

**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.

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| <b>Report Date Range:</b><br><i>(e.g. September 30, 20XX-September 29, 20XX)</i> | September 30, 2015 through September 29, 2017            |
| <b>Authorized Representative Name:</b>   | John Deck  |
| <b>Authorized Representative Phone:</b>  | 541-998-4697   |
| <b>Authorized Representative Email:</b>  | <a href="mailto:jdeck88@gmail.com">jdeck88@gmail.com</a> |
| <b>Recipient Organization Name:</b>  | Deck Family Farm   |
| <b>Project Title as Stated on Grant Agreement:</b>                               | Full Diet Community Supported Agriculture                |
| <b>Grant Agreement Number:</b><br><i>(e.g. 14-FMPPX-XX-XXXX)</i>                 | 15FMPPOR0158   |
| <b>Year Grant was Awarded:</b>   | 2015   |
| <b>Project City/State:</b>   | Junction City, OR  |
| <b>Total Awarded Budget:</b>   | \$100,000  |

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.
  - i. Goal/Objective 1: *Increase consumer access to locally produced meat, eggs, dairy, fruit, honey and vegetable products*
    - a. Progress Made: *Started the full diet CSA program and ran program successfully during last year of grant and continue to run program. Wrote contracts with SweetLeaf Organics, Beetanical Apiary, L’Etoile Farm, and Lonesome Whistle Farms for providing products to CSA program. Developed Website for customers to learn about Full Farm CSA (<http://deckfamilyfarm.com/full-farm-csa/>) and also a member store for ordering products (<http://ffcsa.deckfamilyfarm.com/>).*
    - b. Impact on Community: *Individuals and families are now able to sign up for our Full Farm CSA program. Deliveries to drop-sites are ongoing with expanded product offerings (vegetables, grain, honey, meat, dairy). The community now has ready access to locally produced vegetables, nuts, grains, fruit, dairy, and meat year round. One positive impact we have seen is that member families have been able to network and share recipes and experiences when meeting at the farm or their dropsites for their pickups*
  - ii. Goal/Objective 2: *Expand market outreach of member farms*
    - a. Progress Made: *The market reach has extended to included vegetables and grains with the addition of Sweet Leaf Organics, L’Etoile Farm, Lonesome Whistle Farm, Cheeke Walnuts in addition to Deck Family Farm and Beetanical Apiary. Member farms have been able to expand their market outreach to consumers that they otherwise would not have had.*
    - b. Impact on Community: *More sales of locally produced agricultural products and better outreach to the community, encouraging purchases of local products where they would not have had access previously.*
  - iii. Goal/Objective 3: *Improve operational efficiency of current distribution model*
    - a. Progress Made: *Developed website and created system to efficiently manage orders. Created space for handling products, packing orders, and managing delivery totes. Installed walk-in freezer and cooler in our pack-house which we began operation in September, 2017... the installation of this infrastructure has been a game-changer for our pack-outs, making them more efficient and easier to manage the various product streams we are managing. We are making better use of a delivery van, which is loaded more efficiently. Less diesel used per pound of food delivered.*
    - b. Impact on Community: *Our operational efficiency improvements have resulted in lower prices for food for people in the community*
  - iv. Goal/Objective 4: *Bring a higher quality product to customers*
    - a. Progress Made: *Using our ordering online ordering system, we are able to process orders more quickly and efficiently and harvest after the order is placed and only what is required. Packing efficiency has improved and we are able to deliver product quickly after harvest.*
    - b. Impact on Community: *Customers receive fresh product, and exactly what is in season. This is communicated to customers each week in their selections. Since*

*product turn-around time has been reduced product is fresher. Customers know which products are available before they order. Knowing exactly what to pack each week means that less perishables are lost and we receive fewer complaints from customers (as they know what to expect from their weekly delivery).*

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, 20\_\_). Include further explanation if necessary.
  - i. Number of direct jobs created: 1
  - ii. Number of jobs retained: 1
  - iii. Number of indirect jobs created: 2
  - iv. Number of markets expanded: *Deck Family Dropsites (14), Deck Family Farm Market Booths (7), FFCSA members (50)*
  - v. Number of new markets established: *The FFCSA is a new marketing channel that is in operation. We began with 10 members and expanded to 50 in the first 6 months*
  - vi. Market sales *The CSA is \$80/week per member and has grown rapidly in the last 6 months, going from an initial 12 to 50 members in this timeframe. We expect to increase our CSA membership to 75 members (\$312K/year revenue) in Spring of 2018.*
  - vii. Number of farmers/producers that have benefited from the project: *Currently there are 6 farms that are benefitting from this effort, up 3x from the initial two farms. We expect this to grow to additional farms over the winter of 2017/2018 as we need to further explore the availability of scarcer local food. This is a good opportunity to explore connections, grow our network, and be ready for more sales in Spring of 2018.*
  
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?:

*We have a strong demographic of young families in the CSA who find the online ordering process and drop-off points convenient. In addition we have seen new growth of members who live in outlying areas – these people live further away from farmers markets and hence find this method of obtaining food more convenient.*

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?

*Our community partnerships include the Willamette Farm and Food Coalition (WFFC), Local Farmers Markets, and the Interfaith Earthkeepers association in Eugene. The WFFC has offered technical assistance and advice from project inception and continuing. The local farmers markets (Lane County Farmers Market, PSU Farmers Market, Hollywood Farmers Market) have been an amazing resource for us to reach out to new customers and get feedback on the program. The Interfaith Earthkeepers association has offered a low interest loan to complement this grant for facility improvements. We hope to continue working with WFFC and farmer's markets for promotion and advertising of the program. We continue to work with the Interfaith Earthkeeper's association and will be holding a tour of our packing facility for this group in December of 2018.*

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

*We used contractors to install electrical power (Junction City Electric, Blachly Lane Power) and installation of the walk-in cooler and freezer (Clay's Refrigeration)*

6. Have you publicized any results yet?\*

*No results have been publicized other than the fact that we continue to be in business.*

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

*The community is very enthusiastic about the concept, especially the Member farms, Organic Corner Market, folks at Portland and Eugene Farmers markets ( vendors and customers) as well as our members. The farmers we are working with enjoy the financial support in the winter. This model gives them the freedom to not have to deal with going to winter markets and they have more time to pursue winter construction projects (Letoile farm). Sweetleaf appreciates having a CSA and the flexibility that it offers, but not having to do any of the coordination.*

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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?

*The expenses to date have exceeded the revenue to date.*

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).

*Running the full-farm CSA itself has been a positive experience for us. It demonstrated that working together as farmers IS more efficient than working separately, and that, when done correctly, an online process for managing food delivering is more efficient. The website in particular has been helpful for us in terms of collecting orders for delivery to members. Weekly orders are received by Wednesday at midnight and then all food is gathered from producers and packed at one time. We learned that this is not only more efficient but helps us to plan for and deliver a fresher product. Another positive experience has been having an onsite cooler and freezer, which this grant has helped support, and which has dramatically increased our efficiency in packing.*

*Lessons learned and things that did not go well included not having our walk-in cooler/freezer ready sooner. It was installed at the very end of the project and this would*

*have been helpful to have installed much earlier. In addition, in our first model of the CSA we let members choose their own products regardless of price, instead relying on what they could consume as a family. This model was based on a farm in Essex, New York. However, we found that most members consistently consumed more than what they were contributing and this did not work out financially. We have recently altered this model, and instead, we limit certain products and provide a box value with each order that we track with each customer. We lost several customers when we implemented the new model, however, we have found that it is much better for us financially!*

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

*We feel that we have achieved our goals with this project. Establishing effective communication with members has been crucial for us. This is in the form of a weekly email newsletter and frequent communications on pick-up days.*

- 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:

*Establishing a procedure for ordering and placing firm limits, e.g. Midnight Wednesday cut-off for Saturday deliveries, has been essential to keeping us sane. It took some work to get everybody on board with our program, but we found that placing reasonable limits on member requests was beneficial for us. Having a clear plan in place for members who do not pay on time, do not place their orders on time, do not pickup their products, or drop-site hosts who mishandle products is essential. Think about what could wrong and put plans in place to deal with these before they happen is super important for making things run smoothly.*

#### 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 plan to continue operating our Full Farm CSA program for the foreseeable future. We feel that we could grow to 200 to 300 members over the next year or two, but we do not want to press this. We feel that word of mouth and growing slowly is important. In growing our CSA, we feel that we are truly entering a new market so the benefit extends not just to the CSA program but to the individual producers that are contributing --- reflected in increased sales, especially during the winter when typically there is not as much supply or avenues for delivering product to consumers. Quantifying increases in markets and/or sales is difficult for us, since we have yet to complete a full year of actual CSA operation, however, we feel that the majority of sales that have occurred constitute revenue that does not compete with current farmers markets sales and is money that is being recirculated locally, instead of being sent to a national or multi-national firm.*

- 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 plan to continue operating the CSA and do not have plans for next steps, other than continue the program. We feel the best way to advance project goals is to sustain the current model and grow by word of mouth and social media*