

**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:	9-30-15 to 9-29-17
Authorized Representative Name:	DeWayne Ennis
Authorized Representative Phone:	803-584-4619
Authorized Representative Email:	dewayne.ennis@gmail.com
Recipient Organization Name:	Town of Allendale
Project Title as Stated on Grant Agreement:	Allendale Farmer's Market
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPSC0026
Year Grant was Awarded:	2015
Project City/State:	Allendale, SC
Total Awarded Budget:	\$66,952.69

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: Lottie Lewis ; Email: lottiemlewis@att.net Phone: 803-584-4619

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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: Implement EBT transaction and alternative payment system
 - a. Progress Made: The implementation of the EBT machine didn’t happen in a timely fashion therefore it was not successful. However, the market did accept vouchers for the Allendale County Office on Aging from Senior citizens. Senior Citizens received 3- \$5 vouchers to purchase produce.
 - b. Impact on Community: The impact for the Senior Citizens was good but not having a EBT machine was not good.
 - ii. Goal/Objective 2: Developing training programs for Farmer’s and Market Managers.
 - a. Progress Made: Farmers and Market Managers have been trained and certified by Clemson University 4-H and the SC Department of Agriculture on running a flea market and selling produce. Training was conducted in Columbia, SC. Training was successful, however, we did not get as many farmer’s certified as we wanted to.
 - b. Impact on Community: Community gets top rate produce and quality service.
 - iii. Goal/Objective 3: Marketing Materials
 - a. Progress Made: The Farmer’s Market did a decent job with Marketing through different organizations such as Eat Mart Move More and The Arts of Community Rural South Carolina. There were publications and flyers that were distributed to the general public. Even Educational seminars were held with the local university.
 - b. Impact on Community: Stakeholders received information on wellness programs as well as purchasing food from the farmer’s market from many organization, events and sources.

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, 2017). Include further explanation if necessary.
 - i. Number of direct jobs created: 2 Market Managers (Part-time positions)
 - ii. Number of jobs retained: 4 farmers & 2 volunteer market managers
 - iii. Number of indirect jobs created: 8 all volunteers
 - iv. Number of markets expanded: 2 Allendale & Fairfax
 - v. Number of new markets established: throughout Allendale County
 - vi. Market sales increased by \$1,500 and increased by 25%.
 - vii. Number of farmers/producers that have benefited from the project: 4 farmers previously had 2
 - a. Percent Increase: 50% increase

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, advertising through the Thoroughbred Country Tourism, Dept. of Health and Environmental Control, and Eat Smart move more. We had all ethnic groups attend - black, white, Hispanic, and oriental – as new customers to the market. Department of Recreation had the elderly attend the farmers market as well – they set up games for children...etc.

The Arts of Community Rural South Carolina had an “Artist Network Meeting” at the Farmer’s Market where different Artists from all over South Carolina exchanged ideas with one another.

4. Discuss your community partnerships.
 - i. Who are your community partners?

Smart Box (utilized the mobile unit to transport food and vegetables), Dept. of Health and Environmental Control (helped support the market by provided produce, and giving tips on healthy eating, and plate classes), University of South Carolina Salkehatchie (school cafeteria came out and made healthy snacks out of vegetables for kids to show that vegetables can taste good) and Eat Smart Move More (supplied funds and planning. The office building was provided. They have met with farmers to create “farmers day”).

- ii. How have they contributed to the overall results of the FMPP project?

Getting the word out about the Farmer’s Market, donating a fountain and office building for the Farmer’s Market.

- iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this FMPP grant?

Continue to promote the Farmer’s Market through Eat Smart Move More because of their continuous efforts of promoting healthy living through purchasing reasonably priced vegetables and fruit through the Farmer’s market. The Market will also continue to get small grants through DHEC and other agencies like the one used to purchase refrigeration appliances for the Farmer’s.

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

No

6. Have you publicized any results yet?*

Yes

- i. If yes, how did you publicize the results?

Through the radio, flyers and Facebook.

- ii. To whom did you publicize the results?

Thoroughbred Country Tourism Area

iii. How many stakeholders (i.e. people, entities) did you reach?

Over 1,000 (Regionally)

*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?

Positive feedback from the Arts of Community Rural South Carolina, who subsequently brought a full bus of people to the Allendale Farmer's Market.

The Eat Smart Move More conducted regular meetings with Farmers and stakeholders.

Community Table was held at the Farmer's Market where over 100 attendees showed up to the event to bring diverse people together, so we can work better together. Everyone brought a "dish" or their own special food.

ii. What feedback was relayed (specific comments)?

The results were submitted back to stake holders and partners. (comments not included here)

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).

Positive experiences are the partnerships with Dept. of Health and Environmental Control, Thoroughbred Country and Eat Smart Eat More. It's positive because of the regional advertisements and small grants. We were able to save money on a mobile trailer by downsizing a little bit.

We must keep track of customers taking advantage of the market. Some customers are individuals who live outside of the area and it would've been advantageous to capture this data.

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

For the goals and objectives that we did not achieved, we encourage others to have a well establish team that stays with the project through its duration.

The project leaders all left because of new jobs opportunities. Individuals that inherited this project did not understand the concepts as well as they should have. The framework was good but we didn't have all of the expertise to execute it. A better project plan would've helped strategize funds more accurately and helped align goals with USDA expectations.

A recommendation that the Town could offer to future projects is to be relentless in data capture and planning. A lack of data on who has attended the farmers market, how much commerce the farmers market has brought and how much revenue this has subsequently translated to the Town of Allendale has hurt the Town in this project.

- 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:

Make sure that someone with financial experience administrate this type of project or utilize the Lower Savannah Council of Governments to assist with administration of the grant.

In addition, poor planning, such as the purchase of a trailer to transport produce very late into the program, has unforeseen consequences. This grant and project seemed like a great opportunity initially, however, because we did not plan our expenditures in accordance with the grant's guidelines, the Town had to return funds due to unallowable expenses.

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.
- 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?

The Farmer's Market will continue to partner with Eat Smart Move More and other organizations to continue their efforts to promote and improve the market. The market will continue to hold annual meetings for citizens. Special events like First Friday will continue to be held to get the word out. The Thoroughbred Country Tourism will also encourage others to by to visit the market as one of the things to do in Allendale County. Farmer's will

continue to be certified by the State of South Carolina Department of Agriculture to continue to come to Allendale and surrounding area to sell produce. Allendale County Office on Aging annually passes out vouchers for fruit and vegetables to senior citizens, which is yet another way of promoting our local market. The community will continue to be impacted by the Farmer's Market because of local volunteers. The Market would love to increase the number of farmers in its future projects and increase the number of participants by engaging more churches in the future.