

**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.

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| Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i> | September 30, 2015 to September 29, 2017 |
| Authorized Representative Name: | Craig Weinaug |
| Authorized Representative Phone: | 785-823-5268 |
| Authorized Representative Email: | cweinaug@douglascountyks.org |
| Recipient Organization Name: | Douglas, County of |
| Project Title as Stated on Grant Agreement: | Catalyzing our Farmers Market Sector: An Action Plan for Douglas County, KS |
| Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i> | 15FMPPKS0053 |
| Year Grant was Awarded: | 2015 |
| Project City/State: | Lawrence, KS |
| Total Awarded Budget: | \$53,650 |

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: Helen Schnoes; Email: hschnoes@douglascountyks.org. Phone: 785-832-5157

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: Collect key data points to inform the entire farmers’ market sector of Douglas County:**
 - a. Progress Made: This objective was completed and published by SCALE, Inc. in January 2017, with final [countywide and market-specific reports available](#) on the Douglas County Food Policy Council website.
 - b. Impact on Community: The intentional mix of data gathering methods introduced market leaders to strategies they could replicate on their own. The baseline information will help markets track progress, changes in years to come. The report data provides talking points to share with local leaders about the importance of the markets and community opportunities to support development.
 - ii. **Goal/Objective 2: Utilize research data to create a set of strategic recommendations and a Douglas County Farmers Market Action Plan for market sector enhancement.**
 - a. Progress Made: The [final reports mentioned above included strategic recommendations](#). Each market received a [tailored profile and list of individualized recommendations](#). SCALE provided 12 recommendations for the county as a whole, broken into five categories: (1) Marketing, Outreach, and Promotion; (2) Strengthening Market Leadership and Governance; (3) Strengthening the Vendor Base; (4) Securing a Viable, Long-term Location for the Downtown Market; (5) Policy Change. The consultant and markets determined that a formal “Action Plan” *would not be the best direction* to guide the next steps, in part due to internal capacity. The markets engaged in the project participated in several facilitated discussions upon the reports release and agreed to launch an [informal marketing collaborative](#) to share best practices and promote markets. Each market also worked internally to draw upon the recommendations, during and after the grant period. At the final meeting of the participating markets during the grant period, the markets chose to continue meeting in 2018 and focus on off-season and shared marketing.
 - b. Impact on Community: Before this project, the five market leadership teams in Douglas County had never gathered together before. Now they have established lines of communication and an emerging social infrastructure to support the growth of the market sector as a whole. A collaborative marketing campaign, [Farmers Markets of Kaw Valley](#), launched in 2017 to leverage the FMPP funding and to further implementation of the recommendations. The [Lawrence Farmers Market](#) structured their vendor meeting in March 2017 around the SCALE recommendations, and later used the recommendations to raise funds for a sampling cart available to all vendors to provide taste tests of products to customers. The [Perry-Lecompton Farmers Market](#) executed a pre-season presentation (a SCALE recommendation) to an area senior group; they saw record attendance during market, with a noticeable increase in senior shoppers. SCALE also presented its research findings and recommendations to community stakeholders, including City of Lawrence public works, the local tourism bureau,

Lawrence Public Library, and the University of Kansas Small Business Development Center. Addressing a permanent “location issue” for the Lawrence Farmers Market in downtown Lawrence was identified by City leadership as an important topic to integrate into a 2018 master planning process prioritized by Lawrence City Commission. The City and LFM also began talks in fall 2017 to restructure its annual lease of a public parking lot, to offer more security to the market over the next few years. Furthermore, the findings from the SCALE report influenced some of the objectives/policy statements in the [Douglas County Food System Plan](#), adopted summer 2017 by the City of Lawrence and Douglas County Commissions.

iii. **Goal/Objective 3: Provide technical assistance and capacity building support for the six farmers markets of Douglas County.**

a. **Progress Made:** The original grant proposal sought to hire a part-time Technical Assistance provider to work directly with each market, individually, to implement some of the SCALE recommendations that it prioritized. However, upon the report’s release in January 2017, the County determined with the markets that sufficient staff capacity existed within local agencies to not hire a single TA provider. Some of the intended TA funding was used to bring SCALE, Inc., back in person to meet individually with markets and lead a workshop with market vendors to initiate a community discussion about “what’s next.” Douglas County and local K-State Research and Extension staff agreed to serve this role and guided a decision making process with the markets for the best use of the remaining grant funds (about \$4500) to **launch a unified market promotional campaign**. The campaign included: (1) New promotional postcards ([see PDF](#)); (2) [Three professional videos](#); (3) Month-long strategic social media marketing campaign, facilitated by local convention/tourism bureau, [eExplore Lawrence](#). The work with eExplore Lawrence also included some web marketing training for separate event promotion connected with the markets. The group also met with a local professional network group, Social Media Club; (4) New landing page for regional farmers market promotion, [www.fmkawvalley.org](#); (5) Engagement with National Farmers Market Week, including official proclamations and engagement with the [Farmers Market Coalition](#) via their photo-driven temporary tattoo promotion.

b. **Impact on Community:** We have built positive relationships with and among our area farmers markets. The approach taken to augment the TA plans demonstrated that the County intended to have the grant serve the markets *as they see best* (versus sticking to what we wrote into the grant two years ago despite on-the-ground changes). This change allowed for a more effective and efficient use of the grant funds to support marketing to consumers and stakeholders. The extra funds available for promotion enabled a strong commitment to SCALE recommendation implementation. The facilitation of County and Extension staff over the 7-months of prioritization, design, and planning built ownership of the original Farmers Markets of Kaw Valley marketing outputs. The markets received direct social media training from eExplore Lawrence, a connection they can build upon further in years to come. Thanks to the social media promotion, hundreds more local residents are engaged online with area markets. In addition, thanks to one SCALE recommendation, the markets were particularly interested in enhancing

marketing off-season. The creation of in-season videos and postcards with regional market information equips the markets after the grant period to best use the time until the 2018 season to increase promotion. The energy around connecting as market managers has also led to a commitment of support from the K-State Research & Extension—Douglas County staff to continue supporting market collaboration, peer learning, etc. after the grant period. Douglas County staff will continue providing technical assistance and capacity building to help the Lawrence Farmers Market determine a permanent market location with needed infrastructure, a key recommendation of the SCALE report.

iv. **Goal/Objective 4: Disseminate research process and results to statewide agriculture and health leaders to serve as a model for enhancement of the farmers market sector in Kansas.**

a. Progress Made: In our original grant narrative, we envisioned the key county staff role to wrap-up with the local markets following the release of the SCALE report with data and recommendations (Objectives 1 & 2). This would free up the County to share the story with partners across the state during the remaining period of the grant. Upon release of the SCALE report, key coverage of the research process and results included [local media](#) and a story in the statewide farmers market email newsletter distributed by the Kansas Department of Agriculture (Ideas for Farmers Market Success in New Report” Farmers Market Network Email Newsletter, April 6, 2017). In addition, several key statewide non-profits working in public health and local food systems development sit on the Douglas County Food Policy Council and participated in monthly updates from before the grant was written through the end of the grant period. These include the Sunflower Foundation, K-State Research & Extension, Kansas Rural Center, and KC Healthy Kids. Some further sharing of results with these partners occurred during the grant period, including coordination for a presentation at the Kansas Rural Center’s annual conference (discussion began in 2016, but the actual presentation took place 2017). Following a presentation to the statewide K-State Research and Extension Community Vitality team (given by local Extension Director and DCFPC Chair, Marlin Bates), a [profile highlighting the local Perry LeCompton Farmers Market](#). Finally, given the more hands-on approach taken by County staff in the second part of the grant period, and focus the markets prioritized on local marketing, more attention was given to local dissemination of the data, recommendations, and process than originally envisioned. This included five presentations to area elected officials in August 2017 to share the launch of the Farmers Markets of Kaw Valley campaign, proclaim National Farmers Market Week (in alignment with the campaign supported by Farmers Market Coalition), and demonstrate how the SCALE report spoke to the economic and cultural importance of Farmers Markets and led to this community-driven endeavor.

b. Impact on Community: The local and statewide dissemination of process/results that was achieved during the grant period brought energy and new direction to our market leaders and the community at large. Due to the changes in Objectives 2 and 3, with the greater emphasis on a collaborative marketing campaign, more full-scope outreach as originally conceived was not appropriate. As part of sustaining the work initiated through the FMPP funding, Douglas County staff and local partners will continue seeking out and welcoming

opportunities to further disseminate research process and findings. Because the elected officials were engaged for National Farmers Market Week proclamations, follow-up on policy support opportunities was postponed to better align with community outreach in 2018 for the Douglas County Food Systems Plan, of which supporting farmers markets is an early priority selected to build on the FMPP work. The early outcomes shared with statewide partners has provided a foundation to build upon in seeking further conference presentations, webinars, ect.—the type of outreach originally envisioned before staff time redirected to more specific, local TA support for marketing development and implementation (described above).

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: .75 – The grant funded a year-long engagement with the two consultants with SCALE, Inc. In addition, contract work with a local graphic designer and local videographer injected funds into the local economy as part of the marketing campaign development.
 - ii. Number of jobs retained: 1.5 – The findings supported maintaining paid staff by the Lawrence Farmers Market (the only market in the project with paid staff). During the grant period the Douglas County Commission approved creating a new position within its general fund for a Sustainability and Food Systems Planner; a similar position (Food Systems Coordinator) existed at the time through external grant funding. The performance and execution of the USDA FMPP grant by the Food Systems Coordinator demonstrated the importance and impact potential such a position could bring.
 - iii. Number of indirect jobs created: N/A
 - iv. Number of markets expanded: Given the shift in project focus in year two, the impact of the collaborative marketing and other implementation activities resulting from the SCALE report could not be identified/evaluated within the given grant period. Douglas County and K-State Research & Extension will continue supporting area markets.
 - v. Number of new markets established: 0 – The findings/recommendations from SCALE, Inc. suggest that the focus of market sector development should not be the *number* of markets, but instead how much vendor revenue (and net profit) is generated at markets. They recommended reducing the number of small, weekday markets.
 - vi. Market sales increased by \$N/A and increased by N/A%. See subpoint iv above—data not available since implementation occurred as grant period ended.
 - vii. Number of farmers/producers that have benefited from the project: 100+
 - a. Percent Increase: N/A
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?
 - The SCALE report recommended intentional outreach to University students, including international students. The Perry Lecompton market intentionally reached out to a senior group in their community and saw more seniors at market in the season that followed. During the grant period, the local Market Match SNAP program merged into a bi-state Double Up Food Bucks collaboration, which aligned with this grant.
4. Discuss your community partnerships.

- i. Who are your community partners?
 - a. **Decision Makers:** [Douglas County Food Policy Council](#), area elected officials and public managers
 - b. **Participating Markets:** [Lawrence Farmers' Market](#), [Cottin's Hardware](#), [Eudora Area](#), [Perry-Lecompton](#), [The Farmers Market at Clinton Parkway Nursery](#)
 - c. **Agency Partners:** K-State Research & Extension—Douglas County, eXplore Lawrence, Lawrence Public Library, KU Small Business Development Center, The Chamber, Lawrence KS, Eudora Chamber of Commerce, Kansas Rural Center
- ii. How have they contributed to the overall results of the FMPP project?
 - a. **Decision Makers:** The DCFPC provides on-going support to the furthering of this project, including convening markets, supporting project research, reviewing draft reports, sponsoring a report release workshop, and linking the FMPP work to our countywide [Food System Plan](#). The City of Lawrence staff engaged with SCALE, Inc., during their research, and have positively received the results of the study, particularly the one that raises the need to establish a permanent home for the Lawrence Farmers' Market (LFM). The City of Lawrence Parks & Recreation Department has also asked for funding for a shared-use farmers' market pavilion, and engaged in conversations with LFM leadership about how to make the proposal a jointly beneficial endeavor. (Such funding has not yet been approved for inclusion in the City's Capital Improvement Plan.) Area elected officials helped celebrate National Farmers Market Week 2017 by making proclamations to launch the Farmers Markets of Kaw Valley campaign.
 - b. **Participating Markets:** Each area market engaged throughout the grant, including: writing letters of support; supporting SCALE Inc.'s research through on-site visits and Rapid Market Assessments, facilitating vendor surveys and interviews, participating in one-on-one meetings with SCALE to review recommendations upon release. After the report, markets engaged in a series of group meetings that supported relationship development and planning for the joint Farmers Markets of Kaw Valley marketing campaign in 2017. Each market determined internally how it wanted to use the SCALE recommendations.
 - c. **Agency Partners:** K-State Research & Extension—Douglas County took on a key support role in the second year of the FMPP funding, serving as chief facilitator for market convenings to develop the Farmers Markets of Kaw Valley campaign. eXplore Lawrence helped in 2017 with advising the markets on the development of the shared marketing campaign and overseeing social media marketing. Lawrence Public Library, The Chamber, Lawrence, KS, and KU Small Business Development Center engaged in a focus group with SCALE, Inc., when it visited on-site for research, and a presentation of findings and recommendations in 2017. Kansas Rural Center collaborated with Douglas County to feature a presentation about the market collaboration through the 2-year grant process.
- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
 - a. **Decision Makers:** The DCFPC will support further implementation as requested; in August 2017, it made a full-council priority to support the following policy statement in the Douglas County Food System Plan "1.3.1 Invest in signage, shared infrastructure, and coordinated marketing to support Douglas County farmers markets. Identify opportunities to utilize public land for market locations." It has also prioritized local food system economic development,

which relates to SCALE recommendations for increasing farmers market purchasing. The City of Lawrence Administration and Commissioners will be central leaders to determine a mutually beneficial outcome to the LFM location question, starting in 2018 with the development of its new Downtown Master Plan. Other elected officials can look to continue National Farmers Market Week proclamations, and other ways to celebrate markets in their communities.

- b. **Participating Markets:** Markets will continue to implement recommendations within their own operations, and convene to troubleshoot and market collaboratively. As opportunities arise, some may engage with Douglas County in continuing to share the research process and results with other peers. Finally, markets may use the report findings and recommendations to seek future funding, at least for those with appropriate status to receive grant funds.
- c. **Agency Partners:** K-State Research and Extension—Douglas County has committed to serving as a facilitator for the market gatherings and collaborative work following the end of funding. In addition, key agency partners will help disseminate the research process and results to others in the state going forward. eXplore Lawrence will continue to host the Farmers Markets of Kaw Valley website and help tell the story of Lawrence by celebrating its area farmers markets. As future market development, marketing, and infrastructure efforts arise, Douglas County and its markets will continue to engage agency partners in advancing community-driven efforts. Kansas Rural Center will continue supporting local and regional food production in Kansas.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Yes: SCALE, Inc. was hired as a consultant through a competitive Request for Proposals process conducted through Douglas County, with community partners. They played a lead role in conducting and accomplishing Objectives 1 & 2, described above.

6. Have you publicized any results yet?*

- i. If yes, how did you publicize the results?
 - a. Publicizing results has included Douglas County Sustainability and individual market/stakeholder social media accounts, 8 public presentations to elected officials, partner agencies, and the 23-member Douglas County Food Policy Council, local print and radio media coverage (both above and below), and distribution of printed materials throughout the region. A [new webpage](#) serves as a landing site for the regional farmers market promotion. Local media coverage has included three morning show interviews on KLWN.
- ii. To whom did you publicize the results?
 - a. Results were publicized to local Lawrence/Douglas County media audiences (print and radio, see above), market partner facebook pages, local economic development leaders, local elected officials, and area shoppers and tourists. The Kansas Department of Ag shared with their statewide audience of farmers market managers about the release and scope of the SCALE report in early 2017.
- iii. How many stakeholders (i.e. people, entities) did you reach?
 - a. Given the variety of outreach efforts, a true accounting will be difficult. The Lawrence Journal-World has a readership of around 100,000. Local radio station KLWN reaches over 200,000 listeners. Scores of citizens present at various Commission meetings received the updates of the process and National

FM Week proclamations to launch the collaborative campaign. The results of the social media campaign executed in July and August 2017 presents impressive quantitative results about increased awareness and engagement. In particular, the new website attracted 642 users, while the facebook video campaign generated 1,183 post engagements across the 5 market pages, with a cumulative post reach of 14,744. The parallel promotion from eExplore Lawrence generated 2,234 video views and reached 4,202. Across 4 of the markets, they generated hundreds of new “likes” from facebook members who can now follow further promotion and outreach.

*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. Douglas County, eExplore Lawrence, and K-State Research and Extension— Douglas County hosted a project wrap-up conversation with the participating markets in late September 2017.
 - b. The data documented by eExplore Lawrence from the social media campaign helps gauge interest in the marketing campaign produced. See 6.iii.a. above.
 - c. Project updates were shared with DCFPC members throughout the process, gaining their input along the way to determine direction.
 - d. Presentations to peers, elected officials
 - ii. What feedback was relayed (specific comments)?
 - a. Some feedback from market partners included: (1) Postcards produced were very helpful in telling full story of area markets; off-season marketing should be a 2018 priority; (2) Market leaders feel more connected to the other markets, with whom they had not closely worked before; (3) The Farmers Markets of Kaw Valley campaign helped give the weekday markets a lot more credibility in eyes of many shoppers; (4) To keep working together could help markets develop further collaborations, hold one another accountable to SCALE recommendations, and support on-going peer learning
 - b. The DCFPC selected further farmers’ market support as a natural new priority to build on the significant investment of time and resources in the current project.
 - c. Other markets in Kansas shared feedback at the Kansas Rural Center conference, including interest in how to build relationships with area tourism departments to support promotion. Elected officials were impressed at the coordination across all markets and the professionalism of the new campaign.
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).
 - a. **On-the-ground Visits Important:** Because we hired an out-of-state consultant for our project, ensuring quality time on the ground as part of the research was very important. We planned on 2 visits, June and August, during the main market season. This way our consultants could visit each market, meet with vendors, customers, community partners, etc. This made digital, or over-the-phone, follow-ups more meaningful, too. However, we ended up shifting some of our grant funding to extend our consultant's contract, so we could bring him back a third time to present the findings. On this visit he met with each market's leadership to discuss the findings/recommendations, and then helped put on an evening workshop with over 40 market stakeholders to digest the findings and generate momentum for moving forward. This was an important change because it gave life and dialogue to the report, so it wasn't just a faceless document. The consultant was then also able to meet a final time with other community partners so they could hear the findings/recommendations directly.
 - b. **Collaboration Key to Leverage:** When we wrote this grant application, we did not envision much collaboration across the markets. However, that's where much of the second half of the grant project went. Instead of implementing recommendations alone (although they did do this), the markets saw an opportunity to build marketing capacity by sharing the story of farmers markets together. County and Extension staff realized their existing roles could supply in-kind support, allowing the markets to determine the most effective and efficient use of grant funds to meet their promotion needs.
 - c. **Summarize, Think about Audience:** As our consultants finalized their report, we realized that a synopsis that was visually-inviting would be an important communication tool with community partners, decision makers, and other farmers' markets interested in conducting research/making improvements. A well-designed summary report could briefly update and generate interest with someone, but not overwhelm them at 30+ (or, 60 with appendices) pages. Prioritizing graphic design and visual communication is also very important when considering how to create primary promotional outputs. We did this when making the 3 marketing videos for our markets, working with the videographer to create distinct versions that would engage different audiences/contexts.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. **You Can't Tell the Whole Story Half-way Through:** Our original proposal imagined sharing the story of our research process and results mid-way through the grant period. However, this ended up difficult as our plans with community partners evolved (see point above). We were executing novel aspects of the project through end of August, one month before the project's end. As such, we're pursuing additional avenues to still share the story of the research project, its results, *and* our unanticipated collaborative marketing campaign.
 - b. **Doing often Beats Planning (but build opportunity for both):** Similar to 9.i.c., our intention to support markets creating more formal "Action Plans" evolved into building a market peer learning group that produced a marketing campaign,

Farmers Markets of Kaw Valley. The “doing” action with this process led to more immediate, visible outcomes for the markets, versus more analysis/planning once receiving the SCALE report. However, the structure created by supporting area markets together, and with committed staff time from our Extension partners, will support continued reflection and dialogue to draw from the SCALE recommendations. This will help keep the results of the reports in mind in years to come, even if not a formal “Action Plan” as originally conceived.

- 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. **Market Leaders are Really Busy:** As County government receiving this grant, we had to balance grant needs (updates, data requests, and meeting logistics) with basic market needs. Only one of our partners had a paid (part-time) manager. It’s essential that while markets benefit from the FMPP intervention, they can execute the day-to-day basics of the market and the grant doesn’t interfere.
 - b. **Listen to Partners, Communicate with USDA:** It was important for us to augment our original plan for timeline, objectives based upon the on-the-ground dynamics as our grant played out. As the interests of our market partners shifted, we received very helpful guidance from our USDA grant administrator, to ensure our changes were OK within the grant’s Terms & Conditions, and properly tracked, too.

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. See above for future work in previous answers. As Douglas County, we will build on the momentum built in this project to focus on the downtown location issue and coordinate progress between the market and City staff. The Douglas County Food Policy Council has prioritized this for 2018 as part of our [Food System Plan](#). K-State Research and Extension and eXplore Lawrence will continue supporting collaborative marketing and peer learning with Farmers Markets of Kaw Valley.
- 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. Winter 2018: Support marketing, including off-season commitments and shared promotions in 2018 under the Farmers Markets of Kaw Valley Campaign
 - b. Conduct downtown market infrastructure and site research to identify permanent location options for Lawrence Farmers Market, engage in Downtown Master Plan development for City of Lawrence.
 - c. Identify opportunities for additional funding (for Food Policy Council to support markets further and for individual market-led projects).
 - d. Collaborate with University of Kansas, others for future data collection, including spending at market, vendor profit, and price comparisons.
 - e. Further disseminate process, findings with statewide partners, including Kansas Department of Agriculture / From the Land of Kansas Farmers Market Network.



Shop. Eat. Repeat.

Find your Farmers Market

| MARKET | WHEN | WHERE |
|---|--|--|
| Lawrence Farmers Market | Tuesdays 4 – 6pm | 1 Lawrence Public Library Parking Garage 725 Vermont St, Lawrence |
| | Saturdays 7 – 11am (APRIL – AUG) 8am – noon (SEPT – NOV) | 2 Public Parking Lot 824 New Hampshire, between 8th & 9th St, Lawrence |
| Cottin's Farmers Market | Thursdays 4 – 6:30pm YEAR-ROUND | 3 Cottin's Hardware 1837 Massachusetts St Lawrence |
| The Farmers Market at Clinton Parkway Nursery | Wednesdays 4:30 – 6:30pm | 4 Clinton Parkway Nursery Parking Lot 4900 Clinton Parkway Lawrence |
| Eudora Farmers Market | Tuesdays 4 – 6:30pm | 5 Parking Lot 14th & Church St, Eudora |
| Perry-Lecompton Farmers Market | Fridays 4 – 6:30pm | 6 Bernie's / Cenex Parking Lot 2115 Ferguson Rd Hwy 24 & Ferguson Rd, Perry |



On almost any day of the week in season, Farmers Markets of Kaw Valley create local food destinations for community regulars and first time shoppers. With a range of sizes, locations, and vendors, anyone can find the market best for them. All markets provide a venue to buy high-quality meats and eggs, artisan foods and drinks, and oh-so-many fresh fruits and vegetables. With special Kaw Valley treats like wine, flowers, and lavender, the bounty of our farmers markets means each visit offers exploration and discovery.

For more information, visit us at fmkawvalley.org