

## 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](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>	September 30, 2015 – September 29, 2017
<b>Authorized Representative Name:</b>	Paco Velez
<b>Authorized Representative Phone:</b>	954 518 1818 x 1841
<b>Authorized Representative Email:</b>	<a href="mailto:pvelez@feedingsouthflorida.org">pvelez@feedingsouthflorida.org</a>
<b>Recipient Organization Name:</b>	Feeding South Florida
<b>Project Title as Stated on Grant Agreement:</b>	Feeding South Florida Network Capacity Enhancement Initiative
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15-LFPP-FL-0106
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Hollywood/Florida
<b>Total Awarded Budget:</b>	\$99,990.00

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: \_\_\_\_\_

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: Reduce the cost of pack fees that are oftentimes barriers to obtaining fresh produce.

a. Progress Made: Between FY16 and FY17 FSF observed a slight reduction in pack fees. When Feeding South Florida (FSF) initially conceived the strategy for this grant, our hypothesis was that coming to the table with our own agricultural equipment would help to offset the cost of pick and pack fees. However, what we have come to understand over the grant period is that supply and demand is a much more salient driver of pick and pack fees than operational costs. Meaning, that in times when produce is scarcer in the region, the pick and pack costs rise as brokers are willing to pay a premium for the produce that is available. Therefore, the fluctuations we have noted have been largely to do with climate and scarcity. However, we have been able to navigate this barrier through this funding opportunity in another manner. As a result of FSF agricultural bins circulating the field, we have been able to work with gleaning organizations more often than before, like SOSA (Society of St. Andrews) and CROS Ministries. Gleaning does not carry a pick and pack offset cost and by partnering with gleaners, we have been able to provide them with much-needed transportation and, in exchange, they have assisted us with the provision of much needed produce without a pick and pack charge.

b. Impact on Community: Over the course of the two-year grant period, Feeding South Florida (FSF) is pleased to share that we were able to increase our produce distribution across our service area by 33.72 percent. This increase in produce in the community means an increase in the health and well-being of our clients. Since the beginning of the funding period, FSF has established partnerships with Humana, AvMed, and Molina HealthCare to ensure that their patients in our service area have access to healthier foods as a treatment method for chronic health conditions. By embracing this “Food is Medicine” concept and proactively providing local produce that will typically be more difficult for low-income families to access we are seeing early but promising health impacts in our clients. This additional produce availability allows us to move beyond educating clients about proper nutrition to ensuring that they also have access. The LFPP has helped FSF to fill a critical gap in the community in this regard.

ii. Goal/Objective 2: Improve food sourcing capability across a network of food banks.

a. Progress Made: Due to the collaborative nature of the Feeding America network in Florida, as we have been able to expand our own food sourcing capability, we have been able to expand the capability of the network as a whole. With this grant, we have been able to focus our Food Industry Manager on building relationships with local farmers and growers. Through these efforts we have been able bring 45 new agricultural donors into the network and to introduce South Florida farmers to the state network thereby increasing overall access to fresh produce.

b. Impact on Community: Feeding South Florida's efforts to cultivate new relationships with local agricultural partners and introduce these farmers and growers to the state association has contributed to an increase in the amount of produce sourced across the state since the beginning of the grant period. Between FY16 and FY17, we saw a 37.5 percent increase in the amount of produce sourced through the network.

iii. Goal/Objective 3: Improve the local supply chain between Florida farmers and growers and the nonprofit community organizations that serve food insecure individuals.

a. Progress Made: Feeding South Florida has seen two distinct improvements to the local supply chain linking Florida farmers and growers to nonprofit community organizations that serve food insecure individuals. The first, as mentioned above, is increased work with local gleaning organizations. By working collaboratively with gleaners (sharing transportation resources and helping to link the produce harvested with the community) FSF has seen an increase in the amount of fresh, local produce that it has been able to distribute with the approximately 400 non-profit partner organizations in its network. As noted above, Feeding South Florida's increase was 33.72 percent while the larger network's increase was 37.5 percent. In addition, by focusing additional effort and resources on outreach and relationship building with local growers we were able to identify 45 new agricultural partners for the network that have already become food donors along with another 21 potential partners with whom we are still working to secure donations.

b. Impact on Community: These improvements to the local supply chain have had a significant corresponding impact on the produce available to low-income communities. As a result, we have been able to diversify the channels through which we create access in the community, thereby serving more individuals. Feeding South Florida has been able to provide fresh, local produce in the community through Mobile Food Distributions, Food Fairs, and Produce Drops (together these three channels comprise our Produce Program). Each provides large distributions of produce in the community targeting a slightly different audience whether it be individuals that live in what the USDA classifies as food deserts, individuals that may not already be clients of Feeding South Florida, and regular clients of Feeding South Florida's nonprofit partner agencies. In addition, we have been able to create channels for produce distribution through healthcare partnerships. Feeding South Florida is now viewed as an essential

partner for healthcare providers and health insurers in our community specifically because of our ability to connect their patients and clients with fresh, healthy produce that will improve overall health outcomes. With the improvements to the local supply chain above, we have been able to increase this contribution to the community and we anticipate the ability to continue to grow in the coming years.

Over the course of the two-year grant period, Feeding South Florida is pleased to share that we were able to increase our produce distribution across our service area by 33.72 percent. While FSF was successful in accessing new produce channels and increasing the overall access to produce throughout the state, FSF encountered unpredictable circumstances at the end of the second year.

Because of Hurricane Irma, many crops that had just been planted were destroyed, and crops that had not yet been planted were delayed due to power outages, soil quality, and weather conditions. What is typically a “fruitful” harvest season was unfortunately stifled. The scarcity of available produce drove pick and pack costs higher and reduced the availability of excess produce.

Despite this, FSF expanded its Food Industry team, adding a team member that was dedicated solely to produce sourcing – a hire that was possible with this grant and attributable to the increase in produce sourcing. Given the volume increase, FSF realized mid-way through the grant period that adding additional bins to the supply chain was only part of the bottleneck.

Excess produce was available, but largely the same type of produce and in large quantities. With an oversaturated service area of the same commodity, FSF realized that having the ability to mix a variety of items would enable us to distribute it in smaller quantities, thereby reaching more individuals (versus distributing through agencies that have cold storage capacity opportunities).

To this end, FSF now has a stronger produce plan that includes the sourcing of equipment to provide the variety of produce our families desire. FSF is happy to share that the increase in produce distribution has paved the way for healthcare partnerships focused on the idea that food is medicine and is therefore a powerful preventative of chronic diseases.

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: 0
  - ii. Number of jobs retained: 4
  - iii. Number of indirect jobs created: N/A
  - iv. Number of markets expanded: 4
  - v. Number of new markets established: 0
  - vi. Market sales increased by \$N/A and increased by N/A %.
  - vii. Number of farmers/producers that have benefited from the project: N/A

a. Percent Increase: N/A

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?

Feeding South Florida (FSF) increased the overall pounds of produce provided to those in need of assistance throughout Palm Beach, Broward, Miami-Dade and Monroe Counties, by nearly 34% since the beginning of the grant period.

4. Discuss your community partnerships.
- i. Who are your community partners?
  - ii. How have they contributed to the overall results of the LFPP project?
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant?

Feeding South Florida is fortunate to work with a variety of stakeholders, including corporations, foundations, individuals, and government. We rely on the support of 24,000 volunteers annually, partner with nearly 400 nonprofit partner agencies, and rescued 46 million pounds of food last fiscal year, an increase of two million from the year prior.

As it relates to LFPP, our Food Industry Manager was able to increase the volume of produce donated by our farmers and retail partners, thereby necessitating a larger volunteer base to help sort and package produce into smaller quantities.

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

No.

6. Have you publicized any results yet?\*
- i. If yes, how did you publicize the results?
  - ii. To whom did you publicize the results?
  - iii. How many stakeholders (i.e. people, entities) did you reach?

\*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).

No.

7. Have you collected any feedback from your community and additional stakeholders about your work?
- i. If so, how did you collect the information?
  - ii. What feedback was relayed (specific comments)?

No.

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?
  - a. If yes, how much was generated and how was it used to further the objectives of the award?

No.

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:

The lessons learned were many. First and foremost, the project would have benefited from increased communication among the participating food banks. Although there is a state association that assists with sourcing efforts, a FSF team member could have better communicated the produce-sharing and mixing opportunities we had in South Florida. Meaning, sometimes the national and state association structure and its policies don't always allow for local communication.

The original intent of the LFPP application was to increase produce distribution through increased variety sourced. Midway through the grant, we realized it might be better to take on the mixing ourselves, which would have been facilitated with a tipper and sorter. Had Feeding South Florida had these capabilities, we could have provided an increased variety of product to our sister food banks (especially smaller ones not capable of handling trailer load volumes) and neighboring states.

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.
- 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 Feeding America network has discussed putting a mixing center in Georgia. However, given Florida's produce production, specifically in our quad-county service area, Feeding South Florida believes its new branch facility in Boynton Beach, is best positioned to handle produce mixing and sorting. As such, we'd like to continue the path of purchasing the tipper and sorter to provide this value-added service to our community and sister food banks, thereby increasing the variety and volume of produce we're able to distribute.