

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 LFPP staff 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>	September 30, 2014, April 14, 2015
Authorized Representative Name:	Freeman Barsotti
Authorized Representative Phone:	(530)-303-7145
Authorized Representative Email:	mstuart@farmfresh toyou.com
Recipient Organization Name:	Capay Inc.
Project Title as Stated on Grant Agreement:	Farm Fresh To You Food Hub Donate-A-Box
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	USDA-LFPPX-CA-0015
Year Grant was Awarded:	2014
Project City/State:	West Sacramento, California
Total Awarded Budget:	\$100,000 Grant funds

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: Vicki DeBruin ; Email: Vicki@farmfresh toyou.com; Phone: (530)-303-7145

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: Create 8 (both direct and indirect) new jobs in the community
 - a. Progress Made: Completed. By our calculation we have created over 12 new FTE positions as a direct result of this community.
 - b. Impact on Community: While the majority of the positions created are based in agriculture we also have created new positions to deal with the software infrastructure required for the program as well as additional positions to aid with the logistics of the program.
 - ii. Goal/Objective 2: Expand markets in, SF/Bay Area, Marin, Sacramento, Los Angeles, and Yolo County
 - a. Progress Made: Completed. We have significantly increased access to fresh produce in the communities above with the help of our community partners.
 - b. Impact on Community:
 - iii. Goal/Objective 3: Enter market in San Dan Diego
 - a. Progress Made: Completed. We have successfully integrated this program in the San Diego area and provided thousands of pounds of produce to low income residents reliant on the San Diego Food Bank
 - b. Impact on Community: We have brought together our customers in the area and needy families to increase the amount of fresh produce available to the less fortunate in the area. We believe that our new partnership with the San Diego Food Bank will continue to pay dividends for the community in several ways beyond this program.
 - iv. Goal/Objective 4: Increase sales of fresh produce by local farms by \$300,000
 - a. Progress Made: In progress, please see section regarding market sales below.
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:
 - a. 7.9 FTE positions created;
 1. 2 jobs created in Software development
 2. 3 jobs created in crop production
 3. 3 (2.97) jobs created in Repack and logistics
 4. 1 .9 FTE job created in overhead and customer service
 - ii. Number of jobs retained:
 - a. No positions were eliminated due to this program
 - iii. Number of indirect jobs created:
 - a. Our estimate is that 4.35 positions were created indirectly through this program (for each 100 positions created in agriculture UC Davis estimates that 97 positions are created in other industries. Source: http://aic.ucdavis.edu/publications/moca/moca_current/moca09/moca09chapter5.pdf.)
 - iv. Number of markets expanded: 6

- a. We have expanded markets for fresh produce through food bank distribution in the following communities: Sacramento, Yolo County, Los Angeles, San Diego, San Francisco, Marin.
 - v. Number of new markets established:
 - a. None
 - vi. Market sales increased by \$445,824* (sales increase calculated by calculating and prorating amount of donations in 5.5 months for full year. A second more conservative calculation includes proration at rates equivalent to March and April donation rates. This calculation yields an annual donation rate of \$298,227) and increased by 116.85% (please see section 2.vii.a below).
 - vii. Number of farmers/producers that have benefited from the project: 21
 - a. Percent Increase: 116.85% (Percentage increased calculated by comparing prior year sales to Capay Inc. to project year 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, by distributing donations through food bank and community pantry channels we believe that we significantly increased the number of low income/low access populations who have access to fresh fruits and vegetables. Several of our food bank partners, who served as the “last leg” in the distribution chain for this project, primarily serve low access, low income communities that are populated by ethnic minorities. While we do not have actual data on food bank & food pantry constituents the ethnic and income demographics of the communities where our partners are located indicate a high probability that we have expanded access to fresh produce to less-affluent, more racially and ethnically diverse, low access areas.
- 4. Discuss your community partnerships.
 - i. Who are your community partners?
 - a. Our community partners are:
 1. Westside Food Bank-Santa Monica, CA
 2. Sacramento Food Bank and Family Services-Sacramento, CA
 3. San Francisco Food Bank- San Francisco, CA
 4. San Diego Food Bank- San Diego, CA
 5. Yolo County Food Bank- Woodland, CA
 6. Los Angeles Volunteers of America- Los Angeles, CA
 - ii. How have they contributed to the overall results of the LFPP project?
 - a. Our community partners have contributed to this project by serving as the final distribution point of donations to their patrons. We began this project with the capacity to harvest and package product but lacked the ability to distribute it to low access and low income customers. Our community partners’ participation allows us to ensure that all donated produce is able to reach communities most in need of access to fresh, affordable produce.
 - iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this LFPP grant?
 - a. With our donation and supply chain firmly established our community partners will continue to serve as the final distribution point of fresh produce for their patrons.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?
 - i. We employed one contractor, Sabrina Pfautz, to aid in the design of the Donate-a-Box web portal. Ms. Pfautz had been contracted by us for several other projects and her knowledge of our current IT system and unique set of skills were invaluable in ensuring that the web portal was constructed in a timely fashion.

6. Have you publicized any results yet?
 - i. If yes, how did you publicize the results?
 - a. We have not publicized any of the results of this project at this time. However we have been selected to present the results of this project at the National Obesity Conference in July 2015 in conjunction with one of our community partners, the San Diego Food Bank.
 - ii. To whom did you publicize the results?
 - a. N/A
 - iii. How many stakeholders (i.e. people, entities) did you reach?
 - a. N/A

*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?
 - a. Community partner feedback: for our community partners we sent a survey. Of our 6 community partners 3 have responded, these responses are attached.
 - b. Stakeholder feedback: We have conducted a survey among our customers (who comprise near the entirety of our donor pool) that included questions regarding the Donate-a-Box program. Additionally, we have collected several social media posts that contain feedback regarding our program.
 - ii. What feedback was relayed (specific comments)?
 - a. Our community partner feedback survey responses and our Stakeholder survey feedback responses, as well as social media feedback, are attached.

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. No income was generated by the project.

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).
 - a. Though our development time for software implementation was accurate we were able to complete initial development in a shorter time frame than expected. We were fortunate that our main developers had enough free time to

focus almost entirely on building the project in the first few months. We do not believe that this would have been possible without the existence of several of our art and software assets from other projects being usable on this project.

- b. We underestimated the amount of time and planning that would be required on the logistical side. As a company we are primarily focused on “after-hours” deliveries with very little additional native capacity for daytime delivery. This, combined with the hours available to accept deliveries by our food bank partners, required that our director of logistics spent a considerable amount of time on this project. In the future we would suggest that the logistics of similar projects be given a higher planning priority.
 - c. We began offering an additional way to donate to our donor pool as the project developed. By offering contributors the ability to donate smaller amounts (\$5 increments of produce) we were able to offer a donation product that matched demand for giving “partial boxes” of fresh produce
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. While the number of farm beneficiaries was less than expected this was primarily driven by our desire to maintain rigorous quality and food safety certification standards for all donated product. We believe that this tradeoff was worth it but should have approached the project with these standards in mind and performed a more rigorous vendor screening process.
 - 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. The largest administrative burden of this project fell onto the reporting process. While the data we collected in order to file our reports already existed it was fragmented through several independent parts of our organization. Going forward we would highly recommend anyone implementing a future project have regular sessions between all the moving parts of the organization involved with the project. Data collection and analysis should be clearly defined and allocated to responsible parties and one administrative personnel should be placed “on point” for ensuring data is timely and accurately submitted.

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.
 - a. As the single largest part of the project, software development and deployment, is complete and the logistic structure in place we plan to continue implementation of the project for the foreseeable future.
- 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?
 - a. We plan to expand this program by reaching out to more community partners as our organization expands. As it stands now demand for fresh produce in the communities that we serve through this program far outstrips supply so we

believe that chief among our future goals should be to enlarge both the donor pool and the options available for donation.

b. Additional research would be useful in determining what commodities are available in higher demand by the communities we serve. As it stands now our link to the end consumer of the produce we donate is one step removed as final distribution is handled by our community partners. If we were able to accurately project the demand for certain commodities in the end consumer we could a) provide fresh produce commodities that would have a higher chance of being consumed & b) use our wider market connections with growers and brokers to forecast growing needs that would suit the demands of our donee population.