

**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- September 29, 2017
Authorized Representative Name:	Ann Rothe
Authorized Representative Phone:	907-277-5357
Authorized Representative Email:	execdirector@akmarine.org
Recipient Organization Name:	Alaska Marine Conservation Council
Project Title as Stated on Grant Agreement:	Expanding Local Seafood Sales in Alaska
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15LFPPAK042
Year Grant was Awarded:	2015
Project City/State:	Anchorage, AK
Total Awarded Budget:	\$96,465

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: David Fleming; Email: davidfleming13@gmail.com; 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. Objective 1: Create and launch the Alaska Community Seafood Hub brand.

a. Progress Made:

- In Fall 2015, AMCC participated in the Fish 2.0 international business plan competition with our business plan for the Alaska Community Seafood Hub and emerged as one of six overall winners of the entire competition (which began with 170 competitors).
- In May 2016, we hired David Fleming, a talented young fisherman with a degree in business to serve as our Local Seafood Sales Manager.
- We continued selling local seafood and expanding sales in fall and winter 2016-17. See the other objectives below for more detail on sales.
- In March 2017, we chose Element Agency to develop the new brand and marketing plan for our seafood sales after a competitive RFP was put out. We have started the initial phases of rebranding and selected the name “Catch 49: Alaska’s Seafood Hub.” In the coming months, the rebranding process will be complete, a marketing plan developed, and a new website launched at www.catch49.com.
- In September 2017 the brand “Catch 49” was launched with a new website, social media platforms, and payment processing platform.

b. Impact on Community: AMCC’s business model for a seafood hub has been recognized as one of the more viable and effective models for community supported fisheries (CSFs). Information on our model is being distributed to the fishing and seafood business community, as well as the local food community in Alaska, through our many partnerships and connections. Our staff are especially active in the Localcatch.org network of CSFs which allows for dialogue and mutual support to other CSFs. In Anchorage we are helping to further build community with fishermen through discussions about common needs like marketing support and cold storage space.

ii. Objective 2: Increase communities/regions served from 3 to 5-7.

a. Progress Made: In 2015, we began offering shares of Bristol Bay sockeye (red) salmon in the interior hub community of Fairbanks which greatly increased the program’s reach. We are also continuing to partner with the Kenai Peninsula Food Hub (another USDA LFPP grantee) to sell seafood to the central Kenai Peninsula Region. We also added the communities of Palmer and Seward to our distribution sites in 2016. Total increase in communities served is from 3 to 6 to date.

b. Impact on Community: The response from interior Alaska residents in the Fairbanks area has been overwhelming positive with Fairbanks outpacing Anchorage in terms of sales. This demonstrates the high demand for local seafood in Fairbanks that was previously unmet. More evaluation will be conducted after communities/regions are served for a longer period.

iii. Objective 3: Increase Community Supported Fishery participation from a baseline of 375 households to 600 households.

a. Progress Made: We have made significant progress towards expanding household participation in our community supported fishery (CSF). In 2015, we had a total of 448 households placing orders. In 2016, we had just over 800 households. In 2017, we had over 1000 households participate and have nearly 1,500 customers purchasing local seafood from our CSF since inception and signed up on our CSF mailing list.

b. Impact on Community: The community response to our program continues to be extremely positive. Our customer surveys reveal they are highly satisfied in all aspects of the program and that they most value the connection to the local fishermen that the program provides.

iv. Objective 4: Significantly increase the volume of local/regional seafood products sold to at least 25,000 lbs. per year.

a. Progress Made: In 2015, we increased the volume of local/regional seafood products sold to just under 20,000 lbs. (with 50% at the wholesale level). In 2016 we had challenges with the texture of cod processed under the Kodiak Jig Seafoods brand and were dropped as a supplier by our major buyer of cod. We have not been able to resolve the texture challenges so have dropped our sales of cod. However, we made up for this loss through significantly increased individual retail sales of other species (more than 60% for salmon) as well as through the addition of new species and value added products. We are ending 2017 with 21,500 lbs. of local seafood sold with 84% of that coming at the individual retail level.

b. Impact on Community: Increased access and increased sales has had a positive impact on both consumers and fishermen/producers alike by connecting demand for local seafood with supply in a manner that builds important connections across the seafood value chain. From 2015 to date we supported over 25 fishermen and 15 processors. Our efforts have particularly benefited a small tribally-owned processor in Kodiak (Wild Source) as well as a small family-owned processor in Bristol Bay (Naknek Family Fisheries) + 5 other Alaskan based small businesses. We partnered with the Alaska Pacific University farmer's market to host summer salmon pickup at their market in the summer. As a result of hundreds of our customers visiting their market they had their biggest day of sales all season on that day and are excited to collaborate with us in the future.

v. Objective 5: Increase the number of seafood products sold from 5 to 9 and ensure an adequate diversity of products including more affordable options.

a. Progress Made: We have added three new species to date (spot prawns, coho salmon, and halibut) as well as smoked salmon bites and kelp seaweed products for a total of 10 products. We have also worked with partners to offer lower price Yukon chum salmon to customers as well as oysters to our customers during pickup.

b. Impact on Community: Expanding species/products allows us to work with more fishermen and processors. This past spring we sold halibut for the first time and were able to buy an entire boatload of halibut from community fishermen and support another processor in Homer. We also sold value added seaweed-products for the first time this fall partnering with a local entrepreneurs/seaweed kelp harvesters out of Juneau. The partnerships with other fishermen/seafood businesses not directly selling through our CSF is also something that is a great benefit to them as it allows them access to a target customer market. We are developing a plan to more officially pilot membership as a part of the seafood hub that will allow businesses the opportunity to sell seafood at pickups for our customers and the chance to market their products to them without having to sell products directly through the seafood hub (i.e. we take possession).

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, 2015). Include further explanation if necessary.

- i. Number of direct jobs created: 1
- ii. Number of jobs retained: 1
- iii. Number of indirect jobs created: No data yet
- iv. Number of markets expanded: 3
- v. Number of new markets established: 3
- vi. Market sales increased by \$126,000 or more than 100% from 2014 to 2017.

- vii. Number of farmers/producers that have benefited from the project: 25 fishermen and 15 processors have benefitted from the project in 2015-17.
 - a. Percent Increase: More than 65%.
- 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 initially expanded our customer base by offering lower priced Pacific cod fillets to restaurants that serve a more diverse clientele but this product has now been discontinued. We are also working to reach low income/low access populations in the Kenai Peninsula region through the Kenai Peninsula Food Hub. We are working with additional businesses (fishermen and processors) to source product and new restaurants/chefs to sell products to also.

- 4. Discuss your community partnerships.
 - i. Who are your community partners? We have numerous community partners we are working with as part of this project. Some of them include: AK Food Policy Council, Cook Inletkeeper, Kenai Local Foods Group, Southeast Sustainable Partnership, Southwest Alaska Municipal Conference, the Kenai Peninsula Food Hub, the Anchorage Economic Development Corporation, AK Sea Grant, Kodiak Rural Leadership Forum. In addition, we have an array of fishermen, fishing businesses, and seafood processing partners who we are working with. Nationally we are working with an array of groups through Localcatch.org and the Community Fisheries Network.
 - ii. How have they contributed to the results you've already achieved? These partnerships lend value and support to our efforts through input and professional advice, co-promotion and marketing, partnerships on events, and more. Our national partners provide a community of practice through which to learn, share results as well as challenges, and improve our local seafood business models together. We collaborate with our local partners in the overarching and ongoing effort to strengthen the overall food system in Alaska and promote increased production and consumption of local foods. Our fishing and processing partners make it possible to create a symbiotic partnership where all parties benefit from increased access to healthy, local seafood products.
 - iii. How will they contribute to future results? In the same ways as described above.
- 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 hired Element Agency to apply their expertise to develop the new "Catch 49" brand and marketing plan for the seafood hub.
- 6. Have you publicized any results yet? Yes.
 - 1. If yes, how did you publicize the results? See below.
 - 2. To whom did you publicize the results? See below.
 - 3. How many stakeholders (i.e. people, entities) did you reach? See below.

AMCC has publicized and communicated the purpose, goal, and results to date of our project in a variety of different ways. These have included:

- AMCC media via our blog, enews, and social media: See for example <http://www.akmarine.org/alaska-community-seafood-hub-shines-as-a-winner-at-fish-2-0-and-with-usda-grant/>

- Earned media: ~40 news stories on our seafood sales efforts since October 2015. Highlights include:
 - Alaska Dispatch News <https://www.adn.com/alaska-life/food-drink/2017/01/31/its-time-for-the-3-cs-of-alaska-seafood-crab-coho-and-cod/>
 - Fish 2.0 Stories of Impact <http://www.fish20.org/about/fish20impacts#mbft>
 - Alaska Community-Focused Seafood Business Wins Prize, Recognition at Fisheries Innovation Competition <http://www.akbizmag.com/Fisheries/Alaska-Community-Focused-Seafood-Business-Wins-Prize-Recognition-at-Fisheries-Innovation-Competition/>
 - Catch of the Season Program Expands to Seward <http://sewardcitynews.com/2016/06/bristol-bay-salmon-shares-expand-new-communities-2016/>
 - Catch of the Season Available in Fairbanks Again This Year http://www.newsminer.com/news/kris_capps/catch-of-the-season-available-in-fairbanks-again-this-year/article_bd68c842-3205-11e6-a7e2-070a830928cf.html
<http://www.akbizmag.com/Fisheries/Alaska-Community-Focused-Seafood-Business-Wins-Prize-Recognition-at-Fisheries-Innovation-Competition/>
 - <https://www.adn.com/alaska-life/food-drink/2017/11/07/seafood-delivery-service-gets-a-new-name-farmers-market-gets-some-awesome-sauce/>
 - <http://www.alaskafishradio.com/amccs-pop-up-shop-sells-crab-cod-and-coho/>
- Events: AMCC led six events to date that helped to publicize the project and supported our efforts to connect consumers with community-based fishermen. A community crab feed in Homer Alaska in October 2015 (~40 in attendance), the Sea to TapRoot community fisheries celebration event in Anchorage in February 2016 (~100 in attendance), ComFish Fish Taco night in Kodiak in March 2015/16 (~200 in attendance), Homer Halibut Festival in September 2015/2016 (~300 in attendance), and 2017 Earth Day seafood dinner in Anchorage (~60 in attendance). We also donate seafood to numerous community events that helped us increase our reach including with diverse audiences.
- Presentations: AMCC staff have made numerous presentations on our seafood sales programs and seafood hub model in an array of venues including:
 - Alaska Food Festival and Conference- Anchorage, February 2016 ~40 stakeholders reached
 - Local Seafood Summit – Norfolk, Virginia, February 2016- ~ 60 stakeholders reached
 - Society for Applied Anthropology Conference- Vancouver, March 2016~ 40 stakeholders reached
 - Southwest Alaska Municipal Conference Annual Meeting- Anchorage, March 2016- ~60 reached
 - Social Entrepreneurship Workshop & Forum- Kaohsiung, Taiwan- June 2016~ 200 in attendance
 - Starting a Direct Marketing Business- Juneau, April 2016~ 50 in attendance
 - Alaska Food Festival and Conference- Fairbanks, November 2017 ~150 stakeholders reached
 - Alaska Young Fishermen’s Summit- Anchorage, December 2017~100 fishermen in attendance

7. Have you collected any feed back from your community and additional stakeholders about your work? Yes.

- i. If so, how did you collect the information? We have conducted four online surveys of community supported fishery subscribers, we received formal feedback on our business model as part of the Fish 2.0 business plan competition, and receive ongoing feedback from our Board of Directors.
- ii. What feedback have you collected thus far (specific comments)?
Feedback from customers has continued to be extremely positive about our community supported fishery and they have reiterated the desire for more products on a year-round basis. The demand for local seafood products and building connections between harvesters and consumers has also been reiterated. The comments below are from a past survey: *“I’m a southeast fishermen’s daughter, but I live in Anchorage now and I’ve*

lost all my free fish hookups! Seemed like a great program and good way to stock my freezer.” “Nice to feel a part of a good community of fishers and suppliers.”

- iii. Fish 2.0 judges were overall impressed by the potential impact of our model (hence the win) but provided some good feedback about building our capacity in important ways including adding staff.

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: X
- ii. Did the project generate any income? Yes.
 - a. If yes, how much was generated and how was it used to further the objectives of the award? Yes, \$77,102 in federal program income earned was used to further promote and expand the program. Income was primarily used to pay employees as well as rebrand the program with a new website and payment platform to ease the user interface and expand sales areas with ease. Net income has been used to cover program expenses and to provide cash flow to purchase additional products as well.

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).

Many lessons were learned and are continuing to be learned in our community supported fishery. Local seafood sales is a very delicate business that has many variables. Excellent customer service is a number one priority. Ensuring that you have a smooth transaction process and excellent payment processing platform helps reduce costs greatly. Our rebrand placed sales onto Shopify payment platform which has saved us nearly .05% on every transaction. *Freezer storage capacity is a need that is very limited in Anchoage, AK and needs to be addressed at a macro-level.* We have worked with AEDC as well as many other small businesses and organizations in pursuing this and hope more facilities open in the near future to protect local food businesses.
- 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:

Be sure to select qualified candidates that are very easy to adapt to a variety of high stress situations. Coordinating sales and logistics is very detail-oriented. Especially when dealing with a state the size of Alaska. Adequate staff capacity and assistance is also very important. Be sure to have an assistant, intern, or volunteer help with various parts of the business.

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 look to expand and grow our offerings even more at the retail and wholesale level. We believe there is still room for growth of 10-15% yearly for local caught seafood. Increasing the communities served to 1-2 more would be of great importance and benefit to us. Through all of the connections we have made with this project we would also like to facilitate the establishment of a community food hub (that is already in the talks) with shared work spaces and commercial kitchens/freezer storages for small businesses/farmers/fishermen.

- 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? N/A