

**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>	9/30/15 – 9/29/17
<b>Authorized Representative Name:</b>	Mandy Grewal
<b>Authorized Representative Phone:</b>	734/822-3135
<b>Authorized Representative Email:</b>	<a href="mailto:grewalm@pittsfield-mi.gov">grewalm@pittsfield-mi.gov</a>
<b>Recipient Organization Name:</b>	Pittsfield Charter Township
<b>Project Title as Stated on Grant Agreement:</b>	Pittsfield Township Demo, Ride, Incentivize, Vary and Eat (DRIVE) Program
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-MI-0041
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Ann Arbor, Michigan
<b>Total Awarded Budget:</b>	\$25,000.00

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: \_\_\_\_\_

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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, 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: Demo – Demonstrate how to easily prepare locally-grown fresh produce through education provided by an experienced nutritionist in low income/senior sectors.

- Progress Made:

- Two off site cooking workshops were instructed by a local chef and farmers market advocate in May 2016, targeting low income and senior sectors.
- The workshops were held at accessible locations to bus services and included the Pittsfield Township Fire Station located within a Township park and the Pittsfield Senior Community Center.
- The Book “Good and Cheap, Eat Well on \$4/day” was provided as a workbook so participants could follow along and take notes. Sections of the book reviewed by the instructor included “Tips for Eating and Shopping Well”, “Supermarket Strategies”, “Groceries You Won’t Regret Buying”, “Seasonal Charts and Kitchen Equipment”. This part of the workshop was integral in equipping participants with the strategies to eat well.
- Four recipes were prepared at each session.
- 53 participants registered with 37 residents attending.

- Impact on Community:

- Participants learned about the farmers market and the food assistance programs accepted, and were encouraged to shop at the farmers market and eat seasonally.
- The chef prepared four seasonal recipes for each group, talking through them as they were prepared and highlighting the ease and simplicity of preparation. Participants were encouraged to take notes in their workbook to aid them in preparing the recipes at home. Once the recipes were prepared, samples were served. Samples were an effective way to encourage participants to try a new recipe. Participants were surveyed and the following findings were noted:
  - a. 100% would likely prepare the recipe at home
  - b. 100% would definitely use the materials provided at home
  - c. Attendance at FM: 5% attended most weeks, 30% attended 1-6 times, 49% never attended
  - d. Comments noted on surveys: appreciated being able to ask questions and observe, tasting the food was tremendous, the book was an awesome asset, like having recipes for 2-4 persons, have these activities more often, definitely will try out other new recipes

- ii. Goal/Objective 2: Ride – Provide public transportation to Bridge Card holders in low income/senior sectors.
- Progress Made: Bus token distribution removed from objectives (ref: 8/10/15 Camia Lane email.) Although this goal/objective was removed, we maintained our commitment to expanding transit services in the densely populated and low-income areas of our community.
  - Impact on Community: A new bus route was added in August of 2015 to provide additional access to the Farmers Market. This route provides service to and from the Farmers Market location to the northeast side of the Township and links to an extensive bus network including service into the Cities of Ann Arbor and Ypsilanti. A-Ride services (on-demand transportation available to eligible individuals with disabilities) were expanded as well to provide full coverage in the northwest and northeast parts of our community.
- iii. Goal/Objective 3: Incentivize - Make it worthwhile for Bridge Card holders to travel to the Farmers Market to use their SNAP cards on locally-grown fresh produce. Provide the incentive of public transportation, while also incentivizing Bridge Card holders through the Fair Food Network's Double Up Food Bucks Program, cooking and nutrition demonstrations with nutritional information, and recipes to encourage preparations of recipes at home.
- Progress Made:
    - A new bus route and expanded A-Ride services were made available to customers beginning August of 2015.
    - The Fair Food Network Double Up Food Bucks Program, offering up to \$20 of bonus tokens weekly to Bridge Card users, was initiated at Pittsfield in June of 2016 and expanded in 2017 to a full year, providing access to this incentive all year long.
    - In 2016, 15 cooking demos were held (5 @ Indoor Markets, 8 @ Regular Season Markets and 2 off site) and in 2017, 11 cooking demos were held (3 @ Indoor Markets, 8 @ Regular Season Markets) for a total of 26 demos during the grant period.
    - 52 seasonal recipes were provided to customers during the demos.
    - Live music was funded for 12 Market Days during the regular season in 2016, and 3 Indoor and 3 Outdoor Market Days during 2017.
    - The Leslie Science and Nature Center outreach program provided education and insight into the plight of rescue birds during both 2016 and 2017, encouraging guests to understand and respect our natural environment while making the Market an educational destination for guests.
    - A variety of crafts, scavenger hunts and activities were available to youth guests. A local pre-school teacher was contracted in order to provide engaging pre-school/grade school level crafts for youth guests. Facts on the craft theme were listed in order to provide an educational aspect.



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 direct job retained and expanded (Market Manager) and 1 indirect job retained with additional responsibilities (TAS Coordinator),
  - iii. Number of indirect jobs created: 29 jobs (10 contractors, 8 new vendors, 2016 and 11 new vendors, 2017).
  - iv. Number of markets expanded: 8 additional Indoor Markets (5 in 2016 and 3 in 2017)
  - v. Number of new markets established: no additional Farmers Markets were added however, 2 off site cooking workshops/demos created in May 2016.
  - vi. Market attendance increased by 38% from 2015 to 2017 with the addition of 8 Indoor Markets. Sales data provided by vendors was incomplete. Bridge Card average sales increased by 21% from 2015 to 2017.
  - vii. Number of farmers/producers that have benefited from the project: average of 26 combination of farmers/producers annually
  
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?
  - Bridge Card sales overall increased 21% from 2015 to 2017. A new bus route was added to service the Farmers Market location in August of 2015, furthering access already available by car, bike, and on foot. Customer traffic increased 38% from 2015 to 2017.
  
4. Discuss your community partnerships.
  - i. Who are your community partners?
    - Community partners include: Pittsfield Township Historical Society; Salt Valley Arts; Washtenaw County Prescription for Health; Washtenaw Markets, Michigan Farmers Market Association (MIFMA); Fair Food Network Double Up Food Bucks Program; Southeast Michigan Council of Governments (SEMCOG); Pittsfield Township Department of Public Safety; and local public, private, and charter schools, pre-schools, and day care facilities including but not limited to: Ann Arbor Schools, Saline Area Schools, Eastern Washtenaw Multicultural Academy, Fortis Academy, South Arbor Academy, St. Francis of Assisi, St. Paul Lutheran School, Washtenaw Community College Children’s Center, and Washtenaw Christian Academy.
  - ii. How have they contributed to the overall results of the FMPP project?
    - Pittsfield Township Historical Society - Provided opportunities for dissemination of historical information and cultural opportunities for Market guests.
    - Salt Valley Arts – Provided Market guests with access to arts and culture activities including on-site art programs, live demonstrations, and information about other local arts opportunities.
    - Washtenaw County Prescription for Health Program – Connects the medical system and food sector by providing additional food assistance tokens in the form of prescriptions to eligible participants in order to encourage them to eat more produce. This program has a direct increase in Market attendance.

- Washtenaw Markets – Provided free marketing listing online, brochure and social media support to increase Farmers Market awareness and promote food assistance at the Market.
  - Michigan Farmers Market Association – Provided an online Market listing with Food Assistance available listed, SNAP advocacy and support.
  - Fair Food Network, Double Up Food Bucks Program – Incentive program, advocacy, and advertising support all promoting Bridge Card use at the Market. Also provided Spanish & Arabic Signage throughout the Community.
  - SEMCOG – Provided free biking and walking safety information as well as promotional giveaways to improve the customer experience and in turn increase attendance. Featured Pittsfield Township’s Farmers Market on cover and feature article in quarterly Semscope Magazine (Fall 2016).
  - Pittsfield Township Department of Public Safety – Provided safety information and support and distributed farmers market and food assistance information in target neighborhoods.
  - Local Public, Private, and Charter Schools, Pre-schools, and Day Care Facilities – Provided an opportunity for distribution of Farmers Market flyers to participants to increase awareness.
- iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this FMPP grant?
- These partnerships have proved to be successful in growing our Farmers Market, and will extend into the future and continue to grow beyond the grant period. We will also seek to build additional partnerships in the community.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
- 10 contractors were enlisted to offer free entertainment and activities while enhancing the customer experience. These include a local chef and farmers market advocate, a pre-school teacher, a science and nature educator, and local musicians.
6. Have you publicized any results yet?\*
- i. If yes, how did you publicize the results?
- USDA Farmers Market Grant Summary recap (see attachment A).
- ii. To whom did you publicize the results?
- The recap will be provided in January 2018 to the Pittsfield Township Board of Trustees and published via Farmers Market web page.
- iii. How many stakeholders (i.e. people, entities) did you reach?
- The Pittsfield Township Board of Trustees consists of seven members.
  - The Board of Trustees agenda and packet is a public document that is published and disseminated to local news and media outlets, residents in the community and surrounding areas, and employees of Pittsfield Charter Township.
  - An average of 1,400 people were reached annually through our Farmers Market web page.

\*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).

# USDA Farmers Market Promotion Program (FMPP) Grant Recap - 2016/2017

## (DRIVE) Demo, Ride, Incentivize, Vary and Eat



### Demo

- Two off site cooking workshops were held in May 2016 at the Vickie Milkey Community Center and Fire Station #2.
- Four recipes were prepared at each session, highlighting the ease and simplicity of preparation. Recipes were then sampled by 37 participants.
- 100% of participants surveyed would likely prepare the recipes at home.



### Ride

- A new bus route was available to customers beginning August of 2015 which expanded accessibility to the Farmers Market.



### Incentivize

- The Double Up Food Bucks Program offered Bridge Card users up to \$20 in matching tokens for produce.
- Cooking demos were held twice monthly during the regular season and during Indoor Farmers Markets and 2 recipe cards were provided per Market.
- Live music, Leslie Science Center Presentation, crafts and scavenger hunts were available to Market guests.



### Vary & Eat

- Chef Kristi provided 26 cooking demonstrations to encourage Market guests to try seasonal produce then pick up a recipe card along with produce from the Market to make the recipe at home.

## Grant Results (Grant period: September 2015 - September 2017)



8 Indoor Markets added  
for a total of 44



customer traffic increased  
by 38%



Bridge Card sales  
increased 21%



26 cooking demos  
provided



18% customers participated  
in cooking demos

7. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information?
    - Google, dot, and paper surveys were administered during the grant period.
  - ii. What feedback was relayed (specific comments)?
    - Marketing Dot Survey Results, 2016/2017

Where do you get your Market News?	
Road Signs	38%
Postcard	15%
Social Media (Facebook, Twitter, Instagram)	15%
Township Employees	11%
E-newsletter	6%
Web page	3%
Vendors	3%
Print Ad	3%
Other	6%

- Indoor Market Survey Comment, 2016: “I loved the indoor market. The area was small for the number of vendors but it was well laid out and I like the location. It was nice getting to know the vendors a little better and ask them questions.”

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
  - 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. Positives: Providing the off-site demos to further reach our targeted sectors was a great benefit to those that attended. These demos were an effective means to educate the targeted sectors to include the farmers market as a weekly stop for fresh produce and to try out new healthy seasonal recipes. This program will be continued beyond the grant period.
  - b. Negatives: Expanding the outreach of the off-site demos to include additional members of the targeted low income sector was a challenge, as public schools do not allow the distribution of flyers to free/reduced lunch participants.

- Collaborating with local organizations to help this outreach effort in the future is a priority.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
    - a. Providing bus tokens with grant funds was not allowed and was removed from the proposal. Though this wasn't a major factor in the success of the overall grant, it did make a difference in measuring bus riders using food assistance.
  - 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. It would be beneficial if all back end reporting worksheets are created early in the grant process to aid in completing all required reporting documents.

#### 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 would like to share about the future of your project.
  - The Pittsfield Farmers Market will continue to provide educational opportunities to support cooking with Michigan produce using the demo supplies purchased with funds from this grant. Cooking demos help support a healthy Pittsfield community and serve as a means to promote Michigan agriculture. Recipes will continue to be provided throughout the Farmers Market season.
  - It is a goal of the Farmers Market to support these educational nutrition opportunities throughout the year at the Township Community Center and during the Farmers Market season. The addition of cooking demos, live music, kid's crafts, kid's activities, and educational opportunities help support our marketing efforts to make the farmers market a destination.
- 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?
  - Providing access to a dietitian would help support the demonstrations and be beneficial to target customer needs and provide encouragement for Market guests to purchase fruits and vegetables, and in turn support local agriculture. If added, this would support the hiring of a contracted position.
    - Next Steps:
      - a. Survey food assistance customers to verify they would take advantage of one on one consultations and workshops at the farmers market.
      - b. Collaborate with Washtenaw County departments to continue to find ways to serve the targeted audience better.