

**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
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Recipient Organization Name:	Peletah Ministries
Project Title as Stated on Grant Agreement:	Farmers' Market Ambassador Outreach and Marketing Program
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPNC0070
Year Grant was Awarded:	2015
Project City/State:	New Bern, NC
Total Awarded Budget:	94,240.00

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.

The ultimate goals and objectives of the JCFM **Ambassador Outreach and Marketing Program** were to increase market participation, expand and promote direct producer-to-consumer opportunities through outreach training, education and resource networking programs for the residents of the Greater Five Points and Pamlico County which have been identified through the Choice Neighborhood Planning Initiative and the Food Access Research Atlas as areas that are under-resourced and impoverished. The outreach will also be with vendors to enhance the consumer experience at the market and will increase the likelihood of return.

- i. **Goal/Objective 1: To develop a JCFM Ambassador Outreach program** that offers training and consumer education for individuals that will go into under-resourced and impoverished communities and conduct outreach for providing potential consumers with the benefits of the farmers’ market.

a. Progress Made:

JCFM reached the activities and milestones for this goal/objective. The activities that were completed during this grant project included: the development of the JCFM Ambassador Outreach Program curriculum along with the first of several community meetings to share information about the JCFM program. Also, the printed materials were drafted and printed. Social media was utilized and buzz created included on the web through Facebook and Twitter. A database for the JCFM ambassadors was set up and was utilized to record time, work, hours, notes and other data on ambassadors. Trainings were completed along with each person participating in the monthly conference calls. Finally, maps were created around the teams that completed outreach through the door-to-door and tell-a-neighbor program in the Greater Five Points community. We were able to reach more than 3,000 individuals through these efforts.

Additionally, the JCFM Ambassador Outreach held community meetings held within the target community, Duffyfield. These meetings provided the community members with information about the market, its benefits, and specifics about the market. Also, printed materials specifically JCFM flyers were provided. Social media was continued with Facebook and a website were utilized. A JCFM Facebook group was established to provide information for JCFM ambassadors for additional training and resources on the impact of a farmers market in food desert communities, benefits of the market in low resource communities, and building solid customer service experiences at the market. JCFM door hangers were designed and ordered so that JCFM Ambassadors could provide them for outreach through the door-to-door and

tell-a-neighbor program in the Greater Five Points community. The maps that were created initially were extremely useful during this process.

b. Impact on Community:

On Saturday, November 21, 2015 our JCFM team participated in the New Bern Housing Authority Health Fair. We distributed flyers about the market and conducted a dot survey concerning activities that housing residents would love to see at the market. There was an opportunity to talk to residents and listen to their requests for the farmers market. We were able to reach more than 300 community members through this outreach effort.

The next outreach event was a community wide meeting held on Saturday, January 9, 2016 at a church in the Greater Five Points community. Nearly 100 leaders including officials and clergy from the community came out to learn about the program. We provided an overview of the FMPP program, goals and objectives. Also, input was garnered to insure community buy-in and support of this effort. There was a question and answer session.

We hosted another community event in February that was held in the Craven Terrace housing project area. The meeting was standing room only. We were able to have JCFM Ambassadors on hand to discuss the market and distribute flyers. These community events received solid support from the areas that we served. We participated in a Duffyfield Community Development project to identify resources as there is no grocery market within this area.

Community meetings continued throughout this project and more than 700 people have attended one our community gatherings. This has allowed the JCFM Ambassadors to reach the community and share the benefits of the market and expand the market outreach.

A Pamlico County community meeting was added in accordance with the goals and objectives of this grant. This meeting had more than 120 people to attend the meeting. A survey for the Joseph Community Farmers market was completed as local residents checked in upon entering the meeting. The survey yielded some of the following results: (1) Would you be interested in attending a local farmers market – 82% of respondents said yes, 14% of respondents said I do not know and only 4% said no. From the favorable responses, 97% stated that they would attend a farmers market in Pamlico County. Finally some of the barriers identified were 68% concern about high prices, 19% expressed concern about transportation, 10% stated they had not been to a market and remaining had no comments. These types of surveys have allowed the JCFM Ambassadors to reach the community and share the benefits of the market and expand the market outreach through a better understanding of issues and/or concerns as it relates to barriers to attending the market.

Another positive aspect to the community outreach was the growing of farmers and vendors participating in the market.

Overall, we reached our goal to develop a JCFM Ambassador Outreach program that offered training and consumer education for individuals that made a significant impact in under-resourced and impoverished communities and conducted substantial outreach for providing potential consumers with the benefits of the farmers' market. Through the JCFM Ambassador Outreach program thousands of individuals were reached and informed and educated about the benefits and impacts of a local farmer's market.

ii. **Goal/Objective 2: To increase visibility and usage of the market and market resources such as SNAP/EBT and Senior Nutritional Vouchers**

a. Progress Made:

The JCFM increased visibility and usage of the market and its' resources such as SNAP/EBT and Senior Nutritional Vouchers. There was a community outreach meeting scheduled for Saturday, April 9, 2016 that informed the greater community on programs at the Joseph Community Farmers market had such as SNAP/EBT. The leadership team of the JCFM worked with state and local leaders with the Aging Council on securing Senior Nutritional Vouchers, however, due to state restrictions by county and lack of funding, we were not able to secure Senior Nutritional Vouchers but we were able to secure funding from the local hospital for Double Bucks at the market as well as \$5.00 vouchers for Senior Citizens for produce at the market.

JCFM Ambassadors have also reached out by participating in community events throughout the community such as the annual DuffFest, GlowRun, and the Head Start Resource Fair and provided SNAP/EBT resources. These events allowed for our ambassadors to increase visibility for the market and really explain the concept of the market to those unfamiliar with it. SNAP/EBT resources at JCFM were distributed at churches, hair salons, barber shops, and other community meetings.

Finally, a marketing plan was created and was presented at a day long training with the ambassadors on customer service and that information was shared and given to the vendors of JCFM. The marketing plan included all the events that we participated in and how to engage those that we encountered in a way that would highlight visibility for the market and the resources at the market.

b. Impact on Community:

The success of this outreach reached out to more than 3000 individuals in the Greater Five Points region and Pamlico County as our grant states.

Another success/benefit that occurred was the success of our children's programs that centered on the topics of healthy eating and active living. This has been a good opportunity to continue to learn more about the affordability and accessibility of fresh fruits and vegetables at the market with their parents.

We connected some of the children that came to the market with the local 4-H Cooperative Extension which engaged kids in the target community to attend a gardening program during Spring Break (April 2017). The children learned about how foods reach the farmers market through study and doing. They were able to go to a community garden in the Duffyfield area which is the impetus of the work that this grant is doing. Children as well as their parents were able to understand the benefits of the market through this experience through seeing healthy foods being raised in their community. This has been a good opportunity to continue to learn more about the affordability and accessibility of fresh fruits and vegetables at the market with their parents.

Goal/Objective 3: To **engage vendor participation** in consumer satisfaction and outreach training

Progress Made:

Customer Service Facilitators created and presented a farmers market customer service program to the JCFM in April and May of 2016. The focus of the customer service manual centered on best practices and outlined how to grow the market through effective and satisfactory customer service.

The training has included vendor participation in the Resourceful Communities Healthy Eating/Active Living Convening that held sessions on engaging customers at the market, showing how important customer satisfaction is for consumers, as well as sharing tips for setting up the booth for greater customer booth. There were handouts utilized along with web based resources to foster the best customer experience.

An important aspect of engagement was understanding how other markets engaged vendors and how consumer satisfaction was monitored along with outreach training. The JCFM Ambassador Leadership team travelled to several markets to gauge these factors and to meet with staff as well. Those visits included NC State Farmers Market, Pee Dee, SC Farmers Market, Pitt County, NC Farmers Market and farmer markets throughout the Triangle Region of NC.

New customer service measures were introduced at the market such as the JCFM Welcome Center which was staffed by JCFM Ambassadors. Each customer was greeted upon arrival at a lively center with a dot survey, handout about the market, specials, featured vendors, entertainment, and family friendly activities, etc. This was an opportunity to welcome and engage the consumer at the market.

Consumers were engaged prior to leaving to select their favorite vendor(s). This was helpful in gauging reasons for satisfaction at the market. These elements

along with ongoing vendor engagement through market analysis and customer service surveys allowed for understanding

Impact on Community:

The impact from the customer service program has been that it has created inviting and welcoming atmosphere that draws consumers to JCFM. It also has also been a great word of mouth driver as people share their positive experience throughout the community and on social media which has encouraged new customers to attend the market.

Another major impact with the welcome center and the inviting vendors is that it has changed the perspective of so many in the communities that we serve that the market is exclusive and is out of reach for them. That was one of the major barriers that we faced in our meetings and outreach events. It was vitally important that along with visibility and engaging people to come to the market that they have a rewarding and pleasant experience. Working with the vendors provided us with a better market experience because the vendors began to engage the customer with a better experience through better booth layout, recipe cards, samples, music, etc. However, the key was the engagement through the customer service training.

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: 21
 - ii. Number of jobs retained: 21
 - iii. Number of indirect jobs created: 2
 - iv. Number of markets expanded: 4
 - v. Number of new markets established: 1
 - vi. Market sales increased by \$2200.00 and increased by 20%.
 - vii. Number of farmers/producers that have benefited from the project: 5
 - a. Percent Increase: Some JCFM farmers have experienced a more than 50%
It has been beneficial to have recipes and a chef present to share simple cooking tips for preparing vegetables that might not have been familiar to those attending the market.

**Our farmers and producers were greatly impacted by Hurricane Matthew (which ravished Eastern NC in the October 2016) - we were very intentional with our work and support to them as some were displaced from homes, lost crops, and experienced other hardships due to this natural disaster. However, this did have a significant impact on our farmers and thus on our market.

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?

The JCFM was determined to be intentional about its outreach. The community we serve low income and under resourced. However, the population that has grown the most significantly at

our market through this project has been the elderly population. Many of them come before the market starts and stay for the entire market even though the programs are sometimes geared to our youth. Thus, we had to make some accommodations for them to be engaged at the market. The older JCFM attendees have added a wonderful element to the market as they share stories, recipes, and ideas for cooking produce that may not be known by our younger customers. The growth of the elderly attending has been a result of visiting our public housing for the elderly, visiting our local senior services center, and reaching out to our local AARP.

4. Discuss your community partnerships.
 - i. Who are your community partners?
 - ii. How have they contributed to the overall results of the FMPP project?
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

The community partners that have been leveraged by the JCFM are the NC Cooperative Extension of Craven County, Resourceful Communities of the NC Conservation Fund, the New Bern Housing Authority, the Choice Neighborhood Initiative, Carolina East Hospital, the Greater Duffyfield Council, Peletah 4H Organization, the Farmers Market Coalition, New Bern Veterans Employment Base Camp and Organic Garden (in Duffyfield) Pamlico County Senior Services, HealTHY Neighbor and Vidant Medical Center

The NC Cooperative Extension of Craven County (provided technical assistance, resources for curriculum along with free items for our kids zone, recipe cards), Resourceful Communities of the NC Conservation Fund (provided on-site training for our ambassadors, training for our farmers and vendors, provided technical assistance, and web based resources) the New Bern Housing Authority (opportunities to reach their residents through outreach JCFM Ambassador canvassing, event participation, newsletters, etc) the Choice Neighborhood Initiative (information and outreach), Carolina East Hospital (double bucks and senior vouchers) , the Greater Duffyfield Council (information and outreach), Peletah 4H Organization (children activities), the Farmers Market Coalition (resources, SNAP/EBT support, web based materials), New Bern Veterans Employment Base Camp and Organic Garden (in Duffyfield- support and information) Pamlico County Senior Services (support, information, and outreach), HealTHY Neighbor (training and information) and Vidant Medical Center (resources on healthy eating and healthy living).

Also, we were contacted by an organization (Kramden Institute) that offered us free refurbished desktop computers that we were able to give to students during our market a few days before the start of school. Community partnerships have really made the market experience more significant and has a positive impact on the overall success of the market.

The partnership with the New Bern Housing Authority has allowed for us to continue to distribute materials on-site along with participate in community events to share materials and talk to residents. This allowed for a better and greater sense of understanding of the market and its benefits. We also added to this work in Pamlico County with the New Bern Eastern Missionary Baptist Association.

The ability to reach the public housing residents was a very important part of our JCFM Ambassadors project to increase visibility and to share information about the market and its benefits. Furthermore, it allowed for us to have the ability to reach those that most need this

resource.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Yes, we are used contractors. The JCFM Ambassadors were the foundation of this program and they had a significant impact on the outreach and overwhelming response in the community. Also, the program director and the leadership team worked diligently to implement all elements of the proposal.

The customer service facilitators developed and presented a JCFM Customer Service training (s) and finally the project evaluator met with our team on what needed to be collected and developed a comprehensive plan of capturing data throughout this process. Much work has been done and it has been significant in the compilation of completing activities and milestones.

6. Have you publicized any results yet?*

We will be hosting a community-wide meeting to share our results from the FMPP 2015-2017 Farmers' Market Ambassador Outreach and Marketing Program in January 2018

**However, the Joseph Community Farmers Market was spotlighted for our season opener by focusing on one of our farmers/producers

- i. If yes, how did you publicize the results?
- ii. To whom did you publicize the results?
- iii. How many stakeholders (i.e. people, entities) did you reach?

*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?

We collected data results through our welcome tent. Our welcome tent has been a major success. Customers stop by to see what is happening at the market and they stop by before leaving to tell us about their "favorite vendor" any why. The process has allowed us to analyze what has worked and what needed improving.

At every community meeting we also compiled data to be able to adequately gauge the needs and not what we thought was best. We also utilized data collected from New Bern's Choice Neighborhood Initiative.

- ii. What feedback was relayed (specific comments)?

"I love being here at your market! Its good food and good friends. I come every time they open."

"I wish they could stay open all day. They be nice to us and I come back again."

"I didn't know what to expect but I got a lot of good food and was able to use my SNAP card"

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, we did not generate any income from this project.
 - 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).

We learned through the JCFM Ambassador program that (1) strong community building around the market was essential for success. It was the ability of community members to be trained and do this work. There was trust built in the community by those that were ambassadors because they were known by those living in the neighborhoods that we were serving.

We also learned the Power of Partnership. We were able to successfully complete this project and it was because of the partnerships that we were able to leverage. These partnerships brought insights, resources, and opportunities to the table that made this project work well.

Finally, our farmers and emerging farmers were the key to success of our markets. They were willing to make changes for a better customer experience. They saw revenue increase but it was the satisfaction and the return customers that showed success for this project.

We also experienced a few major challenges in this project. The weather had a significant impact on our program. Hurricane Matthew impacted all of our farmers and some of our JCFM Ambassadors and thus impacted our market. Flooding was a serious issue throughout Eastern NC where our market is located. A local newspaper article showed the impact specifically on unmet needs after the hurricane in the Duffyfield community.

Another major issue was unexpected health challenges for several of our JCFM Ambassadors who lived in the area that we were serving. We had one diagnosed with an aggressive form of cancer and another that suffered a stroke. The impact that these health situations had on the closely knit group was challenging.

Finally, the changing face of the Duffyfield community had a significant impact on our market. The City of New Bern began a major renovation project that happened within the largest housing project community in Duffyfield which displaced a measurable population of the people we served outside of the community. It was challenging to

locate those that we had been working with for the market as many were moved from their homes and have not returned to the community.

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

Goals for this project were achieved.

- 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:

Poverty and education are powerful components to address within a community. We realized that we needed the entire community and so the ambassadors were very engaged. It was challenging to discuss market benefits with community members were facing issues relating to poverty which included unemployment or underemployment, crime, lack of resources, etc. However, our commitment to being in the community was clear and we made progress. It was very slow progress at times but progress. Education of the market and fresh food was another area that we had to address. Even with the SNAP component it was still a challenge for families to purchase from the market as illustration was needed on how to prepare and properly store foods. However, it was important to see the impact in changed attitudes about the market and its' benefits by the community we serve.

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.

JCFM will continue its work by expanding the reach of the market with a mobile component to serve more impoverished communities in our region. We have a solid foundation and look forward to growing our reach. We are planning to add more farmers/vendors and increase our revenue by 25% over the next season. It is our plan to continue using our 15 ambassadors in our outreach efforts. Our program director was asked to share this work at the National Faithful Families Conference.

- 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?

The most important recommendation that we would submit is to remain committed and focused on the outlined goals for your project. This guiding step was instrumental in our ability to complete this program in our community successfully.