

**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. September 30, 20XX-September 29, 20XX)</i>	9/30/2015-12/31/2017
<b>Authorized Representative Name:</b>	Dawn DiPrince
<b>Authorized Representative Phone:</b>	719-583-0453
<b>Authorized Representative Email:</b>	dawn.diprince@state.co.us
<b>Recipient Organization Name:</b>	History Colorado
<b>Project Title as Stated on Grant Agreement:</b>	Pueblo FM Enhancements and Promotion
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPCO0081
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Pueblo, CO
<b>Total Awarded Budget:</b>	\$70,416

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: Zach Werkowitch ; Email: [zach.werkowitch@state.co.us](mailto:zach.werkowitch@state.co.us); Phone: 719-583-0453

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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: Improve visibility and vitality of Pueblo Farmers’ Market**

a. Progress Made:

- Developed branding for the farmers’ market
- Developed signage and banners to direct residents and visitors
- Created web presence that includes maps, farmer contact info and brief description of products, vendor lists, photos, hours, etc.
- Developed and implemented initiative with City transit to encourage residents to use the bus for farmers’ market, includes bus-side advertising and the distribution of large canvas grocery bags that ensure free bus fare on market days and can be used to carry produce
- Created a festive marketplace with living history, local musicians and performers, and food-related workshops that will entice residents to visit, shop, and linger at the market

b. Impact on Community: Branding and signage were developed in preparation for the market. Visitors said they recognized El Pueblo Farmers Market logo on signage, shopping bags, shirts, and flyers around town.

ii. **Goal/Objective 2: Increase consumption of local and regionally grown agricultural food and products**

a. Progress Made:

- Organize and deploy targeted marketing strategies
- Recruit new growers to participate and nurture better relationships with current growers
- Encourage growers to include new fresh food offerings
- Offer, in conjunction with university extension office, food-related workshops at the market that encourage new ways for consumers to use fresh food

b. Impact on Community: Vendors reported selling more locally grown agricultural food and products in the 2017 season than in any previous season.

iii. **Goal/Objective 3: Increase consumption of fresh locally grown produce to vulnerable elderly and low-income residents**

a. Progress Made:

- Collaborated with Senior Resource Development Agency and Pueblo Housing Authority to market the farmers’ market to Senior Center housing residents
- Educate senior residents on how to easily prepare the fresh local foods they purchase
- Develop and implement initiative with City transit to encourage residents to use the bus for farmers’ market, includes bus-side advertising and the distribution of large canvas grocery bags that ensure free bus fare on market days and can be used to carry produce
- Develop printed bi-lingual outreach material and work with neighborhood organizations to distribute canvas grocery bags and information about the market directly to people’s homes

- Work with the Pueblo Community Health Center and local hospitals to ensure that information and grocery bags are distributed to residents who live in poverty and who suffer from food-related illnesses like diabetes
  - b. Impact on Community: Information about the market was distributed through Senior Resource Development Agency, Pueblo Housing Authority, Department of Social Services, Pueblo Transit Authority, Pueblo City-County Library District, and Livewell Colorado. Educational and cultural programs were a part of each week's market and included various community vendors providing information on seed preservation, child development, nutrition, and more. The Transit Authority provided 100 bus passes that were attached to market literature and distributed at DSS SNAP offices to SNAP clients.
- iv. **Objective 4: Increased sales for local and regional growers**
- a. Progress made:
- Create an attractive and vibrant farmers' market where visitors will actively plan to do their weekly fresh produce shopping and local farms can sell products directly to consumers enabling them to be economically viable and sustainable
  - Create opportunities for individuals and families to understand the human side of the food system by meeting growers who produce the food
  - Educate the public on the nutritional value of fresh food to encourage increased consumption
  - Educate consumers about growers' roadside stands and outlets where they can purchase fresh produce outside of farmers' market hours
  - Support local agricultural base to ensure continued agricultural heritage
  - Educate consumers about the value of Buying Local
- b. Impact on community: Vendors reported selling more locally grown agricultural food and products in the 2017 season than in any previous season. El Pueblo Farmers Market was designated a Colorado Proud market by Colorado Department of Agriculture, which is a recognized statewide brand for Colorado-grown and Colorado-made agricultural products.
- v. **Objective 5: Build the capacity of the downtown area to improve its economic future**
- a. Progress made:
- Encourage and support a vibrant farmers market gathering that encourages and supports the surrounding neighborhoods, museums, and shop owners
  - Provide an attractive destination for tourists and visitors that improves vitality of downtown area
- b. Impact on community: The market encouraged vibrant gatherings that supported surrounding neighborhoods and downtown merchants and provided an attractive destination for tourists and visitors by bringing residents and tourists to the city center to shop at the market and downtown businesses and to interact with the local arts community.
- vi. **Objective 6: Connect residents with their agriculture history and traditional practices**
- a. Progress made:
- Develop interpretive signage that connects residents to the agricultural history of the original El Pueblo, built in 1842. Cancelled due to different interpretive needs on museum grounds.
  - Offer workshops that demonstrate traditional food practices that have been preserved by generations of local families, such as: making ristras for chile drying, canning tomato sauce, making sauerkraut, etc.

b. Impact on community: This interweaves community pride, history, family and healthy food. It is the mission of El Pueblo History Museum and History Colorado to create a better future for Colorado by inspiring wonder in our past, and our agricultural heritage is an important part of that.

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: **9**
  - ii. Number of jobs retained: **59**
  - iii. Number of indirect jobs created: **112**
  - iv. Number of markets expanded: **1**
  - v. Number of new markets established: **0**
  - vi. Market sales increased by \$3267.50 for the museum booth and \$2929.00 in SNAP sales, up from zero.
  - vii. Number of farmers/producers that have benefited from the project: **35**
    - a. Percent Increase: **increased from 0**

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 providing marketing materials in both English and Spanish, we reached Spanish-speaking families. We worked with Pueblo Transit and Pueblo County Department of Social Services to distribute bus passes to low income/low access families. DSS staff distributed 100 bus passes to SNAP clients with Farmers Market information in 2017.

4. Discuss your community partnerships.
  - i. Who are your community partners? Pueblo Arts Alliance, Pueblo Transit, Pueblo County Department of Social Services, LiveWell Colorado
  - ii. How have they contributed to the overall results of the FMPP project? Pueblo Arts Alliance provided performers on market days and sponsored SNAP. Pueblo Transit provided bus passes for low income/low access families. Pueblo County Department of Social Services distributed marketing materials and bus passes from their SNAP office. LiveWell Colorado provided Double Up Bucks.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? We hope to continue all of these partnerships in the future.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Yes. We used two contractors who handled brand development, some PR, and vendor management. They ensured that there was strong branding throughout the community, media coverage of the market, and an eclectic set of local vendors each week.
6. Have you publicized any results yet?\* N/A
  - i. If yes, how did you publicize the results?
  - ii. To whom did you publicize the results?
  - iii. How many stakeholders (i.e. people, entities) did you reach?

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work? **No**
  - i. If so, how did you collect the information?
  - ii. What feedback was relayed (specific comments)?
  
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? **No**
    - a. If yes, how much was generated and how was it used to further the objectives of the award?
  
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).
    - Making El Pueblo Farmers Market a Colorado-only market set it apart from other markets in the community and earned a reputation for high-quality local produce. Customers and vendors alike claimed they were loyal to El Pueblo Farmers Market because they knew the products were from local vendors, not imported.
    - Making SNAP and Double Up Bucks available was popular with attendees and vendors alike. SNAP customers could double their money through Double Up Bucks to spend on locally-grown produce.
    - While we did end up being able to provide bus passes, our partnership with Pueblo Transit could've been more fruitful had we started working with them sooner. Staff transition at El Pueblo History Museum caused a break in communication with the Transit Authority.
  - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: **N/A**
  - 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:
    - Partnering with stakeholder organizations increased the reach of our marketing efforts
    - Having SNAP and Double Up Bucks available made the market more accessible and partner organizations were eager to publicize that fact.
  
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 strong branding of the market that was reinforced will continue.

- The market's reputation for high-quality local produce and crafts has community members asking about its return already in early spring.
- 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?
  - We hope to expand our partnerships to offer better options through Pueblo Transit.