

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

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, 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 FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014-March 31, 2017
Authorized Representative Name:	Dana Overton
Authorized Representative Phone:	251-943-1545
Authorized Representative Email:	doverton@cityoffoley.org
Recipient Organization Name:	Coastal Alabama Farmers and Fishermans Market (CAFFM, Inc)
Project Title as Stated on Grant Agreement:	Coastal Alabama Farmers and Fishermans Market (CAFFM, Inc)
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-AL-0004
Year Grant was Awarded:	2014
Project City/State:	Foley, AL
Total Awarded Budget:	\$90,200.00

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: Sue Steigerwald; Email: ssteigerwald@cityoffoley.org; Phone: 251-943-1545

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 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: Increase Vendor Participation
 - a. Progress Made: Year Round market hours, coupled with hours during the week and on Saturdays has increased vendor participation at the market.
 - b. Impact on Community: Farmers, Fisherman, Bee keepers, and small business owners have gotten fully established with many repeat customers.
 - ii. Goal/Objective 2: Increase Number of Tourists to the Market
 - a. Progress Made: Promotional Marketing initially drew tourists and winter visitors to see what the Market has to offer. Many of these annual travelers have returned to the area for a second or third visit to the market. Several winter residents who spend a couple of our slowest months living in the community have become seasonal regulars. This is allowing the vendors to sustain their business during the “off season”.
 - b. Impact on Community: The increasing number of winter visitors and tourists to the market has increased sales of the products and boosted the Foley economy as a whole. The increasing demand for fresh local seafood and produce has created opportunities for new vendors to relocate to the area. Consumption of fresh local produce and seafood is creating a more health conscious population and will help create a healthy community in the long run.
 - iii. Goal/Objective 3: Increase of Local Customer Support
 - a. Progress Made: Locals are more involved and frequent the market more than ever. Weekly regulars promote continued growth and success of the market, and provide consistent support during the gaps between summer and winter visitors. The reliability of local year-round support and patronage has directly affected the retention and commitment of vendors.
 - b. Impact on Community: Other local communities are getting involved and interested in the market. It is becoming a community venue for shopping, gathering and spending time with family. Locals are taking ownership of the market, and a sense of pride in the community is taking shape.

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, 2014). Include further explanation if necessary.
 - i. Number of direct jobs created: The market manager is the only direct position within the market
 - ii. Number of jobs retained: 1 Market Manager
 - iii. Number of indirect jobs created: At least 30 businesses with 2 or more jobs within each business exist as a result of the market. The success of those business owners and their employees provides the means to give back and patronize other local businesses.
 - iv. Number of markets expanded: Farmers, Fishermen, other food vendors, and marketing companies have expanded with the success of the market. The market itself continues with 2 days of operation each week.
 - v. Number of new markets established: None

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- vi. Market sales increased by \$(each vendor has a different product and are not required to report exact sales dollars) and increased by 50-75%.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: 35% increase and is continuing to grow. Vendor spaces are at full capacity on Saturdays and Tuesday space is getting very limited with continued growth of producers and consumers.
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?
Several efforts have been made to reach new populations:
- The summer lunch program (established in 2015 for children under 18 to get a free lunch) has raised awareness of the market to local families and children and continues to be a success in bringing new locals to the market
 - The senior voucher program to promote traffic of the 50+ local population is also a continued success. Foley is home to many retirees, especially from the northern states, and this age group has been a great supporter of the market in recent months.
 - In 2017 the local Arbor Day festivities were held at the market which boosted local support tremendously for that weekend event.
 - The First Annual Corn Fest was hosted at the market in 2017, and will continue as an annual event to draw both locals and visitors to the market.
 - In 2017 Earth Day was also held at the market. The turnout was impressive and the attendees had very positive comments about the event and the market as an Earth Day venue.
4. Discuss your community partnerships.
- i. Who are your community partners? The City of Foley, Foley Welcome Center, BP Oil, Alabama Farmers Market Authority, Baldwin County's Alabama Cooperative Extension Service, Feeding the Gulf Coast, Faulkner State Culinary Programs, South Baldwin Chamber of Commerce, Gulf Coast Produce, Alabama Sustainable Agriculture Network, Ecumenical Ministries, AL Small Business Development Network, Baldwin County Health Department, Local Food Production Initiative, Marine Resources Division, Mobile Bay Oyster Gardening Program, AL State Department of Child Nutrition Programs, and City of Foley Beautification Board. Also, the Foley High School Agriculture class sells produce and items as a non-profit organization and receives free booth rental to help support the local students.
 - ii. How have they contributed to the overall results of the FMPP project? Our partners continue to support the market through distribution of marketing materials, volunteering for market activities or events, providing resources to our vendors, assisting with maintenance of the facilities at the market, monetary donations, and offering services to help improve products and increase the customer base.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? They will continue to aid the market through distribution of marketing materials, promotional services, volunteering, and referrals.

5. Are you using contractors to conduct the work? Yes, some. If so, how did their work contribute to the results of the FMPP project? The contractors we used were mostly for web design and social media marketing. The results of their work boosted awareness about the market tremendously and helped to get the word out to the community about upcoming market events and activities. The social media contractor established a group where community interaction and feedback of the market continues to be very successful, and serves as one of the main outlets for communication to and from the locals, seasonal visitors and tourists.

6. Have you publicized any results yet?* NO

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? YES

i. If so, how did you collect the information? During days the market is open, we verbally survey customers and request feedback regularly from both vendors and market customers.

ii. What feedback was relayed (specific comments)? Several vendors and customers felt like our marketing efforts have been successful and that our efforts will continue to foster growth of the market. Vendors have continued to report that they will remain loyal to the Foley market and enjoy selling their items there.

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:

ii. Did the project generate any income? Yes

a. If yes, how much was generated and how was it used to further the objectives of the award? The income generated is from the vendor fees and facility rentals. This income is steady with full market capacity met on Saturdays and a little more than one half of the capacity met on Tuesdays. These funds are used for yearly operating costs.

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). One of the positive lessons we have learned is the importance of having a quality Marketing person to push our agenda. Hiring a professional contracted marketing firm saved us a great deal of money in the long run. The marketing firm set up the Market's social media platform and website, then promoted the market in its initial stages, which drove consumers to the market much faster than organic means or word-of-mouth.

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

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- 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: We learned that dates and timelines must be flexible, as with any project, because delays almost always inevitably happen.

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 hosting varied educational sessions related to farming, cooking and healthy living. Our marketing efforts will continue to be a priority as social media and promotional ads have proven to increase traffic and awareness of what is available at the market.
- 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? In the future, we would like to promote the market more in local area schools. We hope that outreach into the educational system will help foster growth of the market, as well as, create a source for building a volunteer database of students interested in farming, agriculture, or healthy food careers.