

**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 – September 29, 2017
Authorized Representative Name:	Gary Appelsies
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Recipient Organization Name:	YMCA of Central Florida
Project Title as Stated on Grant Agreement:	YMCA of Central Florida Farmers' Market Program
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPFL0110
Year Grant was Awarded:	2015
Project City/State:	Orlando, FL
Total Awarded Budget:	\$99,753

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: _____

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 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: Help Feed Farmers by Purchasing Produce from Local Farms**

- a. **Progress Made:** Since October 2015, we have been offering cooking demonstrations within our association. Our focus started at our Roper YMCA Family Center (one of the 7 targeted sites), which was newly renovated and included a teaching kitchen. This was also the home site for our partner at the time, Pickers Farm Truck Market. We hosted 11 cooking demo/nutrition education lectures between the months of October and December 2015, which were attended by 1,433 members of the community. This showed the large interest and need in the area of quality nutrition education, as well as, demonstrations of how to prepare meals. At these 11 lectures, we had 3 community partners (Alfresco’s, Welli Desserts and C5 Catering) provide their chef’s to assist with the cooking demonstrations. Additionally, locally grown produce was used during these demonstrations when available. At the end of 2015, we parted ways with Pickers Farm Truck Market. During this timeframe, we also had two running Farm stands. The Farm Stands ran weekly at the Oviedo and Lake Nona Family Centers, averaging 50-100 visitors/interactions on a weekly basis, impacting 2,600 - 5,200 members of their communities. The two farm stands, run by Gary Fuller and Jian Rhayd, were supported by the following local farms: Long and Scott, Lake Meadow Naturals, Frog Song Organics and BRV Farms.

In 2016, we continued offering cooking demo’s at the Roper location on a monthly basis and expanded offerings through partnerships to assist with our delivery of food literacy at multiple locations. Orlando Health provided nutritionists and registered dieticians to deliver educational lectures at the J Douglas Williams, Dr. Phillips, Roper, Wayne Densch, and South Orlando Family Centers (4 of our targeted sites). In total, we offered 26 lectures at 5 locations, impacting 846 members of those communities.

In January 2016, also saw the introduction of a weekly farmer’s market at the Roper Family Center by Jain Rhayd, who ran the Lake Nona weekly market. Therefore, 2016 grew to offer 3 weekly on-going farm stands (Roper, Oviedo and Lake Nona Family Centers) where each would see traffic ranging from 50-300 visitors/interactions on a weekly basis. Additionally, these 3 farm stands continued to receive their produce from Long and Scott, Lake Meadow Naturals, Frog Song Organics and BRV Farms.

With our new partnership, in 2016, we were able to expand our reach of food literacy, nutrition education and farm stands to our communities, hosting 8 cooking demo’s, and 5 food literacy tables at 6 sites, impacting 6,000 members of the community at the YMCA’s annual Healthy Kids Day. In 2017 this event saw farm stands at the Dr. P. Phillips, Roper, Lake Nona, Oviedo, Downtown and Blanchard Park YMCA’s. In addition we had cooking demonstrations at Dr. Phillips, Roper, J. Douglas, Downtown, and Lake Nona YMCA’s impacting 6,241 members of the community. Each of the cooking demonstrations featured fresh locally available produce and we will continue to have offerings of fresh produce at our Healthy Kids Day events in the future. Community partners including Seed to Source was on hand at the Blanchard Park Family Center along with Fleet Farming at the South Orlando Family Center.

Another expansion in 2016 included opportunities with the YMCA of Central Florida’s specialty camps hosted throughout the summer. At the Dr. P. Phillips YMCA summer culinary camp the children in the program take a day trip to Maya Papaya Farms for a day of learning about the farm, they get to pick produce and eat lunch on the farm with food that was picked on the farm that day. Our culinary camp for middle school age children is a program that helps students to learn more about food and where it comes from. The students are divided into teams and each team prepares a meal that consists of

typically unhealthy choices recreated into healthy choices using local produce. The specialty camp was run in 2016 and 2017, with 70 children participating in the 5 week long camp experience.

Similarly, in September 2016, multiple Farm Stands were activated at various locations for a 6 weeks period during the Communities for Health Program which impacted 1080 community members with the YMCA and participating Food Service and Health partners. These stands were displayed 2 – 4 times per week throughout Central Florida and were managed and operated by our new consultant, Sustainable Synergy, Inc. dba Seed to Source. This initiative has led to larger conversations concerning the benefits of local, healthy, fresh produce with large food service contracts such as Sodexo. Some of the events also included cooking demo's, showcasing the produce provided by Sustainable Synergy's local farm resources. Locations of events included three of our targeted sites, including Downtown, Dr. Phillips and Osceola, as well as, Winter Park, Rollins College and Orlando Utilities Commission (OUC).

Additionally, the YMCA along with the West Orange Health Care District ran a Farm to Table fundraising dinner in October of 2016. Chef's from 6 local restaurant's purchased produce from local farm partners including: Lake Meadow Naturals, Long and Scott Farm, Frog Song Organics, Do Good Farm, and Tom West Farms for the event. Each of the farms received recognition at the dinner and was acknowledged in the program. Each farmer had the opportunity to speak at the event and talk about their farms and growing methods. The farm to table dinner impacted over 150 community members, providing them with a unique experience, an excellent locally produced meal and put local farms on the forefront of the conversation. This farm to table event was an addition to the Winter Garden Fall Festival held in conjunction with the Winter Garden Farmer's Market which has over 100 vendors supporting 20 farms such as: Allison's' Apiaries, Jnan Riyad, Gardners Fresh Produce, Mannix Vanilla, Che Bella Cheese, The Farmacy, Holy cow!, Abby's Fersh herbs, Green Sky Growers, Bonjour Dressings, TJE Seafood and more.

In 2016, along with our renovations at the Roper and Dr. Phillips locations (two of our target locations), we saw the introduction of an online platform to communicate and interact with our members called MyWellness Cloud. This platform allowed us to expand our reach into our membership base and within the community to provide food literacy and nutrition education on a larger scale. We utilized this opportunity to provide 8 virtual lectures and recipes surrounding various health topics and the benefits of local produce including: heart health, super foods, and cancer nutrition. From the 8 virtual lectures, we were able to share this information with 2,840 members of the community, while tying back to their health benefit for buying from local farmers.

Finally, in October 2016, The Axum Market Café opened at the Dr. P. Phillips YMCA, with a grand opening event that included nutrition education, cooking demos and menu tastings introduced over 200 members of the Dr. Phillips community to the café and Do Good Farms. Axum continues to offer healthy menu options and uses seasonal ingredients. The majority of their fresh produce comes from Do Good Farm. Axum market café along with Do Good Farms samples food and smoothies for our members and educates the community on their sustainable farming practices. Axum market café provides healthy options to all members of the community and includes education on the benefits of locally sourced foods. Axum averages 120 daily visits, impacting over 50,000 in the community in 2016. Since opening, they have expanded their reach to over 150 visits per day, impacting over 55,000 in the community this year. This growth continues to support their partner Do Good Farms.

In 2017, we continue to operate farm stands alongside of our community partners. The Oviedo and Lake Nona stands continue to run successfully on a weekly basis. In fact, since the beginning of the project, they have increased their sales at the Lake Nona location from between \$200 – \$300 to \$800 – \$1,200 each week. The Farm Stand at the Roper YMCA fell through in at the end of June. Due to the popularity with the Y membership base, an attempt to resurrect the farm stand at Roper, as well as, Dr. Phillips, was made to have our consultant Seed 2 Source manage a weekly farm stand, however, they were unable to deliver the same produce through their resources as the previous provider and were

thus unsuccessful after the first week. However, Seed 2 Source was able to connect us with Fleet Farming a local nonprofit 501c3 to teach neighbors how to grow in their own backyard with sustainable methods in turn supporting the local economy in our outreach communities. With this new partnership, we were able to launch a weekly farm stand at the Tangelo Park and South Orlando Family Centers from July – August. Each site hosted 8 markets and impacted over 240 members of their communities. Unfortunately, due to Hurricane Irma impacting the Orlando area, Fleet Farming lost all their produce and was unable to continue to support the farm stand at these locations. Other partners such as Collette’s Clean Eats and New Moon Juice were on hand at some of our locations to provide cooking demos and tastings. Both of these partners share a relationship with the local farms that the YMCA of Central Florida has been working with.

We continue our offering of cooking demo’s at the Roper and Dr. Phillips locations on a monthly basis. We added on additional partners to help us deliver this program, including 6 new local chef’s and registered dieticians. For the months of January through August 2017, the Roper and Dr. Phillips locations hosted 15 demo’s or lectures and impacted over 400 members in the community. We continued to utilize our virtual platforms to expand our reach, bringing on Oviedo, Blanchard Park, Downtown and Frank Deluca, providing four virtual lectures and recipes on healthy eating and reaching 940 community members. Alongside Orlando Health, we focused on our youth and provided nutrition lectures to our camps at the Dr. Phillips location, impacting over 120 youth in the community. For the summer, we also expanded our reach by utilizing our resource, Chef and Integrative Nutritionist Gary Appelsies, Director of Healthy Eating, to provide 2 monthly lectures at 10 of our family centers, including: J Douglas Williams, Winter Park, Titusville, Oviedo, Dr. Phillips, Frank Deluca, Golden Triangle, Osceola, Downtown and Roper (four of which are our target sites). Gary’s Summer Food Tour focused on teaching communities about healthy eating and healthy cooking practices and using fresh local in season produce to create the recipes. The 20 events hosted at the 10 centers impacted over 1,057 in their communities. As we continue to talk about healthy eating and better nutrition between April and October of 2017 Chef Gary has developed a recipe section and over 150 recipes of which over 60 are now posted on the YMCA of Central Florida website.

Additionally, The YMCA of Central Florida along with Seed to Source worked with our community partner Orlando Utilities Commission (OUC) in early 2017 to build a sustainable garden at their facility. This garden is a teaching opportunity for employees to learn about sustainable farming. Lunch and learn events were conducted by the YMCA’s Director of Healthy Eating which includes a cooking demo featuring produce from their garden along with local produce from various partner farms. Classes are being held quarterly and produce from local farms is made available to employees for purchase. The OUC is also a partner in our Communities for Health Program; Farm fresh veggies are available for purchase during their biometric screening events along with cooking demonstrations featuring the produce that is available at each event. The next series of lunch and learns for the OUC is scheduled for the week of November 13, 2017. This lunch and learns will reach 200+ employees and give them access to a farm stand as well.

As of September of 2017 we have opened a new café at our Frank Deluca YMCA in Ocala, FL. A healthy concept which will use fresh local ingredients and continue to build on our core values of Healthy Living, Youth Development and Social Responsibility. During the final phase of the grant period we had 2 cooking demos in the café to help promote the café concept and introduce the community to new upcoming partnerships in the agriculture community.

The YMCA hosts evidence based programs at 5 locations including programs such as Livestrong at the Y, Enhance Fitness, Moving for Better Balance, Healthy Weight and Your Child, Healthy Heart, Take Control and Healthier Live Rx are all open to anyone in the community. Each of these programs has a component on Food Literacy and education. We work with the participants of each program on a group basis and discuss the value and the importance of what they put into their bodies and include healthy

food options from our partners such as Axum market when able. During the duration of the grant, these programs were provided to over 750 participants.

b. **Impact on Community:** Based on the summary above, over 102,000 members of the 19 communities we serve were impacted by the cooking demo's, educational lectures, virtual educations, farm stands, and more. Additionally, this work impacted over 20 farmers with opportunities to sell their produce and leverage this initiative for additional collaborations with local employers.

ii. **Goal/Objective 2: Hire a staff person to head up the Y Farmer's Market Program**

a. **Progress Made:** Over the two year grant period, we focused on utilizing consultants to manage our partnerships with farms and our farm stands. Therefore, both our partners did not feel the need to hire additional staffing to assist with the work load. The Y, however, did bring on a project coordinator to assist the Grant Director in ensuring all metrics of the grant were met. The project coordinator was an already established position within the YMCA.

b. **Impact on Community:** Through having the assistance of the project coordinator working alongside of our farm consultants we were able to do greater community outreach to bring together more of our partners in the community. This allowed us to raise awareness outside of the YMCA and created programs with partners such as OUC and Rollins College as well as adding to our Evidence Based programs and Communities for Health.

iii. **Goal/Objective 3: Plant a Community Garden at each of the seven locations listed in the grant request.**

a. **Progress Made:** In April 2016, we partnered with a new consultant, Seed to Source, to be lead partner in connecting us with the farming community and help expand our supplies and impact on farms, as well as, prepare, implement and manage our gardens. As stated in our work plan, we began planting gardens at our target sites in the spring of 2016. We launched our first two gardens at the Osceola and Wayne Densch Family centers. Working in conjunction with our members through surveys and "town hall" meetings we were able to determine the culturally relevant food that was lacking in the community. Gardens that were planted in these two communities were rich in Mustard Greens, Collards and lima beans were among the foods that were planted. There was also a need for herbs and other types of lettuces along with tomatoes. In the Wayne Densch Community, a community that is a food desert, our members were educated by our farm partner Seed to Source and were taught how to build gardens in their backyards, apartments and on their terraces using items that are inexpensive or just laying around the house. (Such as milk cartons, soda bottles, etc). The success of this was that we began to see our members come into the YMCA and exchange with each other different foods that they were growing. Twelve of our members were very active in the process and were trying to help the rest of the community to follow suit. The excitement of the program at the beginning dwindled down as we lost engagement from our family center staff. Plants were dying in the family center due to lack of maintenance and water continually being turned off to the systems. This lead to the need to replant and an expense that was not sustainable in the long run. Ultimately, those who were active lost interest and the community gardens failed. We planted 2 tower gardens as well at our Downtown and Blanchard Park locations. At the Downtown YMCA, the initial planning started with a garden club and creating a community garden was of interest to many members but no one who was interested took the time or showed up to take part and ownership of the garden. At the Blanchard Park YMCA we had two volunteers who were a master gardeners. They were hoping to get more volunteers and partners to help in the up keep and maintenance of the tower garden, which included: nasturtiums, basil, oregano, cinnamon basil, bibb lettuce, micro lettuce blend, rosemary, parsley and cilantro . Unfortunately, similar to our other gardens there was lack up buy in and up keep, causing loss of the plants and

garden within one month. The long term sustainability of replanting continually without a harvest was disappointing and lead us to discontinue the program.

b. Impact on Community: Through the four gardens that we planted, Wayne Densch, Osceola, Downtown and new objective Blanchard Park, we were unsuccessful with our execution, but not in our impact. We found in the Wayne Densch Community we had 12 members who began to plant in their own backyards and shared their produce with other members of the community. Our volunteers at each site were enthusiastic and interested in learning more from our farm partners. We preformed food literacy education programs in each of these communities via the YMCA's Director of Healthy Eating and our partnership with Orlando Health and Seed to Source. Cooking demos along with farm stands have been the most successful part of our program. Not just reaching members and teaching them healthy alternatives to culturally relevant foods but providing them recipes and the resources of local farmers or farmers markets at which they can purchase the produce. Our silver sneakers members were the most engaged in our programs. Silver Sneakers reaches thousands of members of our community.

iv. **Goal/Objective 4: Once the initial program is in place, expand this program to all 25 Central Florida YMCA locations.**

Distribution:

a. **Progress Made:** At the beginning of the grant period in 2015 we started small, focusing on three sites, offering two weekly farm stands and cooking demos through our YMCA teaching kitchen at one site. With strong attendance and interest from those communities, we were able to expand our offerings over the next two years to 16 sites utilizing resources to offer cooking demo's, food literacy, farms stands, gardens and education. While we have not fully expanded into all 25 of our locations we have made significant impact in over half of the YMCA locations in central Florida. During the grant period, we found offering pop-up farm stands and structured demo "tour's" to be most effective for impacting our communities. Thus, we look to utilize the lessons learned and initial success at our 16 centers to grow and deepen our impact through continued demo's, stands and virtual sharing of events. Our current food tours and lecture series reach over 1000 people each month and create access to healthy local food. Thus allowing access to these demo's virtually could drastically increase the impact on the communities we serve and allow sharing and syndication for ongoing literacy and education.

b. **Impact on the Community:** As you can see from the narrative above, we showed great growth in the last two years of the grant period. We started in October 2015, offering 11 demo's and impacting 1,433 people to offering a multitude of events, lectures, gardens etc. and impacting over 100,000 people within the communities we serve by the end of this grant period.

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:** Seed to Source 4, and Jnan Riyad 2, Fleet Farming 2
 - ii. **Number of jobs retained:** 17
 - iii. **Number of indirect jobs created:** Lake Nona, South Orlando, and Tangelo Park, have all been influential in creating indirect jobs. Jnan Riyad and Fleet Fleet farming both had need for increased staffing or staff time to full fill the needs at the 3 locations. From picking produce to delivering to the farm stand locations.
 - iv. **Number of markets expanded:** 5 full time markets, (Lake Nona, South Orlando, Tangelo Park, Roper and Oviedo YMCA's) 11 pop-up markets (Dr. P. Phillips, Wayne Densch, Downtown, Blanchard Park, Winter

Park and Osceola, Titusville, Golden Triangle, and Frank Deluca YMCA's) In addition we had pop up markets in conjunction with our Communities for Health Partners at Rollins College and OUC.

- v. **Number of new markets established:** All markets above were new to our community.
- vi. **Market sales increased by** From \$200-\$300/weekly at start of the grant period to \$800-\$1,200/weekly, an increase by 260%.
- vii. **Number of farmers/producers that have benefited from the project:** 27
 - a. **Percent Increase:** 100% since we never had a farmer's market program all the farmers were new to working with us.

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?

In the last quarter of our grant period we concentrated our efforts in our low income/low access communities. Those two communities South Orlando and Tangelo Park now have a weekly farmers market that is run by Fleet Farming. Fleet Farming is providing foods that are culturally relevant and sought after in those two communities along with other staples. Along with our partnership we worked with Fleet Farming on helping them to become a provider for SNAP and Fresh Access Bucks at our Family Centers. This has opened up a door to creating greater access to our members and the local community.

4. Discuss your community partnerships.

i. Who are your community partners?

Seed to Source, Frog Song Organics, Lake Meadow Naturals, Maya Papaya Farms, Berkmeier Family Farms, Tom West Blueberries, Harvest Moon Farms, Southern Hills Farm, Jnan Riyad Farms, UCF College of Medicine, Rosen School of Hospitality Management, Orlando Health, West Orange Health Care District, Audubon Park Farmers Market, Local Roots, Fleet Farming, Axum Market Café, Do Good Farm, Collette Clean Eats, New Moon Juice, Sysco Central Florida, Fresh Point Produce, Long and Scott Farm, City of Orlando, ORL Food Lab, Florida Academy of Nutrition and Dietetics, Florida Organic Growers Association, The Kitchen House and Garden, Barefoot Farm, Pappi's Patch, Gone Organic, Plow Boys, Kissimmee Green Farm, Strawberry Passion Farm, Natures Hand Cattle Company, Wainwright Dairy Farm, Lady Moon Organics, Organic Girl, BobCat Acres, Titusville Organics, Semilla Nativa, Holloway Tree Farms, Webbs Honey, Winter Park Honey Living Vitalitea, Noahs Farm, Gary Fuller Farms, Winter Garden Farmers Market, Alfresco's, Sodexo, Welli Desserts, C5 Catering.

ii. How have they contributed to the overall results of the FMPP project?

Each partner has been an integral part of our program. Be it providing food literacy education, cooking demonstrations, tours of their farms, produce, help in building gardens, or setting up farm stands at various events and YMCA locations, each partner had an impact on the lives of members of our communities. They have each raised awareness of local produce that is available to the community and where they can get it as well as what's available locally during each season. They were instrumental in helping the Y to continually refine its approach to make this grant successful; ultimately providing access to fresh fruits and vegetables to individuals and communities who otherwise may not have had this opportunity.

iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? Each of our partners will continue to grow with us and our community. We are developing future programs for cooking classes and food literacy. We plan to continue our work in our "food deserts" and with the help of our partners be able to offer SNAP and Fresh Bucks benefits at future farm stand locations.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Sustainable Synergy dba Seed to Source has been our main contractor for this project. They have been the conduit to sourcing from many of the local farms and farmers market to get produce to the YMCA of Central Florida markets and events. Throughout the grant, we had difficulty finding a reliable consultant/partner to assist

in relationship building with farmers or providing produce. Both the consultants/partners we had chosen to help us source and administer the grant, over promised and under delivered and were difficult to keep on track and collect accurate data. Where we found our success, was working directly with independent farmers like Fleet Farming, Gary Fuller, and Jnan Riyad, who came in understanding the need to grow, consistently deliver and build relationships.

6. Have you publicized any results yet?* No results have been published.

- 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? Axum Market Café, Seed to Source, Fleet Farming and Jnan Riyad have all had very positive feedback. This feedback has led to discussions about more community events around local farms and growing. More scheduled programming in 2017 and an increase in the amount of cooking classes and nutrition education that will be happening.

- i. **If so, how did you collect the information?** The feedback we received has come through the members and participants, Executive Directors and Staff at each YMCA Family Center. Feedback was received through casual discussions with our members at each facility.
- ii. **What feedback was relayed (specific comments)?** “I look forward to this market every Monday”, “Great to have a market inside the YMCA, it makes it easy for me to get my produce”

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?**
No income was generated from the Y’s standpoint. Only the farm stands generated revenue and that was all handled by our partners directly providing the services on site.

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. Perhaps the most positive outcome was the addition of SNAP and Fresh Bucks availability at farm stands in our low income/low access areas. Not only does this allow individuals to purchase fresh produce, but many of these communities are food deserts.
 - b. Pairing cooking demonstrations with a recipe and “boxed produce” creates a larger interest and ease for the community. Having local farmers provide the produce for cooking demo’s and also easy to grab and go boxes allows participants to watch, learn, taste and take home to do on their own.
 - c. Virtual access and syndication has a deeper reach into the community. With busy schedules, it can be difficult for families to attend the on-site demos. Recording the demo’s or providing “live” and allowing for access from anywhere anytime, as well as, allowing to share on multiple platforms helps to spread further and deeper into the communities we serve.
 - d. Increasing access to fresh fruits and vegetables had a direct impact on the consumption of fresh produce especially when paired with recipes and cooking demonstrations.
 - e. Farm stand locations that have a consistent and reliable operator are the most successful. If they lack in produce, listening to the needs of the community and/or have poor customer

services skills, or are inconsistent in showing up and on time, they will not succeed. Once we had established markets they became a space for increased food literacy education and an increased revenue stream for their farms and opportunity for expansion of additional vendors.

- f. Throughout the grant, we had difficulty finding a reliable consultant/partner to assist in relationship building with farmers or providing produce. We discovered that the partner we had chosen to help us source and administer the grant did not have all the means or the ability to work with the other farms that they gave reference to prior to forming a partnership. It was a struggle with both our partners to have them consistently deliver on their promises to supply produce, education and accurate data. This set us back as we discovered that many vendors did not see us as a viable option for their time many of whom showed up once and failed to return without notice.
- g. Gardens are difficult to house out of a family center without all staff buy-in and a dedicated staff person to maintain and check-in on. We discovered through our work that although there was a strong want from staff, members and the community, it was not within our centers scope as there was no follow-through or commitment once installed.
- h. Seasonal changes, droughts, and hurricanes often make it difficult to grow in Central Florida limiting the amount of fresh local produce that is available. Last year's drought caused many of our resources to have limited quantities or availability and most recently hurricane Irma wiped out and flooded many farms again causing limited or no availability of fresh produce.

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

We found that consistency was key. When we had farmers who were willing to be a partner and show up on a regularly scheduled days and hours we experienced success. The first few times are the hardest as people get used to seeing the farm stand. Personable staffing and consistent promotion at the location are also key factors to success. While we didn't reach all 25 of our family centers we learned that for our membership and community virtual learning has helped us to create a deeper and broader connection and reach into the community. While the resources might not be available on site we are able to direct individuals to find the resources in their community, this gives us the ability to potentially reach our entire member base.

ii. 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. A project of this size requires a dedicated full-time staff person with additional part-time support who is solely dedicated to the program. If you have staff or volunteers who's only responsibility is to work with and coordinate the farmers, setup cooking demo's, manage and maintain gardens, develop and follow work plans you can house multiple sites out of that team. Also, it is important to start small at one or two sites, setup a procedure and discover flaws and issues as they arise, track progress and develop a "white page" it is easier to replicated on a larger scale.
- b. Developing a work plan and budget and monitoring on a monthly basis is key to staying on track. Have your plan and stick to it, growing with each step. Trying to implement too many things at once can quickly take you off track. Ensure all your support teams are on the same page (finance, marketing, etc).
- c. Find a solid, reputable and reliable partner or contact to assist with connecting with farmers. Ensure they deliver on their promises and have a backup plan for when things fall through.
- d. Many of our local farmers don't understand or think about working with a consulting source or with a community organization like the YMCA. By building out a network of community organizations that can support Farmers/Farm Stands the community impact would increase greatly. Especially around the area of SNAP benefits for low income areas. Where food not only can access to fresh produce be increased but it can be affordable as well.

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. Live broadcasts.

We believe expanding upon our food literacy, cooking demos and boxed produce plan will improve our deliver, interest and outcomes. That's why we've partnered with UCF Culinary Medicine. The YMCA of Central Florida has partnered with UCF College of Medicine and the Rosen College of Hospitality Management to provide a curriculum of cooking demo's provided by medical students to the community. These cooking demos will be paired with farm stands but also be interactive, providing the participant the opportunity to cook alongside the medical students. We believe this is the next step to further our success. The Field of Culinary Medicine is emerging and incorporates current research on healthful foods, nutrition, and cooking into the practice of medicine, in order to promote health and wellness and to assist with the prevention and treatment of chronic health conditions. Through this program we will be utilizing fresh local produce and have produce available for purchase at the end of classes for community members to bring home and recreate the recipes they learned.

We also have plans to continue our "seasonal cooking tours" where we will look to grow upon the success of our first and expand our reach to over 1500 members of the community exposing them to seasonally available foods that are culturally relevant. Farm Stands will be available at cooking demos to provide boxed produce that coincide with the demo's to further promote local farmers. Our next planned tour, Home Cooked Holidays Tour, begins in October and will visit 9 different family centers and include 21 demos.

Our first large scale virtual event was a Facebook live Sunday supper. We invited the entire community to come together and learn how to cook a healthy meal with their families and friends. We partnered with the Family Dinner Project, Whole Foods Market, Edible Orlando, Florida Academy of Nutrition and Dietetics to raise awareness around healthy cooking and creating a healthy family. The event was a huge success with over 150 viewers live on line and an additional 1500 plus views of the recorded event. We plan to do this 6 times per year and will be going out to farms for a true farm to table experience and highlighting their local fresh produce that is seasonally available. We also plan to record our cooking demo's and provide access for the anyone in the community to view on their own schedule.

We also believe that as we grow with our farm partners and our relationship with Florida Organic Growers we will be able to increase the amount and frequency of our farm stands and access in low income communities.

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?

As mentioned above, we look to continue to grow and learn from the lessons learned through this grant. We hope to expand our reach through virtual avenues and deepen our relationships with local farms to provide pop-up seasonal stands for the community, produce for our demo's and tours, and a resource for access to the community. Also, with the somewhat harsh climate we have in Central Florida, at times, we may need to expand the radius of what we consider "local" when droughts, hurricanes and other natural occurrences make local produce offerings limited or scarce. We plan to continue to grow and provide access to fresh, local produce, as well as, quality education to all the communities we serve. Just as in during this grant period, we look to learn from our success and failures to continue our growth.