

**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: (e.g. September 30, 20XX-September 29, 20XX)	September 30, 2015 - September 29, 2017
Authorized Representative Name:	Victor Lujan,0002
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Recipient Organization Name:	PARA I PROBECHU'N I TAOTAO-TA INC
Project Title as Stated on Grant Agreement:	Guam Farmers Market
Grant Agreement Number: (e.g. 14-FMPPX-XX-XXXX)	15FMPPGU0097
Year Grant was Awarded:	2015
Project City/State:	Guam
Total Awarded Budget:	\$99,276

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

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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: To develop a comprehensive marketing plan for the Guam Farmers Market designed to promote increased domestic consumption and direct sales to consumers
 - a. Progress made: We have opened up a weekend market that has been running since December of 2016. This allows our local farmers to sell their produce one the weekends. We are finalizing an indoor store that will be open throughout the week for the farmers that can't sell on the weekends.
 - b. Impact on Community: The Guam Farmers' Market was opened with the Dededo Flea Market. The separation of produce and items have attracted more vendors and visitors. With over 100 stalls to sell from the grant has allowed us to increase the local produce available to the public. Tourism has also increased with over 3 Tourism companies visiting the Market on the weekend.
- ii. Goal/Objective #2: To establish a permanent and fully operational farmers market (The Guam Farmers Market) at the FCAG Complex

The Farmers' Cooperative Association of Guam's multi-use facility was completed and turned over to FCAG in October 2016. In conjunction of with the opening of this new complex and FCAG's desire to further expand market opportunities for local farmers, the FCAG embarked on the development of, *I Metkao*, the Guam Farmers' Market project. *I Metkao*, the Guam Farmers' Market will bring together farmers from throughout the island and provide a cost-effective marketing mechanism to increase direct sales to consumers in the immediate and surrounding trade areas. Ultimately, the purpose of the project is to increase domestic consumption by providing consumers with a permanent, central, convenient and easily accessible location to purchase produce grown on Guam. Which has increased since the opening of The Farmers' Market. *I Metkao*, the Guam Farmer's Market will be permanently located at FCAG complex providing stability and continuity for both farmers and consumers alike.

- a. Progress made:

Chairs and tables were purchased in reasonable numbers to accommodate both an indoor market and a Weekend Farmers' Market operation. Baskets of varying sizes were purchased for the storage and transportation of produce that is obtained by the FCAG through its affiliated farmers. A register has been purchased to serve as an interim Point of Sale (POS) until deemed that an alternative form of sales tracking is appropriate. A table scale has been purchased for general use, and a high-capacity floor scale has been purchased for wholesale transactions.

A road sign was purchased and placed at the Marine Drive intersection facing southbound in the direction of incoming traffic from southern Dededo and onwards. A larger replication of the road sign was purchased and affixed to the outermost wall facing the same intersection. The signs read "The Speaker vicente (ben) c. pangelinan, The Guam Farmers' Market: *Sagan lina'la I manaotao tãno*". Flag signs were also been purchased. The flags are meant to be attractive and simple in order to draw in customers without being too distracting. The currently existing logo of the FCAG sits atop the flags.

b. Impact on Community:

I Metkao has had a significant impact on the community. It has created new opportunities for the purchase of local produce from both general and commercial consumers. Efforts have been made to begin building the necessary relationships in order to begin trade with local businesses and to encourage them to purchase local produce being provided by the farmers of the FCAG. Several businesses and operations have already given their support and have purchased large quantities of produce from FCAG farmers.

The weekend Market, opened December 2016, also provides a place for all local farmers to sell their fresh produce that distinguishes the farmers from common marketplaces and gives the facilities necessary to operate a successful small business venture that allows for a direct and sincere economy between the farmer and the customer. FCAG members are given an incentive to sell their produce with us on the weekends by being given a discount on vendor spaces and access to an enclosed temperature-controlled storage facility, and local farmers who are currently non-members are likewise encouraged to become members with the FCAG because of these same benefits that would be provided to them.

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: 4 jobs created.

General Manager communicates directly with the Board of Directors. The

General

Manager then takes the lead in acting out the directives given by the board with the aid of an Administrative Assistant and Market Assistant (currently both lower

positions are part-time employs). An Accountant is given the responsibility of tracking all financial records relating to the operations of the FCAG (also part-time).

- ii. Number of jobs retained: 4 jobs retained.
As the FCAG continues to expand its operations, the responsibilities of the existing workers also have grown; however, the existing employees have shown that they are capable of performing the necessary tasks that have been assigned to them without yet needing the assistance of another employee.
- iii. Number of indirect jobs created: 0
- iv. Number of markets expanded: 0
- v. Number of new markets established: 1
- vi. Market sales increased by \$19,626.10 and increased by 100%.
- vii. Number of farmers/producers that have benefited from the project: 30
 - 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?

I Metkao, the Guam Farmers' Market is situated in one of the island's most heavily populated areas fronting Marine Drive; the island's main thoroughfare. The population of the village of Dededo largely consists of Filipinos and Chamorros, accompanied by immigrant citizens from the Federated States of Micronesia (FSM). With *I Metkao*, many islanders from across the Pacific are able to find fresh produce that are more familiar to their diets from farmers that are willing to negotiate with prices in order for a fair market micro-economy to take place. A number of our Weekend Farmers' Market vendors also currently provide fresh produce to nearby mom & pop stores, allowing small businesses to also provide fresh produce at competitive prices.

The Guam Visitor Industry has been promoting and cultivating a newfound interest in agritourism. Tourism operators currently are facilitating bus tours to schedule a two-hour stop at the Weekend Market, also providing exposure for *I Metkao* to the visitor's industry. The military's investment and expansion on Guam is also expected to inject millions into our island's local economy with the relocation of new incoming military families onto the island, allowing for another audience for *I Metkao* to form a symbiotic relationship with.

4. Discuss your community partnerships.

- i. Who are your community partners?

University of Guam: CNAS Triton Farms, Guam Hotel and Restaurant Association of Guam, Guam Visitor's Bureau, Guam Community College, Farm to Table, Northern Soil and Water Conservation District, Southern Soil and Water Conservation District, International Distributors, Inc, Department of Agriculture, Guam Police Department,

Municipal Planning Council of Dededo, Guam Fire Department,
Nurserymen's
Association of Guam, Guam Legislature, NRCS, Island Girl Power, Opake Local Artists

- ii. How have they contributed to the overall results of the FMPP project?

The University of Guam has provided their support in many ways. Professors from the University of Guam have served as consultants and have worked directly with our Board of Directors. Triton Farms have also had community workshops based out of the FCAG facilities and have provided publicity by informing farmers that are learning about the industry about the benefits of becoming a member of the FCAG. These same community members from the University of Guam also aided in establishing the Standard Operating Procedures for *I Metkao*.

The University of Guam has not been alone in supporting the FCAG, however, Farm to Table has supported us by obtaining the produce used in their CSA boxes from the FCAG. Both the Northern and Southern Soil and Water Conservation Districts have also hosted workshops here at the FCAG facilities and have similarly aided us by introducing our operations to a wider audience. International Distributors Inc. has consistently been our largest source of revenue, purchasing immense amounts of produce from our FCAG members. The Guam Police Department has hosted an event involving many elementary schools at our facilities as well. The Department of Agriculture continues to do their best in quality assurance by providing qualified farmers with bona-fide certifications. They have also sponsored one of our employees to take the CORE Pesticides Qualification course, giving the FCAG first-hand knowledge about what farmers who do use pesticides (if they opt to do so) should and should not be doing. Opake Local Artists have provided their services with a beautiful mural at the side of the FCAG building on the wall between the male restroom and the loading dock.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

The partnerships formed with all of the members from the community continue to assist in the development of *I Metkao*. The University of Guam, the Northern and the Southern Soil and Water Conservation Districts all continue to host community outreach events and grant us with more exposure. The University of Guam consultants remain vigilant and actively assistive in ensuring that all projects that the FCAG considers and will consider first go through proper scrutiny and are met with constructive criticisms to guarantee the successful execution of any projects to take place. The Department of Agriculture will proceed as they have done so, ensuring that produce grown on the island of Guam is properly cared for.

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

of the FMPP project? N/A

6. Have you publicized any results yet? * N/A

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?

Criticisms and new ideas, through word of mouth and comment box, remain an active and open discussion between our vendors, members and visitors alike. Many of these ideas and criticisms become main topics of the FCAG monthly board meetings, where the Board of Directors discuss how to properly address the concerns of our interested parties while also maintaining a healthy relationship with them.

ii. What feedback was relayed (specific comments)?

Many farmers have expressed their excitement and eagerness about the new location of the FCAG facilities. The FCAG sits on an ideal location for all of our farmers to sell their produce. The Weekend Farmers' Market that is hosted at our facilities provides a healthy and fresh alternative to import products all while showcasing the proud farmers of Guam. The new FCAG location also serves as a productive environment to conduct meetings, workshops, and business all in one area.

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: xx

ii. Did the project generate any income? Yes

a. If yes, how much was generated and how was it used to further the objectives of the award? \$22,208.09

With the income generated, the FCAG was able to expand the operative capacity of the Weekend Farmers' Market by creating more spaces for vendors to sell their produce. The FCAG has also broadened our acceptable products for what can be sold at the Weekend Farmers' Market to also contain value-added products such as cooked foods and pastries as well as hand-crafted products.

This has allowed for more revenue to continue to generate that the FCAG can use to aid in its other projects.

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).

Over the course of 2 years we have experience both positive and negative. The people of Guam loved the idea of a place that they can reliably get produce. There was unending support from the community who strived to help us start with suggestions. A reoccurring issue we had was that since we are in Guam a lot of the vendors, we spoke to worked I different time zones forcing us to move slower than we wanted.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

Our primary goal was met with the Opening of the Weekend Market. Something that we would suggest is to make sure you order things well ahead of time due to shipping. This may be an issue for us because we are on the island of Guam.

- 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 major point that was quickly made glaringly apparent was the separation and isolation from our Grant Specialist. Being on an island half the world away proved difficult, as communications were forced to be delayed. We remained flexible however, and technology has allowed us to keep in consistent contact. Time management was and is key in our situation in order to continue with an operation of any scale.

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.

I Metkao will continue to expand its operations as it develops.

Currently, the ideal future holds that the FCAG expands into a wholesale service for local businesses and restaurants. The FCAG will coordinate more farm and agriculture-centric activities with community partners in order to realize the full potential of our facilities. Our advantageous location will continue to serve as a major boon to aid in the success of future endeavors that the FCAG has planned.

- 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?

While many things have been accomplished by the FCAG, much more work still stands to be done. The current staff continues to work diligently in order to work with what is available, but only so much can be done on a day-to-day basis with such small numbers. Daily market activities and other services such as pick-up and delivery services from local farmers will require that the FCAG takes on more employees in order to staff these positions. The methods of agriculture that are widely used by our farmers also have been outgrown by the modern market. The FCAG would encourage that our community partners should challenge local farmers to learn new and innovative farming techniques in order to propagate their success so that they might gain a competitive advantage over large-scale imports.