide variety of advertising platforms throughout our region to bring more awareness to our Market. We had a constant schedule of newspaper print ads, ICAN television ad placement, weekly radio ads, live radio broadcasting from Market, regional billboards and paid/sponsored social media posts. We also had new Market on Central banners placed throughout our community for the entire spring/summer seasons. In addition, our new mobile-friendly website was updated regularly with current vendor information, entertainment acts and weekly Market themes. We offered a media package to regional markets which included free creative services for marketing materials, print ads and a billboard for each regional market. Advertising programs for 2017 proved to be quite effective. We also solicited vendors, entertainment acts and volunteers through digital and social media platforms, as well as print media, radio ads and our website. We offered a media package to regional markets for the 2017 season as well, with an increased focus on digital/social media marketing for additional exposure. All-in-all, marketing and advertisement was a large focus during the grant and greatly increased over the 2017 market season.*

b. *Impact on Community: During the grant, there was an increased awareness of Market on Central, resulting in healthy attendance at each Market throughout each market season. According to consumer surveys over the last couple years, 16-22% of visitors to Market on Central came from outside of our community. While our regional reach was not as strong as in previous reports, we believe that much of the advertising used did have a positive impact on more local attendees. This leads us to believe that the wider, more regionally focused advertising efforts were not as successful as in the past, but still much needed. We also helped raise awareness of regional farmers markets through the media package utilizing billboard and print ads. We saw an increased following on our digital/social media platforms which will enable us to reach a wider audience throughout the market seasons to come.*

ii. Goal/Objective 2: *Education – Establish education programs for the consumer and vendor.*

1. *Objective 2a: Consumer Education – Provide workshops on agriculture products via a number of workshops that form around fresh products. Workshop examples include preservation techniques, benefits of eating local and fresh products, gardening how-to, beekeeping how-to, breadmaking, etc. Provide cooking demonstrations at Market on Central to help consumers understand the many ways products can be prepared and consumed.*
2. *Objective 2b: Vendor Workshops and Roundtables – Provide workshops to encourage the development of existing and future agriculture vendors. Example workshops include drip irrigation, pruning, food safety, new pests, a field visit to a farm, etc. Provide roundtables on how the Market can support vendors’ needs to increase the domestic consumption of locally and regionally produced products.*

a. *Progress Made: To date we have hosted numerous consumer and vendor workshops.*

CONSUMER WORKSHOPS:

Eat Your Herbs (50 attended): *discussed how to grow herbs, how to use them effectively in cooking and how to preserve some of those delicious herbs*

Inside the Vineyard (8 attended): *attendees were given a tour of Soldier Creek Winery, one of our Market vendors. Topics discussed during the tour were grape varieties that thrive in Iowa climates, pest control and pruning techniques.*

Consumer Roundtable (24 attended): *Jerry Chizek from the ISU extension office mediated a roundtable discussion with consumer about what they’d like to see happen in the future with Market on Central. Results indicated our community wanted to make Market at family recreation destination with increased agriculture vendors as well as more entertainment and craft options.*

Starting Seeds Indoor Early (7 attended): *Jeff Becker, Becker Florists, taught consumers about different ways to start garden seeds early this spring, as well as discussed some varieties that seem to produce well in our area.*

Food Preservation 101 (12 attended): *Facilitated by Holly Van Heel, Nutrition and Wellness Program Specialist, ISU Extension. Focus on hot water and pressure canning, freezing, dehydrating, proper equipment and techniques needed to*

Winemaking 101 (12 attended): *Anne Zwink, Solider Creek Winery. Anne provided helpful information on how to grow grapes, and process them in order to make your own wine in your home.*

VENDOR WORKSHOPS:

Vegetable Transplant Production (16 attended): discussed transplant growing medium, insect management, disease management, watering and fertilization, quality and quantity of light in vegetable transplant production, hardening off transplants.

2016 Vendor Orientation (12 attended): Brought in Sara Kingsland, Food Safety Specialist from the Iowa State Department of Inspections and Appeals to discuss food safety regulations and licensing requirements.

Vendor Roundtable (9 attended): focused on how to improve Market for our vendors. Discussed increased advertising, Market layout, weekly themes and entertainment ideas, partnerships with regional markets, etc.

FSMA Rules/Packaging Options (10 attended): Led by Joe Hannon, Iowa State University Extension & Outreach. Discussed compliance issues with Food Service Modernization Act. Facilitated discussion on 2016 growing season.

2017 Vendor Roundtable/season wrap-up (8 attended): discussed best locations for vendor setup, varying start times and days. The vendors in attendance are very pleased with Market and are excited to take part in it again. All agreed that they would like to see more vendors take part.

Food Safety Modernization Act/Buske Farms (40 attended): Led by Shannon Coleman, Iowa State University Department of Human Nutrition Extension Specialist. Topics discussed were: FSMA regulations and trainings, Good Agricultural Practices training, food safety record keeping, on farm safety inspections, and provisions for fruit and vegetable growers in the federal farm bill.

MARKET DEMONSTRATIONS:

At each market, we have had a demonstration booth set up to educate consumers on a variety of agricultural topics. We've had herb education, pico de gallo demonstrations, grilling kabobs, fruit and dip recipes, pumpkin painting, pruning techniques and produce grilling ideas. All demonstrations utilized fresh, in-season produce from our Market vendors. Demonstrators identified which vendor the products were purchased from and where that vendor was located during Market hours.

b. Impact on Community: Since the grant, we continue to find that both vendors and consumers seem eager for continued education about agriculture based products and how eating healthy goes hand in hand with agriculture consumables. We have had good attendance at all of our workshops-anywhere from 8-50 people in attendance. The demonstration booth was a very important element at each Market, where we estimate more than 200 consumers visited each time. Demonstrators often ran out of product, given its popularity.

- iii. Goal/Objective 3: Market Manager – Encourage farm development by having the existing Market Manager manage and implement the advertising and education programs. The Market Manager will work with the various advertisement agencies and surrounding Farmers Markets to design and execute advertisements, complete

all programming for implementation of the consumer and vendor workshops, and complete all other Market tasks that ensure that farmers have the support they need to get their products to the consumer.

a. Progress Made: Our Market Manager was instrumental in the success of Market on Central and was our most valuable asset for the development and execution of the market. From start to finish she was the driving factor in organizing the entire event. She served as the main point of contact in organizing the entire event as well as for vendors and the public. She scheduled all Market events including market demonstrations, entertainment acts and weekly themes to attract more customers. She also established and implemented an entire advertising program utilizing a wide variety of media platforms. She worked with other regional market managers to implement a regional approach to advertising for all markets.

b. Impact on Community: We had very positive feedback from the community on the new strategy for Market on Central. Our Market Manager implemented advertising and education programs, worked with various advertisement agencies and surrounding Farmers Markets to design and execute advertisements, complete all programming for implementation of the consumer and vendor workshops, and complete all other Market tasks that ensured that farmers have the support they need to get their products to the consumer. The community was keenly aware of Market on Central thanks to the efforts of our market manager. Signage was placed all around the community, billboards highlighting the event and flags placed in strategic locations directed people's attention to all that Market on Central had to offer.

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, 2015). Include further explanation if necessary.
 - i. Number of direct jobs created: 0
 - ii. Number of jobs retained: 1 – Market Manager
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 6
 - v. Number of new markets established: 0
 - vi. Market sales increased by roughly \$23,000.00 and increased by approximately 46% at our largest, primary market. Other regional markets we assisted (5 in total) reported an average increase in sales of approximately 10-15% over the two-year period of the grant.
 - vii. Number of farmers/producers that have benefited from the project: 36
 - a. Percent Increase: 140%

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? *In 2016 Market on Central was accepted for the WIC/Senior Farmer's Market Nutrition Program. This allowed our vendors an additional market for their products. The application for the 2017*

season was submitted and approved. In 2017 we reached new customer base with the change in our market schedule. In addition to our normal Saturday market schedule we held two markets during the weekday afternoon/early evening. This afforded new clients the opportunity to attend because of the evening hours as not everyone is able to make it Saturday morning. The final market of the season we partnered with a reality TV show that is airs on Amazon Prime. This brought a much larger crowd downtown and garnered more interest in market that we've seen in the past.

4. Discuss your community partnerships.
 - i. Who are your community partners? *The City of Fort Dodge, Webster County Recycling Agency, Iowa State University Extension, Hy-Vee (local grocery store), local businesses.*
 - ii. How have they contributed to the overall results of the FMPP project? *The City of Fort Dodge provides the permit for us to hold the event at no charge. Webster County Recycling Agency is providing cloth shopping bags at no charge. ISU Extension has been helping coordinate vendor and consumer workshops. Hy-Vee sent their dietician to lead a demonstration during Market on Central for consumers.*
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? *The community partners and supporters will help make Market on Central a sustainable event that continues to grow through their generous contributions of volunteers and finances. We greatly appreciated their commitment to help with consumer education and vendor advocacy during the grant period.*

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? *Yes, our Market Manager is contracted for the Market season. She is instrumental in the current and future success of Market on Central. From start to finish she was the driving factor in organizing the entire event. She served as the main point of contact both for vendors and the public, scheduled all Market events including market demonstrations, entertainment acts and weekly themes to attract more customers. She also established and implemented an entire advertising program utilizing a wide variety of media platform. She worked with other regional market managers to implement a regional approach to advertising for all markets.*

6. Have you publicized any results yet? ** No results publicized.*
 - 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? *Yes.*

- i. If so, how did you collect the information? *We conducted consumer surveys during each Market of the season at our Information Booth.*
- ii. What feedback was relayed (specific comments)? *We found that most consumers had a very positive opinion of Market on Central. Consumers seemed to appreciate the effort on making Market on Central a recreation destination that focused on locally grown produce and other products. They appreciated the food demonstration table. They also liked the family friendly atmosphere and increased entertainment acts. Consumers are hoping that Market continues to grow and evolve. Most respondents would love to see more vendors.*

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). *We found that we need to pay closer attention to when produce would be available for the market season. Some farms did not participate because of the timing of our markets (began too early, ran too late). It is also important to understand that more money invested in advertising does not directly correlate to more attendees at the market or more vendors interested in participating in the market. Advertising proved to be valuable, but how much we put towards it needed to be reduced.*
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: *not applicable*
- 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: *Consistency is key. Over the course of the two-year grant the point person changed 3-4 times in our organization. This led to confusion and the feeling of "starting over." There are no guarantees, but if at all possible, put the grant application and information in the hands of someone that will stay the course. This will provide the consistency and clarity necessary to successfully execute the grant work and faithfully serve the vendors and farmers associated with the market.*

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. *Market on Central will continue to be a staple in our community. It remains a valuable outlet for vendors and farms to sell product and raise awareness of goods and produce available in the region's own backyard. We hope to see continued interest from current and future vendors and will continue to engage with local clubs to provide entertainment, performances, and demonstrations. The grant played a major role in our ability to afford a Market Manager. At this time, we will be augmenting the Market Manager role. More work will be picked up by the volunteer Market on Central committee to help alleviate the cost. We will continue to have a Market Manager, but in a trimmed down position.*

- 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? *One of the main recommendations that we have moving forward is to remain in the public's eye. How do you engage with the public during the off-market season to keep them excited for the market season? We are looking at workshops, and small, "pop-up" markets in a mall, or vacant store fronts to keep the public and vendors engaged leading up to the main market season.*