

**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](mailto: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.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2015 – September 30, 2017
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<b>Recipient Organization Name:</b>	County of Sullivan
<b>Project Title as Stated on Grant Agreement:</b>	Sullivan Fresh Initiative
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-NY-0141
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Monticello, NY
<b>Total Awarded Budget:</b>	\$95,595.66

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: Jill Weyer; Email: [jill.weyer@co.sullivan.ny.us](mailto:jill.weyer@co.sullivan.ny.us); Phone: 845.807.0527

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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.

i. **Goal/Objective 1:** Sustain the long-term viability and growth of 7 SC’s farmers’ markets by getting more people to know about them and to use them: The project Marketing Consultant will be tasked with creating and implementing a coordinated marketing and promotion plan. We anticipate the program to include billboard advertising (a prominent feature of the Sullivan County landscape), direct mail, website and email, and printed materials.

a. Progress Made:

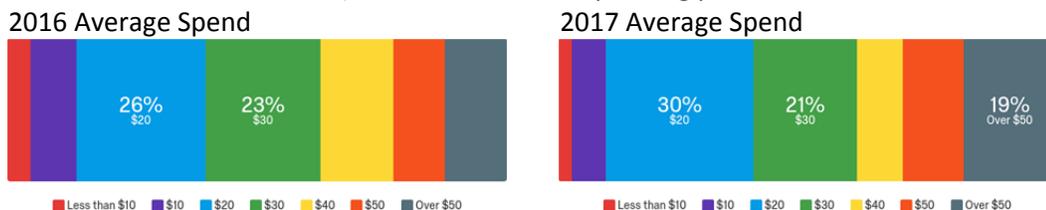
1. Survey work was conducted in both 2016 and 2017. The surveys collected information from farmers market vendors, consumers and market managers. All data was summarized and analyzed and incorporated into the marketing plan. The surveys targeted the following populations: Sullivan County residents, 2<sup>nd</sup> Homeowners, Families, Benefit Recipients and Seniors.

2. A marketing plan was developed by the marketing consultant. (see attached marketing plan) The information in the plan was gathered from survey work, market analysis, interviews, and existing benchmarking data. The plan developed a set of objectives and benchmarks for 2017 (see attached benchmarks). All 7 farmers markets received individualized marketing plans. The marketing plan entailed creating the “Sullivan Catskills Farmers Market” brand as the promotional umbrella for all farmers markets.

3. Promotion: 80% of the marketing plan was accomplished. We anticipate accomplishing the remaining 20% in 2018 (see below and final plan for more details). The marketing campaigns developed for the project focused on targeted events, such as “Fall for Farmers Markets”, Market kickoff events, “National Farmers Market Week”, “Grill and Chill”, “Spend Ten Campaign”, with special focus on advertising for seniors, benefit receivers and children. The “Spend Ten Campaign” logo was the winner of the Graphic Design USA award. See attachments for marketing campaign art and materials.

We also developed a social media campaign, paid radio advertising, created a web site and created print materials. The website [www.homegrownwithheart.com](http://www.homegrownwithheart.com) was created in 2016. To date, the website has almost 6,000 visits, with over 11,000 page views. Our Facebook page (Sullivan Catskills Farmers Markets) has almost 1400 “Likes”. The Facebook Page consisted of videos, slideshow videos, campaign posts, educational posts and farmers market events. In total, there were 11,478 page views and 226k slideshow views from May – November 2017. We also contracted with a local filmmaker to create 3 Farmers Market videos that can be found on YouTube: [Somewhere in Time Farm](#), [Majestic Farm](#), [Beaverbrook Dam Farm](#)

b. Impact on Community: Increased awareness and utilization of farmers markets, which resulted in increased sales and consumption of local products. In 2016, only 7% of shoppers identified themselves as first-time visitors. However, in 2017, 10% of shoppers identified themselves as first- time shoppers. 45% of survey responders increased their visits to markets from 2016 to 2017 (see chart below for spending patterns at the Farmers Markets).



### **Comparison to 2016**

There was a significant drop in those spending less than \$10 at the market, and a large boost in those spending \$50 or more.

- ii. **Goal/Objective 2:** Increase the WIC/FMNP redemption rate at 7 SC farmers markets: All SC markets will be engaged to offer the WIC, FMNP and EBT systems. WIC staff will work with the partner organizations to help to promote these programs, particularly at the Liberty and Monticello markets, areas with the highest concentrations of poverty.
  - a. Progress Made: Since 2014, the redemption of WIC/FMNP Coupons has increased by 40%. The 2017 results have yet to be posted. In a 2016 survey conducted at farmers markets, only 4% of shoppers identified themselves as receiving benefits. However, in a 2017 survey 12% of shoppers identified themselves as receiving benefits. According to the surveys, benefit recipients showed the highest increase in visits to farmers markets, as compared to Sullivan County residents, 2<sup>nd</sup> homeowners, families and seniors. As part of the project, we developed targeted promotions for WIC/FMNP/SFMNP. These promotions included the following:
    1. Working with Public Health, we developed a “market redemption coupons” program. These coupons were part of the benefit recipients WIC packet. If the recipient brought the coupon to the market they received a free tote bag, as an incentive to encourage people to use their WIC coupons at the market.
    2. Developed educational handouts that provided information on each farmers market and how to use benefits at each market (see attached Benefit Chart).
    3. Targeted promotion to seniors on the SFMP program. This included presentations at senior centers and paid advertising. This was tracked through a newspaper clipping that seniors had to bring to the market.
    4. Developed materials/handouts in both English and Spanish. (see attached WIC Flier)
    5. Working with Public Health and CCE Sullivan, developed market kickoff events for both Liberty and Monticello markets. This was tracked through Facebook insights and customer counts at the Farmers Markets. When special events at the Monticello and Liberty Markets were promoted on Facebook and at the WIC office, customer counts increased. This was documented through customer counts and Facebook Insights. We anticipate continuing the market kick-offs annually to promote the markets.
    6. Developed youth programming at the markets, i.e. gardening for kids, face painting and hosting the local library where people could check out books and get more info on events.
    7. We hosted an annual Farmers Market Training for WIC staff in order to educate them on the farmers markets in the County so that they can effectively communicate this information to benefit recipients.
  - b. Impact on Community: Implementing the strategies identified above resulted in more residents purchasing fresh, local fruits and vegetables, which supported increased sales for fruit and vegetable farmers. This was documented through survey work, customer counts and coupon redemptions.
- iii. **Goal/Objective 3:** Improve nutrition and health through increased consumption of fresh, local food. CCE education staff, along with SC Public Health, will address barriers to market use through outreach, cooking demonstrations and multi-lingual materials.
  - a. Progress Made:
    1. CCE Sullivan hosted 2 farmers market cooking classes, teaching participants how to cook healthy meals using fresh ingredients from the local farmers markets. 30 people attended the classes.
    2. CCE Sullivan tabled at all 7 farmers markets, providing educational information and tastings on 28 separate occasions.

3. CCE Sullivan and the farmers markets hosted 36 cooking demonstrations at the farmers markets in 2016 and 2017.
  4. Developed materials in both English and Spanish (see attached materials).
  5. In 2017, we created 17 weekly "Worksite Wellness" emails that provided educational information on products from the farmers markets, along with recipes and market schedules. These "Worksite Wellness" emails were distributed to 10 large employers in the County who then distributed the emails to their employees on a weekly basis.
  6. 6 different healthy recipe cards were distributed at the farmers markets. 2,000 in total.
- b. Impact on Community: According to the surveys, there was a 10% increase in Sullivan County residents attending the farmers markets. Vegetable and Fruit farmers reported increased sales from 2016 to 2017.
- iv. **Goal/Objective 4:** Coordinate the management and promotion of 7 SC's farmers' markets to stretch marketing budgets, and maximize access to multiple markets by both vendors and consumers: The Marketing Consultant will identify areas of coordination that will save time, resources and money for the seven distinct markets. Items may include insurance costs, staff coordination, bundled advertising and marketing. Coordination protocols, such as quarterly meetings, will be established so that farmers' market managers work together jointly to promote Sullivan County farmers' markets.
- a. Progress Made:
1. CCE Sullivan and the County hosted quarterly farmers market manager meetings.
  2. CCE Sullivan and the marketing consultant hosted a market manager training. This training provided information on how to implement the marketing plan.
  3. Distributed 10,000 farmers market brochures. These brochures provided information about each market.
  4. Developed the "Sullivan Catskills Farmers Market" as the overall branding umbrella for the farmers markets. Developed a logo for the branding umbrella.
  5. Created a website that listed all 7 farmers markets. Created weekly emails that listed all 7 farmers markets. These emails also highlighted special campaigns or events at the markets. Created a Facebook page to promote all 7 farmers markets. The Facebook page highlighted the different events at each farmers markets.  
[www.facebook.com/SullivanCatskillsFarmersMarkets](http://www.facebook.com/SullivanCatskillsFarmersMarkets)
  6. Created a set of collateral marketing items and templates that the farmers markets can continue to use into 2018.
  7. Additional coordination is still being assessed with regard to staffing and insurance cost as this plan focused predominantly on marketing but dialogues were started and will be continued.
- b. Impact on Community: 45% of market shoppers reported increasing their attendance at farmers markets. Comparing customer counts in July and August, markets reported an average of 20% - 65% increase in attendance. As a result of the marketing campaign, consumers are able to visit online locations to learn more about each farmers markets, which was not the case prior to this project.
- v. **Goal/Objective 5:** Enhance the impact of 7 SC farmers' markets on overall quality of life here, and the County's ability to attract new residents, businesses and tourists: The Sullivan Fresh marketing and promotion initiative will be developed to target multiple audiences, including both permanent and seasonal residents.
- a. Progress Made: As stated above, marketing campaigns were developed to increase attendance and sales at farmers markets.

- b. Impact on Community: From 2016 to 2017, there was a 12% increase of 2<sup>nd</sup> homeowners who attended the markets. From 2016 to 2017, there was a 10% increase in benefit recipients attending the market.
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: New vendors selling at Sullivan County Farmers Markets: 5
    - ii. Number of jobs retained: There are currently 50 vendors selling across 7 farmers markets, with general minimum of 2 per market, for a total of 100 jobs retained.
    - iii. Number of indirect jobs created: 10
    - iv. Number of markets expanded: 7 as part of this project with the 5 new vendors participating in various markets. Also, during this project 2 new farmers markets were started in Sullivan County. For 2018, we are exploring partnerships with them.
    - v. Number of new markets established: 0, but again 2 new markets were created independently and we have developed criteria that the markets must meet to join the marketing collaborative.
    - vi. Market sales increased by \$varied per vendor and market, but average was: increased by 10%.
    - vii. Number of farmers/producers that have benefited from the project:
      - a. Percent Increase: 50 producers, with an increase of 5 new producers.
  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? In 2016, we established a set of benchmarks for the project (see attachments). These benchmarks entailed reaching out to new populations and businesses. As mentioned above, we developed a number of educational and marketing initiatives to target new populations. See deliverables below.
    - i. General Low Income:
      - a. Deliverables: Outreach to low income populations centered around mobilizing service providers and collaborators and at the same time “inviting” this population to discover that farmers markets are for them. A simple postcard with a heart was created in English and Spanish. The card was brought to the market for a free tote bag filled with the market brochure, benefits overview, recipe cards, stickers, temporary tattoos, and other giveaways. Additional deliverables included:
        - Created “Benefits Overview” in English/Spanish. Created “Benefits Welcome at the Markets” Posters 24x36 (modified to 11x17 signs at participating markets)
        - Identified Non-Profit/Service Provider Partners to collaborate with and distributed Benefits Overview/Rack Cards/Posters to Collaborators.
        - Created Ambassador Program (was not implemented, more partnerships with local organizations needed, anticipate working on this program in 2018.
        - Benefits Overview Webpage: <http://homegrownwithheart.com/use-your-benefits>
      - b. Results
        - The heart cards were a success. Dozens of WIC, SNAP, and Senior FMNP recipients brought their cards to the table to chat with CCE Sullivan staff. This was just ONE day, market managers reported that 5-10 cards were redeemed per market in July and August.
        - When redeeming their heart cards, educational conversations were started. Without the “handoff” many benefits recipients wouldn’t have a chance to first speak with a market manager. Instead, it was an inviting way for recipients to connect with the market team.
        - The benefits overview sheet was extremely helpful in explaining which products were available for purchase, and which markets accepted benefits.

- ii. WIC Outreach:
  - a. Deliverables:
    - Update 2016 WIC Handouts and presented 2016 Powerpoint to WIC Clinics in Liberty/Monticello. Developed “Find What You Love” Postcard for WIC Clinic Offices and WIC Coloring Sheets in English and Spanish
    - WIC Benefits Webpage: <http://homegrownwithheart.com/use-your-benefits/wic/>
  - b. Results:
    - The WIC clinic fully embraced the farmers market WIC and FMNP programs. The WIC team took full ownership of distributing all benefits materials – creating folders that included the market brochure, benefits chart, seasonality chart, and the heart cards.
    - The WIC team presentation was given by the SCFM consultant via webinar on May 19th – the WIC professionals were engaged and had many questions about how to talk about the markets with WIC moms
    - The Monticello and Liberty Market Kickoffs, aligned with when the FMNP and WIC checks were distributed, was perfectly timed: the WIC Office directed mothers to visit the market following their required WIC consultation (see more details regarding kickoffs in the Events and Promotions section)
- iii. Latino Outreach:
  - a. Deliverables
    - Created translate button on website (this was set up but then de-activated as Google and other search engines now provide automatic translation through the web browser)
    - Identified organizations that work with the Latino Community
    - Attended Latino Alliance Cultural Heritage Festival
    - Created postcards, flyers and brochures in Spanish
  - b. Results
    - It was observed that approximately 20-25% of those who redeemed their heart postcards at the Liberty Farmers Market during Farmers Market Week were Spanish-speaking shoppers
- iv. Tourism/Regional Outreach
  - a. **Deliverables**
    - Contacted regional/tourism publications with 2017 market schedule
    - Developed a plan to install permanent signage in the County (not implemented in 2017, but exploring funding possibilities in 2018)
    - Sullivan County Visitor’s Association (SCVA) tourism literature swap – disseminate materials to local businesses and venues
  - b. **Results**
    - The SCVA newsletter and social media platforms regularly shared content from the SCFM Facebook page and website.
    - Brochures were delivered to local hotels and bed and breakfasts, restaurants and other hospitality related businesses.
- v. Senior Outreach
  - a. Deliverables
    - SFMNP Checks Informational Brochure & 1-page overview of benefits
    - Attended Monticello Senior Club Meeting - July 13, 2017.
    - Coupon Campaign in Local Newspaper and created a special “Senior Week” at the market to promote using their coupons.
  - b. Results:

- The Senior FMNP brochure was distributed throughout local businesses and organizations including the Sullivan County Government Center and local senior living communities
  - Results for Senior FMNP check redemption rates will be available in spring 2018
  - Like the WIC Office, the Office for the Aging fully embraced the program and put together packets for seniors which contained the heart card. When the FMPP consultant attended the Liberty Festival during Farmers Market Week, she noted that 8 seniors redeemed their heart card for a tote.
4. Discuss your community partnerships.
- i. Who are your community partners?
    - a. Cornell Cooperative Extension Sullivan County (CCE Sullivan):
    - b. Sullivan County Visitor's Association
    - c. Department of Public Health
    - d. Sullivan County Office for the Aging
    - e. Barryville Farmers Market
    - f. Callicoon Farmers Market
    - g. Catskill Mountainkeeper (Liberty and Monticello Farmers Market)
    - h. Roscoe Farmers Market
    - i. Rock Hill Farmers Market
    - j. Bethel Woods Harvest Festival
  - ii. How have they contributed to the overall results of the FMPP project?
    - a. Attendance at steering committee meetings
    - b. Provided market/organization specific information to the marketing consultant
    - c. Farmers Markets: The farmers markets disseminated information to their vendors and customers, participated in market manager meetings and provided input for the marketing plan.
    - d. CCE Sullivan: CCE Sullivan provided educational demonstrations at the markets, hosted the committee meetings, coordinated the overall project and provided input for the marketing plan. CCE Sullivan also provided technical support to both market managers and vendors and hosted a Farmers Market vendor training in 2017.
    - e. Sullivan County Visitor's Association: Helped to promote the project through their existing marketing materials, weekly email blasts and assisted with the development of the branding identity.
    - f. Public Health: Provided input on the marketing plan and disseminated information to WIC clients.
    - g. Office for the Aging: Disseminated information to seniors
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
    - a. Participate in market manager/partner meetings.
    - b. Continue to develop and implement the educational strategies for the project
    - c. Provide continued feedback on the marketing plan
    - d. Assist with the implementation of the marketing plan
    - e. Assist with continuing to achieve the objectives of the project
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 contracted with a marketing consultant, graphic designer, filmmaker and photographer. Their work was vitally important to this project, since in-house staff did not have the capacity or skill set necessary. Their work largely contributes to the success of the program. They have provided much needed guidance, assistance and advice on marketing and project coordination.

6. Have you publicized any results yet?\*
- i. If yes, how did you publicize the results? Yes as detailed above, we developed a marketing plan that analyzed data and survey results. This information was shared with partners, vendors and farmers markets. As part of the project, we also created a Farmers Market Marketing Project (FMMP) report that analyzed the entire project, surveys and the benchmarks and is a companion piece to the Marketing Plan completed as part of this project. The FMMP is in 1<sup>st</sup> draft form and is available on request. The report also analyzed the pro's and con's of the project and what improvements to make for 2018. We will share this report with partners and market managers, as well as the Farmers Market Federation of NY and the Cooperative Extension System. We anticipate presenting on the project at a future Farmers Market Federation conference. We will also post the project, report and marketing plan on the Sullivan County and CCE Sullivan website.
  - ii. To whom did you publicize the results? See above
  - iii. How many stakeholders (i.e. people, entities) did you reach? Anticipated: 7 Sullivan County Farmers Markets, 500 farmers markets across NYS, 10 County partners and 55 market vendors.

\*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).

Attachments:

- a. FMPP Marketing Plan 2017 Final.pdf
- b. FMPP Senior Tri-Fold 7 14 17.pdf
- c. SCFM\_Benefit Chart FINAL.pdf
- d. PR. AG Sullivan Catskills Farmers Markets Grill & Chill. 2017 FINAL
- e. FMPP WIC Spanish translated fliers
- f. Promotional Materials Document
- g. Benchmarks

7. Have you collected any feedback from your community and additional stakeholders about your work?
- i. If so, how did you collect the information? Yes, we conducted 8 project surveys. These surveys were for the following: 2016 Market Customer Survey (398 people), 2016 Non-Market Customer Survey (116 people), 2016 Branding survey (295 people), 2016 Vendor Survey (26 vendors), 2016 Market Manager Survey (6 managers), 2017 Market Customer Survey (236 people), 2017 Non-market Customer Survey (8 people), 2017 Vendor Survey (21 vendors).
  - ii. What feedback was relayed (specific comments)?
    - a. "A large part of my reason for loving my time in SC is spending the morning at the market and then coming home to prepare a delicious meal for friends. It is true that it is "all about your ingredients."
    - b. "Each market has its own energy and needs personal solutions. Ours is creative and can encompass political issues, art, craft, teaching, etc. It's a real civic space. Fluid and not over managed. We might think of the farmers markets as a social space and not just marketing. Make it comfortable too."
    - c. "S.C. Farmers' Markets have come a long way over the years. As a retired farmer and former vendor at a few of the area markets, I know firsthand the hard work and dedication of the vendors, as well as the loyalty and support of the patrons and the local communities. I'm pleased to see increased promotion on the part of the County"
    - d. "our agricultural bounty is vast and should be available in more towns, sold at local markets and purchased wholesale by our restaurants, hotels and other eateries. considering the

economic stress facing many Sullivan County families and the proven fact that these farmer's markets improve diets in low income communities (see HarvardPublicHeather!'s Tweet at [hsph.harvard.edu](https://twitter.com/hspth)), we should work with federal, state and local entities to ensure our local food is more available to local people!"

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
  - 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).

The primary lesson learned during this project was the amount of time needed towards accomplishing the project goals and objectives. Farmers Market are managed by part time staff and/or volunteers, many times causing market management turnover. During the course of the project 3 of the 7 farmers markets underwent a change in market management. In addition, many market volunteers work during the day, making it sometimes difficult to schedule market manager meetings that accommodate everyone. In addition, the summer months make it difficult for volunteers, staff and vendors to commit because they are busy running the markets or selling at the markets. As a result, the marketing plan and marketing manager surveys took longer to collect than anticipated. The issue affected the budget because it increased the number of staff hours for one-on-one technical assistance to the farmers markets. As a result, we developed better communication methods and moved up the development and implementation of the marketing plan. We have also anticipated spending additional staff time to assist certain farmers markets with data collection, marketing outreach and farmers market manager training. In addition, we had issues with SNAP redemption. 2 farmers markets were not able to accept SNAP because of lack of cell service or Wi-Fi. For 2017, the Monticello and Liberty Farmers Markets has technical issues with their machine, which reduced the number of SNAP recipients participating.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: It was difficult to work within a two year time frame for this project. The marketing plan outlined a number of successful initiatives. However, we needed an additional year to fully implement the plan and see sustainable results. The first year was primarily used to collect data, train and develop the marketing plan. Therefore, that only left us with one year to fully implement all of the initiatives. Future projects should be given a three year time frame. Despite the limited timeframe we anticipate completing the marketing plan in 2018.
- 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: Since we worked with a large number of project partners, vendors and contractors, it is imperative to establish a meeting schedule and timeframe from the beginning. The project entailed a lot of hands on technical assistance and data collection. Ensuring adequate time to collect and implement the plan is necessary in order to have accurate results and a successful project.

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.

We anticipate presenting about the project at a future Farmers Market Federation conference. The steering committee will continue to work on this project into 2018 and beyond. As mentioned above, 20% of the marketing plan was not completed. The projects to implement for 2018 are the Power of Produce Program (Youth and Family based activities at the market), The Ambassador Program, additional targeted outreach to SNAP, WIC, FMNP, Hispanic and Orthodox communities, and additional tourism related outreach (i.e. permanent signage). We are in the processing of developing a final project report that summarizes all aspects of this project, beyond just the marketing plan. This report is in 1<sup>st</sup> draft form and will be available upon request by the USDA. This report will be utilized and shared with the market managers at our first meeting in 2018. The report will review what worked and didn't work in 2017 and identify additional ways to expand on existing marketing efforts and also contains further details and analysis on the survey results than what is provided for in this report. From there, we anticipate reaching out to a funding source in order to continue the successful aspects of the project, which includes educational tabling at farmers markets, the need for cooking demonstrations, cooking classes at the Catskills Kitchen and continued educational and marketing of local foods. As mentioned above, the success of these methods was determined through customer counts, survey work, Facebook insights, and interviews. If funding is received for the FMPP, we anticipate continuing to reach 1,000 + consumers per year at educational tabling events. As we continue to promote local foods and farmers markets in our County, we anticipate increasing sales and consumption of local foods by 5% each year. These numbers are based off the report mentioned above and the analysis of this project. Overall, we believe we laid the foundation for promoting farmers markets in our region. Therefore, we need to continue to implement the marketing and educational initiatives created from this project and continue to work with our partners in order to sustain the objectives and outcomes developed. We will also continue to share our work through the Cooperative Extension network, who will then, implement similar projects in their regions. Each year, we will reassess the program and analyze what methods worked and didn't work, and look at any new opportunities to keep the program fresh.

- 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?

We will review the project on an annual basis to determine positives and negatives. Furthermore, if annual funding is awarded for the FMPP project, we will use the successes and recommendations from the FMPP report and implement the recommendations in order to increase consumption of local foods. We will also host quarterly meetings with farmers market managers and other pertinent partners to assess program goals and outcomes, to ensure they align with the overall needs of the community. We are also exploring the possibility of developing a Mobile Farmers Market to access the lower income populations that have limited mobility to bring fresh local produce directly to targeted populations.