

**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>	<b>October 1, 2014 through March 30, 2017</b>
<b>Authorized Representative Name:</b>	<b>Autron Hayes</b>
<b>Authorized Representative Phone:</b>	<b>(229) 776-8505</b>
<b>Authorized Representative Email:</b>	<b>AHayes@sylvester.com</b>
<b>Recipient Organization Name:</b>	<b>City of Sylvester</b>
<b>Project Title as Stated on Grant Agreement:</b>	<b>Farmers Market Promotion Program</b>
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	<b>GA 346-2014/14-FMPPX(GA)0048</b>
<b>Year Grant was Awarded:</b>	<b>2014</b>
<b>Project City/State:</b>	<b>Sylvester, Georgia</b>
<b>Total Awarded Budget:</b>	<b>\$92,412</b>

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: To expand and revitalize downtown and establish a central location for farmers and other vendors to sell locally grown fruits, vegetables, arts and crafts.
    - a. Progress Made: **The Markets in both communities has increased the activity in the downtown area. Arlington has gained several businesses downtown and Sylvester's downtown is growing and revitalization to some stores is already taking place. Sylvester's farmers have decrease due to the changes in personnel; however the capacity of those that remain has increased due to training and networking opportunities made available through this grant. In addition the City of Sylvester has worked with a local citizen to establish a community garden that began when the city was awarded this grant. This is a collaborative venture that involves residents in the.**
    - b. Impact on Community: **The cities of Sylvester and Arlington have worked very closely and although there have been challenges; both Farmers Markets are well established staples in their respective communities. Arlington has utilized best practices of the more established market in Sylvester.**
  - ii. Goal/Objective 2: Increase the direct sales volume to small farmers
    - a. Progress Made: **We know that the sales volume to small farmers were increased since new farmers were added to the farmers markets and were able to sell their produce and other goods; however not statistics were collected.**
    - b. Impact on Community: **These sales volumes added to the income generated from market activities that could be reinvested in market operations.**
  - iii. Goal/Objective 3: Improve food access to low-income residents in Worth, Calhoun and Early Counties. Create at least one Farmers Market, farm stand or U-Pick It operation.
    - a. Progress Made: **Sylvester improved food access by the addition of farmers to the market and also the collaborative efforts of the Community Garden. Arlington improved food access by expanding its markets, since prior to the grant they virtually had no farmers at the market. In addition, Arlington worked with Ruby Davis a local farmer in Calhoun County to establish a U-Pick It Farm. Ms. Davis was an active participant in the Farmers Market prior to the establishment of her U-Pick It Farm.**
    - b. Impact on Community: **The impact on both communities is increased access to locally grown food.**
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, October 1, 2014). Include further explanation if necessary.
  - i. Number of direct jobs created: **(0)**
  - ii. Number of jobs retained: **(2)**
  - iii. Number of indirect jobs created: **(2)**
  - iv. Number of markets expanded: **(1)**
  - v. Number of new markets established: **(1)**

- vi. Market sales increased by \$(unknown) and increased by unknown%.
  - vii. Number of farmers/producers that have benefited from the project: (5)
    - a. Percent Increase: 10%
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 customer base was expanded at both markets but no surveys were collected on those visiting the markets.**
4. Discuss your community partnerships.
- i. Who are your community partners? **City of Sylvester, City of Arlington, Arlington Downtown Development Authority, Sylvester Community Garden Volunteers, Ruby Davis Farms**
  - ii. How have they contributed to the overall results of the FMPP project? **The Downtown Development authorities in both communities have provided financial support. The volunteers that work with the Sylvester Community Garden have created a community garden for the residents. The garden is located in an area of the community where low and moderate income families reside. The residents get the opportunity to participate in the garden and enjoy the fresh vegetables that are grown there. Ruby Davis Farms will be a farm where residents and visitors can pick their own fresh fruits and vegetables. This will increase the food supply of locally grown food available and will become a valuable food source to an area that is considered a food desert.**
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? **The garden is thriving and will continue to exist in the community to provide residents with fresh fruits and vegetables. Ruby's Garden will continue to provide locally grown fruits and vegetables. The Farmers Markets in Arlington and Sylvester have now become staples in the communities and have the financial support of the Downtown Development Authorities. These markets have stabilized due to the FMPP grant and will continue to move forward.**
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, but each community will publicize in their local newspaper and on their community website.**
- i. If yes, how did you publicize the results? **N/A**
  - ii. To whom did you publicize the results? **N/A**
  - iii. How many stakeholders (i.e. people, entities) did you reach? **Unknown**
- \*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). N/A**
7. Have you collected any feedback from your community and additional stakeholders about your work? A survey was conducted to those visiting the market, the results are attached.
- i. If so, how did you collect the information? **Surveys were conducted.**

- ii. What feedback was relayed (specific comments)? **The surveys were conducted in both Sylvester and Arlington to determine the level of interest in the market and changes that could be made to improve market operations. Residents that completed the survey expressed interest in having a diverse farmers market within a close distance that offered a good quality of fruits and vegetables at reasonable prices.**

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? **Yes a nominal amount, through vendor fees. These funds were reinvested into the markets.**
  - 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. 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).
  - **Several different strategies have to be used to recruit and retain farmers. They are a peculiar group.**
  - **Be prepared for challenges.**
  - **Farming is really valuable and anyone can learn to do it better.**
  - **Most people really do want to eat fresh fruits and vegetables if they are available.**
  - **We didn't anticipate difficulty with personnel and difficulty engaging farmers.**
  - **We all met farmers and other professionals that we will continue to connect with.**
  - **An enormous amount of marketing is required; most times more than what is budgeted for.**
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: **The achievement of the goals was challenged by changing in personnel in both markets. This was unavoidable and was not attributed to anything caused by the FMPP grant.**
- 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: **It would have been helpful if participating communities were within closer proximity.**

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 cities of Arlington and Sylvester are both committed to the project and support the project financially. Both projects will continue to grow and prosper. The two capacity building trainings for farmers have increased their knowledge and should ultimately impact their future farming efforts. The advertising and marketing efforts have made both Markets more visible and recognizable in their respective**

communities. The knowledge that has been gained in both Markets has allowed a U-Pick It Farm to be established. Both markets are located in the downtown areas and the activity in the downtown areas has increased. Arlington has gained several businesses downtown and Sylvester's downtown is and revitalization to some stores is already taking place. In addition the City of Sylvester has worked with a local citizen to establish a community garden that began when the city was awarded this grant. This is a collaborative venture that involves residents in the neighborhood and Fort Valley State University (see article attached). Both communities were struggling to market their products and purchase equipment prior to the grant but now they are both able to display banners, signs and make the community aware of what they have to offer. In fact, Arlington had virtually no signage or equipment to store produce. This grant has made all the difference and both markets are gaining farmers.

- 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?  
The Farmers Market Promotional Program Grant was vital in expanding the markets of Sylvester and Arlington and without these funds this would not be possible. Small farmers have very few avenues to explore for funding, so additional opportunities similar to the FMPP should be encouraged.