

**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 – September 29, 2016
Authorized Representative Name:	Andy Glass
Authorized Representative Phone:	702-759-1201
Authorized Representative Email:	glass@snhdmail.org
Recipient Organization Name:	Southern Nevada Health District (SNHD)
Project Title as Stated on Grant Agreement:	Farm Fresh Out of the Desert (F ² OOD)
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-NV-0122NV-108
Year Grant was Awarded:	2014
Project City/State:	Las Vegas (metro area), NV (Clark County, Nevada)
Total Awarded Budget:	\$99,523

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: Nicole Bungum; Email: bungum@snhdmail.org; Phone: 702-759-1270

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff.

Objective 1: Increase the percentage of farmers’ markets in Clark County that offer Electronic Benefit Transfer (EBT) to 80%

Baseline = 2 authorized Supplemental Nutrition Assistance Program (SNAP)/EBT farmers’ markets out of 7 (29%)

Current = 6 authorized SNAP/EBT farmers’ markets out of 8 (75%)

Progress Made:

By the end of the project, we had increased the percentage of farmers markets in Clark County that accept SNAP/EBT from 29% to 75%. During the course of the project, we were able to assist and provide ongoing support to the following markets.

Ongoing support for markets accepting SNAP prior to the start of the project:

- Las Vegas Farmers Market (3 market locations)
- On The Ranch Farmers Market (1 market location) On the Ranch opened in the fall of 2014 and had applied for their FNS number prior to us beginning this project. However because they were a new market and new to accepting SNAP, we submitted a revised scope of work to the USDA requesting permission to assist them implement SNAP as a part of this project. The revised scope of work was approved by our USDA project officer.

Support to markets that began accepting SNAP/EBT during the project period:

- Downtown 3rd Farmers Market (1 market location)
- Fresh52 Farmers Market (2 market locations)
- Farms at Fantastic (1 market location)
- Green Chefs (1 market location)
- Vegas Roots Community Garden (1 location)
- Veggie Buck Truck Mobile Market (1 Mobile Market – Extension of Vegas Roots Community Garden)

Vegas Roots Community Garden and their Veggie Buck Truck were not included in the original proposal for this project, but during the project we had the opportunity to work with them and assist them with the process of accepting SNAP at their garden and mobile market. We made this opportunity known to our United States Department of Agriculture (USDA) project officer and have been including them in our project efforts since that opportunity arose.

Market	Number of Market Locations	Accepting SNAP/EBT	Previously Accepting SNAP
Las Vegas Farmers’ Market	3	Yes	Yes
On The Ranch	1	Yes* (Approval right before project started; Implementation	Yes

		occurred during the project period)	
Downtown 3 rd Farmers Market	1	Yes	No
Fresh52 Farmers Market	2	Yes	No
Farms at Fantastic	1	*Yes until market closed in August, 2016	No
Green Chefs	1	*Yes until market closed in July, 2016	No
Vegas Roots Community Garden	1	Yes	No
Veggie Buck Truck Mobile Market	1 (1 truck that makes multiple stops/week)	Yes	No

Unfortunately, in the last quarter of the project, two markets – Green Chefs and Farms at Fantastic both closed down. However, while not in our original proposal, we were able to assist the Vegas Roots Community Garden and their Veggie Buck Truck with receiving EBT authorization and now SNAP/EBT is accepted at both the community garden and the Veggie Buck Truck mobile market. The Veggie Buck Truck is the mobile market affiliated with the Vegas Roots Community Garden. They share the same FNS number and equipment, however because their needs and locations are different, we counted them as two separate locations for the purposes of this report.

There are still two local markets that do not accept SNAP/EBT - Connor’s Farmers Market, a seasonal market and Country Fresh Farmers Market. SNHD staff approached both market managers at different times during the project. The market manager at Connor’s Farmers Market was interested in becoming EBT authorized and SNHD staff met with him to provide technical assistance and an overview of the process and the project. However, as of the official end of the project, neither of these farmers markets has become authorized to accept SNAP. Staff will continue to reach out to both markets to provide ongoing technical assistance.

At one point in the project, 8 of 10 markets/community gardens were accepting EBT, reaching our project goal of 80%. However, with the closure of the Farms at Fantastic and the Green Chefs markets, we ended the project with 75% of the operating local markets/community gardens accepting EBT/SNAP benefits (6 of 8).

Impact on the Community:

Even with two markets closing, the overall impact on the community was very positive. One of the two markets that closed was located in a low-income area, however we were able to assist the Vegas Roots Community Garden, which is located in a food desert, and the Veggie Buck Truck, a mobile market that makes stops at senior centers, community centers and social service offices in low-income areas begin accepting SNAP benefits. The net result of the project is that we have successfully increased access to healthy, fresh, regionally-grown produce for many low-income residents in our community. This effort was reinforced through a paid media campaign that targeted low-income individuals which raised awareness of the opportunity to use SNAP benefits at participating farmers markets.

Objective 2: Increase SNAP-redemption rates at all farmers’ markets that offer EBT by 25%

Progress Made:

At the beginning of the project our baseline SNAP sales at all farmers markets that offered EBT was \$625. During the final 2 quarters of the project, total SNAP sales at all the farmers markets that operated during that quarter totaled \$12,953. This represents a substantial increase and far exceeds our goal of a 25% increase in total SNAP sales. Additional details by market are provided below.

- Baseline SNAP/EBT sales at farmers markets: \$625
- October 1, 2015 – March 31, 2016 total SNAP/EBT sales at farmers markets: \$6,953
- April 1, 2016 – September 30, 2016 total SNAP/EBT sales at farmers markets and community gardens: \$12,953

Impact on the Community:

Though we had a set back with two markets that had been accepting EBT/SNAP closing in the final quarter of the project, we were able to far exceed our objective of increasing SNAP sales by 25%. This means that over the course of the project, many more people than we originally anticipated were able to redeem SNAP benefits at one of the local farmers markets. As a result of this project, we have expanded access to healthier foods for low-income individuals and families, supported local farmers markets, and raised awareness in the community of farmers markets and the opportunity to use SNAP benefits at these markets.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date.

To assist with evaluation efforts, SNHD staff collected selected data from market managers during the project. The following tables show the status per indicator at baseline and for the final 6 months of the project.

Table 1: Average Number of Workers/Booth

Market Name	Baseline	Final 6 months
Las Vegas Farmers Market	1.5	1
On the Ranch Farmers Market	2	2
Downtown 3 rd Farmers Market	1	1
Fresh52 Farmers Market	1.25	2
Farms at Fantastic	1	1
Green Chefs	1	1
Vegas Roots Community Garden/Veggie Buck Truck	2	1

Table 2: Average Monthly Visitors

Market Name	Baseline	Final 6 months
Las Vegas Farmers Market	1,500	1,500
On the Ranch Farmers Market	400	2500
Downtown 3 rd Farmers Market	500	500
Fresh52 Farmers Market	750	1000
Farms at Fantastic*	200	350 (market closed in August, 2016)
Green Chefs*	100	100 (market closed in July, 2016)
Vegas Roots Community Garden/Veggie Buck Truck	100	500

*Markets closed in August and July, 2016

Table 3: Average Number of Vendors

Market Name	Baseline	Final 6 months
Las Vegas Farmers Market	20	22
On the Ranch Farmers Market	17	20
Downtown 3 rd Farmers Market	12	14
Fresh52 Farmers Market	40	40
Farms at Fantastic*	10	11
Green Chefs*	7	7
Vegas Roots Community Garden/ Veggie Buck Truck	1	1

*Markets closed in August and July, 2016

Table 4: Average Number of New Vendors

Market Name	Baseline	Final 6 months
Las Vegas Farmers Market	0	0
On the Ranch Farmers Market	1	4
Downtown 3 rd Farmers Market	0	0
Fresh52 Farmers Market	8	0
Farms at Fantastic*	0	0
Green Chefs*	0	0
Vegas Roots Community Garden/ Veggie Buck Truck	0	0

*Markets closed in August and July, 2016

Table 5: Total SNAP Redeemed

Market Name	Baseline	Final 6 months
Las Vegas Farmers Market	\$625	\$235
On the Ranch Farmers Market	\$0	\$8,878
Downtown 3 rd Farmers Market+	\$0	\$0
Fresh52 Farmers Market	\$0	\$224
Farms at Fantastic*	\$0	\$1,312
Green Chefs*	\$0	\$0
Vegas Roots Community Garden/Veggie Buck Truck	\$0	\$224

+Downtown 3rd Farmers Market did not begin accepting SNAP until Sept. 23, 2016 and did not make any SNAP sales during the month.

* Markets closed in August and July, 2016

New Markets/Special Events:

One market (On The Ranch) opened up a second farmers market during the project period in the spring of 2016. However, that market was only open for a few months and closed in the summer of 2016. Three markets (Fresh52, On the Ranch and Las Vegas Farmers Market) all hosted or participated in special events that expanded the reach of their normal markets at least one time during the project period.

Impact:

Overall, redemption of SNAP sales increased from \$625 at baseline to \$12,953 for the final 6-months of the project. This represents a 200% increase. At baseline, there were 2 farmers markets that accepted SNAP benefits (29%). By the end of the project, 6 farmers markets and community gardens were accepting SNAP benefits representing an increase to 75% of all markets/community gardens that were accepting SNAP benefits.

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.?

Though we don't have specific demographics on the visitors to participating farmers markets, we are confident that we increased the customer base at participating markets through this project as evidenced by the increase in SNAP-redemption rates and the average number of visitors to the markets from baseline to end of project. In addition, the Veggie Buck Truck made several monthly stops in the community, all at locations where low-income residents were likely to receive services including State Welfare Offices and Senior and Community Centers in low-income neighborhoods. Through this project, we were able to increase the administrative capacity of market managers through ongoing TA and provision of needed supplies. We supplemented this project with 3 paid social marketing campaigns to increase community awareness of farmers markets in the community and the opportunity to redeem SNAP benefits at participating markets.

4. Discuss your community partnerships.

This project was possible because of our existing partnerships with market managers and others in the community. Our approach has always been to develop and build relationships first and then pursue

collaborative projects. Having good relationships with market managers prior to embarking on this project was critical. The managers that participated in this project are committed to expanding access to healthy foods to low income individuals living in our community. They were willing to take on the extra administrative work that comes with accepting SNAP benefits and were ambassadors for the program throughout the project. The market managers for the markets that are still open are committed to continuing to accept SNAP benefits at their market and have continue to do so even though the project ended in September, 2016. The market managers have also expressed a willingness to partner with us and others on other collaborative projects with the aim of expand access to healthy food for low-income families.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

The only portion of this project that was contracted out was the paid media campaign. We utilized a media contractor, Virgin Advertising Inc. to assist with the development, placement and monitoring of the media campaigns that we conducted during the project. This expertise was critical to the overall success of the project as the media contractor was able to help identify media strategies, messages, and placement opportunities that helped us reach our priority population (SNAP recipients and SNAP-eligible individuals) with information about the project and where they could redeem SNAP benefits. *A sample of the social and print media ran as part of this campaign is attached to this report.*

6. Have you publicized any results yet?

Findings from this project were presented at the Nevada Public Health Association conference in Las Vegas in September, 2016. *An electronic copy of the poster accepted for presentation is attached to this report.*

7. Have you collected any feedback from your community and additional stakeholders about your work?

Formal feedback from community members was not collected as part of the project. However, anecdotal feedback from market managers indicated that SNAP recipients were pleased to have additional locations to use their benefits.

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.

9. Lessons Learned:

Overall, the project was very successful, particularly in increasing SNAP redemption at participating markets. However, as with most collaborative projects, there were lessons learned during the process that may prove useful to others considering this type of project.

- **Be Flexible:** We ended up making modifications and scope of work after the project started to better fit the needs and opportunities that presented themselves. These changes were always presented to and approved in advance by our USDA Project Officer. For example, some of the markets that participated in the project were not listed in the original proposal because there wasn't an opportunity to work with them, or they didn't exist at the time the proposal was

submitted. As we continued to work with markets, different opportunities arose and we were able to take advantage of them by remaining flexible and making modifications to the scope of work and budget when necessary.

- Be Patient: The market managers are busy and many do not have paid staff to help them run the markets. The profit margin at farmers markets in our area is thin and so while the market manager may be committed to the project, they often have other responsibilities that take priority. Being patient with them and providing ample time for submission of required documents and reports will help ensure the process goes smoothly and a strong partnership is maintained.
- Provision of Supplies: One of the key factors to the success of this project was that we were able to utilize some of the budget to provide supplies that assisted market managers with implementation and record keeping. Examples include purchasing tokens, providing a printer as well as tables, folding chairs and pop up tents for outdoor markets to use.
- Paid Marketing: Throughout the course of the project, we ran 3 paid marketing campaigns that utilized bus stop shelters as well as digital and social media. With these mediums we were able to target low-income families and SNAP recipients to provide information about where to find the closest farmers market that accepted SNAP benefits. This helped drive traffic to the market and contributed to us far exceeding our goal of increasing SNAP redemption rates by 25%.
- Nutrition Incentives: During the project, we were able to successfully compete for a Nutrition Incentive Program Support and Innovations Grant (NIPSIG) from Wholesome Wave. This grant allowed us to offer nutrition incentives at the markets that were participating in this project which further increased the traffic to the markets and helped to expand our reach to low-income families.

10. Future Work:

We will continue to work to expand access to healthy foods in our community, particularly for low-income residents. Though the project officially ended in September, 2016 we continue to provide technical assistance to market managers. We've also partnered with the University of Nevada, Cooperative Extension (UNCE) office in Las Vegas and their faculty that work on food systems and sustainability efforts. On an as-needed basis, UNCE staff has been able to provide complex technical assistance to market managers. UNCE also facilitates the local food council, of which several market managers are members. Additionally, other project staff from UNCE has provided assistance to market managers including helping them prepare the market for market day by posting EBT/SNAP signage around the property and directing customers to the market.

We have built important relationships throughout this project and those relationships were the foundation for a FINI grant application that the Vegas Roots Community Garden recently applied for. Their proposal included working with all the other SNAP-authorized markets to continue offering nutrition incentives to low-income residents. Finally, we will continue to utilize our website and social media channels to promote farmers markets and share information with the community.

It is clear that after working this project there are still infrastructure gaps that exist with many farmers markets and market managers (including technical knowledge, necessary supplies and equipment) that may prohibit their ability to participate in project like this in the future. It is important that future collaborative efforts such as this begin with strong partnerships and allow for flexibility to ensure that a wide-range of technical assistance needs on the part of partners are able to be addressed.

Farm Fresh Out Of the Desert: A Farmers Markets SNAP/EBT Expansion Program

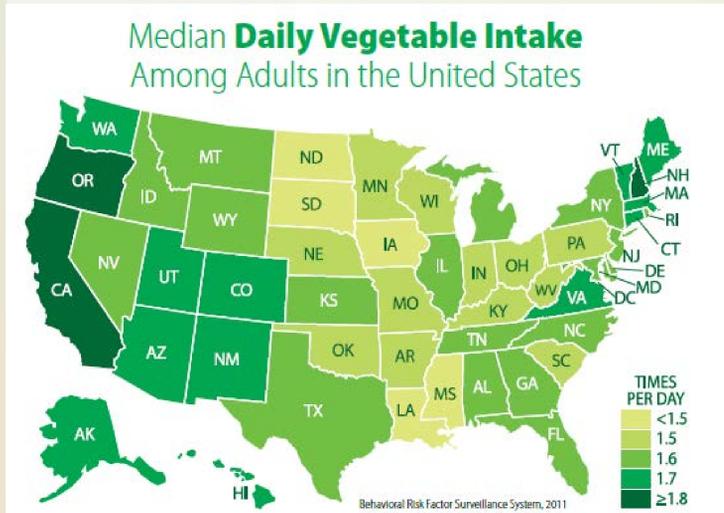
Aurora Buffington¹, Nicole Bungum²

¹University of Nevada Cooperative Extension, Clark County

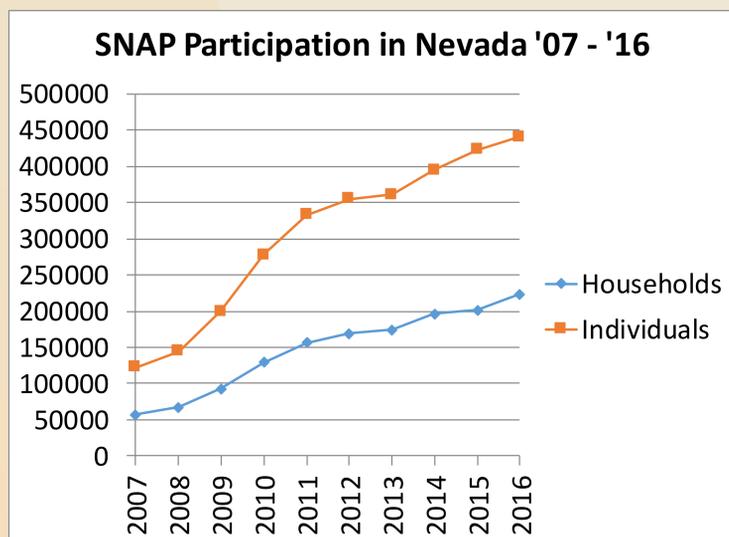
²Southern Nevada Health District, Office of Chronic Disease Prevention and Health Promotion (OCDPHP)

Problem

- The median daily vegetable intake among adults in Nevada is lower than current Dietary Guidelines recommendations [1, 2].



- It is important to increase AFFORDABLE access to healthy food as 1 in 7 Nevada (1 in 6 in Clark County) residents receive food assistance benefits [3, 4].



Solution

- A strategy to improve access to fruits and vegetables which may help improve nutrition in Clark County residents is to increase the percentage of farmers markets that accept SNAP benefits [2].
 - In 2014, there were 7 year-round farmers market in Clark County; 3 accepted SNAP (43%).
 - As of Sept. 2016, there are 5 year-round farmers market in Clark County; 4 accept SNAP (80%).
- The benefits of accepting SNAP/EBT at farmers' markets combined with nutrition incentives is a "triple win" for SNAP customers, local producers, and the surrounding community.

Preliminary Results

Southern Nevada Health District OCDPHP staff worked with local farmers market managers to do the following:

- Help farmers markets become authorized to accept SNAP benefits.
 - The Farms at Fantastic* EBT launched in March 2015
 - The Green Chefs* EBT launched in March 2015
 - Downtown 3rd Farmers Market EBT launched Sept. 2016
- Offer a nutrition incentive program providing a \$2 match to purchase fruits and vegetables for every \$5 spent on SNAP eligible foods.
 - All markets that accept SNAP provide a \$2 match
 - Nutrition incentives disbursed Mar – Jun 2016: \$1,142
- Design a promotional campaign for new and existing farmers markets that accept SNAP expected to increase sales by 25%.
 - Jan – Mar 2016 SNAP redemption = \$6,444
 - Apr – Jun 2016 SNAP redemption = \$8,544 (32% increase)

Challenges

- Two markets* that became authorized were unable to remain open due to poor sales or lack of farmer vendors.
- One market transitioned to new EBT equipment and was out of commission nearly 3 months (Apr – Jun 2016).
- Transition to new EBT processor brought initial doubt as to whether EBT equipment costs for existing markets would continue to be paid for by state of Nevada; this issue was resolved.

References

- [1] U.S. Department of Health and Human Services and U.S. Department of Agriculture. (2016). Dietary Guidelines 2015-2020.
- [2] Centers for Disease Control. (2013). State Indicator Report on Fruits and Vegetables 2013.
- [3] U.S. Department of Agriculture, Food and Nutrition Service. (2016). Supplemental Nutrition Assistance Program: *June 2016-State Level Participation & Benefits*.
- [4] Food Research & Action Center. (2016). SNAP/Food Stamp Participation Data. *June 2016, June 2015*.

Acknowledgements

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- The nutrition incentive was funded by a Wholesome Wave Nutrition Incentive Program Support and Innovations Grant (NIPSIG) and the Southern Nevada Health District.

