

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, 2014 thru September 29, 2016
Authorized Representative Name:	Garth R. Nobles JR
Authorized Representative Phone:	(362) 362-2276
Authorized Representative Email:	GNobles@cityofliveoak.org
Recipient Organization Name:	City of Live Oak Community Redevelopment Agency
Project Title as Stated on Grant Agreement:	Live Oak Farmers Market
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-FL-0041
Year Grant was Awarded:	2014
Project City/State:	Live Oak, Florida
Total Awarded Budget:	\$61,130

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: Kim Smiley; Email: KSmiley@cityofliveoak.org ; Phone: (386) 362-2276

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: Hire and Train a Market Manager and Outreach Manager**
 - a. Progress Made: It was essential that professional staff was developed to give the market a chance for success. With the funding for both a new market manager and an outreach manager, we assured that the maximum effort was be made to bring farmers and consumers together. Collaborating with various social service agencies was essential and time consuming. Professional management ensured quality control on vendor products and the good management practices provided supported the success and sustainability of the operation of the market.
 - b. Impact on Community: The City of Live Oak was able to see its first organized and professionally run Farmers Market. Provided local citizens with access to fresh food products available in a centralized location.
 - ii. **Goal/Objective 2: Host workshops and mentoring opportunities for farmers and local food entrepreneurs**
 - a. Progress Made: Developed with the Markets project partners. Workshop training and mentoring improved the knowledge of the existing and potential market vendors. Subjects included: business start-up, accounting and financial literacy, capital access, market and revenue growth, business plan development and human resources, value added products, food safety, post-harvest handling, building a food safety plan, and meeting consumer demand by implementing farmscaping and other integrated pest management strategies to reduce pesticide use, and crop pollination through beekeeping and encouraging native pollinators.
 - b. Impact on Community: These workshops helped Suwannee Valley farmers and local food entrepreneurs to meet the consumer’s needs and helped to preserve the natural resources of the area. Consultant’s consisted of, UF/IFAS Suwannee Valley Agricultural Extension Center, UF/IFAS Suwannee County Cooperative Extension, University of North Florida Small Business Development Center (UNF-SBDC).
 - iii. **Goal/Objective 3: Provide Know Your Farmer, Know Your Food activities that educate the community about the Live Oak Farmers Market, seasonality of produce, nutrition, cooking, food storage and the farmers that grow their food**
 - a. Progress Made: Developed with project partners, outreach materials that included market information, seasonality of produce, nutrition, cooking and food storage; develop outreach activities that expand knowledge of locally produced food. We distributed outreach materials and held outreach activities at the market and other locations in partnership with project partners.
 - b. Impact on Community: By using outreach materials and getting market information to citizens, this increased customer activity during market times. Citizens became more educated with the information provided regarding the nutritional benefits from fresh food and safe storage of the fresh foods.

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: 2 jobs were created.
 - ii. Number of jobs retained: 0 jobs were retained due to permanent closure of the market
 - iii. Number of indirect jobs created: 5 based on market vendor averages
 - iv. Number of markets expanded: 0 the market was not expanded
 - v. Number of new markets established: 1 during the 2 year period
 - vi. Market sales increased by \$100.00 and increased by 50%.
 - vii. Number of farmers/producers that have benefited from the project: 4
 - a. Percent Increase: 50%
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.? YES If so, how? We added the use of EBT for payment and providing free travel to the market vouchers in low income areas within the city. This increased the amount of customers slightly, until the transportation provider ended its service in town.
4. Discuss your community partnerships.
 - i. Who are your community partners? The **University of Florida, Institute of Food & Agricultural Sciences (UF/IFAS), Suwannee Valley Agricultural Extension Center (home to the Small Farms Program)** and the **Suwannee County Cooperative Extension Service** along with **University of North Florida Small Business Development Center (UNF/SBDC)**
 - ii. How have they contributed to the overall results of the FMPP project? Improved education and support of market vendors improved product quality and food safety as well as provided opportunities for expand product lines to the market vendors. Training and mentoring during the project period as well as the increased access to information about local products, health and nutrition, and food preparation and storage to improve Suwannee Valley residents' knowledge about foods grown in the region. Creation of programs that support Know Your Farmer, Know Your Food.

See Exhibits Attached:

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? While the market is closed at this time, all agencies continue to operate within our region to assist farmers and small businesses by continually providing educational classes and community outreach.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? The Market utilized Suwannee Valley Youth Advocacy for Social Media Services and Marketing of the Market.
 6. Have you publicized any results yet?* Not at this time.
 - i. If yes, how did you publicize the results? If we were to, this would be in our local paper.
 - ii. To whom did you publicize the results? To local citizens if publicized
 - iii. How many stakeholders (i.e. people, entities) did you reach? It is estimated that publicity regarding the market during operation reached over 1000.

*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). See attachments for publicity items used.
 7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information? Through Social Media outlets, local newspaper and citizen contact at City Hall. Vendors also provided feedback directly to the market manager.
 - ii. What feedback was relayed (specific comments)? Feedback was mostly regarding the days and times of the market. Vendor feedback was predominantly about the lack of citizen participation.
 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? The total income generated was \$651.00. These dollars were used to pay for Port-a-let's and services during Market Days, Newspaper ads to promote the Market and a cell phone and service that that EBT could be available to customers.

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.

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). The Market Manager communicated well and listen to current vendors and potential vendors to arrive at a better day and hours for the Market. The day that seemed to work the best was on Tuesday. It was also decided that the Market should be moved downtown for better exposure as well. The Market had more increased activity with both vendor & customers during special events our Market Manager promoted using social media and the local newspaper. Radio ads were also purchased to remind locals on the day of the market.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Increasing the amount of farm vendors, customer traffic and jobs were not achieved. Largely due to, not enough interest from farms willing to sell their products at our market. Larger farms seemed to concentrate their interest in selling the products on a larger scale, such as bulk market buyers. As a result we ended up with many more craft and specialty food items. We had many market days of bad weather and this effected both vendors and customers, due to the market not having a permanent covered structure for protection from the weather. The Market Manager also complained of the lack of commitment from vendors, who would frequently not show up, even though they confirmed their attendance.
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project: A permanent covered structure to hold a Farmers Market will eliminate most bad weather conditions and still allow the market to do business. Attendance by vendors and customers was higher once SNAP Program coupons were issued. However during the last few months of the Market these coupons were delayed being issued. By the time they were issued in 2016 the Market had already closed. Providing Special Events does generate more public participation.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? The Live Oak Farmers Market at this time has not continued beyond the performance period. The Market was unable to become self-sustaining, and no funds were budgeted to support keeping the Market open.
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? Area farms should be researched better to gauge what level of commitment they could provide to a Farmers Market. A seasonal only market could be encouraged during peak growing periods.

Objectives

As a result of this presentation, you will be able to:

- I. Comprehend the regulations related to selling raw fruits and veggies as well as processed agricultural products in Florida.
- II. Understand FDA labeling requirements.
- III. Use provided resources for further investigation.



UF UNIVERSITY of FLORIDA
IFAS Extension

Raw Agricultural Commodities

- **Raw agricultural commodity:**
 - Fruits and vegetables that are washed in their unpeeled natural form prior to marketing.
 - DBPR does not have specific requirements for selling raw fruits and vegetable to restaurants.
- **Do I need a permit or license to sell raw fruits and veggies?**
 - No permit or license from FDACS
 - No local business/occupational license

UF UNIVERSITY of FLORIDA
IFAS Extension

Raw Agricultural Commodities

- **Florida Statute 205.064**

“A local business tax receipt is not required of any person for the privilege of engaging in the selling of farm, grove, horticultural, floricultural, or products manufactured there from, except intoxicating liquors, wine, or beer, when such products were grown or produced by such person in the state.”

UF UNIVERSITY of FLORIDA
IFAS Extension

Raw Agricultural Commodities

- **All fresh fruit and vegetables must be sold either by weight, by the bunch or by number**
- **Selling produce by weight**
 - Your scale must be a certain kind and it must be inspected.
 - Permit info (\$40): <http://tinyurl.com/689cy9s>
- **Otherwise, sell by piece, bag, basket or handful**

UF UNIVERSITY of FLORIDA
IFAS Extension

Raw Agricultural Commodities

- **Exception to the rule¹:**

- Tomatoes (T-GAP and T-BMP rules and regulations)
- Must be packed and washed in a permitted facility.

- **Exemptions:**

- Tomatoes sold by an individual grower to a consumer on the premises on which they are grown or at a local farmers market, at a U-Pick operation, or at a roadside stand not to exceed two twenty-five pound boxes per customer.

UF UNIVERSITY of FLORIDA
IFAS Extension

1 - <http://tinyurl.com/6x5l7vh>

State Regulations Require

- Complete the food protection manager certification.
 - Build, retrofit, or lease a facility that meets the minimum construction standards.
 - Obtain a food permit from the FDACS Division of Food Safety.
- Sometimes:**
- Obtain a mobile vendor permit (if selling off site).
 - Letter of Process Approval (low-acid and acidified)

UF UNIVERSITY of FLORIDA
IFAS Extension

Product Traceability

- Self-generate:
 - Batch numbers at the time of packaging. Can be as simple as a date code.
 - Batch numbers should be kept in an organized database.
 - Should be able to relate cleaning protocols, raw ingredients, name of the product, recipe used, etc. all back to the batch number.



Conclusion

- If processing and selling locally you are required to have:
 - Certified food protection manager
 - Facility that meets minimum construction standards
 - Apply for an annual food permit from FDACS
- The information contained within this presentation was compiled using pertinent state statutes and guidance from the FDACS Division of Food Safety.



Division of Food Safety Contact Information

Florida Department of Agriculture and Consumer Services

Division of Food Safety
3125 Conner Boulevard, Suite D
Tallahassee, Florida 32399-1650
(850) 245-5595 Telephone
(850) 245-5553 Fax

foodsafe@freshfromflorida.com EMAIL



My Contact Information

ELENA TORO

UF/IFAS Suwannee County Extension

(386) 362-2771

etoro@ufl.edu





A work shop for kids to learn basics of growing items they can eat. Class is provided with the materials to grow 2 things they can eat. The Live Oak Farmers market Manager will provide materials for students to make one in class & one to take home and do with their parents.

Class held by (Cristina Esperance)
(Jennifer Turner)
5/13/15
5/14/15
5/20/15

Grow It & Eat It

How to Grow your Squash in a Container

What You'll Need

Squash plants or seeds

Containers

Stakes or cages for vining plants

Good quality potting soil

Trowel to dig holes or you may use your fingers if you prefer

Gardening gloves

Watering can or hose

Fertilizer suitable for vegetables

Growing squash in containers is a great way to make vegetable gardening easier. There are several good reasons to grow squash in containers. They can be moved into frost-free areas to extend the harvest period. Containers can be placed where they are easily accessible and easy to harvest. It is also easier to check water saturation in a container. Below are steps to assure successful planting and growth of squash in containers.

Step 1- Choose and Prepare Containers

Use a new pot at least 12 inches high and wide. Half barrels are also good for planting squash. Make sure there is drainage at the bottom through one or more drainage holes. If you want to use a pot that has been used before, make sure it is thoroughly cleaned with soap and water, rinsed and sprayed with a bleach-water mixture (7 parts water to 1 part bleach) to sterilize it.

Check the plant growth information to see whether the squash is bush type or vining. Vining squash plants will need to be staked. You can use a tomato cage, trellis or sticks in a teepee shape depending on where the container is placed, the shape you prefer, and what materials you have available.

Step 2 - Choose the Right Soil and Plant the Squash

Use good-quality, well-aerated and good-draining potting soil with lots of organic matter. Fill the container 3/4 full with your potting soil if you are planting a plant or within 1 to 2 inches from the top if you are planting seeds. If you are staking your squash, place the stakes after you fill the pot with soil and before planting. You will generally want 1 plant per pot depending on the growth pattern of the squash.

For a squash plant, place the plant close to the stake and fill in the potting soil around the plant. Water thoroughly and slowly. After the soil settles add soil to fill the container within 3/4 inch of the top, press down around the plant to settle it, and water again.

For seeds, press 5 to 6 seeds in the center of the pot and cover with 1/2 inch of soil mix. Water thoroughly and deeply. After the seeds sprout, cut back to 2 plants. When they are 8 to 10 inches high, carefully pull out and transplant one and leave the other in the container.

Step 3 - Find the Right Location in Your Garden

Squash need 8 hours of sunlight a day. It needs to be planted after the danger of frost is past, and the soil needs to be kept warm. It also needs to be protected from wind. Find a place in your garden that meets these requirements and where the container or containers are also easy to get to for maintenance and harvesting.

Step 4 - Container Watering and Maintenance

Water often enough so that the soil stays moist but not soggy. Check plants regularly for watering. Remember that clay pots dry out more quickly than plastic pots. As the squash blossoms and grows, fertilize weekly with a water-soluble or granular fertilizer made for vegetables.

WHO WE ARE

Annie's Project has been an educational program dedicated to strengthening women's roles in the modern farm enterprise for ten years. Sessions will combine lecture, discussion, and individual and small group activities.

Annie's Project will also help women find new ways to balance the demands of family, community, and professionalism within the Ag Community.

The program is in honor of Annie Fleck, a woman who lived in a small town in Illinois. She spent her lifetime learning how to become a better business partner with her husband.

MORE INFO

Martie Gillen, Ph.D., MBA
UF/IFAS Extension Family, Youth
and Community Sciences
PO Box 110310 / 3028A McCarty Hall D
Gainesville, FL 32611-0310
P: 352-392-0404 • mgillen@ufl.edu

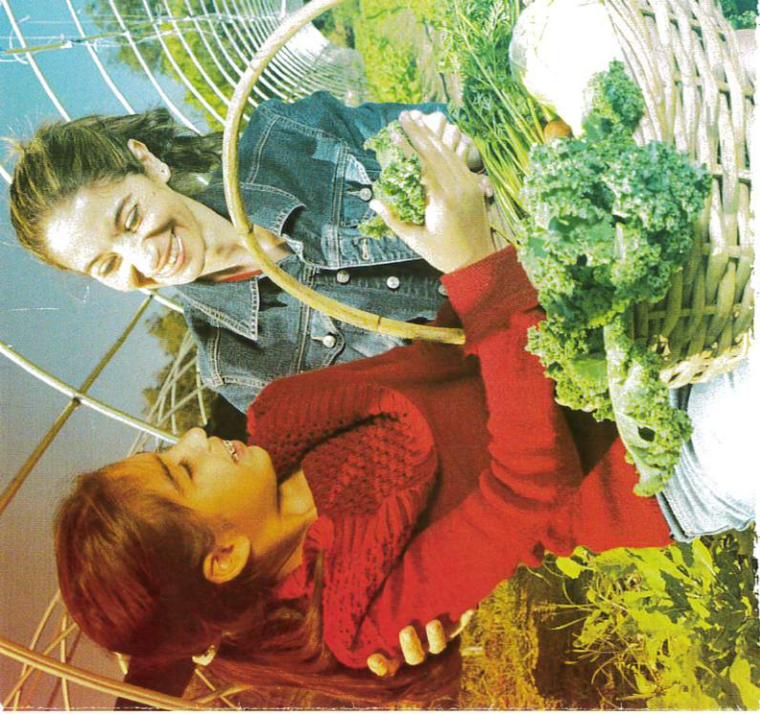
Suwannee County Extension Office

Class Dates:

August 14th, 21st, 28th
9am-3:30pm each day
(lunch provided)

<http://programs.ifas.ufl.edu/anniesproject>

UF | IFAS Extension
UNIVERSITY of FLORIDA



ANNIE'S

PROJECT

Striving to help women gain the knowledge necessary to be active and involved farm partners.

UF | IFAS Extension
UNIVERSITY of FLORIDA



Thanksgiving  Weekend

Heritage Festival

OLD TYME FARM DAYS

AND SWAP MEET

★
SOAP MAKING
★
ARTS & CRAFTS

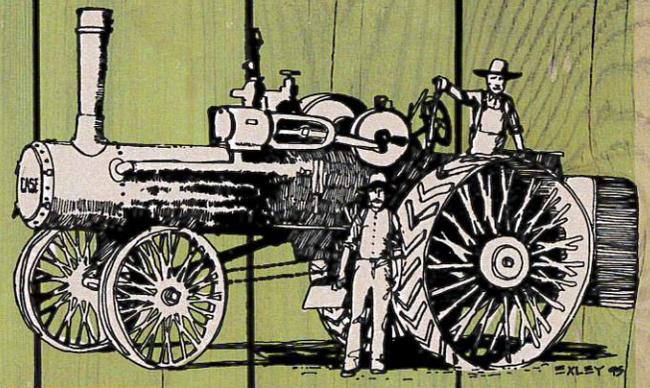
★
BLACKSMITH
★
ANTIQUE EQUIPMENT & EXHIBITS

★
KETTLE KORN
★
HOMEMADE ICECREAM

★
CANE GRINDING
★
JAMS & JELLIES

★
SYRUP MAKING
★
FOOD VENDORS

★
PETTING ZOO
★
KIDS' GAMES



NOVEMBER 27 & 28 | FRIDAY SATURDAY | \$1000 PER VEHICLE

THANKSGIVING DINNER
NOVEMBER 26 | THURSDAY 12 PM | \$500 PER PERSON (BRING A COVERED DISH! (8-10 SERVINGS))



3076 95th Drive
Live Oak, FL 32060

www.MusicLivesHere.com
386-364-1683

For Exhibitor or Vendor Information Contact:
Vicki Cornett at otfdmanager@gmail.com
or call 904-206-9840



Live Oak Farmers Market

Mark Your Calendars!
Saturday Schedule: Feb ~ Aug 2015

Saturday, February 7th

9am to 1pm
REOPEN W/ NEW DAY & HOURS

Saturday, February 14th

9am to 1pm
11am: Cooking Demo—Chocolate Covered Strawberries by Farmer/Chef Bambi Liss

Saturday, February 21st

9am to 1pm
11am: Cooking with Kale Demo by Farmer/Chef Bambi Liss

Saturday, March 7th

9am to 1pm
11am: Chili Cook Off & Live Music

Saturday, March 21

9am to 1pm
1st Annual Health Festival

Saturday, April 4th

9am to 1pm
1st Annual Spring Festival

Saturday, May 9th

9am to 1pm
Mother's Day Celebration
Performance by Patchwork

Saturday, June 20th

9am to 1pm
Father's Day Celebration

Saturday, July 4th

9am to 1pm
Independence Day Celebration
Freedom Festival

Saturday, August

15th
9am to 1pm
Back To School Summer Splash

Tuesdays

Live Oak Farmers Market
@ John H. Hale Park
215 Duval St NE

REOPENS W NEW
DAY & HOURS
Tuesday, April 14th, 2015
from 2pm to 6pm
weekly through July

LiveOakFarmersMarket.com

Farmers Market Every Saturday

@ Festival Park, 115 Howard Street West

Facebook:
@liveoakfarmersmarket



Rules for Entry:

- Must pay \$25 entry fee
 - No chili from a can!
- Must use one ingredient from the Farmers Market & name the farmer
- Must bring a recipe (including all ingredients)