

**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 31, 2017
Authorized Representative Name:	Cindy DeGroot
Authorized Representative Phone:	610-655-6076
Authorized Representative Email:	cindy.degroot@readingpa.gov
Recipient Organization Name:	City of Reading, PA
Project Title as Stated on Grant Agreement:	Penn Street Farmers' Market Expansion Project
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15MPPPA0164
Year Grant was Awarded:	2015
Project City/State:	Reading, PA
Total Awarded Budget:	\$48,084.00

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.

i. Goal/Objective 1: Revitalization and expansion of our domestic Penn Street Farmers’ Market.

a. Progress Made:

1. The Full-time Food Systems Director provided leadership to ReDesign Reading’s Food Systems Department and the Regional Reading Food Policy Action Council (RRFPAC). Leadership of the Regional Reading Food Policy And Action Council (RRFPAC). RRFPAC encompasses five task forces focused on maintaining and enhancing the local food system: Anti- Hunger (AH), Education (EDU), Food Procurement (FP), Zero Waste/Land Preservation (ZWLP), and Governance (GV). Program and Initiatives of the RRFPAC, include but are not limited to:

- Penn Street Market-FP
- Bountiful Berks Food Hub-FP
- Summer Feeding Program/Oakbrook-FP
- Growing a Better Berks/Doubletree-ZWLP
- Mobile Market/Greater Berks Food Bank-AH
- Foods to Encourage rating system/Greater Berks Food Bank-AH
- Nutrition Policy/Greater Berks Food Bank-AH/GV
- Zero Waste Policy/City of Reading-ZWLP
- Socio-Economic Livability Study/United Way-GV
- PA Healthy Corner Store Initiative/The Food Trust of Philadelphia-ED
- Population Health Committee/Obesity-Reading Health System-ED
- Bountiful Berks Local Branding Program/Berks Ag Resource Network/Dept of Ag-FP

The RRFPAC is currently undergoing Strategic Planning, led by Professor Jim Shankweiler through the Be Bold Take Charge program of the Penn State Berks Business Department. The Executive leadership team from each task force has held several meetings to create the vision, mission, strategies and initiatives that will be introduced to the council at large in April.

2. A team of committed volunteers staffs all aspects of the Penn Street Markey under the direction of the Food Systems Director including vendor recruiter, finance reviewer, outreach/marketing, etc.
3. The Penn Street Market has brought together many community partners focused on the expansion and sustainability of the market. Some partners include Berks Agricultural Dept, Berks Agricultural Resource Network, and The Food Trust of Philadelphia.

b. Impact on Community: We have seen the revitalization and expansion of our domestic Penn Street Farmers' Market allowed us to grow and increase its customer and vendor base as we had projected. In 2016, the Penn Street Market's regular season opened the first Thursday in June and ran consecutively until the last Thursday in September. This year the market offered extended hours with a First Friday Night Market in June-September, which engaged a younger and more diverse target audience, especially with our Latino youth population. We have begun monthly themed markets in partnership with the Downtown Improvement District events in October, November and December. The Leadership Berks program in association with Alvernia University has placed a team of emerging young professional leaders to create a marketing plan focused on cross cultural promotion for expansion of the market and assist in a successful fundraising campaign to raise \$5,000.00.

ii. Goal/Objective 2: Increase domestic consumption of and access to locally produced agricultural products in Berks County, PA.

a. Progress Made:

1. Technical assistance was provided for a new Pottstown Farmers market along with the implementation of the Berks Farm Bucks (BFB) program (\$1000.00 stipend) for 2016. Although Pottstown did not successfully implement SNAP sales or the BFB program in 2016, they have been prepared and trained to do so in 2017. The \$1,000.00 was allocated successfully to support the implementation of the Power of Produce (POP) program by the Farmers Market Coalition at the Penn Street Market.
2. The market managers consortium created through RRFAC attended a market managers conference in 2016 hosted by AgConnect and the PSU Extension together for professional development.
3. The Food Trust of Philadelphia successfully launched the addition of their PA Food Bucks to the Penn Street market as Reading Food Bucks to increase the incentive match of Berks Farm Bucks for SNAP users and the use of their FINI funds to expand SNAP eligible purchases and incentives in our region.
4. The Bountiful Berks Food Hub successfully partnered with the Reading School District to act as an intermediary for the School District and local farmers providing fresh produce to the school.

b. Impact on Community: The market manager from Pottstown Farmer's Market has been trained and is prepared to implement SNAP & WIC purchases as well as implement the Berks Farm Bucks, and potentially the PA Farm Bucks incentive programs in 2017. Low-income families in Reading and Berks County will benefit from this program due to increased access to locally/regionally produced agricultural products by ensuring that Farmers Markets provide food access on a local level to stabilize current markets and support new emerging markets. Consumers have an increased purchasing power at the Penn Street Market due to our expanded Berks Farm Bucks program and addition of The Food Trusts Reading Food Bucks and PEACH program incentives, as well as the

Farmers Market Coalition's POP program. Through the Bountiful Berks Food Hub brings fresh produce to students of the Reading School District while assisting farmers to connect with buyers.

- \$2,985.00 Supplemental Nutrition Assistance Program spending June-September 2016.
- \$7,465.00 Berks Farm Bucks (BFB) incentive program matching by The Friends of Reading Hospital for all SNAP/FMNP/SFMNP/Nutrition Education demonstration awards of \$2/each youth participant.
- \$1,150.00 Reading Food Bucks program of SNAP eligible incentive matching by The Food Trust of Philadelphia.
- \$730.00 Power of Produce (POP) Nutrition Education Program of the Farmer's Market Coalition distributed to youth participants.
- \$6,445.00 Senior and standard Farmers Market Nutrition Program Vouchers redeemed to qualifying farmers and matched by the BFB incentive program.
- \$18,775.00 Overall incentivized/federal/sponsored program spending at the Penn Street Market in 2016 to date.

iii. Goal/Objective 3: Increase level of participation by Latino youth in promoting and managing the farmers market.

a. Progress Made:

1. An Internship was designed and offered to David Zuniga, of Albright College, fulfilling the search criteria for a local, Latino college student, bilingual, who will represent his community and facilitate the SNAP/WIC/BFB/PA Food Bucks program by engaging with the community at every market. Regrettably, David had a family health matter that prevented him in accepting the internship. Jacob Bittner was hired, as our second candidate. Jacob was also able to cross train one of our Ambassadors, Angel, in this position, and had the assistance of Ambassador Christian, who was bi-lingual, to help him with needed translation.
2. ILEAD Mentor Program was completed in May of 2016, providing 10 sessions with the participants. Food Systems Director, along with two RRFAC community volunteers have been meeting with students to engage and generate awareness of our local food system and the Penn Street market. The students participated in a collaborative essay during National Agriculture Week and were published in the Reading Eagle local newspaper (**attached**). Students also celebrated with mentors on the final day with a cooking lesson and an ice cream party, featuring local ingredients.
3. The market Ambassador program was successful in hiring three community ambassadors to promote the market at a total cost of

\$7,824.60. One adult, bilingual city resident, was hired as a lead ambassador. Two Latino bilingual students were hired from the ILEAD Charter School. We had multiple applications submitted for the Ambassador student positions. The best two candidates were selected by the Ambassador Lead, and happened to both be students of the ILEAD Charter School. Our adult ambassador sent a letter of request to allow the students to continue their work with the market once school was back in session highlighting the benefits of the program for the students

b. Impact on Community: We have witnessed local students hired as Ambassador to benefit from increased understanding of the local food system and tangible skills development that includes marketing, event planning, sales, and customer service. The Ambassador students were engaged to be part of a local food movement and community event in their neighborhood. The growth of the market is contingent on changing local perceptions about local foods and farmers' markets, and the Ambassador program has demonstrated that behavioral change is more likely if the person giving the information is seen as coming from a similar background as the intended target audience.

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: 3
 - iv. Number of markets expanded: 2
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$2,423.00 and increased by 13.6%.
 - vii. Number of farmers/producers that have benefited from the project: 29
 - a. Percent Increase: 20.7%

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? Yes
We have expanded our customer base by reaching new populations such as our 60% Latino demographic by advertising in the premier bi-lingual magazine, El Palo, securing sound bites and onsite live broadcasting of Rumba (Spanish speaking) radio station, and outreach through our Centro Hispano and Latino Chamber of Commerce. In addition, we have expanded the outreach by creating a video in English and Spanish about the Berks Farm Bucks program with the support of The Friends of the Reading Hospital to increase the awareness for the incentive match program for SNAP & WIC users, empowering spending for fresh fruits & vegetables. The Food Trust will also be hosting nutrition education demonstrations onsite for children in English and Spanish, and distribute a \$2 Food Bucks coupon for kids shopping, as well as for children who participate in the Farmer's Market Coalition's Power of Produce program this summer. All marketing materials, advertising, signage, etc will be bilingual in English and Spanish. All

programs support our low income/low access populations and target new Latino based businesses through the Penn Street Market.

4. Discuss your community partnerships.
 - i. Who are your community partners?
 - a. Berks County Community Foundation
 - b. Downtown Improvement District
 - c. ReDesign Reading CDC
 - d. Berks Historical Center
 - e. The Food Trust of Philadelphia
 - f. Freedom Toyota/Leadership Berks of Alvernia University
 - g. Berks Agricultural Resource Network
 - ii. How have they contributed to the overall results of the FMPP project?
 - a. \$25,000.00 matching grant has been awarded to support the Penn Street Market Expansion for 2016 & 2017.
 - b. Support to the Penn Street Market through the partnership of three off season markets in the downtown in October, November, and December to continue market expansion and food access in the City of Reading.
 - c. ReDesign Reading's position of Food System Director has provide leadership and technical assistance for the intended outcomes of the FMPP grant. The Market Ambassador positions have been hired, as well as the creation of a volunteer market team and three internships by ReDesign Reading to support the criteria of the grant at the Penn Street Market.
 - d. The Berks Historical Center has partnered with the Penn Street Market to celebrate the 250th Anniversary theme of the deeding of the market, as well as offer free admission to children and discounted admission to adults during the market season to encourage historical education of a special tribute exhibit of the market.
 - e. The Food Trust of Philadelphia has provided their PEACH nutrition education program, distributing Berks Farm Bucks to children to encourage shopping for fruits and vegetables. They have provided the results of their surveys for 2016.
 - f. Freedom Toyota has donated \$5,000.00 of sponsorship through the "Selfie Contest" [#Freedomgoestomarket](#), created by the LeadershipBerks program by Alvernia University.
 - g. Provides resources to the vendors of the market. Staffs a table each week at the market to assist vendors with needed information.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
 - a. The Berks County Community foundation has started conversations of how to provide further support in 2017 with the new partnership of the Penn Street

Market and Downtown Improvement District off season events demonstrating success in 2016.

- b. The Friends of Reading Hospital look forward to expanding the Berks Farm Bucks program to more local markets in our region in 2017 and providing volunteer support by the Board members at the Penn Street Market to help facilitate the Berks Farm Bucks program.
 - c. The Ambassador program will pilot the sustainability of creating a market manager position and two seasonal positions for 2017 through a partnership with CareerLink.
 - d. The Food Trust has contacted ReDesign Reading to participate as a Community Partner in the upcoming FINI USDA grant to expand the SNAP benefits in Reading, PA.
 - e. Freedom Toyota is including the Penn Street Market in their upcoming "Giving Thanks" campaign for an opportunity of \$5,000.00 additional funding for the expansion of the market.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? The three Penn Street Market Ambassadors have been hired under contract status to conduct the work as outlined in the grant criteria. Their work has contributed tremendously to the results achieved this far in providing key gap positions for the operations of the market team, diversifying the market team towards a successful revitalization and expansion of our domestic Penn Street Farmers' Market. The most impactful results achieved this year with the Ambassadors is the local stewardship of city resident and students in these roles to increase the level of participation by Latino youth in promoting and management of the farmers market.
6. Have you publicized any results yet?*
- i. If yes, how did you publicize the results? ReDesign Reading's Annual Report demonstrates the results of the Penn Street Market for 2016 season. (Attached)
 - ii. To whom did you publicize the results? Distributed to all volunteers, partners, community members
 - iii. How many stakeholders (i.e. people, entities) did you reach? Est. 1000
- *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? Vendor Survey 2016 (attached)
 - ii. What feedback was relayed (specific comments)? Responses from Vendors were generally positive.
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? If yes, how much was generated and how was it used? The project has generated \$7,250.00 through introducing vendor fee's in 2016. A vendor was charged \$250.00 for the market season (\$10/day for 25 days of market). This income was used to sponsor an annual membership of the vendors to the Berks Agricultural Resource Network, host a Vendors appreciation event in October (Harvest Fest) as well as cover the \$10/vendor permit fee paid to the City of Reading for the Penn Street Market.

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). Being able to offer the incentives increasing (essentially doubling) the amount of food SNAP customers were able to purchase was a benefit to the healthy food available for them and their families. Also, being approved to accept SNAP as a method of payment made this an option for these families to get fresh food.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: N/A. Goals 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: Community-wide support is necessary for the success of this type of project. So many factors need to be considered when facilitating a market and bringing local produce into the urban area. Convening stakeholders and figuring out what support they can provide either cash or in-kind can build capacity. Think outside the box when looking for partners not necessarily those that are already involved in food systems but bringing together other entities that have clients or have programs that could benefit from locally sourced food access.

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.
 - a. It is clear that the project is beneficial to the Reading, Berks community. The response in support from other organizations, vendors, volunteers, etc has allowed the goals of this project to be accomplished. However, the host organization, Redesign Reading, is no longer able to support the food systems programs into the future. The consortium of partners have come together to ensure this does not mean the end of all of the great work that has been done as a result of this funding. The consortium of partners are creating a transition plan outlining the roles of each partner in the 2017 Penn Street Market season. Once the season has started the board of Redesign Reading and its partners will begin working on the long term solution for sustaining these projects.

- 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? No