

**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>	October 1, 2014 – September 30, 2016
Authorized Representative Name:	Miria Toth
Authorized Representative Phone:	860-887-6964
Authorized Representative Email:	MToth@askncdc.com
Recipient Organization Name:	Norwich Community Development Corp
Project Title as Stated on Grant Agreement:	Downtown Norwich Farmers' Market Operation Healthy Norwich
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-CT-0035
Year Grant was Awarded:	2014
Project City/State:	Norwich, CT
Total Awarded Budget:	\$36,365

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: _____

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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: Market the Downtown Norwich Farmer's Market to the City and Region through print and Social Media
 - a. Progress Made: The Downtown Norwich Farmers' Market created marketing campaigns in Norwich Magazine as well The Bulletin and The Day papers and WNLC-FM. The market sent out a weekly E-News letter detailing market events as well as the recipe of the week that the Healthy Eating Consultant would be preparing. The Market also created a website so that people would have access to information about the market (www.norwichfarmersmarket.com). Additionally, post cards and posters were printed that tied in with the articles for the newspapers and magazines. People were also attracted to the market by colorful feather banners along the road and Adirondack chairs by the harbor.
 - b. Impact on Community: The Community as a whole was more aware of the market and the availability of fresh produce to them. This extends not only to the City of Norwich, but the region.
 - ii. Goal/Objective 2: Enable People of limited means to attend the market
 - a. Progress Made: Bus passes were purchased to the Southeast Area Transit Bus to enable people without transportation to be able to attend the market. We provided funding for the Senior Center to provide transportation to and from the market weekly to make it easier for seniors to have access to fresh produce.
 - b. Impact on Community: This allowed people from outside of the Downtown area to have access to the market if they did not have transportation. The availability of fresh produce became available to a section of the community it might otherwise not have been available to.
 - iii. Goal/Objective 3: Attract Families with Children to the Market
 - a. Progress Made: Activities were provided for children on a weekly basis. Free Mommy and Me yoga was provided on the first Wednesday of every month, weekly crafts, there was a STEM Day at the market, the Fire Department and the Police Department each stopped down to talk to kids and show off their gear, The CT Science Center came and did a Dry Ice Activity, the Mystic Aquarium came and did a traveling touch tank, there was a one-for-one book swap, and the Historical Society stopped down and talked about the History of Norwich's Port.
 - b. Impact on Community: Parents were able to bring their children to the market and not have them bored. Children were able to make market day a fun learning experience rather than a boring trip with a parent. Educational aspects not only extended to the arts and sciences but to knowledge about fresh produce. They were also able to sample products they might not have otherwise tried.
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: 0

- ii. Number of jobs retained: 7
- iii. Number of indirect jobs created: 1
- iv. Number of markets expanded: 1
- v. Number of new markets established: 0 – No new markets were anticipated on being established.
- vi. Market sales increased by by an estimated 20%.
Vendors were hesitant to talk about market sales except to say that they were increased. We track year over year the number of Healthy Eating Rx Prescriptions the William W. Backus Hospital gave out and were able to pull some usable numbers from them. We equate the increased number of Healthy eating prescription dollars with rise in attendance at the market and program knowledge based on advertising.

July 2014 - \$218 July 2015 - \$336
 October 2014 - \$854 October 2015- \$968

- vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: 15% - The expansion of the Downtown Norwich Farmers Market is limited by the space it is located.
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?
- i. One of our goals was to reach out to the low income population and be able to connect them with healthy eating options. We were successful in bringing down people of limited means both WIC users and seniors through the senior transportation and the SEAT bus program.
4. Discuss your community partnerships.
- i. Who are your community partners?
 - a. William W. Backus Hospital, City of Norwich, Norwich Police Department, Reliance Health
 - ii. How have they contributed to the overall results of the FMPP project?
 - a. The William W. Backus Hospital has provided an Rx for Health Program for the Downtown Norwich Farmers Market for the last several years. Children can get a prescription for fruits and vegetables from their doctor and it is subsidized by the Hospital. The kids can attend the market, visit the Backus Health Van, and learn about healthy eating before they purchase their produce. The City of Norwich provides the location for the market and sends a crew of workers down every week to block off the area and clean it prior to and after the market. The City of Norwich Community Police Unit attends the market on a weekly basis in addition to putting us in touch with families throughout the City. Reliance Health works with individuals with mental health issues. We feel that this group of people was important to target in the community as they are often underprivileged and do not always have access to Farmers Markets.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
 - a. Currently, all of our partners will work with us moving forward in the same capacity.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
 - i. We contracted with Debra White to do the Healthy Eating samples. She was able to use a local commercial kitchen to prepare the samples to hand out to market goers every week. People were very excited about sampling things that could be made from market produce every week. People tried a lot of things they would have otherwise not tried.

6. Have you publicized any results yet?
 - i. If yes, how did you publicize the results? Publicize, no. Talked with stakeholders about improvements and how we could make changes, yes,
 - ii. To whom did you publicize the results? Stakeholders... No publication
 - iii. How many stakeholders (i.e. people, entities) did you reach? 5

*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?
 - i. If so, how did you collect the information? Email Survey
 - ii. What feedback was relayed (specific comments)?
 - a. Lovely to see the Backus Health Van with a dietician handing out recipes and great advice. We enjoyed the kids activities which I think was new this year.
 - b. I like the recipes, samples and the activities for children.
 - c. Healthy food options and crafts/fun options to get every family member involved.
 - d. There seemed to be a couple more vendors and a little more variety throughout the season.
 - e. I still hope to use the SEAT Bus program. I just got my senior vouchers for the market and plan to go to the market next Wednesday. Also the Wednesday after that.
 - f. Timing of market is hard when you work
 - g. I wish the hours could be expanded so that people who work traditional hours can take advantage of fresh fruits and vegetables.
 - h. I was not missing anything the last time I went. The variety of produce was wonderful.

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?
 - 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).

- a. One major lesson learned with the project was to better promote the SEAT Bus program well in advance of the market and try to get better coverage in the neighborhoods that would most use the program. This was a GREAT program and the people participating in it really liked it, but although we teamed up with Reliance House and several of their members took advantage of the program, hung fliers at SEAT bus stops and at the transportation center and got good coverage in the newspaper, it seems that the demographic that we were trying to hit is a little harder to tap into than expected.
- b. Do not leave surveying until the final market. The plan was to survey customers at our Halloween Market which was to run later into the evening. It poured and we ended up cancelling the market. Surveys went out via email and it is much harder to get a response that way.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. Almost all of our goals and objectives were realized. We wish we could have gotten more SEAT bus riders, but overall we were VERY happy with the outcome.
- 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:

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. NCDC is currently severely understaffed and unable to continue running the Farmer's Market. Miria worked with one of the Farmers to take the market over and he is partnering with another individual who helped with the market several years ago. The market is expected to go on as it has over the past couple of years. It is hopeful that the new Market Masters will also have some fresh ideas about how to make it better.
- 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. It should be looked into moving the time of the market from 10AM-2PM to 4PM-7PM in order to serve more people. Perhaps markets at both times on different days would be good.