

## 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 LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: [USDALFPPQuestions@ams.usda.gov](mailto: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.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2015-May 14, 2016
<b>Authorized Representative Name:</b>	Victoria Berends
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<b>Recipient Organization Name:</b>	Capay Inc.
<b>Project Title as Stated on Grant Agreement:</b>	Sponsor a Food Hub Box for the Needy Program
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15-LFPP-CA-0139
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	West Sacramento, CA
<b>Total Awarded Budget:</b>	\$100,000

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: Obtain at least 5 corporate and/or community sponsors that will contribute some portion of sponsored food hub boxes; see how their system works and ensure we can integrate payment for these corporate/community donors.

a. Progress Made: Groceryships and Daily Reporting Center (DRC) contributed by purchasing the discounted boxes for their low-income clientele; the Health Education Council (HEC) and Center for Land-Based Learning (CLBL) along with Groceryships are partnering with Farm Fresh To You to provide weekly cooking classes to this population that receives the box. Health Scrips SD, FAME Corporation, LA Head Start, River City Food Bank, University California Irvine and UC Davis have committed to start the program. River City Bank will be purchasing discounted boxes for participants to take home from the cooking class they conduct. UC Irvine and Davis will be purchasing discounted boxes for the low-income students they serve. Health Scrips SDS, Fame Corporation and LA Head Start will sell discounted boxes using EBT.

b. Impact on Community: In addition to our current partners listed above, we have reached out to nearly 30 organizations to explore the option of offering discounted boxes of produce to low-income families such as Yolo County Department of Social Services, Yolo County Children’s Alliance, LA Head Start, Health Scrips SD, Health Stars SD, SD County Department of Public Health, University of California SD worksite wellness programs, Volunteers of America Greater Sacramento and LA (VOA), Solar City, White Memorial in LA, Fox Studios, Disney, Orange County Food Bank, Second Harvest of Orange County, Filice Insurance, Community Housing Works, Sempra Energy SDNC, Rady’s Children’s Hospital, LA Department of Public Health, Fresher Sacramento, River City Food Bank, Yocha Dehe Tribe, Jefferson Elementary, True Food Kitchen, Southern California Edison, Illumination Foundation and LA Kitchen. We wrote a \$10k grant to Yocha Dehe Foundation and are in the process of scheduling a facility tour for their board. For those organizations who can’t sponsor the box it will be necessary for them to swipe EBT at their locations where the discounted boxes will be dropped off. While some organizations like VOA cannot give that responsibility to their staff, others have accepted the responsibility like Health Scrips in SD, Fame Corp., UC Irvine and UC Davis and LA Head Start. We have brought together community organizations through many meetings to figure out ways to tailor the program for their own communities to bring more fresh produce to their low-income families. There has been tremendous enthusiasm and desire to make it work.

ii. Secure at least 2,000 individuals who will participate in paying a portion toward the sponsor a box program.

a. Progress Made: We have delivered 593 boxes from March – May 14<sup>th</sup> representing nearly 80 families who will get the boxes on an ongoing basis. We felt it was more important to continue to provide boxes to the same

LFPP Funds were not used to provide \$10K grant to Yocha Dehe Foundation. LFPP Funds were expended in personnel costs.

families on a regular basis to have a bigger impact on their eating habits and a greater chance of sustaining those habits and incorporating fruits and vegetables into their lifestyle versus distributing just one box to families. We have commitments from Groceryships to purchase an additional 550 boxes for a new group of families in the Fall 2016 totaling 1,143 boxes delivered and committed by the end of the grant. We are launching the program with UC Irvine and River City Food Bank in October 2016 and UC Davis in September 2016. The universities will purchase \$8 boxes to distribute to their Financial Aid/Cal Grant students biweekly. We anticipate another 5,700 more boxes through these programs helping us exceed our annual goal of 6,060 boxes.

a. Impact on Community: Families in Yolo County and the LA/Orange County area are incorporating more vegetables into their diets on a regular basis and learning how to prepare and store produce and try new items they have never had through cooking classes.

iii. Goal/Objective 3: Use grant funds to execute a program by February.

a. Progress Made: Research was conducted from October through February with partners that serve low-income families and with low-income families themselves to help define the program. Originally we had thought that we would offer a regular box of produce retailing at \$33 for \$15 but after our research we discovered that this is an audience that does not eat as many fruits and vegetables as recommended or compared to other higher-income families so a small box of produce would be more realistic and would ensure that produce was not wasted and that low-income families felt it was a value. We also felt \$15 was not affordable enough so we took our small box retailing at \$26 and reduced it to \$15. We further reduced the price to \$8 per box by securing \$7 donations from our customers or sponsors.

b. Impact on Community: The \$8 box of produce is very affordable for families even compared to conventionally priced produce. We realize that these families cannot afford to buy organic so we wanted to make it affordable comparable to produce they were currently purchasing in grocery stores and give them the added benefit of free delivery to assist with transportation issues. We would deliver the boxes to locations they were already frequenting so it would be convenient for them to get their box. As we find partners who are already conducting cooking classes for this population they are seeing this as a win-win. They teach them a recipe with items in their box and then the participants leave with a box of produce. It is a great way to ensure that the produce is eaten.

iv. Goal/Objective 4: Hit the annual run rate goal of \$200,000 of discounted produce to low-income people.

a. Progress Made: Starting in March, we have delivered 593 boxes of produce to low-income families and have another 550 boxes committed to be paid for by community/corporate sponsors. We have raised \$13,220 from our customer donations in 11 weeks and anticipate raising the additional donations to subsidize the boxes through our partnerships with UC Davis and UC Irvine. Since we have adjusted the box size to a small box retailing at \$26, Farm Fresh To You had originally estimated an annual run rate of \$200,000 based on a \$33 box of produce which would equate to 6,060 boxes of produce a year. We adjusted our annual run rate to \$157,560 ( $\$26 \times 6,060$  boxes). We have the annual number of

boxes committed and to be paid and expect to reach the goal of 6,060 boxes annually.

b. Impact on Community: As we pilot the program in the Yolo, LA, Orange and San Diego areas, we plan to reach out to additional organizations reaching low-income families in the Bay Area later this year to impact more communities.

v. Goal/Objective 5: Source \$200,000 of produce from over 45 California Certified Producers to provide a box of seasonal produce to participating sponsor a box recipients.

a. Progress Made: We have sourced \$15,418 (\$26 x 593 boxes) worth of produce by the end of the grant in almost a quarter (March 7-May 14, 2016) and anticipate exceeding \$157,560 annually (593 + 6,250 committed boxes = \$177,918).

b. Impact on Community: see section 2 below.

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-May 14, 2016). Include further explanation if necessary.

i. Number of direct jobs created:

a. 3 FT direct farm workers for harvest and cooling

b. 2 FT staff to pack and distribute produce boxes

c. 1 FT staff for customer service and logistics

ii. Number of jobs retained: 1 FT staff retained in our branding department and 1 new position created to assist our IT department

iii. Number of indirect jobs created: Almost 3 FT indirect jobs have been created in agriculture from farm producers

iv. Number of markets expanded: 4 = Sacramento/Yolo County, Greater Los Angeles, Orange County and San Diego County.

v. Number of new markets established: 0

vi. Market sales increased by \$157,560 and increased by 48%.

vii. Number of farmers/producers that have benefited from the project: 45 farms/producers benefitted (see attached list of farmers)

a. Percent Increase: 0% while we have sourced from these suppliers in the past, the 45 farmers/producers are supplying more produce for this program.

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've helped low-income families increase access to fresh fruits and vegetables, including college students, EBT eligible families and parolees. The majority of the families reached are Latino.

4. Discuss your community partnerships.

i. Who are your community partners? Groceryships, Yolo County DRC, HEC, CLBL, Health Scrips SD, FAME Corporation, LA Head Start, River City Food Bank, University California Irvine and UC Davis have committed to start the program.

ii. How have they contributed to the results you've already achieved? The HEC, DRC and Groceryships all teach cooking classes. The CLBL teaches job training skills on the farm for DRC clients, such as harvesting or prepping fields that adds knowledge and interest in produce for these families. Health Scrips SD, FAME Corporation, LA Head Start will offer the \$8 boxes to EBT eligible families.

Groceryships, DRC, River City Food Bank, University California Irvine and UC Davis will purchase the \$8 boxes for their populations through Winter/Spring 2017.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? We are using a design firm to develop website pages for us to promote the program and secure donations from our customers.
6. Have you publicized any results yet?\*

  - i. If yes, how did you publicize the results? We have submitted a proposal to the 2017 Childhood Obesity Conference to share the results of this program and behavior change results of the Groceryships program. We plan to send out a press release in the fall with Groceryships to help promote the program. We also plan to profile partners to our customers, like we did with Groceryships.
  - ii. To whom did you publicize the results? The conference includes the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity/overweight.
  - iii. How many stakeholders (i.e. people, entities) did you reach? 2,000

\*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). (see attached promotional materials)

7. Have you collected any feedback from your community and additional stakeholders about your work? (see attached reports)
  - i. If so, how did you collect the information? We conducted an online survey with our customers. We conducted in person interviews with our partners and a handwritten survey with low-income families from DRC and Groceryships.
  - ii. What feedback have you collected thus far (specific comments)? Anecdotal feedback so far has been positive. Participants are eating all the produce, learning new cooking techniques and skills, simple easy ways to prepare produce and eat healthy.
  - iii. Results from our online survey with Farm Fresh To You customers showed a majority (88%) liking or loving the idea of the sponsor a box program; 93% think it's important to get fresh produce to families in areas that don't have access to healthy food; 94% feels it is important to help lower-income families improve their health through a nutritious diet that includes fruits and vegetables; and 88% said they would consider donating to such a program. The survey was sent to 8,000 customers with an 18 percent response rate. Additionally, we gave a box of produce to a few lower-income families through our partners, DRC and Groceryships, and in return asked that they complete a survey. Results from the surveys indicated the boxes overall were very well received, and the clients were quite grateful. Most DRC participants indicated they used all of the items, and of the produce they personally didn't like, they shared it with other household members. When asked if they ate more produce that week after receiving the boxes than they would have normally. Surprisingly, they all answered no. They said they would have stocked up on produce anyhow from the grocery store. All said they would be likely to purchase a box of produce for \$8. When asked how often, answers ranged from weekly to monthly. None had internet access at home, but all did on their cell phone or at the library. However, most thought getting the box was more convenient. One client

said having the organic items was a huge plus due to the health benefits and that he'd be willing to spend \$8/box in the future to continue with the service/program. Most Groceryships survey participants said they used all of the produce, and shared it with other members of their household. All said they would likely purchase a box for \$8, either weekly or often as they could. All said they had internet access at home or on their cell phone. All thought getting the box at Groceryships was more convenient than buying produce at a grocery store.

8. 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?

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).
  - a. We have met with a few organizations that would like to offer these boxes to their through worksites to employees. However, we have not found a way to do this without the stigma attached to only offering it to those that are low-income by having them provide proof. They would like to offer it to all their employees if the worksite is more than 60% low-income, but we can't justify that because if our customer/sponsor donation subsidized a box for a higher income person, it would destroy the credibility and intent of the program. We are discussing the possibility of offering it to certain departments in a company that include low-income employees as a way to get around this dilemma.
  - b. We also determined that it was not feasible to deliver to people's houses due to theft and more reasonable to deliver to the community-based organization. Boxes are being delivered when low-income families are visiting the organization for program benefits or participating in a cooking class. We are sending a no cooking box to each participant versus allowing them to customize. To customize their box, the family would need to go online and we have found that too many families do not have internet access or a credit card to secure their account as they can add additional products.
  - c. Lastly, we would like to expand the reach of this program by accepting EBT for discounted boxes. There needs to be a commitment from partnering organizations to take orders using the EBT with the machines we provide and to accept box deliveries and distribute them to participants. Most organizations are willing to do this because they believe in the value of getting fresh produce in the hands of low-income families. But other partners want outside staff to take care of these administrative tasks which is not feasible to supply due to the heavily discounted produce boxes.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

- a. Outcome measures were achieved for the program but we found it was much easier to raise money for this program than to get low-income families to purchase discounted boxes. The model that works the best is to have a sponsor pay \$7 to discount the box to \$8 and another sponsor to pay the \$8 per box and give it to low-income families. Providing a cooking class is a great incentive to help provide the needed skills to prepare the produce. We are focusing on getting the sponsored boxes sold before we continue to raise additional funds.
- 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:
  - a. Due to the laws around accepting EBT, we are not able to accept payment for multiple boxes of produce. You can only swipe an EBT card 14 days prior to delivery, and the card information cannot be stored online in customer's accounts. So the customer needs to be acquired each time they get a delivery which limits the efficiency and scalability of this project. If there was an EBT waiver so we could store the EBT card information and allow the customer to continue their service more easily we could reach a much wider audience.
  - b. We needed to be flexible on delivery times. We worked with our logistics department to create delivery days outside of our normal operating schedule so that boxes could be delivered to partner organizations at the day and times of their classes.

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 plan to continue offering this program on an annual basis and have set a goal of 6,000 boxes to be delivered each year. This would result in \$157,760 in annual sales, and retention of 8 additional FT direct jobs and 3 indirect in agriculture. Additionally we would provide a convenient, steady supply of fresh fruits and vegetables to improve the health of low-income families.
- 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? EBT needs to be more convenient and accessible. Participants need to use it online in order to keep up with shopping trends.