

**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, 2015 – December 31, 2017)
Authorized Representative Name:	Lioneld Jordan c/o Peter Nierengarten
Authorized Representative Phone:	479- 575-8272
Authorized Representative Email:	pnierengarten@fayetteville-ar.gov
Recipient Organization Name:	City of Fayetteville
Project Title as Stated on Grant Agreement:	Farmers' Market Promotions, Special Events, and Capacity Building Expands Regional Customer Base
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPAR0095
Year Grant was Awarded:	2015
Project City/State:	Fayetteville, Arkansas
Total Awarded Budget:	\$58,856.00

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: Leann Halsey; Email: ffmbusinesscoordinator@gmail.com; Phone: 479-799-1936

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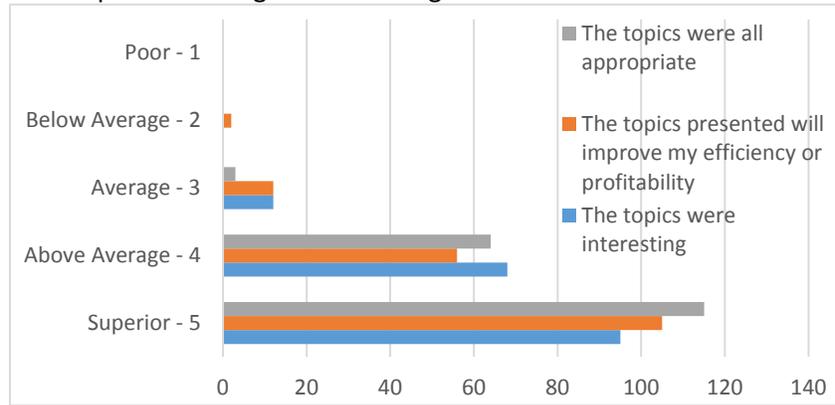
1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional 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: *Goal/Objective 1: Increase local consumption of regionally produced agricultural products through expanded advertising and special events for the purpose of recruiting new customers to market.*
 - a. Progress Made: Expanded advertising included the following:
 - Fourteen months of television advertising ran with two separate TV Stations producing 6 unique video spots that will be used for future social media exposure on Facebook and YouTube. Spots were procured at 50 spots a month along with a special segment that featured Local Flavors with an interview segment from market.
 - Each year we produced one large event to promote the market and engage new customers. In 2015 and 2016 a Salsa Festival was held which featured collaborations with local restaurants, local food non-profit groups, and musicians. In 2017 a Fall Harvest Festival was held which featured chefs from Farm to Table Restaurants, local non-profits and local entertainment. Both events offered community engagement and educational workshops on food preservation, and cooking with local food. All ingredients were purchased from the local producers on the market and featured in tastings. Also, instructions on how to replicate seasonal recipes demonstrated were distributed. Samplings were also provided of jams and jellies prepared by local farmers/producers of the market. Increased advertising was implemented for the Special Events with two-weeks of newsprint advertisements in full color, two-week runs of radio ads on the Public Radio Station, Event Posters were displayed around the Northwest Arkansas Region, along with thousands of flyers replicated from the posters were handed out at market.
 - National Farmers Market Week “Know Your Farmer Know Your Food” campaign was celebrated each year with increased activities at market. Expanded advertising included two-week runs of full color Newsprint ads made from a professional photo exhibit each year featuring the *Faces Behind the Food*, two-weeks of radio ads ran on the Public Radio Station, and hundreds of flyers were created with the professional photo ads and displayed. The professional photo exhibit *Faces Behind the Food by Josh Duke* was displayed for the entire month of August at the Fayetteville Underground Gallery and also the Bank of Fayetteville lobby, both locations are on the downtown Fayetteville Square where market is held.
 - b. Impact on Community: The expanded advertising over a two-year period advanced exposure to the community in Northwest Arkansas through various forms of media. The NWA Newspaper print media has a distribution of over 80,000 readers, therefore, with multiple ads running for weeks at a time the opportunity for new customers to the market or returning customers was evident. The consistent television spots also provided wide viewing for thousands to learn of market days and times of operation. Although, there was not a measurement of total new customers attending market, data reports for new SNAP customers indicated 75 first time unique shoppers in 2017. In the FEED Survey listed below a total of 17% participants identified were first time to the market during June/July 2017. Also, Seeds that Feed a partnered nonprofit entity responsible for gleaning surplus produce from every market day, reported a decrease in gleaning from market in 2017. The seasonal changes with warmer temperatures

continue to offer longer growing seasons as seen in 2016 with a 17% increase in the gleaning in 2017 which was mostly gleaned before the expanded advertising had been fully implemented. However, this year there was also a longer growing season and there has been a decrease in the amount of produce gleaned. It is believed the objective to increase consumption of local food was met based on the 7% increase in sales and 32% decrease of gleaned products from end of day.



- ii. *Goal/Objective 2: Increase producer sales through education and training on merchandising, displays and social media exposure.*
 - a. *Progress Made:* The producer workshop took place March 5, 2016 at the Chancellor Hotel in Fayetteville, Arkansas. There were three presenters who focused on building the capacity of the producers to increase sales through merchandising and display techniques, direct sales, and social media exposure. The workshops provided producers assistance in designing a social media marketing plan, sign up for online direct sales website, visual examples presented for best market booth display layouts and merchandising ideas. Attendees were provided binders with copies of each speaker’s presentation along with other materials researched and copied for building capacity in producer direct marketing.
 - b. *Impact on Community:* The training in 2016 had an increase in vendor participation compared to 2015. The producer training in 2015 was combined with a neighboring market and had low attendance due to winter weather. The attendance at the 2015 training had 55 participants representing 36 producers. The producer training on March 5, 2016 funded by the FMPP grant was successful with an increase of attendees with 105 participants representing 65 producers. This represents a 48% increase in attendance of participants and a 45% increase in producer representation. A Vendor Evaluation was provided with three questions to identify producer interest and feedback on the topics. The evaluation totals presented in the graph below show an

overall positive rating of the training.



The nicely merchandised displays provide an opportunity for products to be more visible and provides the customer better access to produce they may not have been seen or tried without the display highlighting the item. Vendors were encouraged to decorate and merchandise their booths for the Fall Harvest Festival to show their skills to the public. Area merchants judged on criteria of best merchandised booth and most festive decorated. Two vendors were chosen in each category and awarded a ribbon of excellence by the market.

iii. *Goal/Objective 3: Increase customer purchases of seasonal produce through cooking demonstrations.*

a. Progress Made: From May to October 2016 and 2017, the market presented once a month Cooking Local Demonstrations. Each month an hour workshop presented food preservation workshops and an hour cooking demonstration; over 800 samples were distributed at each demonstration along with recipes. The Cooking Local Demos were made possible through collaborations with local chefs from Farm to Table Restaurants and local food nonprofit organizations. All recipe ideas presented used seasonal produce procured from the producers of the market. A total of 12 Cooking Local Demonstrations were held with a Grand Finale Cooking Local as a part of Fall Harvest Festival, featuring four chefs and over 6000 samples of recipes. Double Up Food Bucks collaborated twice with incentive dollars to SNAP recipients who attended. Additionally, a collaboration that extended into the new indoor winter market location December to March, provided support to continuing the Cooking Local Demonstrations at the local cooperative, Ozark Natural Foods. Cooking Local Demonstrations are continuing now and are currently being held during winter market 2017-2018. Future collaborations for 2018 Cooking Local Demonstration are in discussion.

b. Impact on Community: The six Cooking Local demonstrations in 2016 and 2017 were well received by market customers. Brief surveys were conducted during the sampling of recipes at the Cooking Local Demonstrations. The survey results consisted of three questions to identify the customers' gender, if they were introduced to new produce, and if they would return to future cooking demos. The information is useful for future event planning as well as to advance understanding of the customer knowledge of seasonal produce. The volunteers from nonprofit groups administered survey collection for 2033 market customers of which 1347 were female and 686 identified as male. When participants were asked if they were introduced to new produce 1148

replied YES and the remaining participants who responded indicated NO they were familiar with the seasonal produce sampled. This was the first time the market has held cooking demonstrations on our largest market day and when customers were asked if they would return to market for future cooking demonstrations 1767 replied YES and the remaining indicated NO; most of the participants who indicated NO stated they did not live in the area. (see Appendix A)

Market patrons were asked at the first Cooking Local Demo if they would provide their email contact to participate in an extended survey at the end of the six Cooking Local Demos. A Survey Monkey email was sent to the 79 participants who signed up and 17 (22%) responded. The 17 who responded all reside in the local area; 16 who reside in Washington County where the market is located and 1 resides in Carroll County which is within our regional network. Out of the six cooking demonstrations 3 (18%) respondents attended 1 demo, 4 (24%) attended 2 demos, 9 (53%) attended 3 demos, 1 (6%) attended 4 demos, 1 (6%) attended 5 demos and there were zero respondents who attended all 6 demos. When asked: Do you shop at the Fayetteville Farmers' Market more frequently now that you are learning about seasonal produce, 11 (65%) replied YES, 4 (24%) replied NO and 3 (18%) responded OTHER. In an effort to expand the consumption of local food we asked if the participants were inspired to replicate the recipes they tasted at the Cooking Local Demo and, 14 (82%) responded YES, 3(18%) responded NO, and 1(6%) indicated OTHER. This indicates that the customers did purchase season items to replicate recipes but when asked if they had purchased fruits and vegetables they have never used because of exposure to the cooking demonstrations, 53% of the participants indicated NO and 35% responded YES indicating growth in the consumption of seasonal produce. The outcome from the survey showed interest from the community to return to market for future Cooking Local Demonstrations with 94% of participants who replied YES they would return for future cooking demonstrations. (see Appendix B)

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-an assistant event coordinator and two part-time event specialists were hired to assist with the planned events for 2016-2017
 - ii. Number of jobs retained: 5- two managers and three part-time employees are staff for market season April - November
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 0
 - v. Number of new markets established: 1 new winter market established at new location in partnership with the local cooperative Ozark Natural Foods, which has replaced the previous location in a low-income community that did not have good vendor representation or customer support. The new location from December to March has proven to increase customer support for the expansion of local food. Although this location is seasonal it provides the market with the opportunity to be open year-round.
 - vi. Market sales increased by 7% between 2015 – 2017 April – November resulting in \$7877.00 in additional revenue to the market to be used for future advertising, cooking demonstrations, and special events.

- vii. Number of farmers/producers that have benefited from the project:
67 farmers 2015, 61 farmers 2016, 60 farmers 2017
 - a. Percent Decrease: -10.5% decrease in farmers. The Fayetteville Farmers Market has seen a decline in farmers over the past two years due to various reasons reported by farmers market vendor coordinator. Producers who declined to return to market stated it was due to personal family problems or lack of family assistance to work on the farm.
 - There was however a 6% increase in vendor attendance on Tuesday markets in 2017 compared to 2015 and a 10.5% increase in vendor attendance on Thursday markets in 2017 compared to 2015 and resulted in an overall 12% increase in sales on market days with lowest attendance and sales.
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- During Salsa Festival, the Hispanic population was more present at market than on a normal market day and following the event in July we noticed an increase in the Hispanic population shopping at market. There was an increase in SNAP customers with 75 first-time to market customers. During the Cooking Local Demonstrations and educational workshops, an increase in this customer base was recognized when Double Up Food Buck (DUFb) incentives were offered. In 2016 the Washington County DHS office provided outreach resource materials to SNAP recipients informing them of SNAP dollars accepted at farmers' markets, which increased our low-income customer attendance. We also have added the SNAP logo to all advertisements to include TV spots, newsprint and print materials. The market expanded their bulk order business this past year by taking orders and aggregating for institutional purchases.
4. Discuss your community partnerships.
- i. Who are your community partners? Rural Mountain Producers Exchange (Fayetteville Farmers' Market) and the City of Fayetteville partnered on the FMPP Grant to meet the objectives of increasing consumption of locally produced food. Our community partners for special events and cooking demos were Feed Communities, Apple Seeds, Seeds that Feed, TriCycle Farm, Ozark Natural Foods and the Fayetteville Underground Art Gallery. We also collaborated with Washington County Extension Services Master Gardner's and SNAP Ed, Walton Arts Center, Buffalo River Stewards, and Food Corp. Six local area restaurants collaborated for Salsa Fest and four local Farm to Table restaurants participated in the Cooking Local Demonstrations Grand Finale Fall Harvest Fest.
 - ii. How have they contributed to the overall results of the FMPP project? The Fayetteville Underground Gallery hosted the 2015, 2016, and 2017 Know Your Farmer Know Your Food photo exhibit, *Faces Behind the Food*, recognizing National Farmers Market Week. The display exhibited for the entire month of August each year. Apple Seeds, Seeds that Feed, Walton Arts Center, Master Gardner's, SNAP Ed, Feed Communities, TriCycle Farm, Buffalo River Stewards, Food Corp and Ozark Natural Foods, assisted with volunteers to manage the activities for Salsa Fest and Fall Harvest Festival, along with offering workshops on gardening, food preservation, and cooking. Organizations also assisted with Cooking Local Demonstrations and administered surveys during the events. Seeds that Feed oversees the gleaning program at end of every market day and provided data on market surplus.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? All partners have expressed interest in participating in events in the coming 2018 Market Season.

- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? NO

- 6. Have you publicized any results yet? YES
 - i. If yes, how did you publicize the results? Results from the Cooking Local Demos, Survey Monkey data, and evaluations of the vendor training were presented in a PowerPoint presentation at both our Fall 2016 membership meeting and our Spring 2017 membership meeting. We will also present the final results from all survey data collected throughout the grant to include 2017 data collection during the 2018 March Spring Member Meeting scheduled for March 10, 2018. We will also share our reports with the Northwest Arkansas Farmers Market Alliance which consists of market managers representing farmers markets in the region.
 - ii. To whom did you publicize the results? Rural Mountain Producers Exchange (Fayetteville Farmers' Market) Members/Vendors and sub-sellers
 - iii. How many stakeholders (i.e. people, entities) did you reach? 185 vendors and sub-sellers at the vendor training, 2033 survey participants at the Cooking Local Demos, approximately 6000 customers at Salsa Fest and approximately 4000 customers at Fall Harvest Festival (attendance was down due to rain during Fall Harvest Festival).

*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). SLASA FEST, NFMW, FALL HARVEST FEST, POWERPOINT SURVEYS AND EVALUATIONS, NEWSLETTER, TV SPOTS

- 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? A Graduate Student Intern from the University of Arkansas conducted surveys in the field replicating a study using question devised of Market Umbrella's study; questions were designed after the NEED (Neighborhood Exchange Evaluation Device) Study for measuring Social Capital and FEED (Food Environment Evaluation Device) Study for measuring Human Capital (Marketumbrella.org, 2017). The survey data was to provide an understanding of the importance the Fayetteville Farmers' Market is to the community, along with, details of customer demographics and shopping habits. Market Umbrella posits, farmers markets can improve the social capital of communities impacting positive change in health of the community and social bonds of trust developed by connections and interactions of transactions at farmers markets (Marketumbrella.org, 2017). The Market Umbrella NEED survey measures sense of belongingness, social network ties, and trust which are aspects of a healthy community (Marketumbrella.org, 2017). The FEED study seeks to measure the importance of farmers market for the overall health and access to nutritional food to the community resulting in positive human capital (Marketumbrella.org, 2017). The study measures customers knowledge of food and consumer behavior (Marketumbrella.org, 2017). The results from these surveys will be utilized to advance opportunities to educate the community about nutrition and locally produced food.

- ii. What feedback was relayed (specific comments)? The feedback overall validates the previous results from the Market Umbrella study that farmers markets increase social capital and human capital.
- The results from the NEED Shopper Survey identified out of 276 participants 75% work or live in the Fayetteville community; 59% will stay at market for 30-50 minutes, and 37% stay for no more than 29 minutes. When asked if shoppers hang around market once their shopping is complete 51% said YES and replied they also enjoy the atmosphere, meeting people, and listening to the music. To understand the shopping behaviors, customers were asked how they would determine who to purchase from if there were numerous items of the same product being sold from different vendors and 34% said they would purchase the best price while 33% stated they would purchase from their favorite vendor. The study did show that 71% of the shoppers surveyed feel a strong sense of community when visiting the farmers market, while 24% stated they feel a solid sense of community; less than 1% claimed they feel a weak sense or no sense of community. The demographics of the participants did not show a diverse population with regards to ethnicity with 84% of market patrons being Caucasian. The participants surveyed were 57% female and 43% male. The age distribution of customers is more diverse, with the greatest number of shoppers between the ages of 25-34 (26%), and customers 65 or older (22%). The age groups between 35-64 were more evenly represented and when combined account for 42% of shoppers. (Appendix C)
 - There were 46 vendors who participated in the NEED Survey for Vendors and were asked what they liked about the market, what other benefits than selling products do they like, and if they felt a sense of community. The vendors who participated were 54% female, 46% male; 43% were 65 years of age or older and 83% identified ethnicity as Caucasian with 1% Asian. When asked what they like the most about the market 62% answered “the people”, and 43% stated meeting new people is the other benefit they like about the market other than sales. The vendor population surveyed was in line with the customer surveys when asked if they felt a sense of community at market with 63% who feel a strong sense and 26% who feel a solid sense of community at farmers market. (Appendix D)
 - The NEED Survey for Residents were administered outside of market at Frist Thursday, Concert in the Park, and the NWA Mall. Forty-nine residents were surveyed and 94% answered they knew of the Fayetteville Farmers’ Market and 61% answered YES they shop at the market, and 22% answered NO they do not shop at the market with the rest stating sometimes 17%. When asked if they believe the market has benefitted the Fayetteville Community, 98% replied YES; 40% indicated the reason they believe it has benefitted the community is because the market brings healthy and fresh food to the people and 26% answered because it supports local vendors. (Appendix E)
 - FEED Survey was conducted at four weekday markets and two Saturday markets with a total of 220 participants. When asked how long they have been shopping at the market 58% answered more than four years and 17% stated it was their first time to market. Twenty-five percent shop once a week, 22% shop biweekly and 35% shop less than once a month. When asked if they had been introduced to new food at market 51% answered YES and when asked if shopping at market has influenced your shopping elsewhere, 68% replied YES. (Appendix F)

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 expanded advertising and special events increased the awareness of the market and purchases of local food from the farmers market increased with a \$7877.00 in additional revenue for Rural Mountain Producers Exchange. This additional revenue generated will be used to increase advertising and special events for 2018-2019 market season.

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). The special events at market were received positively from the customers and the vendors. We aggregated all the produce for the special events from the producers at market and planned accordingly to what the producers projected to have surplus. The cook demos would introduce new ways of cooking with this seasonal produce and increase sales to eliminate the amounts gleaned at end of market. The Salsa Fest was an exception where we invited restaurants to provide samples of their salsa and the market promoted sales of salsa recipe items. The change to Fall Harvest Festival proved to be a more beneficial event that featured recipes made from local restaurants with all ingredients sourced from the producers. Another lesson learned was in the first year we worked diligently with the health department to be in compliance with health codes which required the market to rent a food truck for all events that offered food samplings. In year two, the health department worked with the market manager and gave a special event variance which provided a cost saving in the contract area and staff time. The staff time allocated for the market was not sufficient and the market needed to have scheduled more hours for preparations for all special events. Additionally, having a graduate student intern to collect data was positive but could be improved on by having more than one person. When developing future survey questions, to more inclusive of all members of the community, any questions regarding gender should include sexual identity and a place to mark other.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Although the objectives for the grant were met, some goals and methods for measuring outcomes were not achieved. We achieved a 7% increase in sales, although, we did not meet the 10% increase as projected. We did not accomplish a customer count each year as projected, and vendor surveys were not administered for vendor feedback on special events. The planning for customer counts did not occur and the vendor surveys were not accomplished due to the change of date for the final event which was pushed to the end of the grant and lack of staff availability prevented accomplishing these tasks. The STAR Local Fresh Foods Metrics was not accomplished due to lack of access to information on the metrics. The market manager and city representative corresponded and no replacement metrics were determined. The extended survey for the cooking demonstrations was administered using Survey Monkey, which did not produce a strong response from

those who had signed up to participate. In the future, phone polls may be used to acquire a better response rate.

- 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 first year of cooking demos we collaborated with a different chef from a different restaurant each month. By year two we identified two chefs only who had experience from the previous year which operationally the special event planning and execution were more organized. Interns from the University of Arkansas were employed each year as assistant event coordinators which was very beneficial for students and the market. The initial intern developed a detailed file with templates to use for all materials to include recipes, adverts, press releases and media contacts.

10. Future Work:

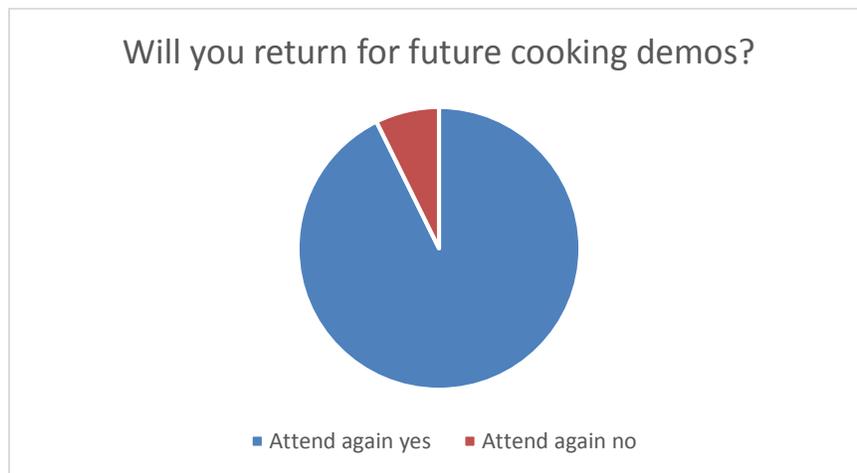
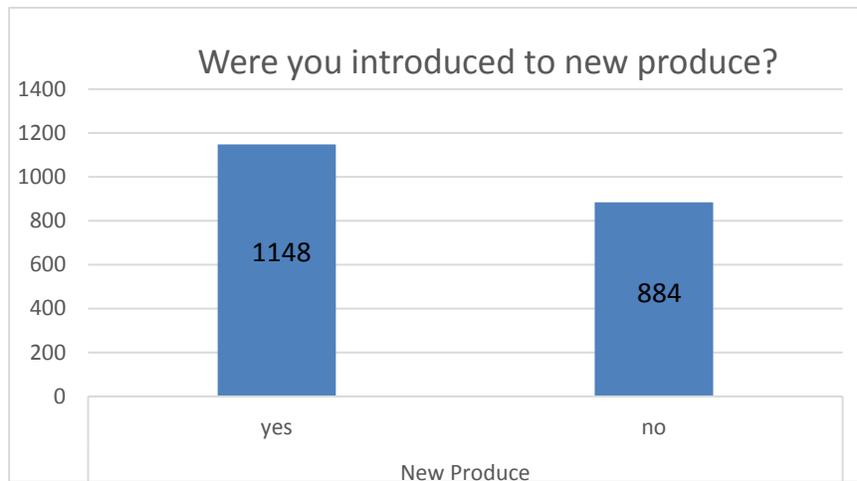
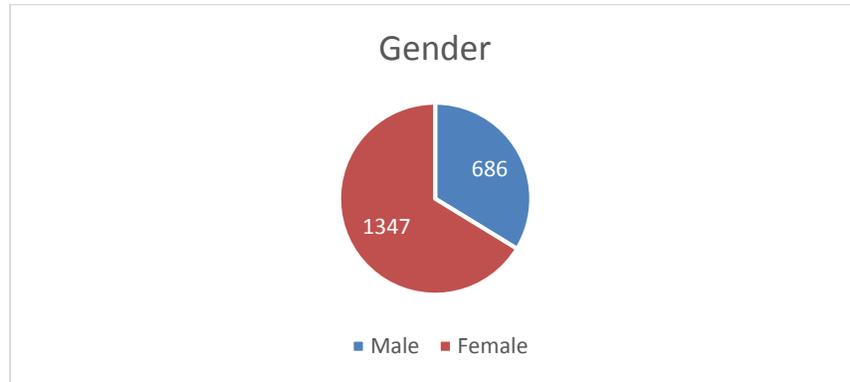
- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project. The market plans to move forward with special events and cooking demonstrations. The local nonprofits have expressed interest in continued collaborations. We will look to the partnerships more to take the lead with volunteers to execute events such as Cooking Matters programs. The market will maintain the staff of two managers, and three part-time staff to assist with all market operations and special events. The market plans to creatively utilize the marketing assets produced by television stations on social media by starting a YouTube channel, posting on facebook, and using on public free access TV. The photo exhibits from the last three years will be archived and used for future advertisements for National Farmers Market Week.
- 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 future activities are currently in development. There are two potential partners interested in establishing the cooking demos at market which further planning will take place February and March 2018. An intern has been selected to work with the market during the first quarter of 2018 to advance the social media platforms as discussed using advertising assets. Also, data collected from the surveys conducted by the intern will be reviewed further for possible advancement in research that will advance knowledge of human and social capital along with community wellness. Other programs being researched for implementation at market are the Fruits and Vegetable Prescription program.

References

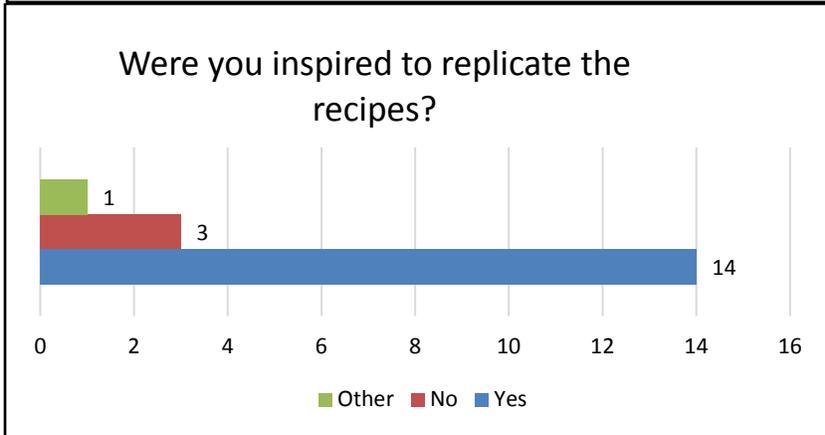
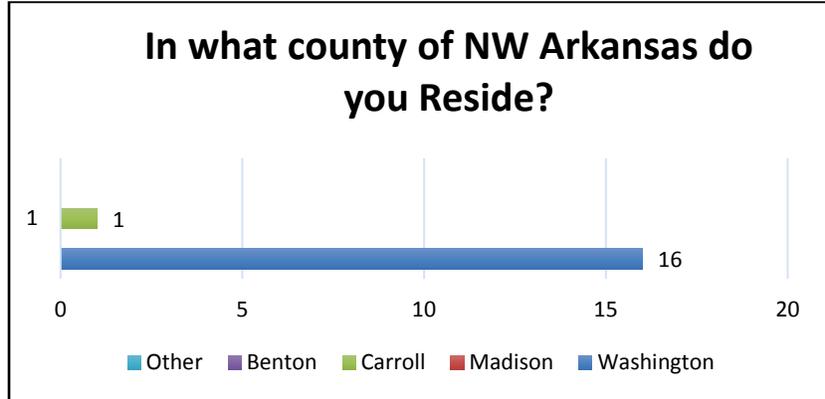
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Appendix A

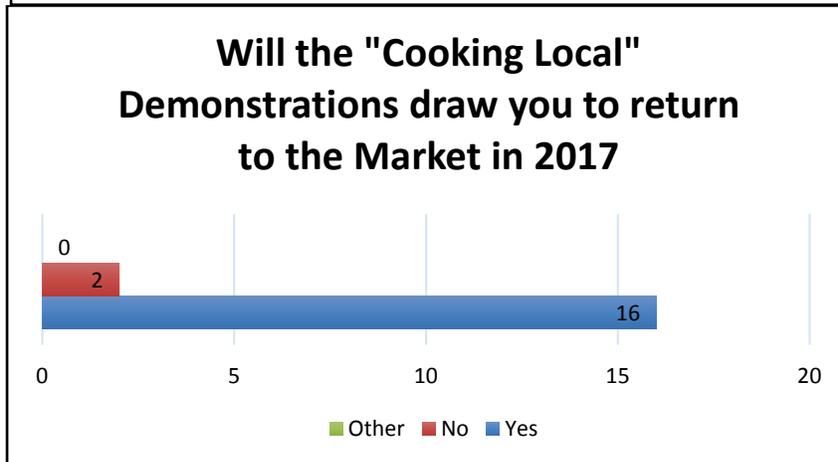
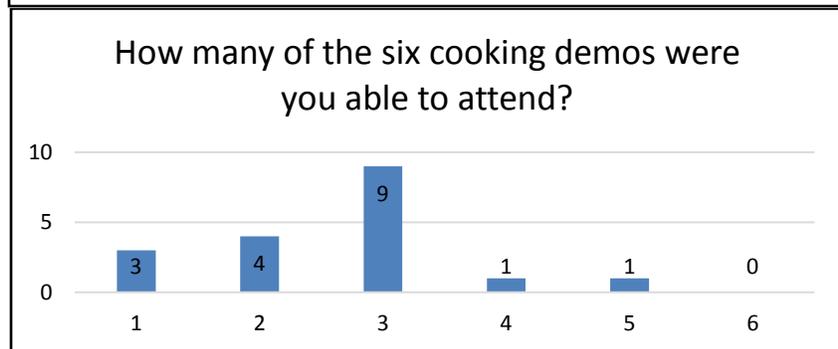
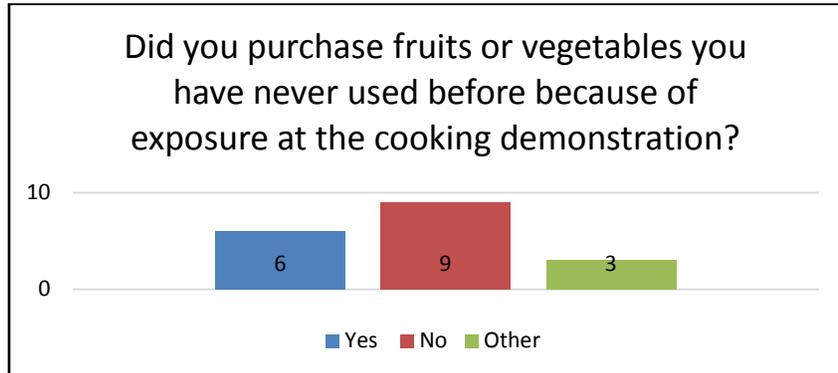
Cooking Local Demo Survey 2016 & 2017



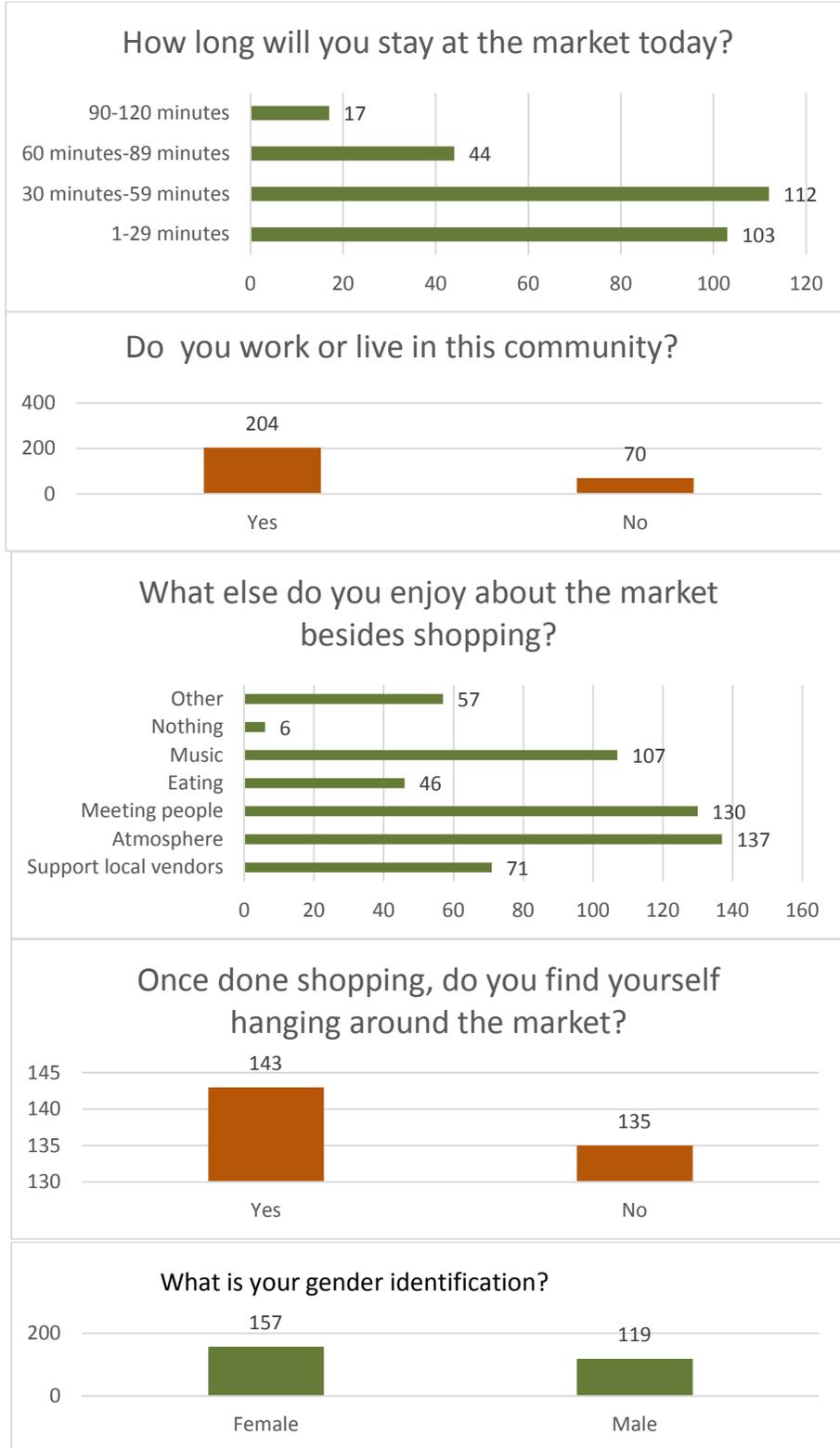
Appendix B
Cooking Local Extended Survey



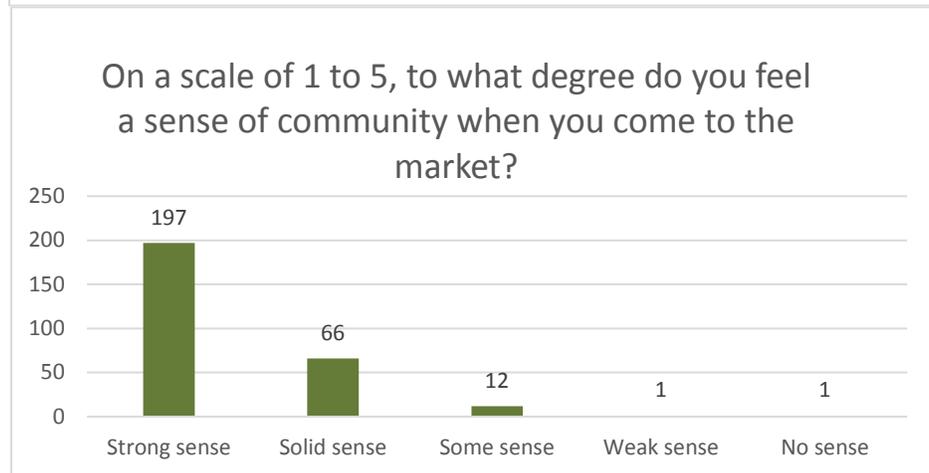
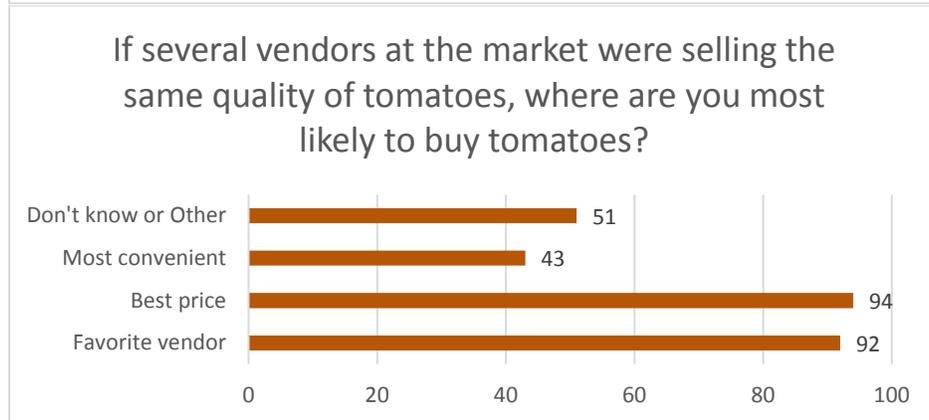
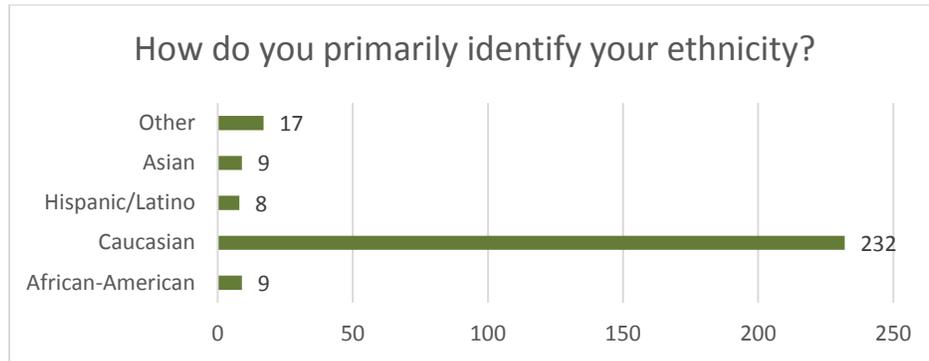
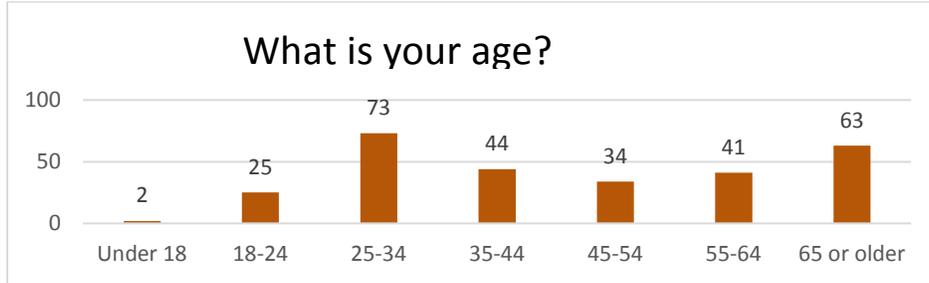
Appendix B (cont.)
Cooking Local Extended Survey



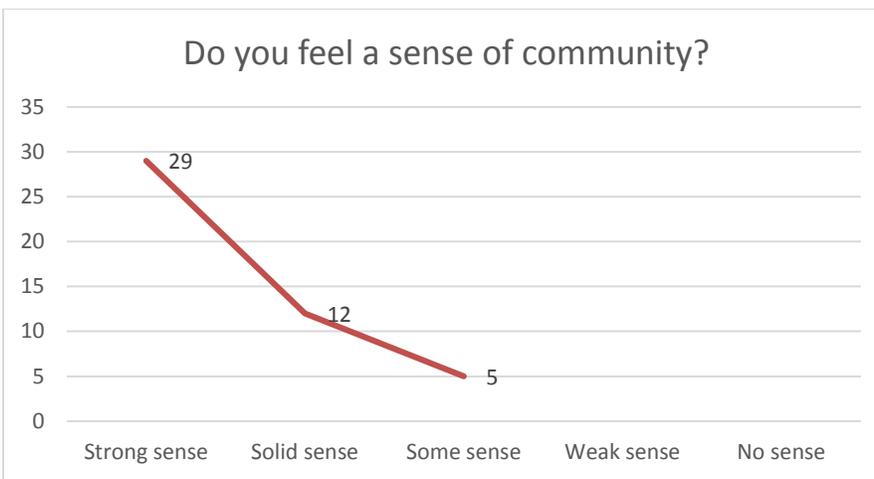
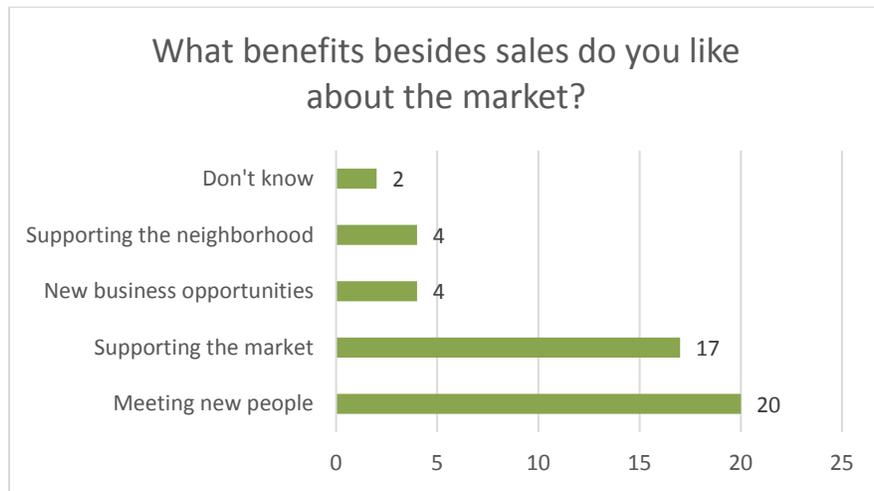
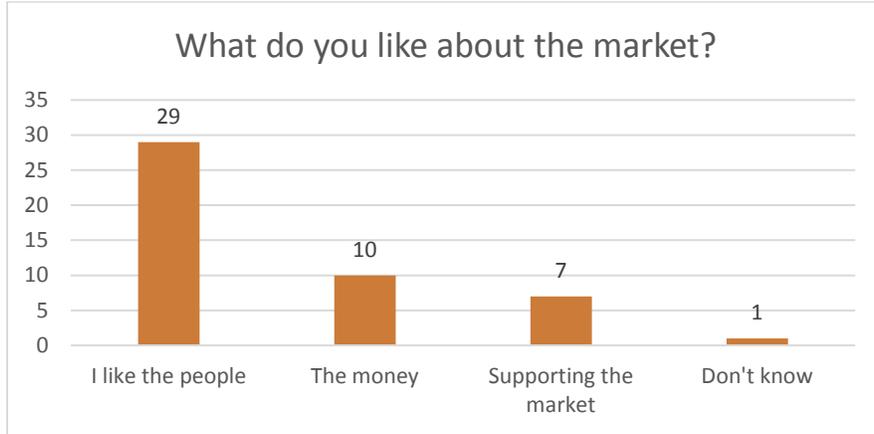
Appendix C
NEED Shopper Survey



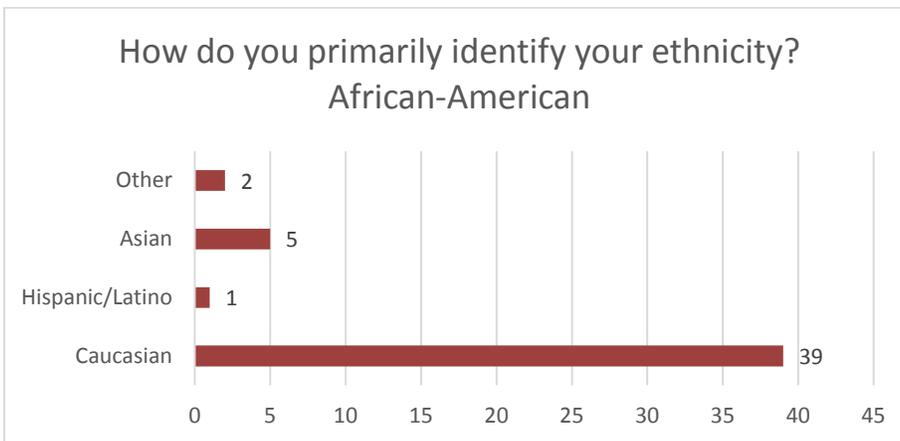
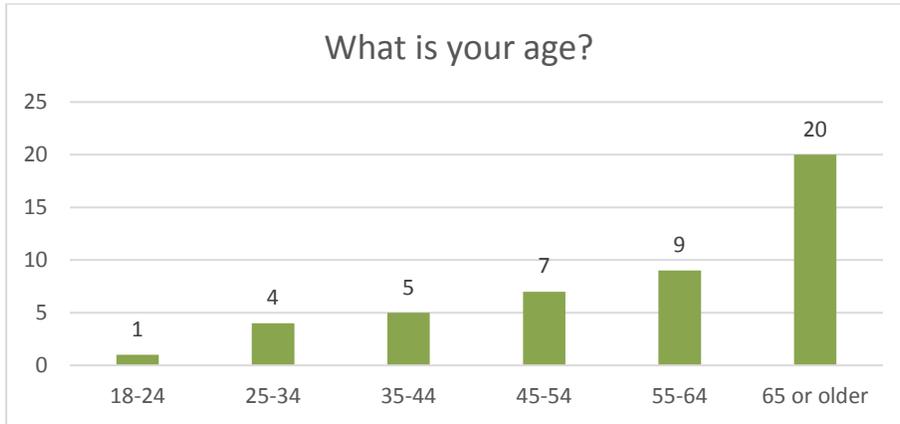
Appendix C (cont.)
NEED Shopper Survey



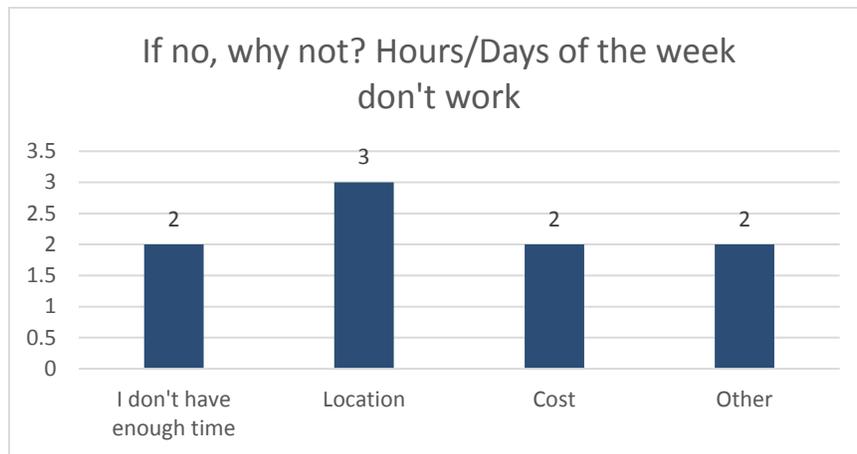
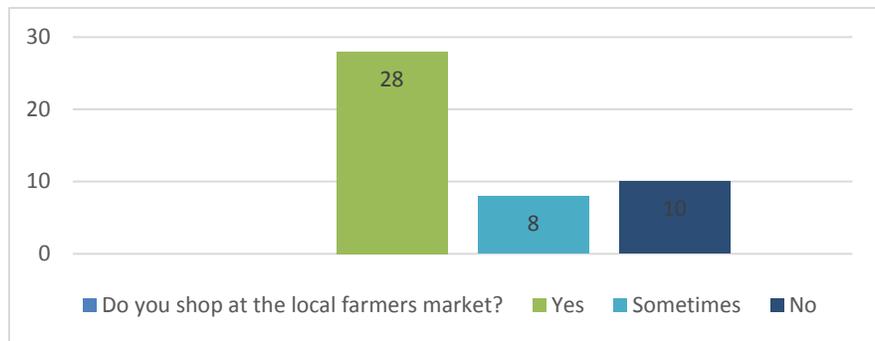
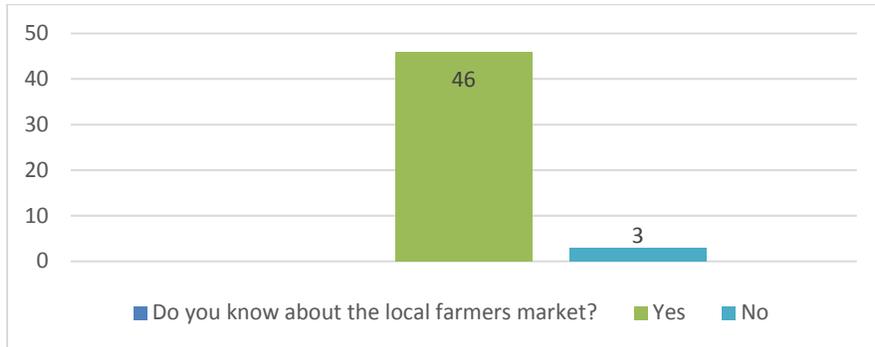
Appendix D
NEED Vendor Survey



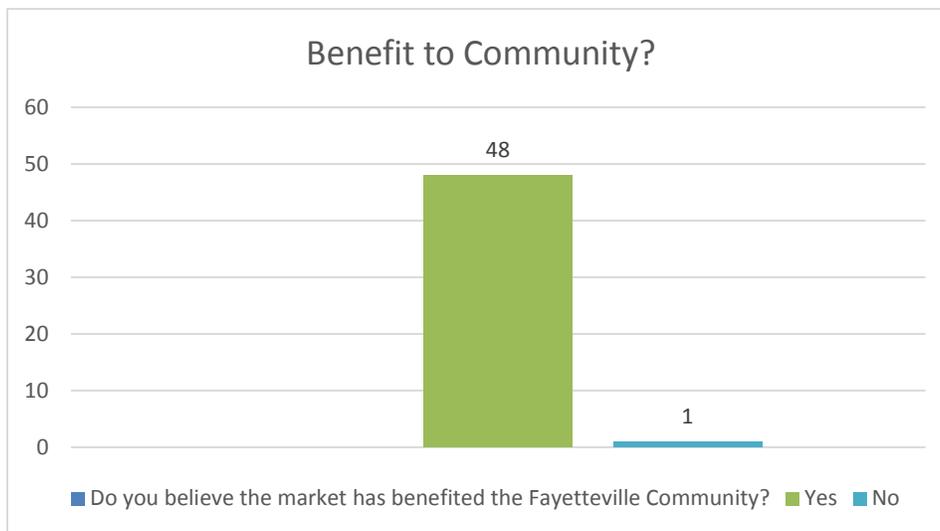
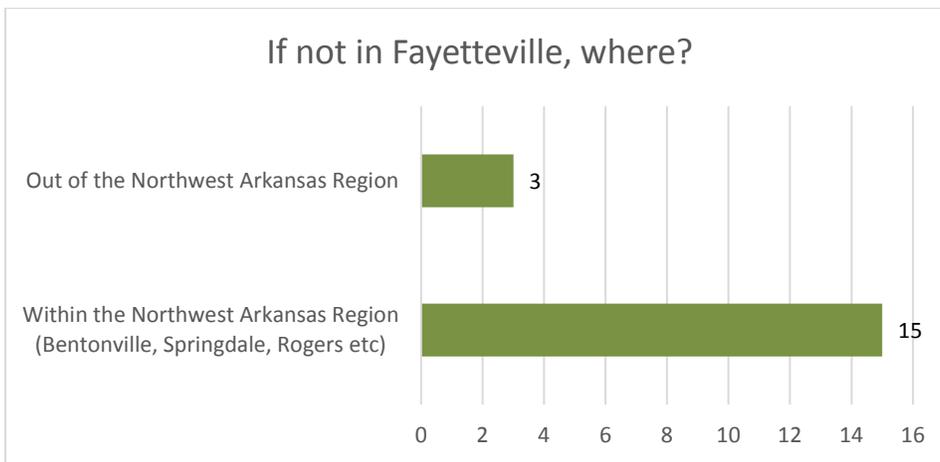
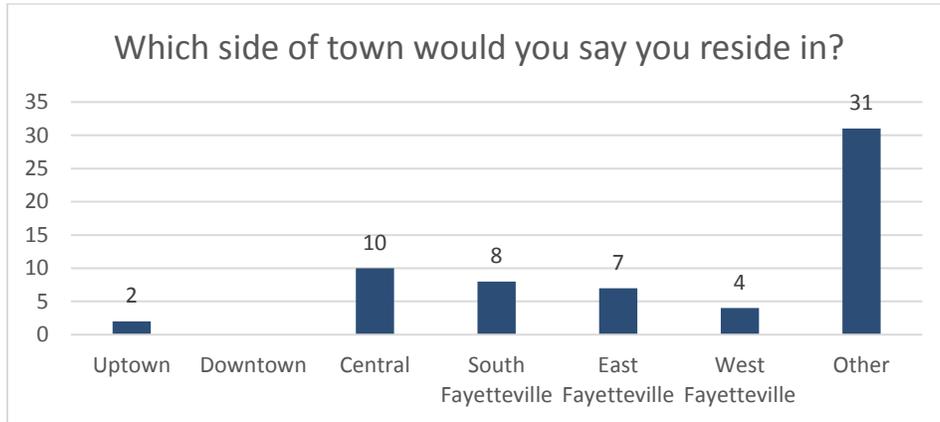
Appendix D (cont.)
NEED Vendor Survey



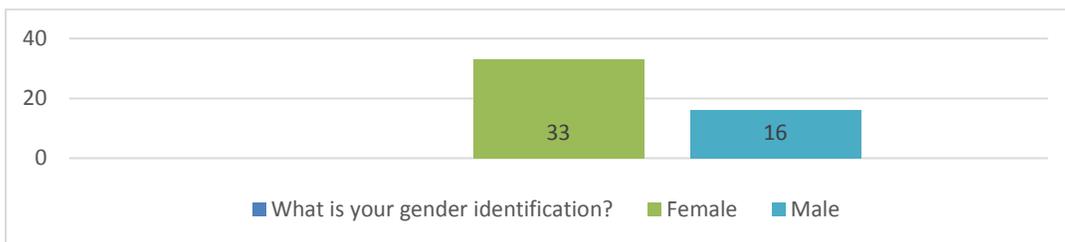
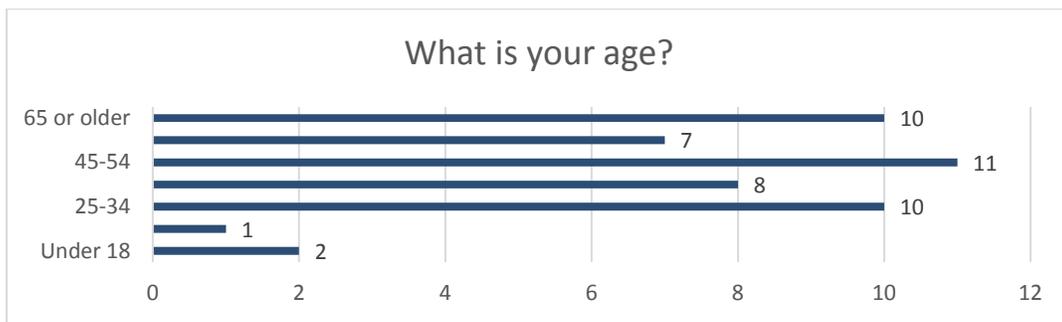
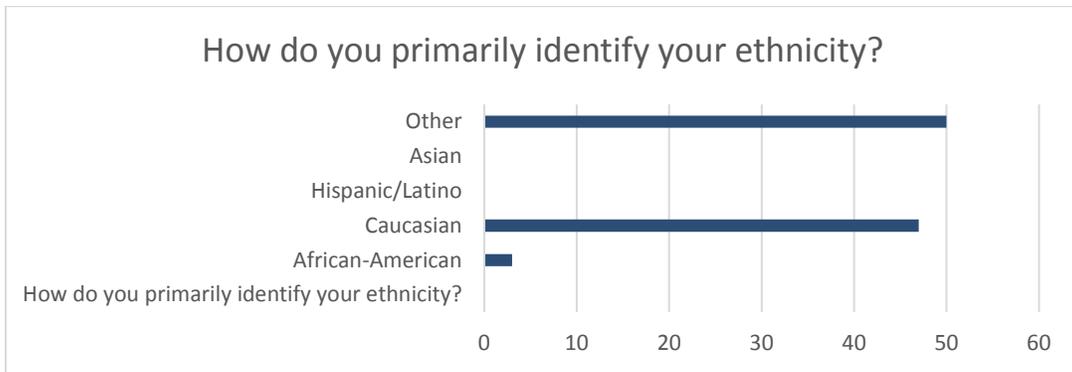
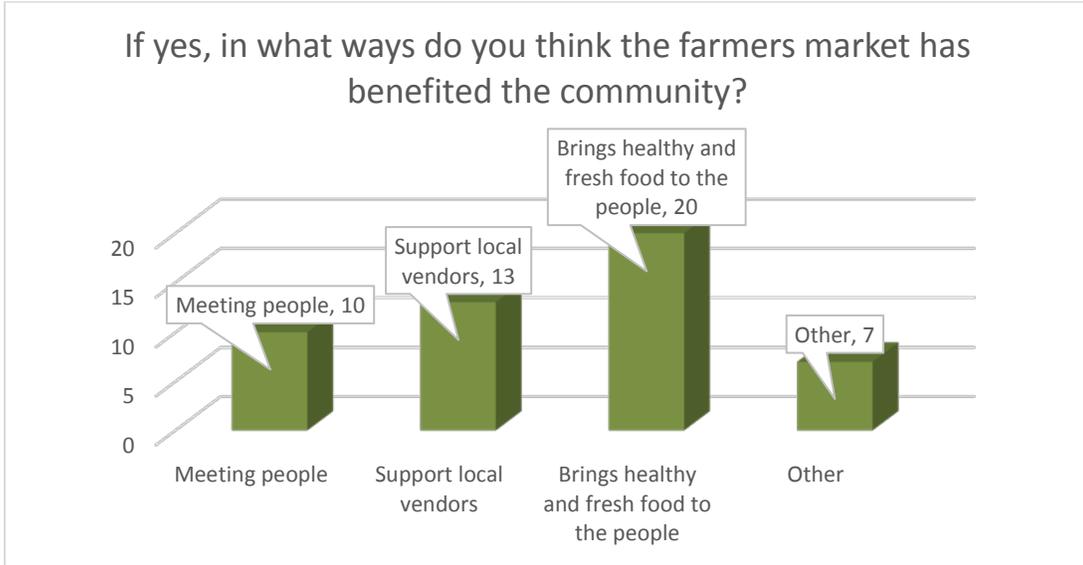
Appendix E
NEED Resident Survey



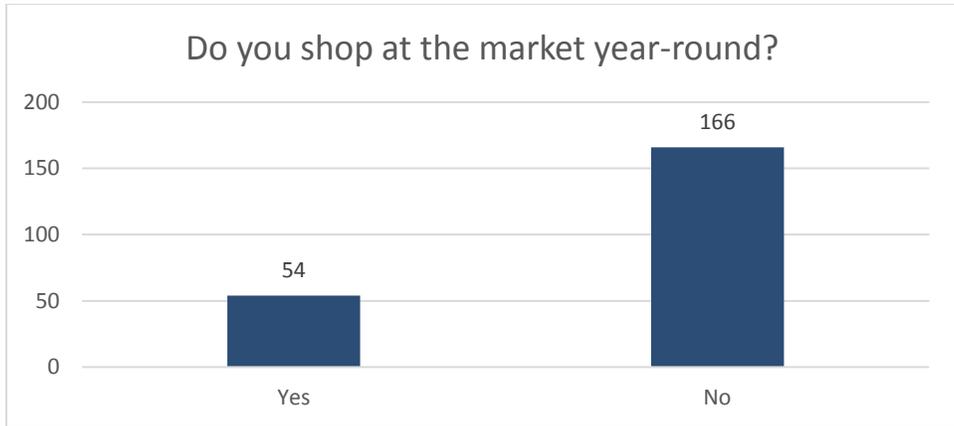
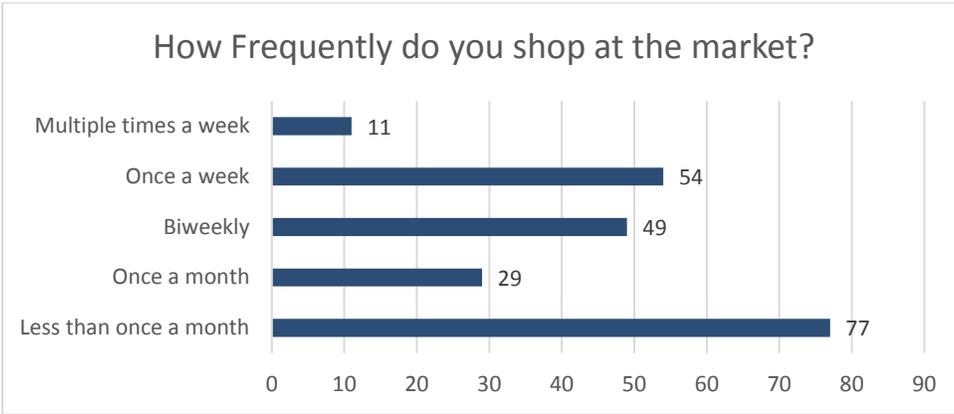
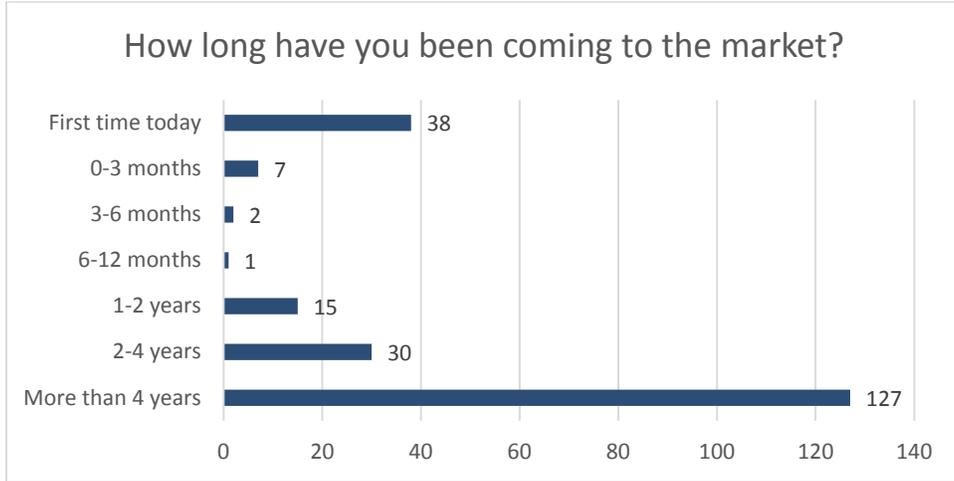
Appendix E (cont.)
 NEED Resident Survey



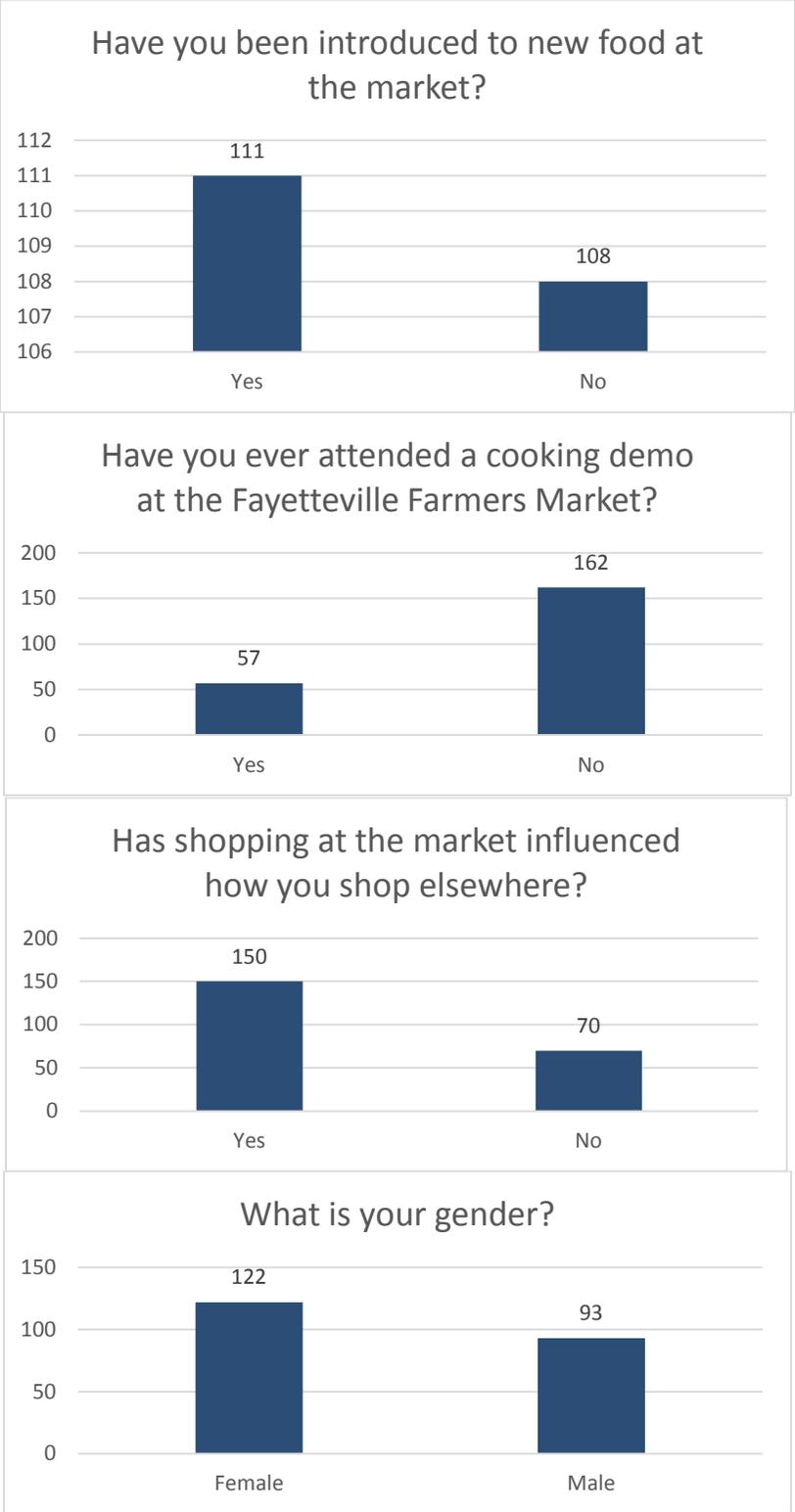
Appendix E (cont.)
NEED Resident Survey



Appendix F
FEED Shopping Behavior Survey



Appendix F (cont.)
FEED Shopping Behavior Survey



Appendix F (cont.)
FEED Shopping Behavior Survey

