

**Farmers Market Promotion Program**  
Final Performance Report

The interim report provides a status update regarding the progress made toward the objectives of your grant proposal. 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 6 pages and is due every 6 months. You have **30 days** from that date to provide the report (meaning the reports will usually be due April 30 and October 31).

Provide answers to each question below, or answer "not applicable" or "no results available yet" where necessary. It is recommended that you email or fax your completed performance report to your assigned FMPP grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-690-4152; Fax: 202-720-0300.

<b>Report Date Range:</b>	April 1, 2017 – September 30, 2017
<b>Today's Date:</b>	October 25, 2017
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<b>Recipient Organization Name:</b>	Albemarle Commission Region R Council of Governments
<b>Project Title as Stated on Grant Agreement:</b>	Edenton Farmers Market
<b>Grant Agreement Number:</b> (e.g. 15-FMPPX-XX-XXXX)	15-FMPP-NC-0047
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Edenton, North Carolina
<b>Total Awarded Budget:</b>	95,480.00

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1. Summarize the community need for the grant work:

The Edenton Farmers Market (EFM) will use grant funding to focus on filling the needs of the local community that is low income and has low access to food by promoting their relocation to a downtown home. Per the 2013 Community Health Assessment, Edenton currently lacks equal access to fresh and healthy foods; resulting in a multitude of health problems in the community. The relocation to our downtown location will close the gap between affluent and financially needy residents by providing a centralized, walkable location. Through educational programming and outreach efforts directed at Edenton's financially needed and beyond, we hope to cultivate a cost and access positive attitude towards shopping at the farmers market. We want all residents to feel that they belong to the farmers market community as consumers and producers, where they find the healthy foods they look forward to eating at a reasonable cost. We are further inspired to do more because within in the last twelve months, Edenton has lost one out of two of their grocery stores, further compounding the dilemma of a 'food desert'. We have to take a more dramatic, boots on the ground approach to reaching financially needy residents of our county.
2. 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.
  - i. Goal/Objective 1: **Promotion of the renovated and relocated Market.**
    - a. Progress Made: **The promotion of the market's new location is ongoing through our facebook page, agency announcements and fliers. The market is also utilizing custom sandwich boards throughout the community and historic district**
    - b. Impact on Community: **We have experienced greater activity and participate at the market from the Community not only with visitors to the market but with vendors.**
  - ii. Goal/Objective 2: **Promotion of the Market to the financially needy and underserved through social services, Habitat for Humanity, the area Food Bank, faith based community organizations, and schools, that the market is a year-round fresh food entity.**

a. Progress Made: **We are providing more services to the financially needy and underserved through the SNAP program. This partnership has been successful with promoting the market through our partners. We are also working with the Area Agency on Aging to enhance Seniors utilizing the market particularly with the senior public housing being next to the market's downtown location. We held food demonstrations with copies of recipes distributed at each demonstration.**

**We had an increase in participation from low income and low access individuals, as well as the general public through our increased promotion through our website, newspaper, social media, town county and county commissioners meetings, as well as through our stakeholders, including the faith-based community.**

b. Impact on Community: **The increase in participation has primarily been from the underserved and seniors.**

iii. Goal/Objective 3: **Expand the number of participants in the market through promotion at area events and festivals**

a. Progress Made: **The planning of events has been completed for the coming year. We are excited for the Market to be Open during the week on Wednesday and the weekend market to open on Saturday.**

b. Impact on Community: **The public will have an opportunity to experience fresh produce and fruit from local producers, as well as the children having an opportunity to learn how produce is grown, cooked and distributed to the end user through the events that are planned for the coming year.**

3. Quantify the overall impact of the project on the intended beneficiaries, if applicable. Include further explanation if necessary.

- i. Number of direct jobs created: 4
- ii. Number of jobs retained: 2
- iii. Number of indirect jobs created: 21
- iv. Number of markets expanded: 1
- v. Number of new markets established: 0
- vi. Market sales increased by **\$6,000** and increased by 58%.
- vii. Number of farmers/producers that have benefited from the project: 17 and Increase: 85%

4. 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? **We have expanded our customer base by reaching out to the Department of Social Services, as well as the Senior Center which provide services to the low income and low access population. The market is now open 2 days a week: Wednesday evenings and Saturday morning and afternoon which provides for greater access by our customers.**
5. Discuss your community partnerships.
  - i. Who are your community partners? **Chowan County Social Services, Chowan County Senior Center, Chowan County Public Housing Authority, Town of Edenton, the Albemarle Commission's Area Agency on Aging, Chowan County Cooperative Extension, Vidant Chowan Hospital**
  - ii. How have they contributed to the results you've already achieved? **They are letting their customers know about the market, as well as the opportunities to utilize the SNAP/EBT Program at the market**
  - iii. How will they contribute to future results? **These partners will contribute to the future results by continuing to announce special events, support the market services, as well as distribute any fliers that the market has available about our services to the client base.**
6. Are you using contractors to conduct the work? If so, how has their work contributed to the results achieved thus far? **A contractor is managing both the vendor operations and promotional work of the market. The vendor operations have expanded from last year as previously stated. The promotional work has been comprehensive with the planning of events that cover the entire market season instead of a case by case basis. This allows the market to advertise/promote the activities that draws more customers to the market.**
7. Have you publicized any results yet? **Through our advertising on social media and fliers we have been publicizing the additional market location as well as increased vendors. We reached more than 2,000 individuals through these outlets.**
8. Have you collected any feedback thus far about your work? **We will be conducting a primary survey in June that will collect feedback on the market's activities, location and events.**

9. Budget Summary:

- i. Were there revisions to the budget during the reporting period? (As a reminder, budget changes that are substantive (e.g. changes in line items or amounts that exceed 20% of the original request) must be submitted via separate documentation by contacting LFPP staff. Changes indicated below are not approved until you have obtained prior approval.) **There have been no changes to the original budget as approved by USDA.**
- ii. Total amount spent during reporting period:

Personnel:	\$ 0.00
Contractual:	\$ 7,107.29
Equipment Purchases:	\$ 0.00
Travel:	\$ 0.00
Supplies:	\$ 500.00
Other:	\$ 6,520.00
Indirect Costs:	\$ 2,170.00
<b>TOTAL:</b>	<b>\$16,297.29</b>

Amount of matching funds/in-kind contributions used during the reporting period: **The Albemarle Commission provided \$2,350.40 of in-kind contributions through budget and operations consultations, policy briefings, and software recommendations.**

- iii. Did the project generate any income? Yes. \$300.00 **and it was used to advertise the market and for food education demonstrations**

10. Summarize unexpected delays or problems (if applicable). **n/a**

- i. State the issue(s) and the reasoning behind its/their occurrence:
- ii. How did the issues affect timelines?
- iii. How did the issues affect the measureable results?
- iv. How did the issues affect the budget?
- v. How did your organization resolve the issue(s)?

11. What grant activities/impacts do you hope to accomplish in the next six months? In other words, what do you plan to include in your next report to FMPP staff (interim or final)?

**The market increased food demonstrations as well as the number of recipes distributed. We hosted a back to school event that increased traffic at the market; particularly with families of school age children. There has been an increase in the EBT/SNAP program which allows for the 2:1 purchasing power of the low income participants. We continued to create greater interest through our increased promotion through our website, newspaper, social media, town county and county commissioners meetings reaching more than 650 families that have low access to food.**