

**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 – March 8, 2017
Authorized Representative Name:	Angela Norman
Authorized Representative Phone:	541-431-4923
Authorized Representative Email:	angela@lanecountyfarmersmarket.org
Recipient Organization Name:	Lane County Farmers Market
Project Title as Stated on Grant Agreement:	Increasing Sales of Locally Grown Foods
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPOR0025
Year Grant was Awarded:	2015
Project City/State:	Eugene, Oregon
Total Awarded Budget:	\$98,616.00

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.

Using FMPP funds, the Lane County Farmers Market (LCFM) improved and expanded direct marketing opportunities for the region’s farmers and producers by increasing and diversifying the customer base for LCFM’s five seasonal markets.

i. Goal/Objective 1: Increase public visibility of the Lane County Farmers Market.

a. Progress Made:

- LCFM established a new partnership with KVAL TV. From March to September of 2016, 30 pieces on KVAL TV featured interviews and cooking demonstrations with market vendors, staff and community partners. The features were also posted on LCFM’s social media, e-newsletter and website.
- LCFM developed a new weekly “Farmers Market Minute” piece on KZEL 96.1 radio. From February to December of 2016, 35 different market vendors were interviewed and featured on this radio piece. An additional 4 interviews featured LCFM staff talking about special market events and activities. The interviews were aired on KZEL radio, and posted on LCFM’s social media, e-newsletter and website.
- A total of 8 press releases were sent by LCFM to 20 local media outlets, resulting in a total of 9 print news articles, 2 TV pieces, and 2 radio stories.
- LCFM’s social media presence increased significantly over the grant period. Facebook followers grew by roughly 1,000 (an increase of 28%), to more than 4,600 followers. Twitter followers increased by more than 350 in that period to 570 total followers, a growth of 175%.
- In April of 2016, LCFM launched a completely overhauled website with a modern look and better navigability. From April of 2016 to February of 2017 there were over 91,000 page views and 22,000 users on the new website.
- More than 10 presentations were made to community groups and neighborhood associations by LCFM’s Market Director and Volunteer Coordinator. For example: presentation to the Rotary Club of Eugene with 150 audience members, and Eugene Area Chamber of Commerce presentation to an audience of roughly 100.
- LCFM increased its advertising efforts, including advertising with new (to LCFM) outlets such as the Register-Guard (Eugene’s daily newspaper) and Cumulus Media radio stations. Advertisements during the grant period were much more frequent than in the past; for instance an advertisement in the Eugene Weekly every week for more consistency and brand recognition.

b. Impact on Community: This variety of outreach increased visibility and recognition of LCFM throughout different sectors of the community. For example, new audiences were reached through partnerships developed with KZEL radio and KVAL TV. More community members were made aware of how they can purchase local foods at LCFM’s markets throughout the year.

ii. **Goal/Objective 2: Increase community engagement in Lane County Farmers Market through Friends of the Farmers Market volunteer program.**

a. Progress Made:

- Friends of the Farmers Market provided more than 500 hours of volunteer opportunities during the grant period.
- Friends volunteers performed outreach and education on 30 market days. Volunteer activities at market included counting customers, assisting customers with carrying purchases to their cars, answering questions, putting on cooking demonstrations using local foods available at market, and helping shoppers find various products and vendors.
- Additional volunteer opportunities outside of market days included 60 hours tabling at different community events (Food Scene Eugene, wellness fairs, Eugene Sunday Streets, etc.).
- Friends of the Farmers Market completed a total of 28 volunteer recruitment activities and grew its volunteer pool to 409 volunteers.

b. Impact on Community: Friends of the Farmers Market provided education about the farmers market and local foods through various avenues in the community. Hundreds of volunteers became involved with LCFM by volunteering with Friends, which increased their own awareness and dedication to local foods in addition to sharing that with others in the community.

iii. **Goal/Objective 3: Expand and diversify the customer base for Lane County Farmers Market's five seasonal markets.**

a. Progress Made:

- LCFM's Double Up Food Bucks (DUFB) SNAP match program launched in July of 2016 and continued throughout the season into December of 2016. A total of \$54,000 in DUFB were distributed to low-income shoppers, and total SNAP sales for the season increased 68% from \$60,000 in 2015 to \$101,000 in 2016. 650 low-income residents came to market for the first time because of DUFB.
- Promotions for DUFB included posters on local public buses, flyers at social service agencies, advertisements, social media posts, and a TV interview.
- A new series of children's activities was held at LCFM's Thursday market during the summer. Promotion for this included a press release; posting in community calendars, on social media, and website; and 900 flyers distributed to families via local elementary schools.
- Friends of the Farmers Market provided 6 tours at the farmers market for a total of 41 WIC low-income clients.

b. Impact on Community: The largest impact was the new Double Up Food Bucks program, which brought 650 low-income residents to shop at LCFM's markets for the first time (along with increased frequency of low-income shoppers who had visited market before). This program was a huge success that surpassed the expectations of market staff, attracted positive media attention, and was praised by many grateful low-income market shoppers.

Holding children’s activities at Thursday market also welcomed more families to shop at market for local and fresh foods. Additionally, the variety of advertisers and media outlets that LCFM partnered with (described in Objective One) increased the variety of residents that shop at the market.

iv. Goal/Objective 4: Promote the plan for an expanded permanent site to ensure that all interested producers and consumers can participate in the market experience.

a. Progress Made:

- Throughout the grant period LCFM staff and Board members attended dozens of meetings regarding an expanded market site, including providing comments at several relevant City and County public meetings.
- 20+ LCFM members and others attended a Eugene City Council public hearing to show support and comment on Urban Renewal District funds for an improved market site; the funding was approved.
- Nearly 20 total pieces of press coverage related to LCFM’s site expansion, including print news, radio and television.
- LCFM sent a letter to City of Eugene and Lane County elected leaders regarding the siting of an expanded farmers market.
- Created a new webpage regarding this project on LCFM’s website, and distributed a factsheet outlining LCFM’s vision for a future market site.

b. Impact on Community: LCFM increased its efforts towards securing an improved and expanded market space, with the end goal of providing better offerings to vendors and shoppers throughout the community. City of Eugene and Lane County officials are negotiating where to locate their new City Hall and County Courthouse in downtown Eugene, as well as siting of the farmers market; this will have important impacts on the community’s civic spaces.

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: 2
- iii. Number of indirect jobs created: 0.25 FTE (market cashier position)
- iv. Number of markets expanded: 1
- v. Number of new markets established: 0
- vi. Market sales increased by \$466,629 and increased by 33%.
- vii. Number of farmers/producers that have benefited from the project: Roughly 90 vendors
 - a. Percent Increase: 12.5%

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?

As mentioned above, LCFM’s new Double Up Food Bucks program significantly increased the number and frequency of low-income residents shopping at our markets. Below are a few results from SNAP customer surveys:

- 59% of SNAP customers surveyed now visit the market “3 or more times per month”
- 88% reported that DUFB is “very important” in their decision to shop at the farmers market
- 92% increased the amount of fruits and vegetables they buy
- 76% reported the amount of processed foods (e.g. chips, cookies) that they or their family eats “decreased”

LCFM also engaged low-income clients from local WIC branches. The Friends of the Farmers Market Volunteer Coordinator collaborated with directors of the local WIC program to offer a farmers market tour “class” that WIC participants could sign up for as one of their required classes. LCFM offered 6 classes over 5 months and were able to reach 41 WIC families. Students learned how to use their SNAP benefits, debit cards and Double Up Food Bucks at the farmers market. They also met farmers and sampled local foods. 40 of the 41 students reported that they thought they would come back to the market to shop.

4. Discuss your community partnerships.

- i. Who are your community partners? This year LCFM strengthened existing community partnerships and developed new ones. Several meetings were held with the Eugene Saturday Market, City of Eugene, and Lane County to build on those existing relationships. Willamette Farm and Food Coalition also continues to be a strong partner. New partnerships developed include KVAL TV, KZEL radio (Cumulus Media), and the Register-Guard.
- ii. How have they contributed to the overall results of the FMPP project?
 - Willamette Farm and Food Coalition was a key partner in supporting the launch Double Up Food Bucks, by helping to secure funding and performing outreach. They were also critical in running the Friends of the Farmers Market volunteer program.
 - LCFM developed partnerships with KVAL TV and KZEL radio. This helped to reach different audiences and share more stories about local farms and foods.
 - Both the City of Eugene and Lane County were allies in helping to secure a permanent, expanded market site.
 - LCFM is building a stronger relationship with its neighbors at the Eugene Saturday Market, through regular meetings and providing updates in their member newsletter regarding site expansion efforts.
- iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this FMPP grant?
 - Willamette Farm and Food Coalition will continue to be a vital partner, by helping to implement Double Up Food Bucks.
 - Continued discussions with City and County partners will lead to market site improvements and development of a permanent market site in the future.
 - Eugene Saturday Market continues to be an important neighbor, and LCFM plans to partner on co-promotions in the future to make the most of limited advertising dollars.

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

Yes, LCFM contracted with Willamette Farm and Food Coalition to provide volunteer coordination to support the Friends of the Farmers Market. This contractual work greatly contributed to Objective Two, and supported Objectives One and Three. For example, the Volunteer Coordinator organized volunteer opportunities and market services, including cooking demonstrations and customer counts at several markets.

6. Have you publicized any results yet?* Yes

- i. If yes, how did you publicize the results? LCFM featured its record year of marketing efforts thanks to FMPP funds in its 2016 Annual Report to LCFM members. Additionally, in August of 2016 a press release celebrated National Farmers Market Week and highlighted the success of Double Up Food Bucks.
- ii. To whom did you publicize the results? The Annual Report was distributed to LCFM members/vendors and partners at Willamette Farm and Food Coalition. The press release from August was sent to 20 media outlets resulted in a KMTR TV news piece focusing on the impact of Double Up Food Bucks (can be viewed online at <http://nbc16.com/news/local/double-bucks-program-sees-incredible-july-sales>).
- iii. How many stakeholders (i.e. people, entities) did you reach? The KMTR TV news piece reached approximately 12,000 viewers in the Eugene/Springfield area of Oregon. The Annual Report was sent to roughly 75 members.

*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? Yes

- i. If so, how did you collect the information? LCFM surveyed Double Up Food Bucks customers at market about the impact of the program, using paper surveys provided by the Portland Farmers Market Fund. Additionally, LCFM conducted 'dot surveys' on 3 market days to get customer feedback regarding advertising, why they shop at market, how to improve market, etc. Another 'dot survey' was held at market to gather public input on where to locate an expanded market.
- ii. What feedback was relayed (specific comments)?
Comments about Double Up Food Bucks from customers included:

"Being a mom of a 5-year-old, it is so important to teach her early to eat healthy and to shop at the farmers market. Thank you for this amazing program!"

"It has made it more affordable to include, and increase more healthful food, in my diet. I also feel more empowered to support this kind of market- local growers, community- which is important to me."

“I eat almost all of my meals freshly prepared at home now. I can afford to roast vegetables with dinner every night now. I’m feeling healthier and wealthier now.”
“It has allowed me to still buy food the last half of the month – it’s such a bonus financially, plus being able to buy great produce!”

Below are some results from ‘dot surveys’ conducted with customers at market:

- *Where have you seen our markets advertised?* 39% Eugene Weekly, 20% Register-Guard, 12% KLCC radio, 10% Facebook, etc. (41 respondents)
- *Will you shop or eat elsewhere downtown today?* 59% Yes, 41% No (61 total respondents)
- *Which option would you prefer for a permanent farmers market location?* 76% prefer for LCFM to have the whole Butterfly Lot block (44 respondents)

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: Yes
- 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? N/A

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 new partnerships with KVAL TV and KZEL radio were very successful in stretching LCFM’s marketing dollars to reach new audiences (the TV pieces were completely free as they provided news content, and the KZEL radio interviews were an added bonus to a relatively small amount of paid advertising). These outreach venues helped to tell the story of LCFM’s farmers and local foods in new ways.

Double Up Food Bucks was another big success. Even though there were limited funds to promote the new program, low-cost and free advertising were also used since the program was such a benefit to the community (e.g. free posters on local buses). The positive story of DUFB and its popularity with shoppers also garnered media attention.

Despite a significant increase in marketing efforts to grow the Thursday farmers market, that market did not grow enough to be sustained in the future. Efforts included more advertising dollars for that market, and new children’s activities to draw families to shop. More could have been done to target employees located in the nearby downtown area to shop at market during their workday. LCFM will now focus efforts on expanding its other weekday market, on Tuesdays.

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

- 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: From LCFM's experience, it is helpful to build your farmers market in ways that not only expand your customer base, but also your vendor base - as a way to increase organizational revenue that can support and sustain the increased staff and marketing costs that you will need once the grant period has ended.

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 will now take what we learned over the last year and turn our attention to focus on expanding our smaller markets (Winter Farmers Market and Tuesday Farmers Market). We have moved our family focused activities to Tuesday Farmers Market during the summer months to increase family traffic to a weekday market for the 2017 season. We will also target our marketing efforts to employees at local, downtown business by incorporating an incentive program for Tuesday Farmers Market to encourage the downtown workforce to visit the market during their lunch breaks. By continuing to strengthen the customer base at our smaller markets, we will be able to continue to build our vendor base at these smaller markets which will provide additional outlets for both our current vendors and new vendors to sell directly to customers. In turn this will continue to strengthen the market as a whole as we gear up for acquiring our future permanent expanded site.
- 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 continue to survey what our customers would like to see at our smaller markets and seek out those types of vendors, and examine any barriers that those potential vendors experience and help break them down so they are able to consider expanding their business into weekday market opportunities. (Example: Customer requests for mushroom and cheese vendors at our weekday market.)



2016 LANE COUNTY FARMERS MARKET ANNUAL REPORT



Huge Marketing Effort

Thanks to a USDA grant, LCFM had a record year of marketing effects.

New website with over 17,000 users, 70% of which were new visitors.

Highest customer count on peak Saturday in 2016 was appx. 11,000 compared to appx. 9,000 in 2015.

Followers on Facebook grew 31% from 3,500 up to 4,600.

42 Farmers Market Minute radio pieces on KZEL 96.1.

30 spots on KVAL TV featuring LCFM vendors and partners.

7 press releases distributed, with 12 news pieces in local media outlets.

\$4.5 Million for Future Home

The City of Eugene approved \$4.5 million in Urban Renewal funds to improve our market site.

The City of Eugene and Lane County are moving forward on a land swap agreement which would allow LCFM to remain at our corner of 8th and Oak.

Thanks to LCFM's Site Expansion Committee, Board, and members who wrote comments and showed up at public meetings to show support. Consider joining this committee during this exciting time.

Summertime Children's Activities

Families enjoyed free children's activities at 5 Thursday markets last summer. From superheroes at market to planting seeds, our youngest generation connected with their local farmers and food. Watch for family activities at our Tuesday market this season.

Double Up Food Bucks Launched

We launched Double Up Food Bucks this July, with help from Willamette Farm and Food Coalition and sponsors. Low-income customers were able to buy more vegetables and fruits with these funds.

SNAP sales of \$101,000 compared to \$60,000 in 2015.

\$54,000 in Food Bucks distributed.
650 new shoppers came to the market.

Double Up Food Bucks will continue in 2017.

"It has made it more affordable to include, and increase more healthful food, in my diet. I also feel more empowered to support this kind of market-- local growers, community-- which is important to me."

—DUFBS shopper