

**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 2015 – March 2017
Authorized Representative Name:	Sarah Cervone
Authorized Representative Phone:	(352)562-5138
Authorized Representative Email:	Sarah.cervone@gmail.com
Recipient Organization Name:	Florida Organic Growers
Project Title as Stated on Grant Agreement:	Hawthorne Community Farmers Market
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPFL009
Year Grant was Awarded:	2015
Project City/State:	Hawthorne, FL
Total Awarded Budget:	99,790

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. establish a space to conduct producer to consumer direct marketing

a. Progress Made:

1. Leased 4500 square foot facility located at 7040 SE HWY 301.
2. Acquired one million dollar liability insurance
3. Registered as a not-for-profit in the State of Florida.
4. Created website (www.hawthornemarketplace.org) and Facebook page for promotion
5. Began outdoor market with ten local food vendors
6. Established outdoor market policies and published policies on website
7. Acquired occupational permit from City of Hawthorne
8. Prepared indoors to begin indoor retail sales on May 2016

b. Impact on Community: Outdoor market has created a space for residents to access fresh and local food produced in and near Hawthorne where none previously existed. It has also enabled residents to congregate, meet, and begin the development of a local food community. It has also generated new opportunities to enter into the local food economy; four residents inquired about starting a food-based business and one resident began a new business selling baked goods at the outdoor market. The outdoor market has also stimulated an initiative to launch a veteran-oriented local food enterprise in Hawthorne.

i. Goal/Objective 2: create a state-permitted commissary for producers to legally wash, package and store agricultural products that will enhance marketing opportunities for producers

c. Progress Made:

1. Completed commissary kitchen and acquired state license permitting
2. Recruited four farmers market vendors to utilize kitchen for packing and value-adding surplus harvest. Four additional vendors waiting for inspection appointment

d. Impact on Community: The only commissary kitchen in Alachua County closed in 2015. The market provides an inexpensive means for producers to value-add products, and continued access to a commissary kitchen will maintain access to fresh and local food for residents in Hawthorne and surrounding areas.

i. Goal/Objective 3: create a food-based community education program that provides outreach, training, and technical assistance to local food producers and consumers.

e. Progress Made:

1. More than 112 workshops took place at the market ranging from gardening, health & fitness, environment and ecology, cooking classes, and more. We were able to exceed the original 52 workshops by

partnering with educational organizations offering free public education.

f. Impact on Community: Prior to the implementation of food-based community education program at the Hawthorne Market, nearly all public education programs conducted by our partners were concentrated in Gainesville leaving Hawthorne residents with limited access to food-based information. This program will increase access to food-based education and thereby fuel the consumption of fresh and local food by residents in Hawthorne and stimulate food entrepreneurship activities.

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: 32 vendors
 - ii. Number of jobs retained: 32 vendors
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 1
 - vi. Market sales increased by \$40,000 and increased by 100%.
 - vii. Number of farmers/producers that have benefited from the project: 12
 - a. Percent Increase: 100%
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? The new market is located in a predominantly low-income portion of the county that is disproportionately represented by African-American residents with no previous access to fresh and local food. New customers were reached through social media, fliers, and in-person visits to local businesses and churches.
4. Discuss your community partnerships.
 - i. Who are your community partners?
 - a. Freshwagon operated by Bruce Waite (2015 FMPP grant recipient)
 - b. Forge operated by Anna Prizzia
 - c. Repurpose Project operated by Sarah Goff
 - d. Grow Gainesville operated by Faith Carr
 - e. Edible Plant Project operated by Joni Ellis
 - f. Alachua County Extension (contact Dr. Soo Ahn)
 - g. Florida Department of Agriculture (contact Mike Hall)
 - h. Family Nutrition Program (University of Florida IFAS)
 - i. Santa Fe College (contact Rhonda Morris)
 - ii. How have they contributed to the results you've already achieved?
 - a. The above partners have assisted in the development of a food-based community education schedule that addresses food-based introductory topics such as gardening, nutrition, food preparation, and food safety.
 - iii. How will they contribute to future results?
 - a. The partners will continue to contribute to food-based education throughout the grant period. In addition, Grow Gainesville has offered to help Hawthorne residents organize a 'sister' group called Harvest Hawthorne. We acquired a greenhouse to allow the Edible Plant Project to vend edible landscape plants at

the Hawthorne market.

5. Are you using contractors to conduct the work? No.
6. Have you publicized any results yet?* No
 - 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? Yes
 - i. If so, how did you collect the information? Distributed surveys at the market to participants and vendors to collect data on satisfaction, education program, spending habits, ways to improve the market
 - ii. What feedback was relayed (specific comments)? The most salient comment was that customers felt the prices on the produce was too expensive. This was particularly the case with organic produce and eggs.

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.
 - a. Positive experiences:
 - i. In addition to increasing access to and consumption of fresh fruits and vegetables in an area where there was none, the community market provided a much needed space for residents to meet, congregate and network. The market has become a social locus for farmers, consumers and like-minded folk to congregate and socialize.
 - ii. A new location outside of the mainstream local food network enabled new leaders to emerge within the local food community.
 - iii. The market also provided a space for food-based educators to engage in community outreach.
 - iv. This market model was copied in at least four other locations after a market manager visited our location and we shared our original grant proposal: Citra, Dade City, Gainesville, and High Springs.
 - b. Negative experiences:
 - i. Creating a social space in a neglected area also provides a space for criminal activity. The market became a 'hang-out' for individuals engaging in unlawful behavior, as it was an innocuous place to sell drugs. A few trespass warrants were issued in 2016.

- ii. Vendors have different work ethics, and some vendors simply dropped their produce off for other to sell and returned at the end of the weekend to collect money. This created conflicts among some vendors, and we were forced to modify the 'cooperative' nature of the work organization and implement consignment charges for those who did not contribute time and labor.
- ii. All goals and outcomes measure achieved
- 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 project of this magnitude needs more salaried personnel to manage and organize activities. One part-time and one quarter-time position was insufficient to cover the responsibilities of managing an indoor market, managing a commissary kitchen, and managing an education program. A minimum of three part-time positions, perhaps more, is necessary.

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? The market is in a position to become a food safety training and production location. The response from vendors seeking a commissary kitchen was far beyond our original expectations. Fees generated from training and production is expected to subsidize the retail aspect of the market and thereby ensure long-term access to and consumption of local and fresh produce. In addition, the market recently received a 'Fresh Access Bucks' grant which provides a one-to-one match (for every ebt dollar spent on fresh local produce, the recipient receives a matched ebt dollar to spend on another ebt qualifying product) to incentivize food stamp recipients. We expect this program to generate new consumers and expand the market into low-income communities even further.
- 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? Training and capacity building is essential for the long-term success of this market. Several vendors opted in to use the commissary kitchen, yet the skills, knowledge and expertise needed to achieve food safety licensure was lacking. The market manager and assistant manager were forced to engage in impromptu training to assist new vendors. We are currently partnering with Alachua County Extension to create a training program for farmers market vendors to meet licensing requirements.