

**FARMERS' MARKET AND LOCAL FOOD PROMOTION PROGRAM (FMLFPP)**  
Final Performance Report

The final performance report summarizes the outcome and activities of your FMLFPP award objectives. Failure to submit acceptable closeout reports for an existing grant within 90 calendar days following the grant end date may result in exclusion from future AMS grant opportunities.

This final report will be made available to the public once it is approved by FMLFPP 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 due within 90 days of the project's performance period end date (as noted in box 15 of your grant agreement (AMS-33), or sooner if the project is complete. The report must be typed single-spaced in 11-point font, not to exceed fifteen (15) 8.5 x 11 pages (excluding existing Final Performance Report form content). For example, if the Final Performance Report form is six (6) pages before you begin entering your project information into the form, your report may be up to 21 pages (6 pages + 15 pages).

Provide answers to **each question** and all applicable outcome and indicators as it applies to your project. If you are unable to provide a response explain why. It is preferred that you email your completed performance report to your assigned FMLFPP Grants Management Specialist to avoid delays. In case of any extraordinary reason a faxed report can be accepted; please notify your assigned Grants Management Specialist to inform about your submission.

<b>Report Date Range:</b> <i>(e.g. October 1, 2016 -September 30, 2017)</i>	September 30, 2015-September 29, 2018
<b>Date Report Submitted</b>	December 21, 2018
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15FMPPMO0038
<b>Recipient Organization Name:</b>	University of Missouri
<b>Project Title as Stated on Grant Agreement:</b>	Farmers' Market Promotion Program
<b>Authorized Representative Name:</b>	Timothy P. Baker
<b>Authorized Representative Phone:</b>	660-663-3147
<b>Authorized Representative Email:</b>	BakerT@missouri.edu
<b>Year Grant was Awarded:</b>	2015
<b>Amount of Award:</b>	\$97,014.00

FMLFPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. Executive Summary—In 200 words or less, describe the project’s need, purpose, goals, and quantifiable outcomes:

In Missouri, one of the hurdles of success for farmers’ markets is the ability of patrons to market their produce. Often vendors at the markets are proficient at producing their goods but lack in their ability to effectively market them.

The purpose of this program is to help vendors attract more business through advertising and marketing. The program would integrate vendor training with some practical demonstrations. Missouri is known as the “Show-Me State” and the citizens of Missouri are evidence of the appropriateness of the motto.

Demonstrations will allow those selling at the markets to experience the results of marketing strategies that are easy and cost effective to implement. Subsequent training will give vendors and market managers the opportunity to tailor the information to suit the specific needs at their market.

2. Please provide the approved project’s objectives:

<b>Objectives</b>		<b>Completed</b>	
		<b>Yes</b>	<b>No*</b>
1	Demonstrate effective display and sampling techniques to market vendors.	✓	
2	Train market vendors to use forms of advertising they have not used in the past.	✓	
3	Give aid and information to those wishing to start or restart a market in their area.	✓	
4			
5			
6			
7			

*\*If no is selected for any of the listed objectives, you must expand upon this in the challenges section.*

3. List your accomplishments for the project’s performance period and indicate how these accomplishments assisted in the fulfillment of your project’s objectives. Please include additional objectives approved by FMLFPP during the grant performance period, and highlight the impact that activities had on the project’s beneficiaries.

<b>Accomplishments</b>	<b>Relevance to Objective, Outcome, and/or Indicator</b>
	Example: Activities developed are related with our 3 <sup>rd</sup> Objective, Outcome 1, and indicator 2b.
Demonstrate safe food sampling techniques	Objective 1, Outcome 4, indicator 1
Demonstrate effect display techniques	Objective 1, Outcome 1, indicator 1a
Train market vendors in new advertising techniques	Objective 2, Outcome 1, indicator 1a
Assist those wanting to start new markets	Objective 3, Outcome 3, indicator 1a

4. Please list any challenges experienced during the project’s period of performance. Provide the corrective actions taken to address these issues.

Challenges (Issues)	Corrective Actions and/or Project Changes (s)
A few counties did not allow food sampling.	We worked with them as we could.

5. Quantify the overall progress on the outcomes and indicators of your project. Include further explanation if necessary.

To meet our objectives, we visited 26 farmers’ markets and demonstrated safe food sampling techniques to the vendors present. During those visits, we reached approximately 215 vendors, and 1000 consumers.

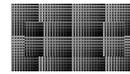
We also held 7 regional workshops, reaching 147 vendors. We educated those present about proper food safety techniques when sampling foods, advertising, display techniques, and many other topics.

We also had at least 7 potential markets contact us about starting new farmers’ markets.

**Outcome 1: To Increase Consumption of and Access to Locally and Regionally Produced Agricultural Products.**

Indicator	Description	Number
<b>1.</b>	<b>Total number of consumers, farm and ranch operations, or wholesale buyers reached</b>	1369
1.a.	The number that gained knowledge on how to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food	369
1.b.	The number that reported an intention to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food	1000
1.c.	The number that reported buying, selling, consuming more or supporting the consumption of local/regional food that they aggregate, store, produce, and/or distribute	369
<b>2.</b>	<b>Total number of individuals (culinary professionals, institutional kitchens, entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached</b>	
2.a.	The number that gained knowledge on how to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	
2.b.	The number that reported an intention to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	

- 2.c. The number that reported supplementing their diets with locally and regionally produced agricultural products that they produced, prepared, preserved, and/or obtained



**Outcome 2: Increase Customers and sales of local and regional agricultural products.**

Indicator	Description	Number
1.	<b>Sales increased as a result of marketing and/or promotion activities during the project performance period.</b>	
	Original Sales Amount (in dollars)	
	Resulted Sales Amount (in dollars)	
	Percent Change $((\frac{n \text{ final} - n \text{ initial}}{n \text{ initial}}) * 100 = \% \text{ change})$	
2.	<b>Customer counts increased during the project performance period.</b>	
	Original Customer Count	
	Resulted Customer Count	
	Percent Change $((\frac{n \text{ final} - n \text{ initial}}{n \text{ initial}}) * 100 = \% \text{ change})$	

**Outcome 3: Develop new market opportunities for farm and ranch operations serving local markets.**

Indicator	Description	Number
1.	<b>Number of new and/or existing delivery systems/access points of those reached that expanded and/or improved offerings of</b>	
1.a.	Farmers markets	180
1.b.	Roadside stands	
1.c.	Community supported agriculture programs	
1.d.	Agritourism activities	
1.e.	Other direct producer-to-consumer market opportunities	
1.f.	Local and regional Food Business Enterprises that process, aggregate, distribute, or store locally and regionally produced agricultural products	

Indicator	Description	Number
2.	<b>Number of local and regional farmers and ranchers, processors, aggregators, and/or distributors that reported</b>	
2.a.	An increase in revenue expressed in dollars	
2.b.	A gained knowledge about new market opportunities through technical assistance and education programs	
3.	<b>Number of</b>	
3.a.	New rural/urban careers created (Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers)	
3.b.	Jobs maintained/created	
3.c.	New beginning farmers who went into local/regional food production	
3.d.	Socially disadvantaged famers who went into local/regional food production	
3.e.	Business plans developed	

**Outcome 4: Improve the food safety of locally and regionally produced agricultural products.**

*Only applicable to projects focused on food safety!*

Indicator	Description	Number
1.	Number of individuals who learned about prevention, detection, control, and intervention food safety practices	362

2. Number of those individuals who reported increasing their food safety skills and knowledge
3. Number of growers or producers who obtained on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices)

**Outcome 5: Quantify the overall progress on this outcome indicator based on relevant project activities not covered above.**

*This indicator must reflect the project narrative's required additional outcome indicator.*

6. Discuss your community partnerships (include applicant staff and external partners).
  - i. Who were your community partners?  
Our activities were accomplished primarily by University of Missouri personnel. We worked directly with local farmers' markets.
  - ii. How did they contribute to the overall results of the FMLFPP project?
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMLFPP grant?
  - iv. What feedback have the partners provided (specific comments) about the results of the project?
  
7. How do you plan to publicize the results?
  - i. To whom (i.e. people, entities) do you plan to publicize the project results?  
To area farmers' markets and their vendors as well as the general public.
  - ii. When do you plan to publicize the results?  
Sometime in the coming months we will work a newspaper column and radio program into our media outreach schedule to explain the project, what we accomplished, and promote farmers' markets. We will also plan to create a poster and/or give a presentation at the National Association of County Agricultural Agents national meeting in 2019. The Missouri Department of Agriculture is planning 4 regional workshops where MU Extension is invited and where all 4 locations will provide results from this project.

\*If you have publicized the results, please 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).

8. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information?  
We collected feedback from participants during workshops and farmers' market visits.
  - ii. What feedback was relayed (specific comments)?

During the summer of 2016, we received our first experiences on how much benefit this program was to the vendors.

Many, if not most vendors reported increased sales. A few of the produce growers already conducted their own sampling, but most did not. Of those who did not sample, many were amazed at how this simple marketing technique could increase sales.

Robert Balek reported that one producer sold his entire stock of product samples within 45 minutes. Another grower said that he sold more that day than he had sold the entire year. He will bring more next time he is at market.

Darla Campbell comments that one vendor sold out of the product they were sampling, and asked if they could come back the following Saturday and do it again. There was also a request for a farm visit.

Cory Creed mentioned that fruits were more popular in taste tests compared to vegetables, and thus drove sales better than anything else. The one farmer who said he had about a 16% increase sold almost all of his peaches. All watermelon and cantaloupe sold out at the market.

Debi Kelly said that four farmers sold out of the products that were sampled. Many vendors at her markets asked if she could come back the following Saturday and do it again. The next Saturday at the market, the pumpkin butter producer said that 3 customers came back to buy the item because they sampled the week before and when they went to buy, the producer was sold out.

The producers at Jennifer Schutter's markets were enthusiastic, with comments: "Are you going to do it again this year?", "I sold out of the yellow and orange watermelons", and "I did see an increase in my sales". One producer with Asian pears saw an increase in sales. He stated that more people are now aware of what an Asian pear tastes like and more likely to purchase them in the future. Another producer, selling yellow and orange watermelons, stated that he sold out. He said people are now aware of what those watermelon taste like. He said before they were not sure what they tasted like or if they were as good as red watermelon. Now they know how sweet and good they are.

Tom Fowler's producers were equally appreciative. One said, "I sold all of the variety of tomatoes that were used for sampling. I sold all my herb salts. I had people ask if I still had some of the tomatoes they had sampled, I did and I sold almost all of them by the end of the day which is more than usual."

Tim Baker commented that one producer said "I'm SOLD on sampling. This is fantastic!" This producer had sold out of his tomatoes we were handing out for samples. This rarely happens for him.

In talking to the consumers taking our samples, most of them had questions about the product, which booth they could be purchased from, etc. Many indicated that they probably would not have purchased the product if they had not tasted it first. This correlates with the producer comments about increased sales.

As can be seen from the producer comments, many were surprised that giving out samples of their produce could have such a large impact on their marketing. They reported increased sales, and several said that they sold out, which was not normal for them.

Debi Kelly's producers had comments like: "What a great idea!", "I did see an increase in my sales!", "Can you come back and do it again?", and "Thank you— I sold out!"

Dr. Londa Nwadike reports that the consumers taking samples really enjoyed the samples and had quotes such as "This is very tasty" and "I love samples". Another consumer mentioned, "I will add fruit to a salad next time." Overall, the vendors were supportive and appreciative that we were providing samples.

Tom Fowler - Another said, "Thanks for coming to the market and helping us promote our produce. We sold all of the yellow heirloom tomatoes that you were sampling."

In the summer of 2017, these positive experiences continued. A typical market visit was held in DeSoto, MO, where 82 people took food samples. Of those, 36 asked questions, and 23 said that they would not have made a purchase if they had not sampled the product. 49 people went on to make a purchase. This visit used “tokens” given to those who sampled. 58 “tokens” were handed to farmers whose product they had sampled. Farmers reported a 20-30% increase in sales on sampling day. Two of the farmers reported selling out of the items that were sampled. Finally, the market manager asked if Extension would be interested in returning for sampling in 2018. Producers at the DeSoto market mentioned that they had an increase in sales or even sold out. Customers made comments like: “I never would have bought it if I hadn’t tried it”, “What a neat idea to taste before you buy”. And my favorite: “I don’t like okra because it’s slimy, but raw, it isn’t, and I like it raw. Never would have tried eating it raw if you didn’t have it here for me to sample. I plan on buying some now.”

The Bollinger County Farmers’ Market also provided some great quotes. From growers: “This sampling has been great for my sales. I hope you will be able to share the information on how to do it. It is something I would be interested in.” “My apples sold so fast, I almost couldn’t keep up.” “This has been great for the market. We have drawn a couple of crowds since you started. This is something I think the market should do more of. I like to see all these people out here. Maybe we can also attract more vendors for next year.” And from customers: “I love sampling all the different items from the vendors. It has allowed me to sample what is here and keep from second guessing myself.” “I like being able to try many different tomatoes like this at once. I just hope I remember the varieties that I liked” “This is great that you can bring so many tomato varieties together, I have so much help, and educate so many people with this tasting.”



Samples ready to be distributed at the Bollinger County Farmers’ Market



Debi Kelly and Rich Hoormann greeting customers with free samples at the DeSoto Farmers' Market

Oral comments given at our regional workshops were also very positive. Typical would be the one given at the workshop in Cameron. The producer said, "I wish all the rest of our growers could have been here!" Most of the workshops also allowed time for discussion of the points we were emphasizing. There was usually lively discussion amongst the vendors.



Rachel Heimericks with the MO Dept. of Agriculture discusses resources available to farmers' markets from the MDA's AgriMissouri Program



Jenna Wilkins teaches effective marketing techniques at the workshop in Cameron



Darla Campbell leads a discussion on understanding the costs of production and developing appropriate product pricing for farmers' market vendors at the workshop in Macon

9. Budget Summary:

- i. As part of the LFPP 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:  Yes
- ii. Did the project generate any income?  Yes  No
  - a. If yes, \$\_\_\_\_\_generated and how was it used to further the objectives of this project?
- iii. In the table below include the total amount of **federal funds spent** during the grant performance period (**Do not** include matching or in-kind contributions):

Categories	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel:	\$44,236.00	\$32,998.54
Fringe:	\$14,527.00	\$10,678.71
Contractual:		
Equipment:		
Travel:	\$11,332.00	\$2,579.29
Supplies:	\$6,900.00	\$2,916.77
Other:		
Indirect Costs:	\$20,019.00	\$12,784.95
<b>TOTAL:</b>	<b>\$97,014.00</b>	<b>\$61,958.26</b>

- iv. **ONLY for LFPP recipients:** Provide the amount of matching funds/in-kind contributions used during the grant performance period.

Categories	Match Approved in Budget	Actual Match Expenditures
Personnel:		
Fringe:		
Contractual:		
Equipment:		
Travel:		
Supplies:		
Other:		
Indirect Costs:		
<b>TOTAL:</b>		

10. 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).

1. Consumers at farmers' markets are generally enthusiastic about locally-grown food. Some consumers may be willing to pay a premium for these foods, while a few are more reluctant. Vendors who capitalize on the freshness, quality and taste certainly have a marketing advantage over stores selling food shipped from distant locations. Those that emphasize this advantage in their advertising can do very well.



Tom Fowler samples tomatoes to customers of all sizes at the Lawson Farmers' Market

2. We observed many different approaches when it came to displaying their produce and other market items. Thus, our workshops taught attendees how to improve the appearance of the products at their booth. Growers adopting these lessons certainly benefited by increased sales.



Simple displays work well for many vendors



More elaborate displays can increase customer interest and improve profit



Darla Campbell and Jennifer Schutter demonstrate safe food sampling techniques at the Unionville Farmers' Market

3. Local county health departments varied widely in philosophy. Basic health regulations are established at the state level, and the local county health departments are responsible for implanting those regulations. Counties do have the option to add to those basic regulations, if desired. We found that some would allow vendors to sample, while others did not allow any sampling at all. Some would allow sampling if conducted by University personnel, if we had been trained in proper safe food handling techniques.

One county did not want us training individual vendors to do their own sampling, because they lacked the personnel to visit and inspect each farmer, especially since most of these markets were on a Saturday. This county was fine with our University team member doing the sampling.

Therefore, we urge all vendors to find out their local regulations before adding food samples to their marketing plan.

4. Growers who either sampled their own produce or submitted produce for us to sample all reported increased sales, and would like to continue this in the future. Many even sold out of some of their produce, especially if it had been available for sampling.

5. Some produce was unfamiliar to many consumers. If this produce was available to be sampled, it was much easier to sell. For some customers, this might include items such as white turnips and raw okra. However, what really sampled well and sold out were the value added items such as pumpkin butter or candied pecans, etc. Customers do not want to spend that much money on a value added item, get it home and not like it. So being able to sample the item before purchasing it really helped the vendor's

sales.

6. We also learned that most farmers really got into our project, once they realized what we were doing, and how it would benefit them. Most vendors were willing to donate items for sampling instead of having the grant pay for it because they knew the wealth of donating it would benefit them in the long run.

7. Using our core project team to include Extension Program Associates worked very well to expand our outreach. Their work not only included handing out samples of produce being sold, but also included delicious dishes as examples of how meals could be prepared at home.



A Nutrition Program Associate at work in the Kansas City area

8. The realities of establishing a new farmers' market are sometimes lost on people who are enthusiastic about establishing a new market. In Missouri, our State Department of Agriculture has been very active in helping farmers' markets through the year, and has developed an excellent start-up guide to assist people in developing a new market. During the course of this grant, we had at least 7 inquiries from people who wanted to start a new market. Not many of these have succeeded to date, but we will continue to work with them in the future. Some have succeeded and done very well.

9. The ability to extend the grant allowed us to continue our project. By opting to eliminate salary support, we were able to include more Extension personnel to expand our efforts. A good example of this occurred in Crawford County, where two additional Extension specialists joined the team. They were working with a new farmers' market to help them get started. Part of that effort included holding two well-attended meetings for vendors, which the grant supported.

10. Some parts of the state, especially southeast Missouri, do not have many farmers' markets. This is due in part, we believe, to the low numbers of farmers who desire to grow for farmers' markets. In other parts of the state, low population can be another factor, with not enough residents to support a farmers market. This made it difficult to hold our workshops in these locations, since there was not enough interest from farmers.

11. Weather affected our efforts in some parts of the state in the first year. For example, in southeast Missouri, one of our grant participants planned to visit her local farmers' market to demonstrate proper food sampling techniques. Unfortunately, that spring and summer had phenomenal amounts of rain, and growers were experiencing low yields with their produce. Thus, vendor attendance at farmers' markets in the area were very low. Fortunately, the next year the weather patterns returned to normal, and she was able to continue as originally planned.

12. An important part of our workshop training was to teach growers how to make more effective displays to increase sales.



Kathi Mecham teaches vendors how to create a more effective display at the workshop in Cameron

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
- 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:

Establishing a statewide team to implement this project was certainly helpful.

The addition of Dr. Londa Nwadike, State Food Safety Specialist, to our team was invaluable in teaching proper food safety techniques for sampling. Dr. Nwadike has a joint appointment with both the University of Missouri and Kansas State University. She not only taught the team, but also participated in several of our workshops where she taught the vendors. She also had direct contact with vendors and visited several markets in her area.



Dr. Nwadike demonstrates safe food sampling techniques at the workshop in Cameron

While this grant was awarded for our project in Missouri, we found that working with Dr. Nwadike expanded our project across state lines. She has a very successful farmers' market workshop just across the state line in the Kansas City area. This workshop attracts Missouri farmers' market vendors as well as those in Kansas. Since this event is held in Kansas, and since grant funding did not support the workshop, we did not include any numbers in our totals. However we do feel that this cooperation definitely supported our

objectives in the Kansas City area.

- iv. Discuss if and how the result of this project can be adapted to other regions, communities, and/or agricultural systems.

This project could easily be expanded to most parts of the country. As noted above, in an area that has a low population or insufficient numbers of potential vendors, it will present challenges.

Food safety has become a critical issue in all parts of agriculture. Some of our team has been involved in teaching workshop on the Food Safety Modernization Act (FSMA), and GAPs (Good Agricultural Practices) training. While many farmers' market vendors are exempt from the requirements of FSMA, and do not participate in the GAPs program, we still feel that educating them about food safety is critical. Thus this component of our project can and should be emphasized in every part of the country.

#### 11. Future Work:

- i. How will you continue the work of this project beyond this grant? In other words, how will you implement the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

As Extension agriculturists, we have thoroughly enjoyed working with these clients, and have established many new contacts for future work. Most of these vendors can easily contact us for future project-related advice, but also may contact us for other assistance in their various enterprises. For example, those growing produce can often have various diseases or other problems in their crops, so they now know who their local Extension horticulturist is, and we have encouraged them to contact us at any time.

Equipment purchased under the grant will still be available for vendors to check out and use. In addition, depending on requests for our assistance, we can easily continue our safe food sampling demonstrations.

- 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?

While we have always worked with farmers' markets, this grant has allowed us to meet and help more farmers and other vendors than we normally would. We will definitely continue to work with these individuals as demand, resources, and time allows.