

**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>	Sandra Clark-Kolaks
<b>Authorized Representative Phone:</b>	573 645-3326
<b>Authorized Representative Email:</b>	sclarkkolaks@yahoo.com
<b>Recipient Organization Name:</b>	Orange County Community Development, Inc.
<b>Project Title as Stated on Grant Agreement:</b>	Orange County HomeGrown Farmers Markets: Assuring Sustainability and Community Benefits
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-IN-0035
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Orleans, IN
<b>Total Awarded Budget:</b>	\$56,952.72

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: \_\_\_\_\_

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. 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: Vendor workshops
    - a. Progress Made: Our goal was to hold two vendor workshops which were accomplished.
    - b. Impact on Community: Between the two workshops which had 39 total participants. Topics included: honeybees, soil health, organic pest control, and fruit tree maintenance, maximizing your acreage, improving your stands curb appeal, and growing hops.
  - ii. Goal/Objective 2: Hire market manager contractor
    - a. Progress Made: A contractor was hired to act as market manager for the 2016 and 2017 market seasons.
    - b. Impact on Community: Having a market manager ensures a well ran market that increases vendor and customer satisfaction. We are able to hire the same contractor for both years which creates consistency and smooth running markets. The contractor annually met with local Chambers of Commerce to renew use of market locations and assisted with planning vendor training workshops. The contractor organized three vender training workshops prior to each market season where almost 50 people attended and about 90% those signed up as venders. A new health inspector was hired to our county and the contractor met with them to make sure the markets were in compliance. The contractor wrote weekly press releases for area newspapers and radio about produce available each week and what market activities were planned. The contractor worked with are organizations to bring a family friendly event to each market. Events were designed to be educational activates for kids and adults. Events included: learn about mammals, health screenings by the local hospital, kids crafts, local authors and artists, and healthy cooking demonstrations. The contractor was also responsible to attending every market to oversee set up, SNAP usage, and any other issues. They also did weekly deposits and reimbursed venders for SNAP payments.
  - iii. Goal/Objective 3: Targeted promotion to underserved nearby communities
    - a. Progress Made: A billboard was secured along a major highway.
    - b. Impact on Community: A billboard along a major highway 10 miles north of our market in the neighboring county where food deserts occur.
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
  - iii. Number of indirect jobs created: We do not have actual numbers from this but our Saturday market is in a town of 2,000 people. On our biggest market weekends the number of people in the town doubles. We know that gas stations and the local restaurant has to staff extra employees those day to meet the demand. We also know

that many people view these trip to market as an opportunity to pick up groceries and other needs. We also know that several people who attend our Tuesday market in French Lick have extended their hotel stay to attend our Saturday market in Orleans.

- iv. Number of markets expanded: 2
- v. Number of new markets established: 0
- vi. Average vendor market sales decreased by \$1048 or 31% from 2015 to 2016. However, average vendor market sales increased by \$3076 or 57% from 2016 to 2017. Comparing our market season prior to the grant 2015 and our last year of the grant cycle 2017 average vendor market sales increased by 37%
- vii. Number of farmers/producers that have benefited from the project:
  - a. Percent Increase: We were able to reach about 31% more farmers/producers because of the FMPP grant. We did not see a dramatic increase in the number of vendors registered for our markets but we did see a pretty dramatic increase in vendor revenue from 2015 to 2017. We were able to reach out to new growers/producers with our winter workshops that hopefully creates new growers/producers in the future.

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? Overall, 2017 was the best year our two market has had since it was organized 15 years ago. We had the greatest number of individual vendors for both markets registered for the season, customer counts were the highest reported, greatest amount of SNAP transactions, and highest reported income by vendors. Customer counts and SNAP transactions totals were similar prior to the grant (2015) and post grant in 2017. However, average vendor income was almost \$2000 greater in 2017 following the implementation of activities dictated by the grant versus prior to the grant award (2015). So even though the number of customers visiting the market did not drastically increase the amount of money they spent did. We also saw a slight increase SNAP revenue from 2015 to 2017 (7%).

Weather conditions during 2016 made produce production limited which is reflected by the decrease in all metrics that year. A late spring frost and then drought during the summer made for a very short vegetable growing season. Many vendors did not have produce to sell until middle June and then were out of produce by August. Since most of our customer’s primary reason for visiting the market is to buy produce, years where production is down really affects our overall market customer attendance which in return affects vendor sales.

Market year	Number of vendors	Market season customer count	SNAP transactions	Average vendor income for season
2015*	97	15,365	\$312	\$3,428
2016	99	12,479	\$195	\$2,348
2017	100	15,423	\$335	\$5,424

\* Market year prior to grant implementation

4. Discuss your community partnerships.
- i. Who are your community partners? Town of Orleans, Town of French Lick, Visit French Lick/West Baden, Paoli Hospital, Lost River Market and Deli, Racers and Pacers, Orleans Library, Orange County Community Foundation, Paoli High School Trades Department

- ii. How have they contributed to the overall results of the FMPP project? Many of the above listed partners conduct one of the family friendly activities are the markets. They also provide support by allowing us to host our markets on their property and support during the market with maintenance and logistics (electric, bathrooms, security). The Orange County Community Foundation has awarded us small grants for purchasing tents and tables. The Paoli High School Trades Department renovated our storage unit that rides on a truck where we store our supplies for no charge.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? These partners have been support of the markets since their inception and will continue to provide support in the form of small grants, expertise, and time.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? We hire our market manager as a contractor. Since we are an all-volunteer organization it is easier logistically to hire a contractor as opposed to a staff person. We have done this for several years and it works well for us. It makes taxes and government files much easier for us.
6. Have you publicized any results yet?\*
- i. If yes, how did you publicize the results? Newspaper articles, Facebook, brochures, website <http://orangecountyhomegrown.org/index.html>
  - ii. To whom did you publicize the results? Residents of Orange and neighboring counties and tourists.
  - iii. How many stakeholders (i.e. people, entities) did you reach? 1579 Facebook followers, unknown number of people who read the local newspaper (Orange County population is about 19,000), and tourists who visit the area about 1 million each year.
- \*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? We used Facebook as a measure of our reach and since the grant cycle began we have added over 300 new followers. We also won a statewide award called the Hoosier Green Light Award which honors organizations that are working to green Indiana. Because of the work by our organization Orange County, IN was recognized as the best example of a "sustainable community" at the county level in the entire state of Indiana.
  - ii. What feedback was relayed (specific comments)? "Pat has been wonderful advising me on proper placement of my plants- sunny/shade etc. He's also such a nice, terrific guy."" I love our Farmers Market. Great place to get baked goods, veggies, quality frozen meats, and, of course, books and plants." "Her crafts make wonderful gifts made by hand from her talent in our area." "Their meat is divine, as is their chickens. Taste like what it was meant to taste like, no additives and unnecessary supplements." "Such a cute stand!!! It's truly all about presentation & these guys have it down!" "Great and ever growing market. Lots of wonderful local products and great place to interact with the local farmers and Amish community." " This is an amazing farmers market that is like stepping back in time to small town America. The amount of fresh produce and baked

goods was incredible for such a small town. They had a book wagon where you could buy books for \$1. They have people playing music and free coffee at the host tent. It is a must see if you are in the area on a Saturday morning.” “This is the best farmer's market I've ever been to. My family and I shop here every Saturday morning during the season. There is a wide selection of delicious local foods at excellent prices, including fruits, vegetables, meats, maple syrup, honey, baked goods, and jam preserves. Some vendors sell soaps, aprons, baskets, hand-carved spoons, and other specialty items. A few vendors sell potted plants and fresh cut flowers. There is free coffee. Everyone is very friendly. There's a tent for folk music jammers - you can join in if you're into that, or just enjoy the free music. The book tent gives a free book to kids, and they can play on the wonderful playground just feet away. The playground has 4 slides, swings, a merry-go-round, toys to sit on and ride, monkey bars, and lots of other fun equipment to climb on. This farmer's market is definitely worth checking out if you live in the area. I recommend buying some fresh peaches or a local watermelon or cantaloupe.”

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 already kind of knew this but it was highlighted with this project just how affected our market is by weather conditions. This not only greatly affects our vendors but since our markets are outdoors if we have poor weather it can have a huge effect on our customer turnout. In 2015 we had a late frost in the spring and dry weather in the summer. Many vendors did not have a good growing year and this in turn caused decreased revenue reported in 2015.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: We did not see the dramatic increase in SNAP revenue we had hoped for. We hope by continue to advertise that the majority of our vendors accept SNAP and WIC we will steadily build a consistent group of people who choose to use their SNAP at our farmers markets. We hope to work with local hospitals and government agencies to increase awareness in the community. We also need to work on spreading the word about how easy it is to use SNAP at farmers markets. We hope to make an instructional video to show just how easy it is and post it on our website and Facebook page.
- 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:

As outlined in 9i, I think our community needs to look at how to improve the ability of our growers to mitigate unfavorable weather conditions (droughts, frost timing, and flooding).

Also our market may want to investigate alternative location possibilities on days where inclement weather is forecasted so the markets can still occur on those days. A

volunteer also started doing a weekly vendor profile on Facebook which helps personalize our market and increase awareness that our vendors are all from within Orange County or a neighboring county and that the person they are buying the product from is the person who baked, grew or made the product.

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.

As stated above we hope to create a video on how to use SNAP at our markets and post it to our website and Facebook page. We will continue to work on creating a more stable produce production system within our area. We have several new young vendors that are beginning to establish their farms and we hope to foster those ventures. We also hope to work with several new organizations in the area to create a more compressive farm to table program in the area by engaging local chefs at the French Lick Casino and Resort.

Having funding from the FMPP grant has allowed us to save funds from fundraisers and vendor fees to be solvent with our current operations in 2018 and beginning 2019. We will be able to once again hire a market manager in 2018 to continue the work laid out by the FMPP. Thanks to the FMPP we are more financially secure moving forward.

- 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?NA



Market manager receiving a Greenlight Indiana award.



Rack cards purchased.



Healthy cooking demonstration using local ingredients.



Vendor with SNAP pen.



Saturday Orleans, IN market

## Farmers Market Promotion Program (FMPP) Final Performance Report

Welcome to the HomeGrown  
Winter Workshop

9:00-9:10- Welcome

9:10-9:55 Session 1 - Gym

### Lee Schnell USDA-NRCS

Lee will talk about promoting soil health in our heavily- tilled produce plots and gardens.

He will also will cover any initiatives and programs his agency has to offer at this time.



10:00-10:45 Session 2- gym

### Kimmel's Apiary

Beekeeping is enjoyable and satisfying, whether you're a professional or a novice. With a bit of ingenuity and a little knowledge, anyone can successfully raise honey bees. Joe and Nancy Kimmel will share their knowledge with you.

10:50-11:30 Session 3- Gym

### Brambleberry Farms

Darren will share his knowledge of their small fruit, nut, and berry nursery as it has become a major component of their farm. " We feel like the success of organic cultivation practices is dependent on selecting appropriate plant varieties. We focus on searching out and propagating fruit and berry plants that are pest and disease resistant, and also adapted to regional conditions."

11:30-12:10 Lunch- Cafe

Furnished by the HomeGrown Board

12:15-1:00 Session 4- Gym

### Edens' Hope Farm /Jim

**Valentine** We are the Valentine family, located on 26 beautiful acres in southwestern Lawrence County, just outside Mitchell, Indiana. We are a small farm, operating on a simple philosophy... really - simple is our philosophy. We make soap. Real soap, hand-crafted by us using the centuries-old cold process method. Jim is going to talk about using technology to improve your bottom line!

1:05-1:50 Session 5- gym

### Paul Vining, Extension Educator - 4-H

Youth Development/Agriculture & Natural Resources. Paul will share some tips on managing pests and diseases organically.



1:50-2:00 Closing- Gym

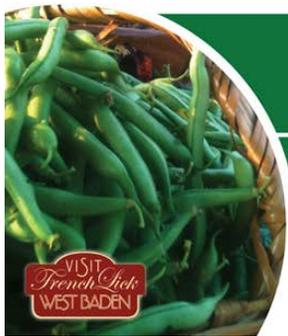


Please RSVP at 812-653-0977 so we can have enough food prepared. Thanks!

Thanks to the Orleans Schools. .



# Orange County HomeGrown Farmers Market May-October



**Tuesday** Across from French Lick  
9am-1pm Resort & Casino, French Lick

**Saturday** Congress Square,  
8am-noon downtown Orleans

**Many vendors gladly accept**



Bill board layout

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March 11th, 2017  
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Winter Workshop  
Orleans Elementary Gym  
637 E Washington St, Orleans, IN  
47452-9016

9:00-9:15- Welcome

9:15-10:00 Session 1- Gym  
Kimmel's Apiary

Beekeeping is enjoyable and satisfying, whether you're a professional or a novice. With a bit of ingenuity and a little knowledge anyone can successfully raise honey bees. Joe and Nancy

Kimmel will share their knowledge with you

10:05-10:45 Session 2 - Gym  
Lee Schnell USDA-NRCS

Lee will talk about promoting soil health in our heavily-tilled produce plots and gardens. He will also cover any initiatives and programs his agency has to offer at this time.



10:50-11:30 Session 3- Gym

Paul Vining, Extension Educator- 4-H youth Development/ Agriculture and Natural Resources. Paul will share some tips on managing small farms and speciality crops to make your 20 acres profitable.

11:30-12:15 Lunch- Cafe

Furnished by the HomeGrown Board

12:15-1:00 Session 4- Gym

Pat Hall will cover **Tips for a Great Farmers Market Display**

It's that time of year again – farmer's market season! Locally, our summer farmer's market starts in a few weeks. I'm incredibly excited. There are lots vendors with everything from produce, jam, wooden crafts, eggs, and meat. And tons of new vendors, too. If you're a new or old vendor, creating a display can be tough. You don't quite know how your display is going to look compared to other vendors, and you want to sell as much product as possible, right?

1:05-1:45 Session 5- Gym

**Aaron Harden** of *Eight One Two Farms, llc.* will share his knowledge about growing hops in Indiana!



1:50-2:00 Closing- Gym

Please RSVP at 812-653-0977 or though our facebook page so we can have enough food prepared. Thanks.

**This is a free workshop sponsored by the Orange County HownGrown Farmers Market.**



Thanks to the Orleans Schools for allowing the use of the building.