

**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 – November 30, 2017
Authorized Representative Name:	Kathlyn Terry
Authorized Representative Phone:	276.623.1121
Authorized Representative Email:	kterry@asdevelop.org
Recipient Organization Name:	Appalachian Sustainable Development
Project Title as Stated on Grant Agreement:	Increasing the Viability of Farmers Markets and Farmers in Appalachian VA and TN through Coordinated Marketing, Promotion and Analysis
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-VA-0127
Year Grant was Awarded:	2015
Project City/State:	Abingdon, VA
Total Awarded Budget:	\$99,643.39

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: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. Goal/Objective 1: Expand regional efforts to promote local farmers markets and increase customer traffic to farmers markets in the region
 - a. Progress Made: **A key focus area of this project was promotion of farmers markets in the Appalachian Farmers Market Association's footprint in northeast TN and southwest VA. A total of 36 Road Shows were executed at 21 different farmers markets across northeast TN and southwest VA during the grant period. The purpose of the Road Shows was to increase customer attendance and community involvement at local farmer markets therefore, increasing vendor sales. The shows and markets were promoted through a regional marketing campaign (more details below) as part of this project. Promotional materials such as drawstring backpacks, koozies, and reusable tote bags were given away at the road shows to continue promotion of the markets. Customer surveys were conducted at each show and information on upcoming ASD events was distributed to customers. As a result of the Road Shows in 2016 (first year of shows) ASD was able to partner with Mountain States Health Alliance (MSHA) Health Resource Center in 2017 (second year of shows). They attended 6 of the shows in 2017 and talked with customers (including children) about nutrition, portion sizes, exercise, and more. The Cooperative Extension offices across northeast TN and southwest VA provided food tastings at most of the shows. A partnership was also formed with [Heartwood](#), a local restaurant and artisan center, whose chef performed cooking demonstrations at 9 of the shows using ingredients purchased from the vendors. Another partnership that was developed due to the Road Shows was with [Lowe's Home Improvement](#). They donated a grill for us to use as a giveaway at the end of the season to one of the customers that participated at the shows throughout the season. At the end of the 2nd Road Show season Lowe's Home Improvement joined with ASD to host an event where the winner of the grill was selected from a drawing.**

The project team made the following progress on promotional activities during the grant period:

- 27 in-kind advertisements ran in Bristol Herald Courier (the largest newspaper in the region) and their weekly papers (Bristol Herald Courier, Smyth County News, Wythe County News, Washington County News, and Richlands/Clinch Valley Press) Sample attached
- 27 different recipe articles (in-kind) ran in Bristol Herald Courier. Each article highlighted the upcoming Road Shows and markets. Sample included
- The project coordinator appeared on TV (WCYB) promoting the Road Shows both years.
- 3000 flyers and 250 posters were created and distributed across northeast TN and southwest VA to promote the Road Shows in 2016.
- 2000 rack cards and 200 posters were created and distributed across northeast TN and southwest VA to promote the Road Shows in 2017. (samples are attached)
- 80+ Facebook post promoting the Road Shows were posted
- The Road Show schedule was listed in the 2016 and 2017 local food guides. 10,000 copies were produced and distributed across northeast TN and southwest VA in 2016. 15,000 copies were produced and distributed in 2017

- A story promoting the Rooted in Appalachia Road Show project ran on the front page of Washington County News
- Article ran in Tri-Cities Health and Wellness promoting the Road Shows
- 1400 tote bags were filled with “goodies” collected from community partners. The bags had the 16 farmers markets that participated in the Road Shows in 2016 listed on them to further their promotional exposure.
- 1500 drawstring backpacks and 1000 koozies were purchased to give away at the shows in 2017. Both items had the Rooted in Appalachia logo and the ASD logo on them.

b. Impact on Community:

In 2016, the Road Shows allowed us the opportunity to partner with People Incorporated and help promote and support their Children’s Health Insurance Program (CHIP) which works with families caught in the cycle of poverty. Also, a partnership with several local restaurants/chefs was formed due to the shows. A local chef in each community performed cooking demonstrations at the farmers markets on the day of their Road Show.

In 2017, ASD partnered with the VA Cooperative Extension office and UT Extension office to do food tastings at the Road Shows. The Extension offices and market managers plan to continue to work together in the future to do food tastings at the markets. Chef Charles (from Heartwood Restaurant) attended 4 of the Road Shows and performed cooking demonstrations. As part of the Road Shows, a representative from Mountain States Health Alliance Health Resource Center attended 6 of the Road Shows and talked with customers regarding nutrition, exercise, portion control, and more. Another example of continued support and relationship building, due to the Road Shows, is that the chef at Heartwood is working with some of the farmer’s market managers to do more cooking demos at their markets. Quote about the Road Show events from Big Stone Gap Farmers Market: “It was so positive, the Big Stone Gap Farmers Market wants to continue on with it. Our community loved the name, Road Show. They love events and especially cooking demonstrations”

2. Goal/Objective 2: Strengthen the Appalachian Farmers Market Association (AFMA) network, including increasing the success of small scale rural markets in low resource

a. Progress Made:

AFMA developed and promoted the monthly themes below in 2016 and 2017. Social media and the flavor page in Bristol Herald Courier were used to further promote the themes.

Month	Monthly Themes
May	Spring into Market
June	Kids at the Market
July	Berries
August	Tomatoes
September	Peppers
October	Fall Harvest

The AFMA managers, who meet quarterly, utilized the themes to help them plan and promote events at their markets. Some examples of those events: Tomato Fest, Berry Fest, Christmas in June and Kid's Day at the Market.

ASD's philosophy is that strong market managers can have a tremendous impact on increasing the viability of farmers markets. AFMA was created to help managers connect to their peers – who are often very remote – and provide them with the space to learn directly from each other. We worked with managers on this project to help them learn to promote their markets while also providing a regional promotion effort to connect their efforts. Managers have been kept apprised of the promotion calendar, regional efforts and have been coached on how to promote their own local efforts. Rack Cards, press releases, and posters were designed to help the managers promote the road shows and their markets.

b. Impact on Community:

The project allowed market managers across northeast TN and southwest VA to work together for a common goal (improving their markets). The project gave them the opportunity to rely on each other and bounce ideas and questions off of each other and the project team to further strengthen their individual markets. Customer surveys were conducted at the 2016 and 2017 road shows which allowed us to gather information to continue to strengthen community relations with local markets. The results of the surveys will be used to guide future promotional activities and market activities therefore continuing to strengthen the local markets and community support/involvement for/at the markets.

3. Goal/Objective 3: Evaluate impacts and effectiveness of farmers markets in the region

a. Progress Made:

Customer surveys were conducted at each farmers market participating in the Road Shows during the 2016 and 2017 seasons. The customer surveys highlighted the main reasons the majority of customers attend market, how much they typically spend, and how they actively find out about their local market.

b. Impact on Community:

See attached report titled "General Conclusions from 2011, 2016, and 2017 Customer Surveys"

4. 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: **N/A**
- ii. Number of jobs retained: **N/A**
- iii. Number of indirect jobs created: **N/A**
- iv. Number of markets expanded: **N/A**
- v. Number of new markets established: **1 – Elizabethton Farmers Market**
- vi. Market sales increased by **\$1,128 (based on a combination of vendor sales and overall sales provided by manager) and increased by 3% from 2016 to 2017.**
- vii. Number of farmers/producers that have benefited from the project: **Approximately 198 vendors in 2016 participated in the Road Shows and 283 vendors in 2017.**

a. Percent Increase: **43%**

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? **Conducted Road Shows at 4 different farmers markets (Elizabethton, Galax, Johnson City, Bluefield) during the 2017 Road Show season that we were not able to reach in 2016.**

5. Discuss your community partnerships.
 - i. Who are your community partners? **Lowes Home Improvement, Heartwood Restaurant, Extension offices, People Incorporated, Mountain States Health Alliance (MSHA) Health Resource Center**
 - ii. How have they contributed to the overall results of the FMPP project? **Lowes provided a grill for a prize which helped increase attendance at our booth and at the markets on the day of their Road Show, Heartwood performed cooking demonstrations at some of the Road Shows which showed customers how to cook products available at the market, extension office provided food tastings and nutritional information to customers, People Incorporated gave out information about their CHIP program and talked with families about nutrition, and MSHA Health Resource Center had a representative at 6 of the Road Shows in 2017 talking with children and adults about nutrition, exercise and portion control. Each of these partnerships added value and strength to the project by helping increase attendance at local markets, educating the public on nutrition and farmers markets, and teaching market customers how to cook with fresh products from the markets.**
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? **Some examples of how they will continue to support this work:**
 - a. **The chef at Heartwood Restaurant is already working with farmers market managers to secure cooking demonstration spots for next season.**
 - b. **Lowes Home Improvement continues to support the mission by participating in the local food guide. They also support other agriculture programs within ASD.**
6. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? **N/A**
7. Have you publicized any results yet?* **Yes**
 - i. If yes, how did you publicize the results? **Results were sent out via email to the market managers and in ASD's newsletter.**
 - ii. To whom did you publicize the results? **Farmers market managers participating in the 2016 and 2017 Road Shows, ASD Board Members, ASD newsletter recipients.**
 - iii. How many stakeholders (i.e. people, entities) did you reach? **AFMA market managers (21 managers), newsletter recipients (approximately 2200 recipients), market vendors (approximately 283 vendors), and ASD board members (18 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).

8. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information? **Data was collected from market customers at each Road Show in 2016 and 2017.**
 - ii. What feedback was relayed (specific comments)? **See below results from market customers:**

Why Do You Shop at the Market?

- In 2016 all markets (except one) surveyed resulted in Vendors/Fresh Foods being the main reason customers shopped at the market. The only exception was Clintwood Farmers Market and 52% of customers surveyed said they shopped the market due to prices while 23% said they shopped due to vendors/fresh foods. This question was not asked the same in 2011 so it is not really comparable but in 2011 Chef/Sampling and Socializing were the main reasons customers attended market.
- In 2017 all markets surveyed resulted in Vendors/Fresh Foods being the main reason customers shopped at the markets.

How Often Do You Shop at the Market?

- The majority of customers surveyed in 2016 said they shopped the market 1 time per week. Per customers surveyed Clintwood, Glade Spring, and Tazewell had more first time customers than regular shoppers on the day of their Road Shows. In 2011 customers surveyed said they typically shop the market 1 time per week which is consistent with 2016 results.
- The majority of customers surveyed in 2017 said they shopped the market 1 time per week. Per customers surveyed Galax and Greeneville had more first time shoppers than regular shoppers on the day of their Road Shows. In 2011 customers surveyed said they typically shop the market 1 time per week which is consistent with 2016 and 2017 results.

How Did You Learn About This Market?

- Customers at all markets surveyed in 2016 said that word of mouth is how they know about their local market. At the majority of the markets surveyed Market Website and Radio/TV are the least popular ways that customers learn about their local market. In 2011 word of mouth was also the way the majority of people learned about the market. Newspaper and market signs were also popular ways to learn about the markets in 2011.
- All markets surveyed in 2017 said that word of mouth is how they knew about their local market with the exception of Elizabethton. Social media was the main way customers knew about Elizabethton Farmers Market (new market – 1st year).

How Much Do You Plan to Spend at the Market?

- In 2016 the majority of customers planned to spend between \$1 and \$20 at each market. Clintwood and Independence were outliers as at Independence \$11-\$30 was what customers planned to spend and at Clintwood customers said \$0-\$10 is what they planned to spend. In 2011 the majority of customers planned to spend \$1-\$20 which is consistent with 2016 results.

- **In 2017 the majority of customers planned to spend between \$1 and \$20 at each market. These results are consistent with 2011 and 2016.**

9. Budget Summary:

- 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:
- Did the project generate any income? **N/A**
 - If yes, how much was generated and how was it used to further the objectives of the award?

10. Lessons Learned:

- 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). **Reusable boards were created the second year of the Road Shows. This helped with wasting paper and the boards were sturdy so they withstood wind and weather. Rolling toolboxes were incorporated in 2017 season to carry supplies and help streamline the setup and take down process. Steady transportation where supplies can be left in vehicle the entire season would be beneficial.**
- If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: **Focusing on a smaller number of farmers markets and visiting more frequently throughout the season would be a more successful approach. Visiting the markets one time during the season made it difficult to get to know the vendors/customers and make a major impact on attendance and vendor sales. The project did allow us to reach a great number of markets and almost all markets reported an increase in sales and customers on the day of their Road Show.**
- Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project: **Collaboration with others doing similar work proved to be a big help and gave us the opportunity to build good and lasting relationships.**

11. Future Work:

- 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. **Continue to use and add to the interactive online food guide for years to come. Plans have been put into place to continue supporting the farmers markets and farmers with farm tours, CSA fairs and workshops. The surveys conducted during this project will be used to guide further program planning and support, this project allowed us the opportunity to develop relationships with many outside partners**

(examples: People Inc., Mountain States Health Alliance, Heartwood, Lowes Home Improvement, VT and UT extension agencies). Sample press releases and advertising examples have been provided to market managers to use as guides for future promotional activities.

- 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? **Not at this time**