

**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](mailto: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.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	April 1, 2016 – September 30, 2016
<b>Authorized Representative Name:</b>	Peggy White
<b>Authorized Representative Phone:</b>	540-674-1991
<b>Authorized Representative Email:</b>	peggywhite@pulaskichamber.info
<b>Recipient Organization Name:</b>	Pulaski County
<b>Project Title as Stated on Grant Agreement:</b>	Growing The Marketplace: Bringing More Producers and Customers to the Pulaski County Farmers Market
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-VA-0167
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Pulaski, Virginia
<b>Total Awarded Budget:</b>	\$57,000

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).  
 Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
  - i. Goal/Objective 1: Increase consumer attendance at The Marketplace through regional promotional program.
    - a. Progress Made: First year had ten percent growth with beginning of second year until mid-way attendance increased by two percent and waned due to other areas in region duplicating The Marketplace and increase in home gardens and perception of not being a farmers’ market. Efforts were made to regroup and refresh ending the year positively.
    - b. Impact on Community: Increase in producer-to-consumer market and sales with other opportunities for entertainment.
  - ii. Goal/Objective 2: Increase producer/vendor participation at The Marketplace through regional promotional program.
    - a. Progress Made: Overall thirty percent in participation.
    - b. Impact on Community: Dedicated producers and vendors providing more access to locally and regionally produced products.
  - iii. Goal/Objective 3: Build permanent promotional infrastructure for continued growth of The Marketplace.
    - a. Progress Made: Targeted marketing campaign implemented and continuing.
    - b. Impact on Community: Increased awareness and visitation to The Marketplace as a community venue.
  
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: 8
  - ii. Number of jobs retained: 18
  - iii. Number of indirect jobs created: 2
  - iv. Number of markets expanded: 1
  - v. Number of new markets established: Not applicable
  - vi. Market sales increased by \$475 and increased by 15%.
  - vii. Number of farmers/producers that have benefited from the project: 26
    - a. Percent Increase: 30.8%
  
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? Yes. Targeted marketing, website, and social media has resulted in an overall 10% increase in the customer base.
  
4. Discuss your community partnerships.
  - i. Who are your community partners? Town of Pulaski
  - ii. How have they contributed to the overall results of the FMPP project? The Town provides support and physical location for The Marketplace.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? The Town has plans to sponsor events in support of The Marketplace and hosted the first food in the streets dinner with other summer events to be planned in collaboration and coordination with The Marketplace.
- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? No
- 6. Have you publicized any results yet?\* No
  - i. If yes, how did you publicize the results? Not applicable
  - ii. To whom did you publicize the results? Not applicable
  - iii. How many stakeholders (i.e. people, entities) did you reach? Not applicable

\*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? Guest surveys completed at The Marketplace every Tuesday
  - ii. What feedback was relayed (specific comments)? Forty-seven respondents visit The Marketplace each week for an experience and opportunity to taste locally produced food. In 2016 more than thirty respondents did not perceive The Marketplace as a farmers' market and needed to be refreshed to alleviate appearance of being like all the other ones in the region or elsewhere. The suggestions were offered to create a unique experience based on farm producers and to realign for next year to be a new focus.
- 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? Not applicable
- 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).  
 Preseason producer and vendor meetings and planning is important prior to kickoff of opening day of The Marketplace. Marketing in advance, opening day, and during the entire time of being open must be ongoing and vigilant. Having a local television station air the grand opening each season is outstanding for getting consumers to visit The Marketplace and then, social media of Facebook, Twitter and any other platform along with website optimization helps with community awareness and consumers coming to The Marketplace every Tuesday.  
 Making The Marketplace grow beyond the original intent of a farmers' market gets replicated and is not what consumers of producers want resulting in mid-season wane

of consumers. Planning for next year has begun to refocus and repurpose The Marketplace to be a unique farmers' market based on the agricultural history and heritage of our area. The effort to be flexible and regroup always has to be considered and accomplished to reach goals and outcomes.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Not applicable
- 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: Follow the activities and budget detail in seeking reimbursement to alleviate having to amend budget.

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. The Marketplace already is in the planning phase for 2017 with a revised focus on agriculture as its basis for producers and vendors to continue to reap benefits from it. Marketing continues and is being increased through website optimization, increased use of social media, and targeted print and visual efforts. The four-year effort of The Marketplace has increased awareness and attendance and will continue to grow to retain 18 jobs along with 8 created. Having a regular venue for The Marketplace will enhance the number of vendors and producers participating and selling produce.
- 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? Not at this time as plans are being made for progress and to not copy any other market or venue.