

**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- February 28, 2017
Authorized Representative Name:	Sagdrina Jalal
Authorized Representative Phone:	404-271-0071
Authorized Representative Email:	sagdrina@mygeorgiamarket.org
Recipient Organization Name:	The Generation Gap
Project Title as Stated on Grant Agreement:	The Georgia Farmers Market Association
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPGA0134
Year Grant was Awarded:	2015
Project City/State:	Snellville, Georgia
Total Awarded Budget:	\$90,035.00

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.

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?
x Same Authorized Representative listed above (check if applicable).

Different individual: Name: _____; Email: _____; Phone:

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: GFMA becomes standalone non-profit organization
 - A. Progress Made: We established GFMA as an LLC and received non-profit status with the IRS and in the state of Georgia. We also established a board of directors for the association which meets in person quarterly.
 - B. Impact on Community: GFMA is growing into an independent organization positioning itself to apply for funding independent of Project Generation Gap
 - II. Goal/Objective 2: GFMA develops a fully sustainable funding model
 - A. Progress Made: Established a partnership with Food Well Alliance. Food Well Alliance is a leader in helping food related organizations build capacity and has partnered with GFMA to develop a strategic plan. GFMA hosted its first also hosted the first “Food For Thought” conference. We plan to host it annually. We also developed a consulting arm that serves as revenue for the organization.
 - B. Impact on Community: Guided by our strategic plan, GFMA has structured goals and has created timeline and key performance indicators.
 - III. Goal/Objective 3: Increased attendance at farmers markets
 - A. Progress Made: Established a member list of farmers markets. We are promoting individual market openings through our newsletter, social media and website calendar. We have also added a pin map which shows the locations of our markets. In addition, we have further developed our website so that we capture market information when they purchase for membership.
 - B. Impact on Community: Shoppers within the network are more aware of markets in their community and the availability of local foods. Producers are also aware of farmers markets in their area.
 - IV. Goal/Objective 4: Development of interactive website for the GFMA
 - A. Progress Made: Created a well established comprehensive website: www.mygeorgiamarket.org
 - B. Impact on Community: Website is used to promote member market hours and days of operation, highlight community leaders in food movement through a blog, as well as showcase events geared to increase sustainability and awareness of local food systems.
 - V. Goal/Objective 5: Sustained Membership Drive
 - A. Progress Made: Kicked off membership campaign January 1st using social media outlets, newsletters and website as well as through our community partner channels. Visited sustainable agriculture and farmer related events across the state such as seminars, workshops and lectures. We hosted a member discounted conference with 160 attendees. We registered 140+ members into the association in the first year alone.
 - B. Impact on Community: Raised awareness of the importance of supporting local food systems and the availability to access local food through farmers markets and the value in supporting local farmers. The conference allowed farmers market managers, producers and other key stakeholders to meet and share best practices thus providing a cohesive approach to the farmers market.
 - VI. Goal/Objective 6: Development of statewide farmers market marketing campaign
 - A. Progress Made: We developed branding identity with logos, banners, flyers and SWAG items. In addition, we developed two seasonal campaigns “Just Spend

\$10” and “Who’s Your Farmer” which addressed key themes and created conversations surrounding local food.

- B. Impact on Community: GFMA is now seen as a resource support for shoppers, producers/vendors and market staff. Georgia shoppers are more engaged at their markets and on social media.
- VII. Goal/Objective 7: Increased access to Georgia specific resources for farmers markets
- A. Progress Made: Established relationships with local, state and federal organizations that support farmers, food access and sustainable agriculture. (Ex: Ag. South, Wholesome Wave of Georgia and Open Hand Atlanta)
 - B. Impact on Community: Our member markets have begun to access funding, in-kind support and increased capacity through the connections we’ve developed with these organizations and agencies. We have established a pass through membership for Georgia Farmers Markets into the “Georgia Grown” program.
- VIII. Goal/Objective 8: Improved management of farmers markets in Georgia
- A. Progress Made: Through our association, market managers have a structured way to gain support and resources as well as through other GFMA market manager members. We’ve created dialog through a GFMA members only online chat. We have also created an informal mentorship program pairing seasoned market managers with newly established market staff. In partnership with University of Georgia Department of Agriculture and Applied Economics, we have established a survey for both market managers and producer/vendors that we are administering to give us insight on the current economic impact of farmers markets in Georgia communities. The survey will also provide us with a better understanding of the needs of market managers as well. In January we established a partnership with Farmers Market Federation of New York and purchased rights to their Farmers Market Manager Professional certification program. We currently have 15 managers participating in the certification program.
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: 5
 - ii. Number of jobs retained: 3+
 - iii. Number of indirect jobs created: 10+
 - iv. Number of markets expanded: 24+
 - v. Number of new markets established: 2
 - vi. Market sales increased by \$n/a and increased by n/a%.
 - vii. Number of farmers/producers that have benefited from the project: 360+
 - a. Percent 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? Through the partnerships we developed, we’ve been able to help establish two new markets: the Norcross Community Market which has established Outreach initiatives and economic development targeting the Hispanic community and the Lithonia Farmers Market which targets the African American community. Both markets are in areas determined to be food deserts.
 4. Discuss your community partnerships.
 - i. Who are your community partners?
 - i. Open Hand Atlanta/Cooking Matters, Wholesome Wave Georgia, Food Well Alliance, Georgia Organics, West Georgia Farmers Cooperative, Sustainable Norcross and Upper Ocmulgee River RC&D., New York Farmers Market Federation, Farmers Market Coalition,

- ii. How have they contributed to the overall results of the FMPP project? Wholesome Wave of Georgia and Open Hand Atlanta has helped us build capacity by offering direct services through incentives and outreach support. Georgia Organics, West Georgia Farmers Cooperative and Upper Ocmulgee River RC & D have provided us with the opportunity to speak and educate the community about healthy eating practices. Food Well Alliance has provided additional funding that has enable us to create our best practice model in Norcross as well as promote through their marketing channels. Sustainable Norcross has helped create our pilot market that will serve as our proactive model. Farmers Market Federation of New York hosts our market manager certification program and Farmers Market Coalition offers additional technical support to our member markets.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? Open Hand Atlanta/Cooking Matters will assist with food demonstrations and cooking classes geared towards connecting people with nutrition education, both at market and in community of which food from local farmers will be sourced. Wholesome Wave of Georgia will help our member markets to incorporate models, as well as help instill other incentive programs like senior vouchers and market transportation. In addition to their financial support, Food Well Alliance is helping the association secure funding for the Norcross market for strategic planning and food preservation classes in the community. Our pilot program at the Norcross Community Market is a three team partnership of Sustainable Norcross, West Georgia and Upper Ocmulgee River RC&D; which will work together to provide farmer and market manager training. The Farmers Market Federation of New York Federation will continue to provide our market manager certification and Farmers Market Coalition will provide data collection, analysis, support and guidance to our member markets.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Yes, we use a Communications Consultant who was very instrumental in branding our organization, structuring the membership drive as well as website development. We have the support of a CPA who has been able to help us maintain fiscal responsibility, as well as administer the grant funds. We also use a Program Consultant has helped us to structure the components of our farmer's market model. We also expanded the website and our print materials using a copywriter, graphic designer and web technician.
- 6.
7. Have you publicized any results yet?*
- i. If yes, how did you publicize the results? We created a end of the year report, individual program reports and and video summary of our year
 - ii. To whom did you publicize the results? To our stakeholders and to the general public via newsletter, website and social media
 - iii. How many stakeholders (i.e. people, entities) did you reach? 1,000 newsletter recipients, 1800+ followers on Facebook, 100 printed copies given to partners and potential funders
- *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 thus far about your work? Yes
 - i. If so, how did you collect the information? Conducted a Feasibility study, Survey in partnership with University of Georgia, Volunteer Interest Survey, Community Supported Agriculture Market and Farm Fan Survey
 - ii. What feedback have you collected thus far (specific comments)?

Feasibility Survey Comments: The most preferred aspect of market shopping: healthy (i.e. organic, pesticide and hormone free) & reasonably priced nature of produce and meats that may not be certified.

According to the survey responses, the most convenient time to convene the NCFM is: Saturday morning (8-10am), Weekday evenings (6-8pm), Saturday afternoons (3-5 pm), and Sunday afternoons (3-5 pm).

Volunteer Interest Survey Comments: 52.9% of the people said they are available on select Saturdays during market season 1-4 market days which would include the volunteer to perform general duties: help with set up or takedown, greet visitors and friends, hand-out information, encourage folks to sign-up for newsletter, promote dot survey, count shoppers, and smile!

We also conducted a survey at our conference with 94% saying they were likely to refer the conference to others and 90% stating that they appreciated the unique information provided at the conference.

9. 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: x
- ii. Did the project generate any income?
 - a. If yes, how much was generated and how was it used to further the objectives of the award? Yes. We collected conference fees (registration and sponsorship) in the amount of \$12,145.00 GFMA membership and we collect membership dues in the amount of \$7942.54. The income from conference fees was used to cover conference related costs. The membership fees have been used to purchase rights to the FMPRO certification program for market managers. We've also used those fees to hire three paid interns to help further our outreach and communication efforts.

10. 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). Our program exceeded our expectations. We definitely learned the value of maximizing volunteers and staffing; it is important to offer consistent training. We also learned how important (and challenging) it is to have good communication with you audience. Being a state wide organization we had to be very intentional with making sure that markets far south and north felt just as included in the organization as those in Metro Atlanta. We realized early in the project that we needed a better membership intake process so we adjusted it significantly to have members provide their information up front instead of sending a follow up email requesting the information as a part of a their welcome packet.
- 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:

The first step is to identify key stakeholders and partners. Funding is only one part of developing a successful state association. Make sure that partnerships are balanced and that local leaders and communities feel included in the structure of the organization. A strong board of directors and a comprehensive strategic plan is another key component of our success.

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.

Our attached end of the year report provides a detailed account of the impact of our organization. As result of this project, we have developed an entire consulting arm of the organization. This will allow us to offer targeted services to municipalities and other civic groups who look to develop or expand a farmers market. It will also provide us with the revenue we need to support the association while keeping membership dues affordable for our producers and local markets. We are also developing best practice models for Outreach and nutrition education. These will help our market managers connect with their community and offer additional services furthering their ability to be sustainable. We expect that our efforts will not only help current market managers in Georgia maintain their positions, we anticipate more jobs becoming available as new markets develop in additional communities.

- 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 greatest need in our state as we see it is tailored training for producers surrounding marketing and food safety. We plan to cover those topics each year at our annual Food For Thought Conference as well as make the courses available online for producers and market managers. We also see a need for comprehensive data collection and analysis at farmers markets. In order to be sustainable, markets must be able to demonstrate their impact to their local community and key stakeholders.