

**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.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015 – September 29, 2017
Authorized Representative Name:	Jake Eckholm
Authorized Representative Phone:	231-733-8870
Authorized Representative Email:	JEckholm@cityofmuskegonheights.org
Recipient Organization Name:	City of Muskegon Heights
Project Title as Stated on Grant Agreement:	Muskegon Heights Farmer's Market
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPMI0085
Year Grant was Awarded:	2015
Project City/State:	Muskegon Heights, MI
Total Awarded Budget:	\$35,000

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: Julie Aaron-Shyne; Email: JAaron-Shyne@cityofmuskegonheights.org; Phone: 231-733-8830

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: Increase access to fresh produce in a food desert
 - a. Progress Made: Four produce vendors began selling produce at the market as a result of this grant. There were previously no food vendors selling at the market.
 - b. Impact on Community: The only grocery store in town closed several years ago. Access to fresh locally-grown produce has dramatically increased for residents of Muskegon Heights.
 - ii. Goal/Objective 2: Provide nutritional education to market patrons
 - a. Progress Made: The MSU Cooperative Extension and Power of Produce programs provide nutritional education programs at the market. These activities increase knowledge and access to local produce to help patrons make more nutritious food choices.
 - b. Impact on Community: Seniors and children received fresh produce and training in preparing and consuming more fruits and vegetables.
 - iii. Goal/Objective 3: Strengthen producer-to-consumer market opportunities.
 - a. Progress Made: Local produce vendors now sell produce directly to consumers at the Heights City Market where there was previously no produce available. Visitors to the market have increased from 50 people per day to over 250 in a single day.
 - b. Impact on Community: Market patronage has increased steadily and access to fresh local produce has increased since the market has re-opened.
 - iv. Goal/Objective 4: Provide training to market manager and vendors
 - a. Progress Made: A consultant to the project provided training to produce vendors on effectively marketing their produce to vendors as well as nutritional education providers on reaching more people and increasing their knowledge about proper nutrition. The consultant also provided on-the-job training to the incoming market manager who took over the market day responsibilities.
 - b. Impact on Community: Vendors are able to sell more produce because the market is now open. Residents now have access to locally-produced fresh fruits and vegetables and can now learn how to healthfully prepare and consume the produce.
 - v. Goal/Objective 5: Expand accessibility to local sourced agricultural products.
 - a. Progress Made: Previously there was little to no access to locally-sourced produce in Muskegon Heights due to the closing of the only grocery store in town. A large number of residents do not have personal transportation in order to travel to the nearest grocery store outside the city. Re-opening the Muskegon Heights Farmer’s Market has expanded access to locally-sourced agricultural products for residents as well as increased opportunities for local farmers to sell their produce.
 - b. Impact on Community: The Heights City Market has become a destination place where residents of a food desert and vendors benefit from the relationship strengthened between producers and patrons around locally-sourced agricultural products.

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, 20_15_). Include further explanation if necessary.
 - i. Number of direct jobs created: 2
 - ii. Number of jobs retained: 8
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$7,323 and increased by 80%.
 - vii. Number of farmers/producers that have benefited from the project: 8
 - a. Percent Increase: 70%

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.? Our customer base is primarily persons using SNAP benefits and other food assistance programs. We experienced an increase in market patrons because of the Power of Produce programs, but these were still primarily SNAP benefits recipients. The addition of food trucks and other non-produce vendors increased patronage by cash customers. If so, how? No new ethnic groups were reached. The Heights City Market has a broad customer base in terms of ethnicity.

4. Discuss your community partnerships.
 - i. Who are your community partners? The Michigan State University Cooperative Extension Services partners with the City of Muskegon Heights to provide nutritional education programming at the Heights City Market. Muskegon Family Care and the Mercy Health Community Health Project provide health screenings at the market. The Community Foundation for Muskegon County also contributes funds to promote access to locally-sourced produce. The Steve and Kathryn Bandstra Foundation provide support in promoting the market and improving access to locally-sourced food.
 - ii. How have they contributed to the overall results of the FMPP project? Muskegon Heights residents and other market patrons benefit from these partners working together and have improved access to local food. These partners also assist in patrons in making better food choices by providing tools and knowledge in how to healthfully prepare and consume the fresh produce provided at the market.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? As a result of these partnerships, Muskegon Heights residents will continue to have better access to healthy food, are able to stretch their food purchasing dollars and make better choices in the foods they consume. Food trucks and other prepared food vendors provide easy access to healthy prepared food. Children and seniors gain knowledge of better food choices and also receive additional produce through the Power of Produce program. Since inception, the need and interest has been demonstrated for the continuation of the program. This partnership allows agencies to reach persons that previously had little access to local produce and nutritional education programming.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? The MSU Cooperative Extension provides nutritional education programming at the market to help patrons make better food choices. Mercy Health and Muskegon Family Care capitalize on the increased foot traffic at the market and provide health

screenings (blood pressure, etc.) and information to market patrons.

6. Have you publicized any results yet?*
- i. If yes, how did you publicize the results? Press releases distributed when the market opened for the season included results from the previous year. Reports were completed and distributed to funders and other stake holders publishing the results.
- ii. To whom did you publicize the results? The local media, funders, community organizations and other stake holders received the results.
- iii. How many stakeholders (i.e. people, entities) did you reach? Approximately 200 stakeholders were reached with the results.

*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? One-on-one contact with visitors to the market provides feedback from the community and stakeholders about the work at the market.
- ii. What feedback was relayed (specific comments)? People have relayed their satisfaction with the fresh produce and other locally-sourced food available at the market. Patrons have expressed gratitude that they don't have to travel as far to access produce.

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). Re-opening a farmer's market is hard work. It takes a great deal of coordination between various entities: agricultural producers, local community organizations, municipalities, etc. City staff conducted surveys and asked people what they would like to see at the market at public meetings and other events. A committee worked on identifying potential funding sources and completed applications for funding. A consultant provided countless volunteer hours to recruit produce vendors, secure marketing materials and train the new market manager.

We basically created something out of nothing. There were no produce vendors at the market, so we found them. We rejected a proposal to include unsold produce from another area farmer market to our customers in favor of sourcing fresh produce directly from local growers. This provided them with more opportunity to sell their produce and increased access to locally-sourced agricultural products to residents in a food desert. We secured DUFB, WIC, and Market Fresh food assistance access for low income patrons. We spent a

great deal of the time promoting the market and trying to get people to form new habits (shopping at the market, making better food choices). We received some push back from people who thought that the Muskegon area didn't need another farmer market, so we are open on a day that the other markets are closed. Promotional materials such as signage to point the way to the market; t-shirts, bags and posters help to get the word out that the market is now open. People appreciate the reusable shopping bags the most and reduce waste. Re-opening the farmer's market helped to reduce the incidence of loitering in public places and returned the space back to a productive use.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Goals and outcome measures were achieved as we hoped. We anticipate adding even more produce vendors and nutritional education programming to benefit market patrons.
- 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: It is crucial to get knowledgeable people on board early on in the process to establish or re-establish a farmers market. Without people who have experience in agricultural products and can reach out to producers, you cannot improve access to locally-sourced healthy food. Identifying funding sources and gaps is also essential so that project goals and objectives are reasonable and attainable.

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.
The Heights City Market will continue to link local food producers with consumers through continued partnerships between consumers, growers, municipalities and other stakeholders. More vendors will be added to provide a wide variety of locally-sourced food and other products creating between five to fifteen new jobs. The Heights City market will continue to be a place where people can learn how to prepare healthy, locally-sourced food and make better nutritional choices.
- 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? We will continue to explore how to provide access to locally-sourced agricultural products and provide nutritional education programming at the Heights City market.