

**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](mailto: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.

<b>Report Date Range:</b> <i>(e.g. October 1-March 31, 20XX)</i>	September 30,2015– December 30, 2017
<b>Today's Date:</b>	March 27, 2018
<b>Authorized Representative Name:</b>	Sharon Eghigian, Community Impact Manager
<b>Authorized Representative Phone:</b>	916-452-5356
<b>Authorized Representative Email:</b>	Sharon@nwsac.org
<b>Recipient Organization Name:</b>	Sacramento Neighborhood Housing Services, Inc. (dba
<b>Project Title as Stated on Grant Agreement:</b>	Helping Families Access Healthy Food
<b>Grant Agreement Number:</b> <i>(e.g. 15-FMPPX-XX-XXXX)</i>	15FMPPCA0149
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Sacramento, CA
<b>Total Awarded Budget:</b>	\$52,318

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: \_\_\_\_\_

1. Summarize the community need for the grant work:

Oak Park and surrounding neighborhoods have high levels of poverty, nutrition related health issues, and food insecurity. The Oak Park Farmers Market, established by NeighborWorks Sacramento in 2010, has increased access to healthy food for this area and provides a dollar for dollar EBT match for SNAP.

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The FMPP project further increased access to healthy, locally grown food by improving our marketing strategies and providing new activities to educate customers. The project activities included holding 3 focus groups, conducting a feasibility study on developing a new Community Supported Agriculture (CSA) program and providing a “Know Your Farmer” campaign and “Food For Thought” community cookbook.

Through this project, we proposed to increase the number of customers participating at the Farmers Market, increase sales of produce for farmers, and increase sales of produce to families participating in SNAP.

2. 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 and have been approved by FMPP staff, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). For each item below, qualitatively discuss the progress made toward each one and indicate the impact on the community, if any. You may add additional goals/objectives if necessary.
  - i. Goal/Objective 1: Increase average number of weekly customers at the Oak Park Farmers Market by 15% by the end of the project period
    - a. Progress Made: We conducted periodic customer counts at the Market throughout the 2017 season, and estimate that the average number of customers each week increased by approximately 15% in 2017 compared to 2015. We based this estimation on our customer counts and increases in cash sales and pounds of product sold at the Market.
    - b. Impact on Community: The outreach conducted through our social media, flyer distribution door to door, distribution of flyers to local businesses and community based organizations - as well as the popular chef demonstrations and other special events – have increased awareness of the Oak Park Farmers Market. These efforts have also increase customer participation at the Market. Increased customer participation, both from low-income families using EBT and from other customers, helps with the sustainability of the Market. Increased customer participation leads to increased sales, and increased sales helps NeighborWorks Sacramento retain farmers/vendors and attract new farmers/vendors. The increased diversity of product provided by our vendors also increases convenience for our customers. Our customer can not only shop for produce; they can also shop for bread, eggs, honey, olive oil, fish, nuts and other healthy food.
  - ii. Goal/Objective 2: Increase EBT Sales at the Oak Park Farmers Market by 15% (using year-end 2015 Market figures as a baseline)
    - a. Progress Made: NeighborWorks has tracked Cal Fresh EBT sales data each week during the Market season. At of the end of the 2017 season, we provided EBT to a total of 1117 households (duplicated) for a total of \$32,748 in EBT benefits (including the EBT match). Throughout the season, we also tracked the number of families using their EBT benefits at the Oak Park Market for the first time during the 2017 season; and found that more than 75 families were first time EBT customers.

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b. Impact on Community: Through our EBT program and incentive match, NeighborWorks Sacramento was able to provide almost \$33,000 in purchasing power to low-income families to purchase healthy, locally grown food. An average of 43 (unduplicated) families participated each week. Through the EBT program, families were able to receive more than 100,000 servings of fresh fruits and vegetables and other healthy food.

iii. Goal/Objective 3: Increase and diversify sales of produce through educating customers about participating farmers and by providing cooking demonstrations

a. Progress Made:

Cooking Demonstrations: NeighborWorks Sacramento worked with local chefs and local organizations to conduct 28 total cooking demonstrations at the Market. These cooking demonstrations at the Market have been very popular; with 20 to 30 people participating at each cooking demonstration.

Cookbook from Chef Series: NeighborWorks Sacramento continued to gather recipes and nutrition information through the 2017 Farmers Market season. The final version of the cookbook was completed by the end of the grant period in December 2017.

Film Series: NeighborWorks Sacramento contracted with Isaac Gonzales, Diysl Campaign Consulting, to work with us to complete the film series. Diysl Consulting has completed many film projects in The CA Endowment "Building Healthy Communities" (BHC) target area, which includes the service area for the Oak Park Farmers Market, and has developed skills and expertise on issues including this target area, including food insecurity and the importance of eating locally. Diysl Consulting and the Farmer Market staff worked together to complete 8 films, including one film in Spanish, as well as an introductory film sharing information about the history of the Oak Park Farmers Market, and filmed a PSA for the Market in Spanish and English. The filming was done on location at 8 farms located through the Central Valley and Northern California; footage was also filmed at the Oak Park Farmers Market. The final drafts of the films have been completed.

The Oak Park Farmers Market "Know Your Farmer" film series is available on YouTube.com. You can view the videos by following the link:

<https://www.youtube.com/playlist?list=PLX3skvfvf36gtYoTnlqaHGgLWcSRL468gj>

b. Impact on Community:

Cooking Demonstrations: As noted above, between 20 and 30 residents participate at each of the cooking demonstrations, and the feedback from residents has been very positive. We also have seen that many people are motivated to purchase the ingredients used for the entrees prepared during the cooking demonstrations.

Film Series: We have already begun to use the film series to attract new customers and to help current customers know more about the farmers they shop from every week at the Market. The Film series includes a series of questions including: why our farmers are passionate about what they do, their family history with farming, why eating food grown locally is important, why they

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choose to sell their food at the Oak Park Farmers Market, as well as questions about what they grow and how they grow their crops.

- iv. **Goal/Objective 4: Determine feasibility of adding a Community Supported Agriculture (CSA) component to the Oak Park Farmers Market, the CSA would focus on serving low-income families and seniors.**
- a. **Progress Made:** During the project period, NeighborWorks Sacramento staff met with several stakeholders, including Sacramento Food Bank and Family Services, Sacramento High School and the Women’s Civic Improvement Club (WCIC). These programs either serve low-income families, including low-income seniors, have cold-storage availability, and/or have access to volunteer support to help with the CSA logistics. We also completed surveys of EBT-participating families to seek their input on participating in the CSA, including price, product availability, delivery and frequency of receiving CSA boxes. The final CSA Feasibility study is now completed and is included with this report.
- b. **Impact on Community:** From our efforts to date; we have learned that there is strong interest from current Farmers Market customers in participating in a CSA program. Through the Feasibility Study, NeighborWorks Sacramento has been able to gauge the interest of our customers and vendors, explore possible partnerships in the community to support CSA program components (aggregate storage, distribution sites, volunteers, etc.). The Feasibility Plan also includes an initial logistics plan that details the components needed and the next steps needed to implement a pilot project to develop and test the CSA.
3. Quantify the overall impact of the project on the intended beneficiaries, if applicable. Include further explanation if necessary.
- i. **Number of direct jobs created:** NeighborWorks Sacramento added a total of 16 new vendors to the Farmers Market during the full period of the project.
- ii. **Number of jobs retained:** Through the end of the report period, the 2017 Farmers Market season had an average of 18 vendors participating each week.
- iii. **Number of indirect jobs created:** Not applicable
- iv. **Number of markets expanded:** Not applicable
- v. **Number of new markets established:** 1 new Market
- vi. **Market sales increased by:** approximately \$25,000
- vii. **Number of farmers/producers that have benefited from the project:** Through the end of the report period, a total of 28 vendors participated in at least one Market.
- a. **Percent Increase:** 10%
4. 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?

NeighborWorks Sacramento continued our outreach through the full performance period to expand our customer base for the Oak Park Farmers Market. This included distributing door-hangers in ethnically diverse neighborhoods and distributing flyers to social service organizations serving diverse populations, including La Familia Counseling Center, Asian Resources, the Department of Human Assistance, and Sacramento Food Bank and Family services. NeighborWorks Sacramento also used our social media to reach out to new populations, including people of different ethnicities and low-income/low access populations. Through these strategies,

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we estimate that we expanded our customer base by 15% including low-income customer receiving SNAP EBT benefits.

5. Discuss your community partnerships.
  - i. Who are your community partners?
  - ii. How have they contributed to the results you've already achieved?
  - iii. How will they contribute to future results?

NeighborWorks has worked with several food access providers and other organizations to help recruit residents to participate in the Farmers Market focus groups. These providers include River City Food Bank, Oak Park Sol, Sacramento Library, and Oak Park Neighborhood Association. The relationships these organizations have built with residents has been helpful in reaching the target populations for the three different focus groups.

NeighborWorks Sacramento has also worked with several local groups, including Sacramento Food Bank and Family Services, Women's Civic Improvement Club (WCIC), Sacramento High School's "Edible Sacramento" program, and Soilborn Farms to discuss and develop our CSA feasibility study.

Several local groups have participated in the Cooking Demonstrations, including local chefs from popular restaurants. Many of these chefs are committed to helping increase access to healthy food and to purchasing local produce to use at their restaurants. Other local organizations have also participated in the Cooking Demonstrations, including the Food Literacy Center and the Sacramento Natural Foods Co-op. These partners have also helped publicize the Cooking Demonstrations held at the Market.

Through our partnership with CA Endowment's "Building Healthy Communities" Food Access meetings, NeighborWorks Sacramento has worked with local partners to receive feedback on our Focus groups and our CSA feasibility study.

6. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

NeighborWorks worked with LPC Consulting to conduct and analyze the information from the Oak Park Farmers Market focus groups. LPC Consulting drafted the three sets of questions for the three different focus groups, conducted the three focus groups, and analyzed the information from the focus groups. LPC Consulting drafted the Summary Report for the Focus groups; this draft Summary was reviewed by NeighborWorks Sacramento and NeighborWorks Sacramento provided additional detail and input. The Final draft summary report includes the feedback and recommendations of the participants in each focus group, and an overall summary of recommendations and suggestions to improve the Farmers Market.

NeighborWorks Sacramento worked with Diysl Consulting to complete our "Know your Farmer," educational film series. Diysl Consulting managed and produced the films; NeighborWorks Sacramento participated in each film shoot to ensure that films include the desired content and focus. Diysl Consulting provided the filmmaking and editing equipment, conducted the filmmaking on site at each of the 8 locations, and completed the editing process to produce the completed films.

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7. Have you publicized any results yet? Yes.
- i. If yes, how did you publicize the results? We have shared information about the Focus Group results with local food access providers in the Sacramento region through monthly meetings with the local food access groups. The Oak Park Farmers Market “Know Your Farmer” film series is available on YouTube.com. You can view the videos by following the link:  
<https://www.youtube.com/playlist?list=PLX3skvfv36gtYoTnlqaHGgLWcSRL468gj>. If
  - ii. To whom did you publicize the results? Local food access providers, including other local farmers markets, local urban farmers, food banks, and other local and regional nonprofits that are involved in local food access work and to regional and statewide foundations and elected public officials.

We promoted the Film Series at a Film Premier event in December at the Brickhouse Art Gallery in Oak Park. The premier included a panel of the participating farmers sharing their experiences of being part of the film production. Attendees of the film premier included funders of the Market, community stakeholders, customers, and vendors participating at the Farmers Market. The Film premier was an opportunity to highlight the film series and to celebrate the successful close of the eight year of the Oak Park Farmers Market.

- iii. How many stakeholders (i.e. people, entities) did you reach? We reached approximately 40 local groups.
8. Have you collected any feedback thus far about your work?
- i. If so, how did you collect the information?
  - ii. What feedback have you collected thus far (specific comments)?  
As noted in previous reports, we have collected feedback from residents through conducting our focus groups, and will be collecting additional feedback on the final Focus Group report and on the film series as we continue to promote the film series through our Social Media and share our Focus Group report with other interested groups.

9. 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? No.
  - a. If yes, how much was generated and how was it used?

10. 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).
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

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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:

NeighborWorks Sacramento was approved for a one-time grant extension. We requested the extension due to time delays in the early part of the project period that delayed our start of the Film Series, and impacted our early efforts on the CSA Feasibility Study. The project extension will allow us to complete the final edits to the film series, add a “supercut” version that includes footage from each of the 8 short films, and promote the film series through a Film Premier Event. We also requested the extension to complete more work on our CSA Feasibility Study, including additional meetings with stakeholders, and individual surveys with Farmers Market customers on their interest in participating in a CSA.

NeighborWorks Sacramento did not meet our goal for increasing EBT sales by 15% by the end of the project period, despite increased efforts to promote the program through delivering door-hangers in lower-income neighborhoods and partnering with local elementary schools to increase outreach through distributing flyers to more than 2500 families. In the past, NeighborWorks Sacramento staffed an information table several times during the season at the Department of Human Assistance (administer of SNAP/CalFresh benefits). This has proved to be a very effective outreach strategy to directly reach families participating in CalFresh EBT. This strategy was included in our Specialty Crop Work plan. However, the Department of Human Assistance no longer allows NeighborWorks Sacramento (or any other organization) to host an information table at the office.

NeighborWorks Sacramento partnered with staff from the Department of Human Assistance to staff a booth at the Farmers Market. The Department has staffed a booth at the Farmers Market eight times in the early part of the season (May – June). The staff answered questions about CalFresh and other benefits (MediCal and cash assistance programs) and were also able to help families complete applications for benefits on-site at the Farmers Market. Due to staff restrictions, the Department of Human Assistance was not able to continue staffing a booth throughout the season. We will work with the local office to determine if it will be possible for Department of Human Assistance to participate in the Market again next year. The staff person at the Market shared that the outreach/benefit support provided at the booth was an effective use of time for the Department.

NeighborWorks Sacramento has been tracking the number of first-time families using EBT at the Market. More than 75 families used their EBT benefits at the Oak Park Farmers Market for the first time. In addition, many of the families that were formerly using EBT are no longer eligible and are no longer participating in the program. These families are still customers of the Oak Park Farmer Market.

We have continued to partner with other organizations and continue our outreach through distributing materials door-to-door and sharing information through social media about our EBT incentive match to increase awareness of and participation in our EBT incentive program.

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How did the issues affect timelines? We were able to meet the new timeline of December 2017.

- i. How did the issues affect the measurable results? As noted above, NeighborWorks Sacramento did not meet our goal of increasing participation in our EBT program by 15%. This is despite vigorous outreach and promotion for our EBT program (as outlined above). Some of our former EBT customers have transitioned off the CalFresh program, and some EBT customers are now coming to the Market to utilize their EBT benefits. We will continue to promote the EBT program/incentive match for eligible families to reach and provide this benefit to as many families as we can.
- ii. How did the issues affect the budget? As noted above, NeighborWorks Sacramento made minor, but not substantive, revisions to the budget.
- iii. How did your organization resolve the issue(s)? NeighborWorks has continued to develop new strategies to complete the projects, as described above.

### **11. 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?

NeighborWorks Sacramento will use the information and insights gleaned from the Focus Groups with current and potential customers to continue to inform our outreach strategies to expand the customer base of the Market. In May 2018, NeighborWorks Sacramento opened a new Farmers Market in Oak Park. NeighborWorks Sacramento used the information from the Focus Groups to help us develop our marketing and promotion strategies for the Market. NeighborWorks Sacramento will also continue to use the films from the "Know your Farmer" film series on our website and social media to continue to educate our customers and potential customers about the Farmers Markets, the value of farming and the importance of eating locally grown, healthy food. We estimate that these tools will help us create 20 new jobs through adding new vendors to the Oak Park Farmers Market and the Farmers Market at U.C. Davis Health over the next five years. We also anticipate that these tools will help us generate a 20% growth in customer participation in the two Farmers Markets over the course of the next five years.

NeighborWorks Sacramento plans to build on our Focus Groups and the Film Series by continuing focus groups in the future with current and potential customer as a way to receive candid feedback to help us improve the Farmers Markets and better meet the needs of the community. NeighborWorks Sacramento will also continue completing films with farmers/producers participating at our two Farmers Markets as a way to help farmers/producers build their customer base and customer loyalty. We learned that the Farmers/Producers enjoyed participating in the short videos to tell their story and share their history with growing/producing food. The response from customers and other stakeholders to the videos has been very positive. The films were shared in a local Film Event hosted by another Food Advocacy group, which increased the number of people having the opportunity to view the films.