

**Farmers Market Promotion Program
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: (e.g. October 1-March 31, 20XX)	April 1, 2017 – September 30, 2017
Today's Date:	12/28/2017
Authorized Representative Name:	Margaret Morgan-Hubbard
Authorized Representative Phone:	301-288-1125
Authorized Representative Email:	mmh@ecocityfarms.org
Recipient Organization Name:	Engaged Community Offshoots
Project Title as Stated on Grant Agreement:	A Thriving Farmers Market for the Port Towns
Grant Agreement Number: (e.g. 15-FMPPX-XX-XXXX)	15-FMPP-MD-0002
Year Grant was Awarded:	2015
Project City/State:	Bladensburg, MD
Total Awarded Budget:	\$100,000

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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 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.

- **Goal/Objective 1: Establish a thriving, culturally appropriate and replicable low-income farmers marketplace in the Port Towns of Prince George’s County, Md.**

Progress Made: The Port Towns Farmers Mercado (PTFM) has served over 4,258 customers in the Port Towns since its pilot season in 2015 as a producers-only market. ECO City Farms established the Port Towns Farmers Market (renamed the Farmers Mercado in 2016 in order to be more inclusive) in 2015. Although the season got off to a late start due to logistical issues, 668 Port Towns shoppers visited the market in our very first season. In its second season, the market was relocated from a largely hidden residential area in Bladensburg very near to ECO City’s Farms to a commercial area on a busy street on the Edmonston/Bladensburg border. Attendance in the second year more than tripled, with 2,290 visits by the end of the season. By the end of season three, after 13 weeks of market, total visits equaled 4,258. 2017 was the third year of the Saturday morning PTFM and the second year at this location, funded by the FMPP grant.

PTFM is a market in a low-income, low-food access area, where residents lack familiarity with and do not possess routine habits of purchasing fresh produce or frequenting USA Farmers Markets. This new Farmers Market was being organized at a time when (1) in the DC area, and nationally, attendance and produce purchases at Farmers Market has been steadily declining, (2) the number of area farmers markets has grown substantially, and (3) most area farmers were already selling their produce at more established markets in more affluent neighborhoods with more predictable income potential. Last year (2016), year one of this grant, our most lucrative market days corresponded to the days that a WIC employee was there to sign people up and/or distribute benefits. Thanks to WIC and our matching dollars, ECO and a second Latino produce vendor made a credible return on their investments, as we both had to pay employee(s) to sell at the market. However, the Latino vendor determined that his proceeds were not sufficient to continue his involvement in our market for year two. More significantly, in year two, the WIC office decided it was unable to send an employee to a market on a Saturday and the anticipated market boost due to WIC's presence never occurred. That being the case, we aimed for a different standard of success than simply the amount of money earned or the number of people regularly attending.

For the second and third years, in 2016 and 2017 the Port Towns Farmers Mercado was located along a major public thoroughfare (Kenilworth Avenue/Route 201) which connects five (5) healthy food-deprived communities in Prince George's County (PGC). The weekly summer PTFM was a fresh food, producers-only marketplace, which integrated information and products from service providers, artisans and other community partners, reflecting the many diverse concerns and interests of nearby neighborhoods. As such, the PTFM successfully functioned as a small, face-to-face, direct community meeting place and healthy food oasis.

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Managed by ECO City Farms, the PTFM was within a mile of ECO's two Port Towns farms. The PTFM was at a more centralized, visible and known destination than the farms themselves--located on the parking lot of a well-established destination Italian restaurant and pizzeria. However, the site also had the drawback of being located along a very busy Maryland state highway--as many of Prince George's main streets also serve as designated state routes. There was substantial street traffic along this avenue on Saturday mornings, but the traffic moved quite quickly and therefore was able to attract fewer drive-by customers than originally anticipated. To address this situation, better promote the market, and increase pedestrian foot traffic, PTFM staff conducted substantial outreach prior the weekly market, including the regular door-to-door flyering at nearby apartments/homes, the distribution of information to property managers of multifamily buildings, and the posting market posters in vestibules of area buildings, recreation centers, libraries, churches and businesses. A dozen 3-foot-wide PTFM posters were displayed on Fridays prior to the Saturday market and on Saturday mornings within 1.5 mile radius of the market site, at stop signs and community crossroads. To further increase visibility and foot traffic to the market, two 10x15 foot promotional signs with dates, times and bright imagery hung prominently during the entire market season. One of these banners was placed directly in front of the market site facing a four-way intersection, and the other faced the thousand-resident apartment complex adjacent to our Bladensburg Farm.

To launch the 2017 market season, ECO worked with a local radio station on a two-week-long promotional campaign in Spanish, which included radio advertisements on a very popular Latinx station (El Zol). The campaign commenced a week prior to the market opening and extended into the following weekend. It was designed to attract female heads of households. In addition, the station mounted a social media campaign, for listeners to El Zol and WPGC, (an equally popular African-American station) to reinforce the radio messages and to extend its reach to potential African-diaspora customers. ECO also hired two experienced local organizers and Farmers Market veterans to help operate, manage and advertise the PTFM, one African American, the other Latina.

The Summer 2017 market vendor roster included five (5) small business owners in addition to the anchor farm, ECO City Farms, each featuring the use of locally-grown herbs and/or produce in their products, and/or provided fresh produce themselves. Three of these five business owners were hyper-local, Prince George's County residents (Candy of El Sol, Psachal Calloway of Posh Pac, Nikki of Pink Confetti) and all five are women of color. This is important in a county that is 80% non-white and an area where word of mouth and relationships drive individual purchases. Both El Sol and ECO City Farms vended all three years of the PTFM operation.

In the first year of this grant-- the second year of the PTFM, ECO was able to attract three and retain two substantial local produce vendors throughout the market season. In the second year, however, due to the absence of an-onsite WIC staff at the market, the local produce vendor we recruited refused to remain at the market after the first low-sales weekend. This vendor was replaced by a small cadre of visiting vendors who offered a number of ethnic crops known to be favored by our target community. However, because the PTFM rules did not allow vendors whose fruits and vegetables were purchased (at the wholesale markets) rather than grown locally by the vendor-- a practice we learned was all too common by local farmers to supplement their offerings-- we were unable to replace our departed vendor with an alternative fruits and

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vegetable grower. Maryland fruit growers are few and far-between, and all are at more established markets with a promise of greater sales at higher prices than our unproven market.

Impact on Community: The Port Towns Farmers Mercado succeeded in creating a small reliable culturally appropriate market-place for the local community. This objective was achieved by involving a wide cross section of local community organizations and peoples in creating a safe, family-hospitable, healthy-food market each week for two years on Saturday mornings in the Port Towns, where such opportunities did not otherwise exist. Many community leaders-- elected officials as well as prominent business owners and non-profit staff-- regularly frequented the market to connect with residents and their families, provided educational materials about their organizations, and set a public example by purchasing and consuming healthy food. The owner of Three Brothers endorsed the market and lent his voice to promoting healthy eating and active living. The FMPP two-year of funding helped to establish the market, provide required promotional materials and supplies, and get it off and running. This grant clearly gave the market solid legs to stand upon, however, more than two years of support may well be required to instill enduring habits of selling and purchasing locally grown fresh produce in food desert neighborhoods.

- **Goal/Objective 2: Overcome financial barriers for low-income families to access fresh food.**

Progress Made: ECO City Farms' PTFM staff worked very hard to overcome the financial barriers for low income families to access fresh food. They attended the Maryland Farmers Market conference and were trained and retooled on the use and sources of subsidies for low income customers. They secured Maryland Market Money to increase the value of SNAP and WIC purchases through the "Double Dollars" program at the market by low-income customers. In addition, they raised \$1,000 yearly from a local government to provide a match for this program. In 2016, the County WIC office agreed to send a representative to the Market every other week. This presence greatly increased the use of these subsidized funds for healthy food purchases by low income families. For 2017, WIC's commitment to be present at the market every week for the entire season was not fulfilled. Due to a number of factors beyond our control, the WIC presence did not materialize and this significantly decreased the participation of low income WIC recipients at our market (and the distribution of our available Maryland Market Money). In the first year of our grant, our produce vendor was particularly successful in selling local in-season fruit to PTFM customers. In year two, as we were unable to secure a local produce vendor who grew fruit, and as we could not engage vendors who purchased fruit from the wholesale market, there was a marked drop in year two of our market sales to customers who came for fruit.

To compensate for this absence, ECO City Farms significantly reduced the prices of its produce at the market and made this discounted cost available to all customers. As a result, few customers needed to use their SNAP or WIC benefits at our market and were able to devote them to the purchase of meat and fruit elsewhere.

Impact on Community: All of the markets in low income areas with large immigrant populations such as the Port Towns Farmers Mercado evidenced a marked decrease of customers

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during the Summer of 2017 from the numbers of the year before. Our market, which anticipated a growth in customers, also witnessed a decrease. Some of this is attributable to the lack of WIC presence, as mentioned above. But the most significant inhibitor of the growth of customers and the return of some of our previously loyal customers was the change in political climate. Community members reported that simply appearing in public places put them at greater risk of profiling, identification and possible arrest. Community partners and social service providers reported similar concerns. These fears also result in decreased applications for, trust in and use of traceable food benefits and subsidies. ECO's response to this situation was to work to calm potential customer anxieties, while lowering prices to enable sales without use of government subsidies as well as referrals to food pantries and other locations where low income residents might secure free or reduced priced food.

- **Goal/Objective 3: Overcome barriers faced by local farmers, ranchers and healthy food vendors to enable them to provide more, better quality food to low-income communities.**

Progress Made: Over the life of the PTFM, ECO has worked to enable local farmers to make their produce available to low income communities. In year one, we supplemented the produce at ECO City Farms table with low cost eggs from a local farmer and other produce from small producers. In year two, ECO's stand was supplemented by the produce grown by members of our Beginning Farmer Training Program. Beginning farmer trainees were able to use the PTFM as a training site, learn about marketing, sell their produce and add to the diversity of crops available to market customers. By mid-market, we also added a table of ethnic crops produced by local farmers working with University of the District of Columbia's ethnic crop program.

Impact on Community: ECO's goal was to support, encourage and extend the reach of area small farmers using organic methods to grow healthy food by selling their produce at ECO's stand and at the PTFM more generally. One of the obstacles facing small farmers is their inability to come to market regularly to sell small amounts of produce or to sell at multiple markets. We addressed this problem by certifying their growing methods, labeling their products and selling their produce along with our own. As farmers became more capable of selling and promoting their produce on their own, we lost them to other markets, but the area gained a new vendor.

- **Goal/Objective 4: Involve the community in the operation of the market to ensure that it meets their needs.**

Progress Made: Through the course of developing and managing this PTFM, we reached out to and engaged a wide diversity of past and new community groups. We ensured that staff reflected and understood the needs of the community and authentically represented and respected the mix of ethnicities in the area. We also worked with many established ECO partners, like the M-NCPPC which is the local parks and planning agency, the mayors of the four Port Towns, the Food Equity Council, Maryland Farmers Market Association, the Maryland Department of Agriculture, the Prince George's County Health Department, Kaiser Permanente, University of Maryland Extension, and Port Towns Community Health Partnership, which are our founding partners. We did not establish a formal Market Steering Committee, because few of these

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partners were able to add more meetings to their busy schedules, but they agreed to constitute an informal market steering committee and provide support and advice on an as-needed basis.

Impact on Community: The community is not a cohesive group, but consists of many moving parts and is very diverse and in-flux. While many of ECO's partnerships have been renewed, expanded, extended and strengthened thanks to developing and conducting this market, the political climate beyond our control did contribute to making community engagement, community involvement and overall community-building more challenging. This is true because many low-income members of the Port Towns community we sought to attract and involve in this market did not perceive it safe to involve themselves in public activities because of increased anti-immigrant pronouncements and activity at the Federal level. Due to our county's proximity to Washington, DC, the area is hyper-sensitive to politics and respond quickly and protectively to proposed as well as real changes in policies.

- **Goal/Objective 5: Provide diverse food products, reliable and relevant food and health information, and family-supportive cultural activities.**

Progress Made: All aspects of market, from the mix of food products, to the selection of community partners and the information provided, to the cultural activities and health-care professionals and music performers offered, were carefully chosen to reflect and deepen the participation of our multi-cultural family-oriented customer-base.

Impact on Community: While there may have been reluctance on the part of community members to appear in new and untested public places during this time period, the PTFM sent a repeated and clear signal to the all components of the community that they were welcomed, thought about and included in our market from design to execution. This was particularly evident when the youth members from ECO's SEED2FEED program became more involved in engaging their friends and families in the market, through a scavenger's hunt, the smoothie bike and other activities. On those weekends, the attendance at the market increased by more than 100 visitors respectively.

- **Goal/Objective 6: Create a zero-waste market and a site for receiving area food waste for composting**

Progress Made: Over the course of the grant, the market included both recycling and food waste receptacles to collect these items respectively. Appropriate new signage directed them to recycle and compost. After each market, the food waste was taken to ECO City Farms to be composted by the staff and our hundreds of thousands of worms, while the recycled materials were brought to be recycled. Market customers and vendors were provided with educational materials about reducing waste, and were encouraged to minimize waste and use recycled containers, as provided.

Impact on Community: Visibly making recycling and food-waste collection a routine part of a market is an important and needed way to complete the food cycle and promote zero waste as a community good.

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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.

- Number of direct jobs created: 4
- Number of jobs retained: 0
- Number of indirect jobs created: 2
- Number of markets expanded: 0
- Number of new markets established: 1
- Market sales increased by \$25,185 and increased by 400%. (compared to pilot year in 2015)
- Number of farmers/producers that have benefited from the project: 11
 - Percent Increase: 120%

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?

Yes, we have expanded our reach by attracting customers not regularly drawn to traditional farmers markets. We did so by a number of methods, including renaming the market a Mercado, employing a mix of new and old marketing methods, and including diverse staff, businesses and partners. Throughout our two-year grant period, and three years of the market, we worked to extend and deepen the reach of the market to the diverse low-income, elderly, new immigrant and established Mexican and African-American families in our part of the county and close in Washington, DC. We have been mindful to increase the involvement of youth, religious institutions, area businesses, farmer trainees, and backyard growers in the mix. Our outreach efforts included prominent signage, distribution of fliers, using radio and a variety of social media platforms. We worked to draw in the mix of populations by appealing to the range of food tastes, the information needs, the music preferences, and other interests of the local area. We included body massage as an offering at our market in an effort to address the needs of working mothers in need of a few minutes of physical relief, while their children engaged in supervised art projects. We also added much sought-after locally grown/processed beneficial herbal teas and healthy, chemical-free herbal body care products that are not regularly available in our community.

4. Discuss your community partnerships.

- Who are your community partners? And how have they contributed to the overall results of the FMPP project?
- **Business Partnership:** The 2016 and 2017 PYFM location on Kenilworth Avenue was secured by a partnership with *Three Brothers Italian Restaurant*, who also owns the shopping center and parking lot. *Three Brothers* is one of the area's best known eateries and its owner is key area businessman and leader.
- **Town Partnership:** The Town of Edmonston contributed to the market in a variety of ways, including a gift of \$1,000 in 2016 and 2017 to heighten its visibility and increase the buying power of low-income residents.
- **WIC Office Partnership:** ECO partnered with the local WIC office to distribute seasonal Farmers Market Nutrition Program coupon booklets valued at \$20 at the market. The WIC

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office was present at the market five times and distributed these coupon booklets to hundreds of clients in 2016. The WIC office also distributed Port Towns market flyers to WIC customers at other farmers markets to promote coupon distribution specifically at the PTFM. In 2017, however, WIC was unable to staff our Saturday market. The absence of WIC in 2017 accounts for lower Market attendance, decreased revenue and the lessened use of Maryland Market Money, WIC and SNAP benefits in the 2017 season.

- **Maryland Farmers Market Partnership:** ECO partnered with the Maryland Farmers Market Association to secure its participation in the Maryland Double Dollar matching program and its contribution of \$1044 in matching dollar funding. By the end of the 2016 season, the market distributed \$2,044 in matching dollars to low-income customers in over 427 individual transactions. ECO received \$1000 match in 2017, but was unable to use the match due to the lack of WIC's presence at the market and returned the funds so other markets could benefit.

In addition to the businesses we were able to attract, the PTFM featured the presence of a number of community partners who tabled each week. These partners were culturally-relevant and provided the following:

- **A wealth of relevant health and nutrition literature,** particularly focused on Latino families. *La Clinica del Puebla* staff attended the PTFM every week. They took blood pressure readings and offered information in Spanish and English about the whole foods required to maintain healthy lifestyles. Other health information providers occasionally tabled at the market as well.
- **Information and assistance on how to grow local food.** Because we are located in an area lacking healthy food options, local *Master Gardeners/Maryland Extension* also regularly tabled at the PTFM. They offered community gardeners, backyard growers and aspiring gardeners advice about environmentally-sound, sustainable growing methods, such as how, when and where to grow nutritious food in backyards and community gardens, how to compost and where to secure plant starts. ECO also provided this service and all market visitors were invited to tour ECO's farms to learn more about farming techniques and network with other home growers.
- **Cooking demonstrations:** Our community partners including University of Maryland Extension's Market to Mealtime, United Healthcare, Marble Gardens all provided food demonstrations using produce from the ECO Farms produce stand at the market. The market hosted or organized food cooking demonstrations six (6) times during 2016 and five (5) times during 2017. The tastings included step by step educational presentations, handouts including recipe cards and promotion of the fresh local produce used.
- **Chemical-free herbal teas and body-care product information** prepared and offered by licensed herbalists. In addition, once a month herbalist and value-added producer Maribel Rodriguez of Marble Arch Gardens offered sensory foods, drink and chemical-free salve demonstrations promoting self-care to customers using herbs grown at the ECO Edmonston and Bladensburg Farms for all three years of the market.
- **Ecumenical information about the mix of faith traditions in the community.** *Jubilee International Christian Church*, located directly across the street from the PTFM, is made up of local people of different ages, ethnicities and nationalities. They established a regular presence at the market to discuss the programs at their own and other area churches, and to reflect the diversity of the community.

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- **Free clothing** exchanges for adults and children. One of our partners provided clothing racks, manikins and other display materials so that we could offer a regular free clothing swap at the market. It was a popular item for families and individuals that frequented the market.
- **A dedicated children's art space** run by a local artist who gathered natural objects for children to paint and create art, illustrating the connectedness of healthy food to healthy bodies, minds and the environment. She also provided families with seedlings of the ethnic crops sold at the market, further educating the community produce grown locally that are indigenous to West Africa, the Caribbean and Southeast Asia.
- Through use of a "Smoothie Bike" and a local scavenger hunt, organized by ECO City Farms SEED2FEED summer youth employment participants, 100 community members were engaged in activities on two different Saturdays designed to demonstrate healthy eating, active living (HEAL).
 - How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

The future of the PTFM is not yet determined.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? N/A

6. Have you publicized any results yet?

- If yes, how did you publicize the results? The progress of the market was highlighted in ECO's "Years in Review 2015-2016" e-booklet. In April 2017, Kaiser Permanente published "Healthy Choices, Healthy Communities: A Case Study of the Port Towns Community Health Partnership in Prince George's County" which discussed the first two years of the farmers market. The first year of the PTFM was funded by Kaiser Permanente.
- To whom did you publicize the results? The e-booklet was distributed to ECO's supporters and the broader public through the newsletter, Facebook and website. Kaiser Permanente's case study is on their website.
- How many stakeholders (i.e. people, entities) did you reach? 1,632 through Facebook and 512 through the newsletter

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

Surveys conducted at the market reported that the market worked successfully as a small intimate community meeting place where HEAL was emphasized.

- If so, how did you collect the information?

Dot surveying and a weekly spreadsheet data table collecting weekly quantitative and qualitative data.

- What feedback was relayed (specific comments)?

Customers were interested in turning the market into a community flea market providing books, cooking ware, and hot food (Caribbean food). Customers were also very happy with the hot food

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vendor selling pupusas and this particular vendor averaged \$250 in sales over the market season. SEED2FEED youth wanted to see more vendors and more youth customers.

8. Budget Summary:

- 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: ✓

- Did the project generate any income? N/A
 - If yes, how much was generated and how was it used to further the objectives of the award? N/A

9. Lessons Learned:

- 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).
- If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
- 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) The most successful vendor of our market with the highest sales was El Sol, which sells hot food and healthy, fruit based drinks. Pupusas are highest ordered item on the menu.

The lesson learned from this is that our community is very receptive to hot and prepared food, which it prefers to raw food they must prepare themselves. We conclude that our farmers should grow for and sell to hot food vendors at our market as this can provide mutual benefit to local growers and local food producers making culturally appropriate foods.

b) By far the most desired items of produce were locally grown fruits, especially berries, melons and peaches. A farmers market must sell these items weekly during the summer if it hopes to be competitive.

c) The presence at the weekly market of a WIC employee who can sign up new beneficiaries and distribute farmer's market nutrition program vouchers provides a significant boost in the participation of low income families. Conversely, WIC's absence can significantly depress low income attendance and overall market sales. Holding the market on a Saturday made it challenging for the WIC office to secure a staff member for the market as staff are not required to work on the weekends.

d) As a beginning market in an unproven area, the PTFM largely attracted new and beginning entrepreneurs as vendors. They did not have much of a following and we both took a risk with one another. However, over the course of the summer, they gained confidence through their participation in the PTFM, and grew in their capacity. Three new vendors took on additional market endeavors, and extended their customer base to other parts of Maryland and 3 areas of need in Washington, D.C. (Ward 5, Ward 8 and Ward 7). The lesson learned is that it is worth the risk to invest in new and beginning entrepreneurs as they benefit the entire area.

e) New immigrants can be attracted to a market through culturally appropriate foods and merchandise and through attracting staff and vendors who they perceive to come from similar places and speak their language(s). However, given the current political atmosphere, fear of

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persecution and racial profiling significantly outweighs the perceived benefits of shopping at an unfamiliar, very public market.

f) Two years worth of funding, although generous, may not be sufficient to create an enduring and sustainable market, as there are so many complex obstacles, with both customers and vendors, to overcome in running an unproven marketplace.

10. Future Work:

- 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.

The PTFM stimulated the demand for reviving ECO City Farms' winter CSA. While fewer than anticipated visitors frequented the 2017 market, it reawakened the demand for ECO's CSA. A businessman less than one block from the Market co-purchased 27 CSA shares for his employees, paying 1/2 of the costs. An additional 27 local customers, many of whom frequented the Mercado, signed up for a weekly share.

There is also a potential to combine with other small markets and relocate at a Food Hub destination site in coming year. While the PTFM may not continue at the *Three Brothers* parking lot location in 2018, we are currently exploring a larger, centrally located location as a healthy food destination for a weekly market combined with other small local FMs.

- 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?

As Farmers Markets increase in number, but not always in success, we recommend consolidating the low income markets and attracting a mix and diversity of vendors. Low income people cannot afford to make many multiple shopping trips for weekly purchases. Many of our neighbors asked us to create something more akin to the market places they frequent in their homeland that more closely resemble a bazaar. They want a mix of prepared and raw foods, not necessarily confined to fruit and vegetables, but include other staples as well. Some asked specifically for a "flea market" where they can both buy and sell goods. ECO is working with others to create a local healthy food destination, where healthy food truckers can purchase locally grown produce and sell it as healthy prepared foods for families and where prepared packaged meals can be secured. All in all, the request was for more of a one-stop shop than the specialty markets that are the luxury of people with more time and larger pocketbooks.