

Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market 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 LFPP 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 your assigned grant specialist to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2015 – September 30, 2017
Authorized Representative Name:	Terrol Johnson
Authorized Representative Phone:	(520) 383-4966
Authorized Representative Email:	tdewj@yahoo.com
Recipient Organization Name:	Tohono O'odham Community Action (TOCA)
Project Title as Stated on Grant Agreement:	Rural & Native: Tohono O'odham Local Foods Mobile Trailer Project
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15-LFPP-AZ-0054
Year Grant was Awarded:	2015
Project City/State:	Sells, Arizona
Total Awarded Budget:	94,554.00

LFPP 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 LFPP 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:** Transport fresh local produce to rural and native villages across Southern Arizona.
 - a. Progress Made: As stated in previous reports, without the mobile solar powered refrigerated unit, TOCA is not able to deliver fresh local produce to rural and Native villages in Southern Arizona. However, we have been transporting and providing fresh food to local communities on a regular basis using work vehicles. During the 2-year grant period, our fresh produce was made readily available at TOCA’s Farmer’s Market, Desert Rain Café (owned and operated by TOCA), and Ajo Center for Sustainable Agriculture Farmer’s Market. We also serviced Indian Oasis Middle and High School, an alternative school, through TOCA’s school-garden program (**Appendix A**). We directly supplied fresh local produce for the school lunch programs.
 - b. Impact on Community: Although the solar refrigerated mobile trailer has not been purchased, TOCA has never stopped providing local food to the Tohono O’odham Nation and other rural communities in Southern Arizona. TOCA uses the walking cooler belonged to Desert Rain Café to store fresh produce that is not sold the same day that is harvested and transports it to nearby communities in Sell, AZ.
 - ii. **Goal/Objective 2:** Increase local foods access and consumption across Tohono O’odham Nation.
 - a. Progress Made: TOCA has increased the access and consumption to local food. TOCA grows traditional and conventional crops at three farms. Traditional foods include beans, squash, corn, and melons; while conventional food includes lettuce, carrots, beets, and squash varieties. The harvested produce was sold at TOCA Farmer’s Market and Desert Rain Café. The locally grown produce also used for cooking demonstrations and community events (**Appendix B**). Part of the food was donated for various community activities including: youth counseling, lunch programs to feed elders, funerals, and wakes, etc. TOCA has also provided traditional food catering to conferences and tribal programs including health fairs, teacher’s events, school recognition ceremonies, and school fundraising, etc.
 - b. Impact on Community: Over the years, TOCA has played an important role of promoting local food in Native American communities not only by providing increased amount of fresh food, but also by providing outreach and education to promote the purchasing and consumption of locally produced food products.
 - iii. **Goal/Objective 3:** Expand marketing and sales opportunities for Tohono O’odham farmers, gardeners, and agriculture-based local businesses
 - a. Progress Made: TOCA grows both traditional and conventional crops. During the grant period, TOCA managed to maintain similar production each season. TOCA also aggregated food from approximately 15 other local producers to meet the demand. Aggregated food includes fresh produce, tepary beans, dry corn, dry peas, and wheat. TOCA also started marketing “wild foods”, such as cholla buds, saguaro cactus fruits and

chilies. In addition, TOCA expanded its marketing opportunities by selling food at the Ajo Center for Sustainable Agriculture Farmer's Market. These expansions allowed local food market sales to increase by 43% since the beginning of the program.

- b. **Impact on Community:** Although the available fresh produce, traditional/conventional, and wild food supply are far from enough to satisfy the local market demand, TOCA is gradually moving forward to this goal by establishing connections and collaboration with local producers hoping to minimize the gap between the supply and demand.
- iv. **Goal/Objective 4:** Increase purchasing by Southern Arizona consumers, schools, businesses, and tribal agencies of locally-grown foods.
- a. **Progress Made:** TOCA has increased local food sales by ~43% since the beginning of the LFPP. Even without the refrigerated trailer equipment, TOCA has managed the production and aggregation of fresh local foods and being able to sell to schools, teacher events, and other community events. TOCA estimates that 75% of the food aggregated is sold as retail, while the remaining 25% is used for cooking demos, workshops, and community events.
 - b. **Impact on Community:** The increase in the sales of local food implies an increase of local food consumption, which does have a meaningful impact in "food desert" communities.
- v. **Goal/Objective 5:** Organize local foods transportation and delivery in ways that are environmentally and economically sustainable by using a solar powered generator to keep food cool.
- a. **Progress Made:** TOCA has not been able to purchase the solar powered refrigerated unit due to lack of funding. If the unit is purchased and installed in the future, TOCA will start the distribution and delivery of fresh produce to more rural villages, schools, and other entities in an environmentally and economically sustainable way.
 - b. **Impact on Community:** Transportation is a key. A refrigerated trailer would help us deliver local foods to rural and native villages, schools, community centers, clinics, and other businesses. We would also help Tohono O'odham farmers, gardeners, and desert food harvesters to sell their produce at farmers' markets. A mobile trailer can establish trade routes and marketing opportunities that would serve as many as 10,000 people.
- vi. **Goal/Objective 6:** Assist young people living on and near the Tohono O'odham reservation to enter into agricultural careers
- a. **Progress Made:** TOCA is deeply engaged in the promotion of agricultural education. And the staff constantly participate in events, conferences, and workshops/trainings sessions to educate the Tohono O'odham youth about the importance of agriculture in our lives.

TOCA sponsored 5 paid internships in 2016, three during summer break and two during winter-break. The interns worked in gardens, assisted in presentations that TOCA held, and learned knowledge about traditional agricultural practices and Native crops. On June 11th, 2016, TOCA interns organized the community event title "*Oidag Fest*" (See event flyer in **Attachment C**). The event focused on traditional foods and entertainment including music, arts, mural paints, etc. The event was sponsored by Pan Left Productions and it was totally free for the attendees. It is estimated that over 250 people attended the event. Pictures can also be found in **Attachment C**. A video of the event is available at: https://www.youtube.com/watch?v=Hap2eb3rHKM&feature=em-share_video_user.

During the event, a questionnaire was distributed as part of the registration package. The results showed that the community needs more events where education, culture, tradition, and the importance of natural resources are placed together to inspire Native youth and community members to become involved in shaping a future grounded in traditional values.

On November 14, 2016, Terrol Johnson with TOCA participated in a “Food Sovereignty” panel talk organized by the Food Security and Social Justice Network (FSSJN) at the University of Arizona. Terrol Johnson also presented in the conference “Sharing the Flavors of the Desert” on March 16, 2016 in the Occidental College – Lower Herrick, California. TOCA developed a book titled “*From I’Itoi’s to Garden*”, in which youth and the whole community can find information about traditional foods, as well as recipes to cook healthy meals using locally produced foods. The book cover can be found in **Appendix D**. November 2-3 2017, TOCA hosted Native Food Symposium at the Cultural Center in Sells. Event flyer can be found in **Appendix E**.

December 6-9 2017, TOCA attended the 2017 Southwest Indigenous Foodways Gathering and AZ Small-scale Producers Forum organized by Ajo Center for Sustainable Agriculture/Sonoran Desert Conference Center. Information can be found in **Appendix F**. Additional pictures can be found in **Appendix G**.

- b. Impact on Community: Adequate training and education are the key factors to the success of any food enterprise. This objective will not only empower the community by providing good education/training, but also will increase the chances of success for current and future agricultural based food businesses in Rural Arizona.

- 2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (October 1, 2015, September 30, 2017). Include further explanation if necessary.

- i. *Number of direct jobs created:* 0
- ii. *Number of jobs retained:* 0
- iii. *Number of indirect jobs created:* 2 (TOCA developed 2 internships to youth during this report period).
- iv. *Number of markets expanded:* 4
- v. *Number of new markets established:* 2
- vi. *Market sales increased by \$* 6,515 *and increased by* 43%
- vii. *Number of farmers/producers that have benefited from the project:* ~15 people - this report period and over **45 people** since the beginning of LFPP (TOCA has aggregated food from small farmers and ranchers and sold in TOCA Farmer’s Market/Ajo Center for Sustainable Agriculture Farmer’s Market, used on cooking demonstrations, and to supply TOCA’s Desert Rain Café).
- a. *Percent Increase:* 45% from beginning of LFPP

- 3. Discuss your community partnerships.

- i. Who are your community partners?

TOCA community partners are: San Xavier Cooperative Association (SXCA), Native American Indigenous Food Alliance Group, Tohono O’odham Housing Authority, Indigenous School District, The University of Arizona, Tohono O’odham Community College, Tohono O’odham

Food and Farm Working Group (FFWG), and Ajo Center for Sustainable Agriculture (Ajo CSA).

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

Our partners have provided us technical assistance with administrative duties, resources/farm equipment, project support, information, and help on Farmer's Market days. Without their assistance and support, it would not have been possible to continue our activities including farming, harvesting, aggregating, and selling ours and other's local fresh produce. In addition, our partners have provided resources to educate and train our community members, reach out to other institutions, promote TOCA products in the local food system, highlight TOCA events, and discuss strategies to revitalize local food.

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

Our partners will continue providing assistance as described above plus they will contribute to the expansion of TOCA and themselves as business enterprises. We are a team who is planning to collaborate and invite local foods producers to buy/sell and distribute with us. We believe that in the near future we can increase local food producers' access to wholesale and retail customers. In addition, through The University of Arizona and Tohono O'odham Community College, in 2017 TOCA will offer lectures, classes, workshops, and cook demos about traditional foods and nutritious to continue our mission of increasing local food access for Southern Arizona communities.

4. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?

No, up to this point, we have not used contractors to conduct the work except for some in-kind support.

5. Have you publicized any results yet?* No

i. If yes, how did you publicize the results? N/A

ii. To whom did you publicize the results? N/A

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

*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).

6. Have you collected any feedback from your community and additional stakeholders about your work? **Yes, we have collected some feedback.**

i. If so, how did you collect the information?

The community has provided opinions/comments when their purchase our products at TOCA's Farmer's Market, TOCA's Desert Rain Café, Ajo Center for Sustainable Agriculture Farmer's Market, or when they taste our food products in cooking demonstrations and other activities.

ii. What feedback was relayed (specific comments)?

The community agrees about the huge necessity of improving the access to fresh and high-quality food. Our customers have requested us to increase the production and

distribution of our produce; provide more cook demos where they can learn about traditional foods and how to cook them; provide more presentations about food production/food preparation; and expand the area of services beyond Sells. They believe that the refrigerated mobile trailer will help mitigate the lack of fresh food access, distribution in all communities on the Reservation.

7. Budget Summary:

- i. As part of the LFPP 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? **N/A**

8. Lessons Learned:

- i. Summarize any lessons learned. Draw from 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)

TOCA has an unresolved financial issue, TOCA cannot access any federal funds at this time. For this reason, the equipment required for the establishment of the solar refrigerated unit has not been purchased yet and the distribution/delivery of fresh food to low-income and low-access communities has been delayed.

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

Our issue is somewhat unique. However, even without drawing any Federal fund, we have achieved a lot in the last two year in terms of promoting local food and providing outreach and public education on healthy eating (see the events organized/participated by TOCA described above).

- 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:

It is extremely important to keep up with the reporting requirements for any federal grant.

9. 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.

Although we have not drawn any federal fund from this program, we are happy to see the progress we made in local food promotion. TOCA expects to significantly increase the production of locally produced fresh food, as well as to increase the community access to these goods. We would like to continue working in the field to improve the

social/economic conditions in Tohono O'odham Nation by creating new marketing opportunities, new jobs, and fostering economic development.

- 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?

We will continue down to the current path and hope to resolve our financial issues and look for other grant opportunities in the near future.