

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. 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 your assigned grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-720-4152; Fax: 202-720-0300

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	April 1, 2016 - September 30, 2016	
Authorized Representative Name:	Michael Howard	
Authorized Representative Phone:	773 624-8686	
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Recipient Organization Name:	Fuller Park Community Development Corporation	
Project Title as Stated on Grant Agreement:	Eden Place Farmers' Markets	
Grant Agreement Number: <i>(e.g. 15-FMPPX-XX-XXXX)</i>	15FMPPIL0123	
Year Grant was Awarded:	2015	
Project City/State:	Chicago, IL	
Total Awarded Budget:	99952.16	

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: _____; Email: _____; 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. **Goal/Objective 1: Expand locations to include 4 additional markets.**

- a. Progress Made:

In May of 2016 Fuller Park Community Development Corporation (FPCDC) signed agreements with three senior developments that allowed us to station our mobile market at their locations for the 2016 growing season. The primary market located at 43rd and Wells was expanded with additional signage and more staff. The extra signage made it possible for more pedestrians and drivers to see the market activities especially as drivers approached the Dan Ryan Expressway going both East and West. We also agreed to hold three additional markets for the Third Baptist Church of Chicago at 95th and Ashland. With a large congregation of seniors, holding a market at Third Baptist was a good decision as it was well received.

- b. Impact on Community:

The impact that FPCDC made on the community was a positive one, but it also had challenges. At the initial meetings with the various organizational groups, we had high turnouts for all of the workshops and informational sessions. The workshops on SNAP availability, how to apply for the SNAP program, as well as the workshops on healthy eating generated a lot of anticipation for the seasonal farmers’ markets we proposed at their different locations.

The farmers’ market in Hegewisch, Illinois was planned in partnership with the Department of Natural Resources; however, due to a total personnel change of site supervisor and staff, the market was put on hold midway during the planning. All programming came to a halt until the new staff could be hired. This presented a terrible blow to the community that had been attending workshops and looking forward to a full season of purchasing fresh fruits and produce. This setback proved to be a disappointment to the local community because FPCDC was unable to fulfill all of our promises to the interested residents.

In all, our markets impacted over 62,000 residents of Bronzeville, Fuller Park, Canaryville and Hegewisch neighborhoods. All the markets started with a surge of customers who gathered in lines waiting for set-up and opening. Yet, our sales weren’t as great as we had anticipated. After our investigation through surveys and interviews, we discovered a lot of the SNAP customers wanted to purchase more produce daily and weekly but could not due to the limited benefits they received from the SNAP and LINK programs. They simply did not have the resources to fully purchase what they needed and wanted. As a result, the numbers totaled 6,300 individual sales which amounted to 63 percent of our projected totals of 10,000 individual sales for the season. With the help of the FMPP grant, we could hire an additional nine community residents for the 2016 year.

- ii. **Goal/Objective 2:** Provide regular fresh produce, eggs and honey for an additional 1,500 senior residents of low income, food compromised communities in Chicago.
 - a. Progress Made: With the addition of the community partnerships and organizations in the city and in the south suburbs, FPCDC exceeded its goal of outreach to senior citizens with more than 2,900 seniors contacted and given access to fresh produce at their doorsteps. The total accessibility to fresh produce from our products exceeded 60,000 residents in 2016.
 - b. Impact on Community: In many ways, the impact on the community can be calculated numerically, but the effects of the healthy eating workshops and cooking demonstrations, which taught residents how to cook food from a garden, have a longer-term impact that must be monitored beyond 2016. FPCDC recognizes that it has generated a new interest in community markets that allows not only access to fresh produce and fruits, but also a new gathering space that is informative, insightful, and fun while improving the quality of life for the residents.

iii. **Goal/Objective 3: Sell fresh produce in CSA boxes to 80 local families. Families will be from Fuller Park, Bronzeville, Canaryville, and Hegewisch.**

- a. Progress Made: The CSA program has proven to be a victim of culture shock on the Southside of Chicago. Unfortunately, many of the subscribers did not fully understand the CSA concept or the contracts they signed. FPCDC staff spent a lot of time marketing the program at every community meeting and were only able to sell 21 subscriptions.
- b. Impact on Community: The educational portion of the CSA program successfully trained more than 1,000 seniors and 200 families on healthy eating, including the benefits of eating more fresh fruits and vegetables that are grown locally, as well as the best ways to prepare them. FPCDC staff continues to receive requests for more regularly held workshops on subjects such as safe canning, root cellar storage, and the proper ways to dehydrate fruits and vegetables.

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: 3 full time; 6 seasonal
- ii. Number of jobs retained: 1
- iii. Number of indirect jobs created: 0
- iv. Number of markets expanded: 5
- v. Number of new markets established: 3
- vi. Market sales increased by \$ 3,428 and increased by 55%.
- vii. Number of farmers/producers that have benefited from the project: 8
 - a. Percent Increase: 100%

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, FPCDC expanded its population base in new territories outside of Fuller Park. One such new population was the 9,426 people of Hegewisch, Illinois. The program attracted more than 75

residents who participated in the first markets held there before they were put on hold. The other new community organization reached was The Third Baptist Church of Chicago which represents the population of Washington Heights with over 26,493 people.

4. Discuss your community partnerships.

- i. Who are your community partners?
 - a. FPCDC's community partners include pastors and outreach committee members at various churches, senior citizen coordinators and case workers at senior housing complexes, several local aldermen (city council members), and local food activists.
- ii. How have they contributed to the overall results of the FMPP project?
 - a. These community partners assisted FPCDC by talking about the FMPP program at their meetings, by allowing FPCDC to use their facilities for meetings, by posting materials in their buildings and offices, and by attending some of the events to lend moral support.
- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
 - a. FPCDC anticipates the repeat involvement of these partners in any programs that will positively impact their parishioners, housing residents, community residents, constituents, and members.

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

- i. Yes, FPCDC hired one consultant who conducted research and helped to design the marketing strategy. This consultant had roots in various senior citizen communities. As a result of those contacts, FPCDC staff visited over 15 senior buildings to talk to seniors and inform them of the CSA program and the farmers' markets that were scheduled close to their homes. FPCDC was also able to schedule training sessions, healthy eating workshops, and provide information on SNAP benefits at three senior residences: Pioneer Gardens Senior Housing Project, Willa Rawls Senior Citizens Building, and Oakwood Shores. All of these senior housing residences are interested in participating to a larger extent in the next round of farmers' markets.

6. Have you publicized any results yet?* N/A

- 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).

7. Have you collected any feedback from your community and additional stakeholders about your work?

- i. If so, how did you collect the information?
 - a. Yes, we collected feedback from community leaders, church leaders, case workers at some of the senior housing complexes, and others who participated in the farmers' markets. Feedback was gathered through surveys and face-to-face interviews.
- ii. What feedback was relayed (specific comments)?
 - a. Following is a sample of the feedback that FPCDC received:

1. "Holding a farmers' market in my community is great because I can't get to the regular market due to my poor health." (Community Resident)
2. "This feels like being at home down south when I could pick out vegetables in my backyard or the fields." (Senior Citizen)
3. "Holding farmers' markets in senior communities is very helpful to the seniors that I service. I always worry that my seniors are not getting enough fresh produce and fruits." (Senior Housing Case Worker)
4. "Chicago needs more programs like this for inner city residents and senior citizens who often live in food deserts. People who have no transportation or those who have health problems often find it difficult to get to markets that provide fresh produce and fruits. This is needed in many communities across the city. Thank you for coming here." (Local Food Activist)

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:

a. Did the project generate any income? YES

b. If yes, how much was generated and how was it used to further the objectives of the award? \$7,755.00 will be used to further the community farmers market salaries and overhead.

a. 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).
 - a. Good idea – Holding the additional healthy eating workshops and proper food preparation lessons were high points for this program. Seniors and others enjoyed learning about various foods and healthier ways to cook and preserve food. Partnering with churches allowed FPCDC to reach larger groups of people at one time.
 - b. Things that didn't go well – CSA sales were a disappointment. Although this program could be a successful source of healthy food for seniors, the senior population might not be the best targeted audience for it. FPCDC will review and revamp this portion of the program.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. The sales goals for the senior CSA program were not achieved. The primary lesson learned is the need to identify another target market for the CSA program. The CSA program should be a good way to help the farmers fund their season; however, when sales are lackluster, the farmers suffer. It was clear that the seniors liked the program but many simply cannot afford to participate in it. FPCDC will investigate selling the CSA's to one or two established producers who can then resell to their customer base.

- 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. FPCDC learned that working with seniors requires special care and attention. Seniors often don't understand what they are being asked to sign even after a thorough one-on-one conversation and after having all of their questions answered. This was the case with the CSA program. Seniors listened to the program explanation, acknowledged they liked the concept, and signed the contract. Later some had questions and concerns that showed they didn't fully understand the concept or didn't have enough SNAP benefits to fund their purchase.

b. Future Work:

- a. 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.
 - i. FPCDC will build upon the infrastructure currently in place by continuing to support our community farmers. The organization will buy the farmers' produce to fulfill the needs of the Eden Place farmers' markets in Fuller Park and other selected communities. We will also continue to provide technical assistance to the farmers while recruiting other residents who are interested in learning about farming.

Based on the expressed interest of residents in the communities we visited, we will expand our outreach to a wider community of low income and food compromised citizens. By developing more partnerships with churches, senior citizens' housing staff, case workers, food activists, politicians, and others we will reach more communities in the south suburbs.

New research will be a part of the strategic plan to reach new markets. FPCDC will have more in-depth knowledge of the communities and populations that we approach and will provide new and more consistent messaging to brand our programs.

- b. 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?
 - i. We do not currently have a detailed outline of next steps. However, FPCDC plans to increase and refine its research, develop additional partnerships, strengthen its messaging, and create branding that is recognizable and impactful.

FPCDC will also recruit heads of households who are interested in learning urban farming as a vehicle to feed their families. They will be taught the basics of urban farming to have access to fresh produce and fruits for the benefit of their families and perhaps to sell to neighbors and other family members to make a small profit.