

**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: (e.g. September 30, 20XX-September 29, 20XX)	September 30, 2015 – September 29, 2017
Authorized Representative Name:	Brad Hall
Authorized Representative Phone:	(406) 338-5441 ext. 2208
Authorized Representative Email:	brad@bfcc.edu
Recipient Organization Name:	Blackfeet Community College
Project Title as Stated on Grant Agreement:	BCC People's Market
Grant Agreement Number: (e.g. 14-FMPPX-XX-XXXX)	15FMPPMT0077
Year Grant was Awarded:	2015
Project City/State:	Browning, MT
Total Awarded Budget:	\$90,000.00

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.

Goal/Objective 1: Recruit 30 vendors, farmers, ranchers for BCC People’s Market

Progress Made: Local vendors and local ag producers were engaged, however after much persistence the only locally sourced food came from the Glendale, Kingsbury, and Big Sky Hutterite colonies who sold vegetables.

Impact on Community: Unknown, Hutterite colonies would not provide sales data to the Market Coordinator upon request.

Goal/Objective 2: Purchase 10 Gazebos as startup infrastructure for the BCC People’s Market

Progress Made: Gazebos as proposed were not purchased, however portable tents (with vinyl walls) were. The 10 portable tents were purchased at a lower cost compared to those previously quoted in the grant proposal. This was done to maintain the mobility of the market, potentially to alternative locations on the Blackfoot Indian Reservation. Those gazebos that were originally quoted in the proposal and budget narrative of this grant would have not been as mobile to accommodate producers distance or viable locations.

Impact on Community: This location also provided substantial protection from the wind and other weather elements. They were important when market days had windy or wet weather that limited the amount of days the market had to be canceled due to in climate weather.

Goal/Objective 3: Provide a minimum of 5 community training and education workshops including entrepreneur basics plus tips on promotion and branding for success

Progress Made: N/A

Impact on Community: N/A

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: 0
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 0
 - v. Number of new markets established: 1
 - vi. Market sales increased by \$(estimated) 3,000.
 - vii. Number of farmers/producers that have benefited from the project: 3

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, Originally the customer count was 1,238 and it was 2,031 by the last market date, roughly half of the customers were visiting Browning on the Highway 2 and 89 corridors with most customers being locals.

4. Discuss your community partnerships.
 - i. Who are your community partners?

The Market Coordinator and student interns worked in conjunction with the college's USDA Extension Office to set up at the scheduled markets, Local ag producers eventually participated after much engagement to provide locally sourced vegetables and poultry products from the Glendale and Kingsbury Hutterite colonies.

- ii. How have they contributed to the overall results of the FMPP project?

Local ag producers unfortunately did not participate at the rate in which was expected, however those who did provided substantial contributions to the market as anticipated by the intent of the grant. Collaborations with the BCC People's Market included the working with the college's USDA Extension office during market activities, providing vendor space for the annual Days of the Piikani (formerly Blackfeet) conference, and experimented with holding the market in alternative locations around Browning and other local communities on the Blackfeet Indian Reservation.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

The BCC People's Market also developed a Facebook page to keep stakeholders informed about market news, dates, and events.

5. Are you using contractors to conduct the work? No

6. Have you publicized any results yet? Yes

- i. If yes, how did you publicize the results? Internally
 - ii. To whom did you publicize the results?

At the close out of the FMLFPP grant, the Institutional Researcher **and** the Market Coordinator provided outcomes and other information to the college leadership as to the future directions and feasibility of the BCC People's Market in relation to the accomplishment of our mission. Outcomes and other information will also be shared with market stakeholders in the planning and re-implantation of market activities if the college's leadership deems it appropriate to continue with market efforts.

- iii. How many stakeholders (i.e. people, entities) did you reach? Unknown

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

- i. If so, how did you collect the information? Both formally through paper net profit and feedback forms and informally through interactions with vendors and visitors
- ii. What feedback was relayed (specific comments)? Stakeholders were fourth coming with feedback regarding ideal market formats, locations, and timeframes related to market activities. The BCC People's Market was also by way of its establishment was free and open to all reservation and college service area ag producers, consisting of both Native and non-Native participants who were overall supportive of the college's efforts and wished it would continue past the scope of the FMLFPP grant.

The BCC People's Market engaged ag producers initially and discovered the actual feasibility for the need for a market to promote locally sourced foods was not possible due to a lack of market infrastructure on the Blackfeet Indian Reservation, as well as the small number of producers that were able to be engaged through this project.

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

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).

Most Ag producers are not at current open to selling goods in localized markets on the Blackfeet Indian Reservation, due to a lack of established, long-standing markets on the reservation. Outdoor conditions limited the amount of market days, indoor spaces used in the event of in climate weather did not yield the same customer/visitors to the market. Despite recruitment efforts, participation was based on vendor availability, weather conditions, and changes in the proximity of the market site for customer access all impacted vendor participation. Similar activities such as a Piikani Artist Market by the Museum of the Plains Indian in Browning provided more market days for vendors, however efforts for collaboration with the Blackfeet Tribe mitigated vendor scheduling conflicts and assisted with advertising and promotion costs of the local ag producer engaged in the project.

The administration of this project suffered from two major factors, 1) the lack of consistent and clear internal communication between grant personnel and the college's finance department and 2) the turnover of key administrative positions which lead to the re-positioning of the grant under another department to close it out.

Changing and unpredictable weather conditions, lack of indoor space during in climate weather, and visitor access issues to the market location all impacted decisions about the site of the previous BCC People's Market. Scheduling market events too far in advance was often adversely impacted by weather and other outdoor conditions. Tents purchased through this grant were helpful, however high winds and other outdoor elements sometimes limited their use and efficiency. The market was piloted in three different campus locations (BCC Student Commons in the Beaver Painted Lodge), in front of the South Wind Lodge at the entrance to campus (off of highway 2 and 89), and in front of the Workforce Development building (across and right off of highway 2 and 89 from the main campus). The Workforce Building location experienced the most traffic as visitor access was increased and visibility of the market from the highway was optimized compared to the other two on-campus locations piloted.

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

Outreach to local ag producers and Hutterite communities was intentionally focused on as a part of the BCC People's Market activities. Local ranchers and farmers due to the lack of local markets and processing infrastructure on the Blackfeet Indian Reservation send their products to Great Falls or communities surrounding the reservation. Both cost and the yield of products factor into making an economical decision to engage in stable, long-standing markets which the Blackfeet Reservation has none. The focus of the market was not a realistic expectation in regards to engagement of no more than 3 local ag producers, whereas ranchers and farmers had historically operated under off-reservation markets. However, the locality and purpose of the market did increase awareness as well as the sale of locally sourced ag products. The Hutterite communities of Big Sky, Glendale, and Kingsbury attended some market activities, however they preferred to use the central square in Browning as they remarked could sell more when they wanted rather than wait for sporadic market dates. Hutterite colonies would not provide net profits to the Market Coordinator upon request.

Local ag producers, despite engagement who were not comfortable with the development of a market where they could not ensure yields comparable to what they needed to net in order to cover costs of operations. Lack of local markets on the Blackfeet Indian Reservation have conditioned them to participate in stable, long-standing off-reservation markets where they could ensure yield revenue to cover operation costs and net profits.

11. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

The BCC People's Market is a great model for the Blackfeet Indian Reservation to expand beyond the college and the establishment of locally sourced ag market. Other locations were vetted and attempted, however unforeseen factors such as lack of interest from local ag producers, rival markets (and weather), lack of vendors with Blackfeet Tribal business licenses, and lack of permissible/accessible locations other than the college property would need to be considered prior to the establishment of other regional markets.

12. 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?

Preliminary discussions with market stakeholders and the college's leadership are entertaining the possibility of the BCC People's Market being sustained under the college's Business and Information Technology Division in an attempt to seek entrepreneurship opportunities to incubate student-designed ag-based enterprises or businesses to gain experience in selling locally sourced products and services which by virtue of the market's establishment would also include further community member/vendor training. The college as of Fall 2018, began an Agri-Business one-year certificate program, many of the first cohort are ag producers themselves and could provide the basis for future market activities, where locally sourced ag products could be sold.

- 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?

Based on initial BCC People's Market FMLFPP grant outcomes, one recommendation is to continue to work to diversify the type of locally sourced ag producers as vendors/partners and the scope of the market to promote itself as a mechanism for community education and economic development. A second recommendation is to continue to engage market stakeholders and partners in consolidating such efforts to share responsibilities, costs, and other components of the existing BCC People's Market framework and purpose as well as integrating other ideas for continued implementation. A third recommendation is concerning the management of market resources, where there is sound oversight and that all market staff, stakeholders, and partners are familiar with the financial and project limitations provided when offering a free, open BCC People's Market to the Blackfeet Indian Reservation community and the college's service area. A final and fourth recommendation is to conduct a comprehensive needs assessment to include community ag producers to gain a more concrete understanding of the role a market can play in providing a sound and long-standing outlet for locally-sourced products.