

**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>	April 1, 2016 – October 31, 2016
Authorized Representative Name:	Yausmenda Freeman
Authorized Representative Phone:	702-726-7683
Authorized Representative Email:	info@ontheranchmarket.com
Recipient Organization Name:	On the Ranch, LLC
Project Title as Stated on Grant Agreement:	Healthy Living Down On the Ranch
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-NV-0089
Year Grant was Awarded:	2015
Project City/State:	North Las Vegas, NV
Total Awarded Budget:	\$99,943.00

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: _____

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: Implement promotional and advertising campaign to recruit local and regional producers, and customers to increase overall market sales.
 - a. Progress Made: We have experimented with radio, visual, print, and social media mediums for advertising. We have found that banners, social media, and brochures are what works best for increasing customer attendance in are target market. When we implemented this mix and got rid of radio, our customer attendance jumped immediately from approximately 900 customers weekly to 2500-3500 customers weekly, which has consistently increased vendor sales from January to the present.
 - b. Impact on Community: Just from one social media run for 3 weeks, one ad reached over 140,000 views, 10,000 clicks on the add, and over 500 shares. Because of our interaction with those commenting on the ad regarding SNAP usage, we garnered loyal customers and have seen weekly SNAP sales increase by 300% depending on the week. We have increased average weekly vendor attendance from 18 to 23, of which 8 accept SNAP.
 - ii. Goal/Objective 2: To acquire infrastructure that transports, stores, and preserves agricultural products at the market.
 - a. Progress Made: Weekly we rent a U-haul to transport our market equipment and due to the increase in equipment, we also rent a 10’x10’ storage space. With the purchase of the 2 portable refrigeration units, we have reduced produce waste by over 60% by increasing the shelf life of the produce stored for cooling during the market. This allows for prices to be reduced by the vendors who compensate for waste in their pricing. Fresher looking and tasting produce has increased produce sales. We have also been able to use the new refrigerators for our Brunch On the Ranch Pop-Up Breakfast Series, which assisted our chefs with passing health department inspections because their brunch ingredients were able to hold cold temperature consistently.
 - b. Impact on Community: We have set an example for other markets and vendors that gives them a successful infrastructure model to use at their outdoor venues. Health department inspectors have complimented us on the uniqueness, versatility, and efficiency of our refrigeration system.
1. 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: 8
 - ii. Number of jobs retained: 2
 - iii. Number of indirect jobs created: 5
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 1
 - vi. During our peak season, February – May, Market sales increased by \$800 and increased by 200%. During our slow season, scorching hot months of June-September, Market

sales reduced by \$200, still a 150% increase from the start of the program. These figures reflect the increase in sales for the farmers/producers exclusively.

- vii. Number of farmers/producers that have benefited from the project: 25
 - a. Percent Increase: 44%
2. 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 marketing plan for Healthy Living Down On the Ranch helped expand the customer base of On the Ranch Farmers and Artisan Market through the influx of customers using their SNAP benefits to purchase eligible farmers market goods. In October 2016, we began allowing independent distributors to vend, which increased the variety of goods and services offered at the market and brought new customers. To cater to our population of vegan and vegetarian residents, some food vendors diversified their offerings after Brunch On the Ranch to increase our vegan, raw vegan, and vegetarian customer base.
3. Discuss your community partnerships.
 - i. Who are your community partners?

During this project, we have worked closely with Wholesome Wave, Nevada Department of Welfare & Social Services (DWSS), Department of Housing & Human Services (DHHS), the Elks Lodge, Nevada Department of Agriculture (NDA), Southern Nevada Health District (SNHD), and Office of Congresswoman Pamela Goynes-Brown.
 - ii. How have they contributed to the overall results of the FMPP project?

Each of our community partners have served this project through assisting with raising awareness of On the Ranch Farmers and Artisan Market. Wholesome Wave has implemented random controlled data collection through market surveys that offer incentives to low income customers to increase their fruit and vegetable consumption. DWSS sent mailers to newly enrolled SNAP recipients to inform them about our farmers market and our incentive programs. NDA listed us in their brochures to inform senior citizens where they could shop with their assistance coupons. SNHD distributed leaflets to the DWSS promoting us as a local farmers market that accepts SNAP benefits, and also listed us on their website. The Elks Lodge gave us access to their parking lot to expand our market to Mondays from 1p-6p March-May 2016. DHHS facilitated our ability to distribute our farmers market brochures through a network of local medical facilities and clinics. Our connection with Congresswoman Goynes-Brown's office helped us relay the importance of our market to our city's municipal officers. The collaborative efforts of our community partners helped make our project's events successful and increased customer attendance, which increased sales for our vendors.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

We will continue working with each of our current community partners beyond the performance period to raise awareness of the existence of our farmers market and our incentive programs that help Clark County residents live healthier lives and increase their patronage of farmers/producers.
4. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

We contract with our market deejay to create the audible ambiance of our market. The vast array of music played creates an upbeat, welcoming atmosphere that assists in turning the vacant

parking lot into a festive watering hole for residents. It help shapes the positive energy and mood of our vendors and their interactions with our patrons. It is a drastically different market without the music. We contracted with local chefs to make “Brunch On the Ranch” a success, introducing various styles of cooking to our customers. This series of pop-up brunches were such a success, that customers are eager for another season of pop-up brunches at our market. Local restaurants also took note of the popularity and creativity of these brunches and also implemented them intermittently into their business model. Another local farmers market worked with our Vegan chef and implemented a series of successful vegan pop-up brunches at their location during their Fall and Winter market season.

5. Have you publicized any results yet?*

- i. If yes, how did you publicize the results?
We used brochures, press releases, pictures and posts to our social media account to publicize
- ii. To whom did you publicize the results?
Our results were made public through social media, our website, and participating in surveys from organizations researching the operation of farmers markets.
- iii. How many stakeholders (i.e. people, entities) did you reach? We have reached over 300,000 residents directly through our promotional efforts. Over 70 vendors and producers/farmers have benefited from Healthy Living On the Ranch in the 12 month span of the project.

*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).

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

- i. If so, how did you collect the information?
We monitor feedback from our community through our social media accounts and their comments directly to us on market days and via email. Our stakeholders have provided their feedback in the form of verbally informing of us their increase or decrease in sales and their suggestions on improving our market.
- ii. What feedback was relayed (specific comments)?
“The vibe of this market is very welcoming.”
“Even though it’s a small market, the variety of vendors is excellent.”
“I generate more sales at this market than any of my other markets.”
“You all make me feel welcomed to use my SNAP benefits here. I feel embarrassed when I shop at other places.”
“We loved the Bruch On the Ranch series. When are you doing them again? Can I help with anything?”

7. 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?
 - a. If yes, how much was generated and how was it used to further the objectives of the award?

Our project generated \$4,470 in ticket sales and additional booth fees from our Brunch On the Ranch series and booth fees from our Harvest On the Ranch festival. We used the funds to offset expenses for the events and weekly market that included promotions, advertising, and permit costs.

8. 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 quickly that the ratio of customer attendance to advertising dollars used to buy radio spots did not transfer in a favorable way to increase customer attendance, vendor recruitment or increase sales. Social media is a more viable and medium to use in conjunction with physically distributing printed media to potential customers.

We expanded our market by adding an additional market day at a new location in a local food desert centrally located in the center of town from 1:00pm-6:00pm on Mondays, right along one of the major streets that locals travel daily. Our new location stayed open for only three months due to the lack of patronage and vendor interest. The new location was widely publicized, even through our community partners. Some vendors who originally wanted to add another day to their schedules, and joined our Monday market, found the additional workload too taxing and decided to scale back. Other vendors were waiting for customer patronage to increase to financially justify paying additional city licensing permit fees for a new vending location. While we had our loyal customers and even some of our customers from Sunday's market who preferred the convenient location of our Monday market, many more customers were waiting for the market to get bigger. There was an impasse between vendors and customers. Once we closed Mondays, we received a record number of calls inquiring about its operations. Many of those calls were to say, "I always meant to stop by but kept forgetting." We chose to focus all of our energy and resources on continuing to make Sunday's market a viable success for customers and vendors.

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

We achieved our goals and outcomes, but still are working on developing a market model that will secure a local culture that supports our local farmers markets every week despite our extreme weather. The number of customers patronizing local farmers markets in the Greater Las Vegas Valley declines during extreme heat and our coldest time period.

- 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:

When our customers and vendors can see the vision we are casting for success that includes them, they are more inclined to jump in and volunteer in any way necessary. Therefore, working directly with a group of select customers and vendors during the planning and implementation phase helped to ease the facilitation of promotion and implementation.

9. 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.

This project has allowed us the opportunity to make a valuable impression in the lives of our community and create a generous buzz about On the Ranch Farmers and Artisan Market. Beyond the performance period of Healthy Living Down On the Ranch, we will continue partnering with local and state agencies to raise awareness of our presence in the community to increase SNAP recipient customers. We will continue distributing physical flyers throughout the city and enlisting our vendors to distribute flyers at other events they partake in. During the summer months, we will rent refrigerated space to vendors desiring to keep their products safe from the sweltering heat during the market. To fund the next round of Brunch On the Ranch, we will solicit funding in the form of grants, sponsorships, and charitable donations.

- 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?

Our future activities will include bi-monthly family activities, spring and fall harvest fests, and monthly chef demonstrations. We believe that having activities take place regularly will keep customers engaged even during our slow months. We are also in the planning phase of working with our local schools to have their gardening students do presentations at the market which will also increase market patronage as the students' support system will bring market goers that include their family, friends, teachers, and school staff.