

**Farmers Market Promotion Program
Final Performance Report**

The interim report provides a status update regarding the progress made toward the objectives of your grant proposal. 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 6 pages and is due every 6 months. You have **30 days** from that date to provide the report (meaning the reports will usually be due April 30 and October 31).

Provide answers to each question below, or answer "not applicable" or "no results available yet" where necessary. It is recommended that you email or fax your completed performance report to your assigned FMPP grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-690-4152; Fax: 202-720-0300.

Report Date Range: (e.g. October 1-March 31, 20XX}	09/30/2016 - 03/31/2017
Today's Date:	03/25/17
Authorized Representative Name:	Denise Dixon
Authorized Representative Phone:	208-840-0440
Authorized Representative Email:	ddixon222@msn.com
Recipient Organization Name:	Homedale Farmers Market
Project Title as Stated on Grant Agreement:	Sprouts Program
Grant Agreement Number: (e.g. 15-FMPPX-XX-XXXX}	15FMPPID0092
Year Grant was Awarded:	2016
Project City/State:	Homedale, ID
Total Awarded Budget:	54450

- 1 Summarize the community need for the grant work: *The community need for the grant work remains the same as my prior report. The Sprouts Program has ended for this season, as the kids are back in school. We continue to see this kids at the market, purchasing fruits and vegetables that they learned about at the Sprouts classes. The number one question I receive, is when do we start the Sprouts Program again. The community continues to be among the poorest in the region, and the need has never been greater.*

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- 2 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 and have been approved by FMPP staff, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). For each item below, qualitatively discuss the progress made toward each one and indicate the impact on the community, if any. You may add additional goals/objectives if necessary.
- i Goal/Objective 1: Increase the number of market vendors**
- i.a. Progress Made: No change from last report. Last season we had on an average of 9 vendors per market. This season we had an increase of 9.5 vendors. Although the increase was not substantial, we did have some new quality produce vendors join our market with the announcement of the grant. At this time I have had 5 new produce vendor apply for this 2017 season. I have had 15 additional inquiries from interested vendors. We may not have had a large increase in vendors for 2016, but the increase is already substantial for the 2017 season.
- i.b. Impact on Community: *The market has made access to more fruits and vegetables than in any previous years of our market. Children are excited to come to the market to buy fruits and vegetables. Our customer base has increased by*
- ii. Goal/Objective 2: Increase the number of adult customers**
- ii.a. Progress Made: *2015 = average of 64 adult customers per market*
- ii.b. *2016 = average of 98 adult customers per market*
- ii.c. Impact on Community: *The community has continued to have renewed interest in the market. We have a mailing list that since the grant has been in place we have 250 subscribers to our mailing list, vs 64 subscribers in the previous years. Our facebook likes have increased by 150% as well as our followers.*
- iii. Goal/Objective 3: Increase the number of children to the Sprouts Program**
- iii.a. Progress Made: *The season has ended, so we have no new statistics for this time frame. What I do have is 90% of the children in our first season of Sprouts have pre-registered for the 2017 season. I am working with local organizations to see if there is a way we can increase our available seats in this program. You have provided us with great resources to continue with this program. I am seeking supplies for each class from the community.*
- iii.b. Impact on Community: *The word of mouth talk about the Sprouts program seems to be ongoing. I have teachers asking for pre-registration form to send home with the kids prior to the end of the school year. I have constant communication with our city government to provide more avenues to get kids involved in our program. Just recently the city has donated a plot of land so that we can create a community garden. Where kids can plant their own fruits and*

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- iii. *Our city government has approved the market and provided us with the city park each week of the market without charge to us. The same contributions of the previous interim report still stand the same now.*
 - iv. *How will they contribute to future results? They will continue the same support for our 2017 season. The city has also donated a plot of land to create a community garden. Some of these supports are contributing donations and grants to cover the cost of the supplies needed for each Sprouts class.*
- 6 Are you using contractors to conduct the work? If so, how has their work contributed to the results achieved thus far? *We have three contract employees that work for the market. I contribute as the market manager, and handle all the financial aspects of the market. I have an additional contract employee who handles my social media, as well as the information booth at each market. I have a third contract employee who create the newsletter, signage for the market and misc duties that need to be done. We have student volunteers that work the Sprouts program to support the facilitator and help the kids with the weeks program. We have facilitators for reach sprouts class to teach the classes.*
7. Have you publicized any results yet?
- i. *If yes, how did you publicize the results? The results of our season, were recently posted in the AG addition to our local newspaper. They were also posted on our website as well as thru the Idaho Farmers Market Association. They were reviewed in person by our mayor and treasurer of our local city government.*
 - ii. *To whom did you publicize the results? Owyhee Avalanche, Idaho Farmers Market Association, city of Homedale mayor and treasurer.*
 - iii. *How many stakeholders (i.e. people, entities) did you reach? The paper reaches approximately 8,000. There are 8 people at the IFMA organization,. There are two people that reviewed the results at the city government level. The contractor workers and myself (3) people discussed these results thru a planning meeting for 2017.*
- 8 Have you collected any feedback thus far about your work?
- i. *If so, how did you collect the information? As stated above there was no market to collect data from during this time frame. The feedback we have received from the public in general has been outstanding. They are looking forward to this years market and class.*
 - ii. *What feedback have you collected thus far (specific comments)? The parents and children are excited for the new season. The community in general has shown an outpouring of support for the market and particularly the sprouts program.*
- 9 Budget Summary:

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- i.** 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.)
- i.a. If so, briefly describe the reasoning if the budget line item changed by more than 20%: No there were no revisions to the budget
- i.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:
- ii.** Total amount spent during reporting period:

Personnel:	11500
Contractual:	
Equipment Purchases:	
Travel:	
Supplies:	
Other:	15000 Videographer services
Indirect Costs:	
TOTAL:	16500

- iii.** Amount of matching funds/in-kind contributions used during the reporting period:
- iv.** Did the project generate any income? Only income to my vendors, but not to the market itself.
- iv.a. If yes, how much was generated and how was it used?

10. Summarize unexpected delays or problems (if applicable). N/A

- i.** State the issue(s) and the reasoning behind its/their occurrence:
- ii.** How did the issues affect timelines?
- iii.** How did the issues affect the measurable results?
- iv.** How did the issues affect the budget?
- v.** How did your organization resolve the issue(s)?

11. What grant activities/impacts do you hope to accomplish in the next six months? In other words, what do you plan to include in your next report to FMPP staff (interim or final)? For example, if you have not made progress toward all of your goals and objectives or sections of your work plan, how will you work towards accomplishing them before the next report? 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. If there are any changes or issues that were not covered under questions #9 or #10 above, please provide that information here.

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I am very pleased with our progress and success to date. Since our last report, we have completed our U Tube Video and it was release mid March. This video included key personnel, children from the sprouts program, vendors and customers. The video has only been released for two weeks and we have had 4000 views. That says volumes as to the public that we are reaching. I could not walk thru Homedale or the surrounding cities without someone stopping me and saying "I saw your video, and/ loved it"

I had a planning meeting with the city government (mayor and treasurer) to plan for 2017. The city has donated a plot of ground to create a Community Garden. Plans for this garden will continue thru this next six months.

We are adding two new programs to the market this year. Youth Vendor Days, youth ages 10-18 years can come to the market to sell their fruits and vegetables as well as hand made items. Our plan is that this will increase the interest in farming in our rural communities. We have a new program for Advertise your Business with the Market. We have a set of vendor spots, where businesses can come to the market and advertise their new businesses to the market. They cannot sell their goods, but they can advertise and hand out material on their businesses. We would like these business to become partners with the market.

We are working to double our students in the Sprouts Program this year. I am working with local businesses to provide facilitators, and funds to purchase needed supplies for each class.

We are partnering with the Eat Smart Idaho folks to provide demonstrating how to prepare, preserve and serve local fruits and vegetables.

We have teamed up with the local school district to provide a Childrens Feeding Program from 5-6 pm at the market. This will be free meals to all children 1-18 years.

I have taken the opportunity since the market has ended to do marketing. Going out and talking with the local school teachers, school administrators, city government, local businesses, city council, chamber of commerce, senior center, churches, and ethnic groups to help them embrace this community event and partner with us.

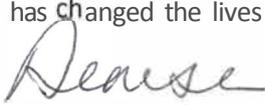
I am creating a community dinner in April, where I am inviting key representatives from the community to join me for dinner and a listening event. This will entail, getting to know our community leaders, and providing a chance for us all to listen to each other and brainstorm on where they would like to see the market going in the next five years.

We will continue with our present programs from the last season, there will be no changes in those, just additional programs to offer to our community

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The USDA has provided us with the means purchase much needed supplies to support the market. Tables, chairs, signage, advertising, funds for personnel etc. We cannot thank you enough for this grant, it has changed the lives of &



Thank you

Denise Dixon, President

Homedale Farmers Market

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