

Farmers Market Promotion Program (FMPP) Final Performance Report

The final performance report summarizes the outcome of your FMPP award objectives. 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 your assigned grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-720-4152; Fax: 202-720-0300

Report Date Range: (e.g. September 30, 20XX-September 29, 20XX)	September 30, 2014 – March 31, 2016 (Original contract end date is September 29, 2016)
Authorized Representative Name:	Rami Nashashibi
Authorized Representative Phone:	773-434-4626
Authorized Representative Email:	rami@imancentral.org
Recipient Organization Name:	Inner-City Muslim Action Network
Project Title as Stated on Grant Agreement:	IMAN's Health and Wellness Farmers' Market
Grant Agreement Number: (e.g. 15-FMPPX-XX-XXXX)	
Year Grant was Awarded:	2015
Project City/State:	Chicago, Illinois
Total Awarded Budget:	\$99,735

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).

XX Different individual: Name: Harriet Lewis ; Email: harriet@imancentral.org; Phone: 773-434-4626

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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.**

Goal/Objective 1: To support local farmers

The IMAN Farmers’ Market provided a weekly venue for several local farmers to sell their produce. In addition, it connected the farmers to the community food access efforts led by the organization. The market provided for a tow along cooler for local farmers to keep their food fresh at the market. Also, the market was able to provide double up bucks at the market to increase savings and customers were able to pay with the SNAP card or credit cards, as well as cash. In addition, live entertainment was provided during the market to draw in patrons. The following eclectic sample of performers reflected the community in which the market is located:

- Camillah the Flutist
- Cole V. Saxophonist
- Sergio Delgado—A Mariachi, Ranchera Band
- Bassel and the Supernaturals
- Family Violin Trio
- Alicia Blue Eyes Jazz Singer
- Afro-Latino Drumming by Silo and Rico
- Zeshawn Bagawadi
- Aziz Sahraui and University of Gnawa
- Calpulli Oceloth Cihuacoatl
- Chicago Human Rhythm Project
- Move Me Soul
- Terra Firm Fitness Dance
- Sounds of the City
- Ayodele
- Sounds of the City
- North American Superstars

Goal/Objective 2: Provide access to fresh locally grown foods

- a. Progress Made: Educating patrons of the benefits to having access to fresh locally grown foods
- b. Impact on Community: Patrons were made aware of the fact that local foods are considered to be more nutrient rich than foods that traveled longer distances.

Specifically, IMAN collaborated with the following farmers and food providers to provide fresh produce at the market:

- Green City Market
- Bushel and Peck
- Mick Clug Farms
- Three Sisters, LLC
- Urban Canopy
- Zanjabil Farms
- Growing Power
- Ellis Farms
- Santiago's Fresh Produce

Goal/Objective 3: Provide information resources regarding healthy living to community residents.

- Progress Made: Patrons were giving healthy recipes
- Impact on Community: Patrons of the market expressed added value to their food consumption by having weekly access to the produce at the farmers' market

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.

- a. Number of direct jobs created: **7**
- b. Number of jobs retained: **5**
- c. Number of indirect jobs created: **10**
- d. Number of markets expanded: **0**
- e. Number of new markets established: **0**
- f. Market sales increased by **\$300** and increased by **20%**.
- g. Number of farmers/producers that have benefited from the project: **9**
 - a. Percent Increase: 0

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.? Yes. If so, how?

The new populations reached for a farmers' market in this community were African-Americans and Hispanic. Namely those who are low income and have income supplementation via LINK and WIC were reached. Additionally, senior-citizens were a new addition to our farmers' market late in the season.

4. Discuss your community partnerships.

- a. Who are your community partners?

**Southwest Organizing Project
Fairfield Elementary School
St. Rita's Church**

Greater Southwest Development Council

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

These community partners promoted the farmers' market to their employees and constituents on a weekly basis.

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

These community partners will contribute by continuing to promote the farmers' market to their employees and constituents, allowing signage of the farmers' market at their establishments and through weekly announcements.

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

We did not use contractors.

6. Have you publicized any results yet?*
- If yes, how did you publicize the results?
 - To whom did you publicize the results?
 - 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).

In addition to ads, pluggers, lawn signs, and banners used to market the farmers' market, we also produced pre- and follow-up articles about the market. These articles were sent electronically via email, facebook, and twitter to over 15,000 people. The hardcopy pluggers reached approximately 1,000 people. Examples are attached.

7. Have you collected any feedback from your community and additional stakeholders about your work?
- If so, how did you collect the information?
 - **200 pre-market surveys were collected.**
 - **300 surveys were collected during the market season**
 - What feedback was relayed (specific comments)?

Comments

"I like the double value LINK bucks."

"This is where I buy my fresh fruits and vegetables every week."

"It's so convenient having a farmers' market here in the neighborhood. I'm able to buy all I need to prepare dinner and I can buy olive oil here too."

“The environment is relaxing and I like the music. I come by to shop and listen to the music every week.”

“I hope this never leaves.”

8. Budget Summary:

- a. 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: **X**
- b. 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:

- a. Summarize any lessons learned. Draw from 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).
 - i. **We learned that it is critical to have a bi-lingual person involved in the implementation of the farmers’ market when part of the constituency is Latino.**
 - ii. **We learned that the day of the week and time are critical to the success of a farmers’ market, and have decided to change the market from Sundays from 10a – 2p to Fridays from 2p – 6p (after weekly agency programming and significantly more street traffic present.)**
- b. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

Vendors did not profit as much as they could have. If attendance were higher they could have reached their goals. There was an increase in attendance and sales as the market progressed through the season.

- c. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

Very important to create data sheets for every facet of the market. Specifically, vendor stats—attendance, sales, amount earned in link bucks, patron attendance

10. Future Work:

- a. 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.

IMAN is continuing the market. The organization has implemented the new market day and is gauging how sales are impacted. To generate interest in the market we intend to hold community workshops and strengthening our outreach and relationships with local schools and business. We were able to create jobs for youth in the community and intend to create 7-10 jobs during the summer markets.

- b. 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?

Begin outreach to secure vendors as early as possible.