

**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, 2015-September 29, 2017
<b>Authorized Representative Name:</b>	Sharon Pratt
<b>Authorized Representative Phone:</b>	2083654212
<b>Authorized Representative Email:</b>	sstelling@idahorcd.org
<b>Recipient Organization Name:</b>	Idaho Farmers Market Association
<b>Project Title as Stated on Grant Agreement:</b>	Increasing Access to and Revenue of Idaho Farmers Markets
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP- ID-0091
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Idaho
<b>Total Awarded Budget:</b>	\$93,978.00

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

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.

Same Authorized Representative listed above (check if applicable).

Different individual: Name: Eileen Stachowski; Email: [info@idahofma.org](mailto:info@idahofma.org) ; Phone: 208-515-2473

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.
- Goal #1: To provide support and assistance to farmers markets through resource development, regional meetings, and networking opportunities
    - Objectives:
      - 1: Develop a farmers market manager toolkit and program evaluation tool for use by 2016 season
      - 2: Obtain commitment from 15 farmers markets to participate in the market manager toolkit and its reporting requirements by 2017
      - 3: Conduct 7 one day long trainings with 80% participation from managers in the region during Sep. 2015-Oct. 2017.
    - Qualitative Discussion:
      - IFMA and the University of Idaho Extension Small Farms team created a market manager toolkit that was printed and mailed to 5 farmers markets and posted online for public access (<http://www.idahofma.org/2016-market-manager-toolkit/>). After a survey of market managers it was determined that 4 topics were of the most interest to participants; Marketing & Outreach, Customer Incentives, Recruiting the Best Vendors, and Regulations & Rules. The 5 farmers markets that received physical copies had submitted applications to receive funding and technical assistance to implement strategies in the toolkit. They received total of \$1530 in funding to implement programs. Most of the markets chose to employ strategies to improve marketing and outreach efforts. The toolkit was also shared at farmers market manager and vendor trainings in the following year. Therefore, over 15 farmers markets gained access to this resource. The format of the trainings were changed due to capacity and funding of project. We organized 3 regional trainings in locations that allowed for multiple farmers markets to attend. We had participation from 50% of Idaho’s farmers markets and have evaluation data that can be shared. Overall, there is significant interest in future trainings and workshops.
  - Goal #2: To build the capacity of the Association by supporting the volunteer Board of Directors through strategic planning and professional development opportunities
    - Objectives:
      - 1: Build our membership base by 20 farmers markets by 2017
      - 2: Utilize the Program Coordinator of the Association to convene and organize monthly Board of Directors meeting for 2016 & 2017.
      - 3: Hold 1-day strategic planning session for the Association’s Board of Directors, advisory members, and staff in March 2016 & 2017.



- 2: Maintain active online presence of the Association through bi-weekly blog posts, weekly Facebook updates, and website maintenance 2016 & 2017
      - 3: Lead the Local Foods track of the 2016 Idaho Hunger and Food Security Summit organized by the Idaho Hunger Relief Task Force
      - 4: Utilize at least 2 of the publication allotments through the Idaho Hunger Relief Task Force’s contract with the Northern Rockies Public News Service in 2016 and 2017
    - Qualitative Discussion:
      - In partnership with the Idaho State Department of Agriculture and the University of Idaho Extension Small Farms Team, IFMA organized two successful National Farmers Market Week celebrations in August of 2016 and 2017. Sharing resources and building awareness around this national celebration enabled at least 20 farmers markets to hold special events and/or promotions. Many farmers markets received media attention through press releases and articles that were published. In fact, IFMA’s program coordinator worked with the local radio station to develop a radio spot and article (<http://boisestatepublicradio.org/post/idaho-celebrates-national-farmers-market-week#stream/0>). IFMA organized and led the local foods track of the 2016 Idaho Hunger and Food Security Summit. Leading up to this event, IFMA organized monthly coordinating meetings in which a variety of stakeholders determined the direction of the action-oriented summit. This work resulted in a group of over 40 people identifying local foods systems solutions for Idaho after hearing updated from what is going on in the state and nation. Mark Winne was brought to the conference as the track’s speaker. Because of his expertise, partners also invited him to stay an additional day to lead a workshop on local food policies councils that was open to farmers markets managers and vendors. The event had over 20 people. The agenda for this event was submitted in a previous interim report. The final report of the 2016 Idaho Hunger and Food Security Summit event can be viewed online (<http://www.idahohunger.org/s/FINAL-REPORT-2016-Idaho-Summit-on-Hunger-Food-Insecurity-6.pdf>). In terms of objective #4, and as previously reported, the Idaho Hunger Relief Task Force did not receive the contract for publications but IFMA utilized other outlets to gain media attention.
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: .5 FTE
  - ii. Number of jobs retained: 0
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: 35
  - v. Number of new markets established: 2
  - vi. Market sales increased by \$insert dollars and increased by insert percentage%.
    - a. We do not have access to this data. However, we do have SNAP and DUFB participation data that can be found in the two annual reports that have been submitted with this proposal.

- vii. Number of farmers/producers that have benefited from the project: ~60 from trainings, ~200 from SNAP and DUFB outreach
  - a. Percent Increase:
  
- 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?
  - i. IFMA expanded the customer base of Idaho farmers markets by onboarding 10 new farmers markets to the Food Stamp Friendly Program and by implementing the state's largest fruit and vegetable incentive program, Double Up Food Bucks, implemented at 25% of Idaho's farmers markets as of 2017.
  
- 4. Discuss your community partnerships.
  - i. Who are your community partners?
    - a. University of Idaho Extension (EXT), Idaho State Department of Agriculture (ISDA), Community Action Partnership Association of Idaho (CAPAI), Idaho State Department of Health and Welfare (DHW), Idaho Hunger Relief Task Force (IHRTF), University of Idaho Eat Smart (SNAP ED), IFMA Board of Directors and farmers markets (IFMA), Small Business Administration (SBA), Idaho Preferred (IP), and Rural Roots (RR)
  - ii. How have they contributed to the results you've already achieved?
    - a. For the regional trainings conducted as part of this work, EXT, ISDA, SBA, and IP were all integral partners. This group worked on logistics, provided speakers, printed training materials, funded lunch, and utilized their networks to advertise the training. The training would not have been nearly as successful without them. For the work on the Food Stamp Friendly Farmers Market and Double Up Food Bucks programs, CAPAI, DHW, IHRTF, and SNAP ED have been key. The bulk of their support has been through utilize their networks to advertise the program and reach the intended audience For the work on the Idaho Summit on Hunger and Food Security, IHRTF, EXT, and RR were integral. IHRTF organized the entirety of the event which drew over 300 professionals, advocates, and community members to Boise for an action-oriented day to improve food insecurity in the state. EXT and RR specifically helped IFMA organize the local foods track and bring Mark Winne to the state. They also assisted with the follow up event that was held the next day which enabled a deeper dive into strengthening our local food systems work.
  - iii. How will they contribute to future results?
    - a. IFMA does not currently have funding to continue staffing. While all of the above partners have interested in supporting programs, the future of the organization is unknown.
  
- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
  - i. IFMA hired a program coordinator who completed the majority of the work and was an independent contractor.
  
- 6. Have you publicized any results yet?\* - NO
  - i. If yes, how did you publicize the results?

- ii. To whom did you publicize the results?
  - iii. How many stakeholders (i.e. people, entities) did you reach?
- \*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

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

- i. If so, how did you collect the information?
  - a. Yes, we survey market managers participating in the Double Up Food Bucks program each year and evaluated our regional training participants.
- ii. What feedback was relayed (specific comments)?
  - a. DUFB market manager survey – “Our biggest need to ensure the success of the program is help with getting the word out by informing and educating SNAP recipients of this benefit. However, we don’t want to exhaust available funds. I just wish we could reach more people. [We need] marketing materials. Help with printing & developing advertising would be very great.”
  - b. Regional trainings – “Training was very valuable. More time would be good though – lots of materials covered and even more topics could be.”

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? \$1318.00 of program income was generated from training registration fees
  - a. If yes, how much was generated and how was it used to further the objectives of the award? This money was used to immediately pay for presenter stipends, lunch, and rental fee of training space.

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).
  - a. Positive Experiences
    - i. Overall, we’ve confirmed that the need for a statewide farmers market association is crucial to the success of existing and future local foods systems efforts in Idaho. IFMA provides services to these stakeholders that are not being done by any other organization. 96% of participants rated the regional trainings as good or very good.
    - ii. Through the work of partners, we know that Idahoans do not consume the recommended numbers of fruit and vegetable servings. The work to ensure healthy food access among the low-income community is crucial and IFMA is committed to increasing these opportunities.
  - b. Negative Experiences
    - i. IFMA over-estimated the amount of work that they could achieve with just a part-time position. The trainings were particularly time consuming

to organize and host. Partners are interested in utilizing more online platforms as an opportunity to increase participation. Many market managers are volunteers and do not support the market in the off season which is when trainings are offered. If we want to have greater participation we need to be creative in our content and delivery styles.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
  - a. Overall, this program had a lot of success and met most of its goals and outcomes. However, having a full-time staff position would've allowed more focus and commitment to ensuring even greater success of the program. This project was completed on a slim budget and more resources are always helpful. The project partners now have a better grasp on what can realistically be achieved in this time frame with this support.
  - b. Another lesson learned is that financial support of individual farmers markets would be extremely beneficial. This project allotted awards to 5 farmers markets but so many more could've benefitted. Many markets in Idaho are supported by volunteer staff and do not make any profit at the organization level. When we continue to ask markets to take on new programs without financial support it is difficult for them to succeed. We also need to establish a way for market managers to be paid so that we can get reliable, competent, and drive leaders.
- 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:
  - a. Our only lesson learned in this area would be to have a fiscal sponsor that is responsible. We've had issues with our sponsor dissolving which has resulted in the delay of this report and other financial communications.

#### 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.
  - a. IFMA is very interested in continuing this work but is currently in need of funding to support staff. The program coordinator applied to 2 federal grants and 1 state grant in the course of this FMPP grant and none were awarded. There is momentum around our Double Up Food Bucks program and we hope that this can continue.
- 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?
  - a. Economic impact of local food systems/farmers markets research
  - b. Market manager and vendors needs assessment survey
  - c. Food policy council interest in Idaho
  - d. Best networking and communication tools for Idaho market managers (we tried a Facebook group but many don't utilize the social media platform)