

**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>	9/30/2016 to 3/31/2017
Authorized Representative Name:	10/27/2016
Authorized Representative Phone:	Virginia Reynolds Botwin
Authorized Representative Email:	305.246.3276
Recipient Organization Name:	Jinny@farmshare.org
Project Title as Stated on Grant Agreement:	Farm Share, Inc.
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	Farm Shares Local Food Distribution and Education Program
Year Grant was Awarded:	15LFPPLL0102
Project City/State:	2016
Total Awarded Budget:	Homestead, FL

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:

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. 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: Increase the recovery of produce from local farmers in order to further reduce the costs Florida farmers incur as a result of transporting and disposing of crops that do not meet market standards.

1. Progress Made: (*Increase the Recovery of Produce*) Farm Share's food recovery operations fight hunger and build a stronger Florida by addressing food insecurity, reducing food waste and strengthening the agricultural industry through their efforts in **recovering 52 million pounds** of donated food typically put in landfills due to irregular size, shape or color. As a result of Farm Share's campaign raising awareness on the impact of food waste and strategies to decrease wasted food through flyers, press information, during lectures and in brochures, Farm Share was able to **distribute this donated food to 10.5 million food insecure households** throughout Florida. This is a **13% increase over last year in the recovery of donated produce**. (*Reduce the Costs Florida Farmers Incur*) Through campaigns raising awareness on the impact of food waste and strategies to decrease wasted food, Farm Share has expanded efforts in discussions with farmers, retailers, wholesalers and restaurants to expand their tax deductions by donating high-quality food earmarked for a landfill due to size, shape or color, to Farm Share who in turn distributes same to people who are food insecure free of charge. **With Farm Share sending its fleet of trucks to retrieve donations of surplus produce directly from Florida farms, helps farmers avoid costly transportation expenses associated with dumping already harvested produce.**

2. Impact on Community: (Financial Impact) Instead of dumping the fruits of their labor, Florida farmers donate non-market worthy edible fruits and vegetables and **receive up to a 200% tax credit for the food's market value**. The donated **food valued at approximately \$92M of in-kind** to Farm Share would otherwise need to be purchased to help feed Florida's elderly, children and others in need raising the operational costs of Farm Share and the cost of service to hungry Floridians. (Consumer Impact on Community) An estimated 13.7% of the two targeted food desert areas noted in the grant, Opa-Locka and Pahokee, are food insecure with approximately 785,040 people not knowing from where they will get their next meal. During the grant period, 15,388 households were provided with 452,333 pounds of produce at no cost to the recipient. This equates to 30,155 meals (@ 5lbs of food per day/3 meals a day) were provided at a savings of approximately \$3.00/meal to the family/individual or a **\$90,000 saving to the consumer free of charge**. (Environmental Impact) 40% of the food grown in the US goes uneaten which equates to billions of dollars of food wasted annually. Food waste, as it decays in landfills produce methane, which is a potent greenhouse gas. Through saving eatable foods from these landfills, Farm Share is helping to save the environment as well. (Educational Impact) Through the creation and distribution of Farm Share's Comprehensive Guide to Florida Agriculture and Healthy Eating hand-outs, food demonstrations, lectures and

web-site information, Farm Share has been able to shift food perceptions and behaviors so as to integrate Florida agriculture into their eating habits as evidenced through multiple questionnaires.

ii. Goal/Objective 2: Improve food access in two food deserts (Pahokee and Opa-Locka) by increasing the availability of local foods in these regions over the course of one year.

1. Progress Made: (*Improve Food Access to Food Deserts*) The market reach for access to fruits and vegetables generated by this program **has extended to 15,388 households, across two otherwise Florida food deserts** and has been expanded to consistently serve same where previously these individuals and families had little to no access to farms. Some in these impoverished food deserts are without cars or time to travel to farms for share pick-ups. By leveraging Farm Share's network of agencies within each food desert to carefully choose its community partners, access has become more viable due to most being on public transportation lines, locally advertised and within a time frame that each needy individual has the ability to access these food supplements. Increase (*Availability of Local Foods*) The role of the community partner is critical in establishing the distribution location and coordinate volunteers (limiting expense to the organization) to hand out food within the community. In Pahokee, partners are two faith-based non-profit organizations – Church of the Harvest and the Ministerial Association of Pahokee. Through contacting these local non-profits within the two food desert areas mentioned in the proposal, Pahokee and Opa-Locka, Farm Share was able to increase the number of **"distribution partners" (food banks, homeless shelters, churches, pantries, et.al.) for whom Farm Share trucks recovered fruits and vegetables from 32 to 728**. Through the process of having more "distribution sites" more food supplements were available to hungry Floridians in these regions over the course of one year. The Church of God, in Opa-Locka, brought on additional "faith partners" to help improve food access in these areas.
2. Impact on the Community: In food desert areas, there is a higher propensity for obesity and diabetes. The low-income demographic may not have the means to access healthier food. **Through community partners signing onto this project with a formal Memorandum of Understanding, 15,388 households were served in Pahokee and Opa Locka, receiving 452,333 pounds of healthy and nutritious produce and food supplements at no cost.** As most of the "distribution sites" were at local churches, needy individuals had access and transportation made available. During the funding period, food desert Pahokee, FL, went **from one "distribution/drop site" to 23 drop sites/active distributions. Food desert, Opa-Locka, went from 3 to 13 drop sites/active distributions** delivering 452,333 pounds of recovered food to 15,388 households during the grant cycle.

iii. Goal/Objective 3: Enhance awareness of Florida's local food system by providing place or origin information with the fresh produce provided at local food distributions. These distributions will educate residents about Florida's local farming community, growing seasons and ways to shop locally.

1. Progress Made: (Origin Information) Farm Share developed a 25 page Comprehensive Guide to Florida Agriculture and Healthy Eating pamphlet in conjunction with the USDA Local Food Promotion Program. This pamphlet provided "From Florida to Your Table" **information describing where the food provided is sourced**, a way for hungry Floridians to create nutritious meals for their families, and to guide an understanding of locally-sourced food. (Education at Distributions) Through providing consumers with these pamphlets, families and individuals in Opa-Locka and Pahokee were advised **they would be having a local distribution of food twice a month** over the course of the year at

designated sites. Here, **local food was provided to the residents along with recipes to help families use the food received and provided information about Florida's local agricultural system.** Additionally, resources as it relates to **Nutritional Assistance Programs such as SNAP, DCF, My Florida Families, Seniors Help line and others were provided. A listing of grocery stores** that carry local produce was also included in the pamphlet with the name, address and telephone as well as a website to connect with local organic store directory. A **list of Farmers' Markets and Farmers Markets that accept EBT** cards was included with additional information included: Florida's Agricultural System, How to Prepare Florida Vegetables (washing, rinsing, soaking, preparing) eating raw, steaming, boiling and baking; and, a measurement guide. Distributed 25-page pamphlets to educate residents about healthy eating habits and Florida produce

2. Impact on Community: (Recipients) Through this program, there was a viable **shift in food resistant perceptions and behaviors**, integrating Florida agriculture in eating habits as evidenced by questionnaires and discussion groups. (Farmers) Through Farm Share's program, local **farmers were able to expand into new markets as evidenced by** the increase in securing food desert partners used as local distribution sites through MOUs.

iv. Goal/Objective 4: Create new markets for local farmers by distributing local food to new areas that may not otherwise have access to such commodities.

1. Progress made: (Create New Markets) Farm Share and its partnering distribution sites were able to **host two food distributions per month in the food deserts of Pahokee and Opa-Locka for a year.** This was a new concept to these food deprived areas where nutritious food in unavailable and unobtainable due to cost and logistics. **This project was able to bring 452,333 pounds of donated produce to 15,388 households, distributing local food to these new areas that without Farm Share may not otherwise have access to such commodities.**

2. Impact on Community: Through providing residents with resources needed to shift their perceptions and behaviors, Farm Share was able to **integrate Florida agriculture into their healthy eating habits and meal planning; generating new demands for Florida produce in local markets.**

v. Goal/Objective 5: Improve nutrition in the two food deserts by providing healthy recipes in connection with each distribution to show how the introduced food can be used.

1. **Progress Made:** Farm Share was able to publish and distribute unique educational recipes using South Florida Agriculture to empower food desert residents to integrate Florida agriculture into their eating habits. Flyers were **disseminated at each distribution with recipes included on same to 15,388 households.** This is evidenced by publicized photo evidence on social media of resident meals using Florida produce and questionnaires.

2. **Impact on Community:** Out of the approximate 1,000 questionnaires received, 62% reflected they were empowered to integrate Florida agriculture into their eating habits.

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 22, 2015). Include further explanation if necessary.

The new market reach for farmers that is generated by this program has extended to 15,388 low to no income households, and across two new zones for local Florida produce consumption.

- 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: N/A 2 – Opa-Locka and Pahokee
- vi. Market sales increased by \$insert dollars and increased by insert percentage%. 0%
- vii. Number of farmers/producers that have benefited from the project: N/A

1.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? The customer base for Farm Share expanded to serve 15,388 low to no income households, across two Florida food deserts.

4. Discuss your community partnerships.

- i. Who are your community partners? Farm Share leveraged its network of agencies within each food desert to carefully choose its community partners. The role of the community partner is to assist with establishing the distribution location, providing tables, and coordinating volunteers to hand out food to the community. Farm Share's Pahokee partners are two faith-based non-profit organizations: Church of the Harvest and the Ministerial Association of Pahokee. Farm Share's partners in Opa-Locka were one faith-based non-profit called, The Church of God, and our other partner in Opa-Locka was the city. It was a great experience for them and our agency.

In the final term of this project, Farm Share project staff completed our work with these four agencies to build strong coalitions in each neighborhood for future Local Food Distribution and Education Program endeavors. Farm Share discussions with community partners consistently generated a renewed a sense of community collaboration for increased social outcomes, in both Pahokee and Opa-Locka. They are now establishing their own distribution events, sourcing the additional food from Farm Share and other sources.

- ii. How have they contributed to the overall results of the LFPP project? Our community partners have agreed to the following activities over the term of this grant: a) Help locate site(s) for the free distribution of food to members of the community; b) Provide five tables for each distribution event; c) Coordinate clean-up, including disposing of cardboard boxes and pallets; d) Work with FARM to schedule distribution events through December 2016; e) Provide any necessary traffic control; f) Advertise the event, including the creation and circulation to the community of flyers for the distribution events; g) Provide 20-25 volunteers to assist in handing out food at each distribution

event; and h) Ensure that all food delivered by the Program at distribution events is provided free of charge to the community and that no food is sold, bartered, or traded.

iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this LFPP grant? We have successfully completed the project. Residents in both neighborhoods were surveyed and pleased with our partnership. They have established their own events to continue the access to local fresh produce.

5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? No, all work was performed by Farm Share.

6. Have you publicized any results yet?

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

Press Releases: Every month, Farm Share staffs sent our press releases about this USDA grant project to television, radio, online, and print media outlets across Florida, with a special concentration on outlets around Miami-Dade County and the capital of Tallahassee.

Newsletters: Farm Share drafted several newsletters on this USDA grant project and its on-going progress through its social management software.

Social Media Engagement: Farm Share posts pictures weekly on social media outlets about the progress of this USDA grant project on Facebook, Twitter, and YouTube.

ii. To whom did you publicize the results?

Farm Share sent Press Releases on this USDA grant project to the following media outlets:

<p>WLRN Public Radio (NPR) and TV(PBS) The Miami Herald South Dade News Leader Online / Print News Doral Family Journal Online and Print News Sun Sentinel Online and Print News Channel 6 NBC South Florida Channel 9 Tampa Bay News WFTS (ABC) Tampa Bay Action News Online Channel 13 WTVT (Fox) TV News Sun Coast News Online and Print News Orlando Sentinel Online and Print News South Florida Caribbean Online News South Florida Times Online and Print News Fox News My News 13 First Coast News WJXT Channel 4 News</p>	<p>WJAC Channel 47 (CBS) / 30 (FOX) Action News WCJB Channel 20 News Nassau County Record Online and Print News WFOR Channel 4 (CBS) and 33 (MYTV) News WAVS 1170 AM Radio Click Orlando Online News Tallahassee Democrat Online and Print News Fairpoint Communications The Record St Augustine Online and Print News WFSU Public Radio(NPR) and TV(PBS) WSVN Channel 7</p>
--	--

- iii. How many stakeholders (i.e. people, entities) did you reach? As we concluded our efforts, our outreach was as followed:
 Channel 7 WSVN: Broadcast in Miami-Dade, Broward County, surrounding areas
 The Farm Share Newsletter: A total of 4,000 subscribers
 Social Media: 4,481 followers on Facebook and Twitter

Farm Share Newsletter and Social Media members are comprised of the following stakeholders:

<ul style="list-style-type: none"> -Farm Share Supporters -Non-Profit Agencies -Floridian Government Officials -Farm Share Volunteers -Healthy Agencies 	<ul style="list-style-type: none"> -Florida Residents -Leaders in the Agricultural Industry - Grassroots Leaders - Public Safety Agencies -Farm Share’s Network of over 1,000 Service Agencies -Farm Share’s Network of over 30 South Florida Farmers
--	---

*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).

- 7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information?
 The feedback collected was formal survey administered on several occasions at the distribution on the effectiveness of the program.
 - ii. What feedback was relayed (specific comments)?
 - iii. Our surveys are multiple choice questionnaires and thus far we have learned:
 Food desert residents regularly skip meals and experience food insecurity.
 Food desert residents desire for the Farm Share Food Distribution and Education Program to be implemented in their communities.
 Food desert residents desire to incorporate fresh produce into their diets.
 Food desert residents want to learn healthy cooking habits.
 Food desert residents feel safe at Farm Share distributions.
 Residents desire our continued services.

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? N/A
 - 1.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. 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).
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

- 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:

Fruit Fly:

- i. Just before the commencement of this grant period, when federal and state officials quarantined some 85 square miles of farmland in South Florida due to an invasion by the Oriental fruit fly. Floridian authorities stopped the transport of most of the fruits and vegetables from an area called the Redland in Miami-Dade County in September of 2015. Adam Putnam, Florida's Commissioner of Agriculture, declared a state of emergency and issued an order to have all the fruit stripped and destroyed in the areas where the fruit fly was detected.
- ii. This issue did not affect the distribution timeline.
- iii. The local market availability of surplus agriculture in South Florida for early 2016 was extremely limited. Thus, Farm Share began to expand its search beyond South Florida for Florida fresh fruits and vegetables. No funds were used for this purpose from LFPP.
- iv. Farm Share absorbed the cost of having to use produce brokers and out-of-state farmers to bring in donations for the first term of this grant. This implied increased gas, trucking, and staff time to procure donations that were further away than South Florida farms. Because this unanticipated cost was not in the original budget, Farm Share's operational budget was increased so that grant results could be achieved within deadline. Only costs associated with food products raised, produced, aggregated, stored, processed and distributed in the locality or region within Florida where the final product was marketed to consumers in Opa-Locka and Pahokee, FL was used with LFPP funds. Mileage from the farm where the produce was donated to Opa-Locka and Pahokee, FL did not exceed the 400 mile radius required by LFPP regulations.

v. Flooding:

- i. Per a series of articles in the Miami Herald, Miami-Dade County's agricultural producers experienced losses of 60% to 70% during the first quarter of this grant period. Florida Commissioner of Agriculture Adam Putnam, Congressman Carlos Curbelo, and Miami-Dade Mayor Carlos Gimenez urged USDA Secretary Tom Vilsack to issue a Secretarial Disaster Determination for all counties in South Florida affected by recent flooding, which was affirmed by the federal government of February of 2016.
- ii. This issue did not affect the timeline.

Education:

- i. Through this grant, Farm Share staff offers farmers and producers important educational resources about how to maximize their tax deductions and significantly reduce operational costs by donating instead of dumping. However, this matter proved to be highly complex, and nor farmers nor producers were available to dedicate their time to the idea of tax deductions in the wake of so much loss in sales during the first economic quarter of 2016.
- ii. Farm Share's partners and beneficiaries for this grant- the farmers themselves- experienced extreme hardship during the first phase of this grant implementation, thereby inhibiting Farm Share's ability to work closely with farmers in the first term of the grant
- iii. The extreme limitations in the South Floridian agricultural markets for 2016 clouded Farm Share's ability to estimate the economic and market impact of farmer donations.
- iv. This will not affect the budget.
- v. Farm Share worked to educate more than 30 South Floridian farmers about the benefits of agricultural donations through the creation of unique educational materials that emphasize the importance of reducing waste due to the environmental and economic benefits. These materials were also handed out in the second and final term of this grant.

Recipes

- i. Chef Jason Bruner of Tallahassee created a unique array of 10 recipes that are delicious and nutritious, these recipes were flawed for the purposes of this grant because 1) the recipes call for ingredients not readily available in food deserts, and 2) these recipes integrate cooking

procedures that would not be familiar to the resident demographics of the two communities that Farm Share is presently serving.

- ii. Farm Share created and distributed its own unique recipes until Chef Bruner was available.
- iii. This will not affect any measurable results.
- iv. This will not affect the budget.
- v. Farm Share began drafting its own unique recipes and distributing them at events. Farm Share staff is now working with the Chef to help him craft unique recipes with the proper ingredients and cooking procedures for the Farm Share Food Distribution and Education Project recipients. The MOU is signed.

Logistics

- i. Given that Farm Share was unable to strictly provide South Florida agriculture at the food distributions, the place of origin of the different produce at these distributions was not adequately displayed for food recipients during the first term. This was not an issue in the second and final terms.
- ii. This did not affect the timeline.
- iii. This will not affect the measurable results.
- iv. This will not affect the budget.
- v. Farm Share has created signs that read, "South Florida Grown!" and staff has spoken with the community partners that provide the logistical support for these distributions so that said signs will always be displayed next to South Florida produce, as will be monitored by Farm Share event staff.

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.

After completing the local food distributions in the Pahokee and Opa-Locka areas, Farm Share, with our community partners, continues to do food distribution drops in the two food deserts. Our surveys showed that: 1) the local food distributions to be positive events that provided resources on ways to access local food after the program ends; 2) increased their awareness about local Florida agriculture including improving understanding of growing seasons and the types of produce grown in Florida; and 3) enhanced their understanding of healthy cooking with local produce. Farm Share expects the farmers that donate food to us will also have a positive response to the program because the program will increase our ability to receive donations and will increase awareness about local agriculture, including, at the option of the donor/farmer, opportunities for free marketing and branding.

Our major objectives for the final term of this grant were accomplished: finish the project implementation, assess the surveys, and publicize the results. Farm Share will reach the public using TV, radio, online, and print media to publicize the project. Thanks to this grant, Farm Share laid the foundation for opening new markets for Florida's farmers while addressing Florida's low-income community needs. The strategy that informs this project is to shift the perceptions of Florida's food desert residents by increasing their exposure to Florida-sources produce, so that they first change their attitudes and preferences. In the long-run, these Florida residents will also shift their consumption patterns, and a new market will be ripe for Florida produce. However, more time and funding is required to reach the desired point at which the shared efforts of Farm Share and the USDA have a significant and measurable impact on expanding Florida's agricultural industry.

- 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? All the goals of the grant have been accomplished.