

Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market 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 LFPP 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 LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	FINAL REPORT: September 30, 2014 – September 30, 2016
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Recipient Organization Name:	Purple Porch Co-op
Project Title as Stated on Grant Agreement:	Capacity Building at Purple Porch Coop: Producer/Consumer Development in South Bend Local Food Co-op
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-IN-0062
Year Grant was Awarded:	2014
Project City/State:	South Bend, IN
Total Awarded Budget:	\$99,572

LFPP 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 LFPP 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.**

Project Goal: Increase the availability and accessibility of local and regional food through increased partnerships with local producers, increased physical storage capacity, and development of a strategic marketing plan.

- i. **Objective A: To increase local producer participation and consumer availability of food products through local producer distribution point in an urban food cooperative and increase capacity for storage and use of local and regional foods**

a. Progress Made:

- Our Local Buyer (Outreach Staff) has been very active in growing the number of local Producers (429% increase) represented in the store, café and farmers market, and respective growth in sales revenue as a result (34% increase).
- Continued Growth of our business has led to the need for more employees (8 net new employees).
- The purchased walk-in cooler/freezer and other refrigeration continues to be a huge benefit - improved labor efficiency and cold-chain maintenance, and increased capacity of back stock. One example of this is our ability to purchase the beef products from three beef carcasses from two local farmers. With the walk-in, we are able to store this while we sell the beef products. By doing this, we increased our ability to keep a local product in stock AND offer it at a lower price to consumers (relative to the price we need to offer on products acquired from local farmers in much lower volumes- thus reducing the fact that our local meat tends to be more expensive (compared to non-local meat sold at competitors’ stores). In the current reporting period, we have sold (and used in the kitchen) over \$1000.00 of ground beef procured in this way.
- We continued to use the Slushie Machine in the Fall of 2015, put it away for the Winter and returned in the Spring 2016. It has allowed our kitchen to develop recipes for slushies that include the use of local blueberries (frozen), local milk, locally roasted coffee. They have been incredibly popular. Since its purchase, we have sold over \$2500 in Slushies.
- The purchase and installation of the shed has allowed us to have better organization and expand backstock.
- During the Winter months, we organized a community-based volunteer Farmers Market Working Group consisting of 2 Local Producers, 2 Customers, 2 Staff, 2 Directors of our Board. This group met three times and it was tasked with identify what has worked in the past and a plan for improvements with our local food market. The result produced an information packet mailed to all current and past local market producers. We informed producers regarding several changes to the Farmers Market that we think will improve: Better communication; Making the Farmers Market more of a community event; and Better attendance by current and new Producers. We have expanded the hours of the Farmers Market and plan for a “community event” every Wednesday – like a band, or a children’s play and/or a cooking demonstration using the seasonally available local ingredients.

b. Impact on Community:

- We have seen a growing demand for local food products. Our mission is to connect producers and consumers in a just food cooperative. The community we serve is made of food producers and consumers. By creating a place that is known for its local products, more producers sell more local food through our store, cafe and farmers' market. More consumers have greater access to this local food. The community benefits when our local small family farms and local small entrepreneurs sell more products - building up the financial stability of these businesses; Consumers of the community are able to develop rich relationships with the producers during our weekly farmers' market and other events in the store when we have a local producers in the store. Consumers have a richer connection with the people and the food - providing a positive feedback loop of commerce (greater demand leads to more sales, more sales supports more producers, more producers leads to more local products to satisfy the growing demand).

ii. Objective 2: Develop and begin implementing a Strategic Marketing Plan centered on growing awareness of the benefits of buying local foods and creating a greater demand for local foods

a. Progress Made: Our Communication and Marketing Specialist was actively involved in our day-to-day marketing activities.

- SB150 and Taste of South Bend
 - Co-created event to showcase the use of local ingredients in fresh food sold
 - Engaged audience through banner ads, graphical presentations, coupons and information about local producers and co-op membership
- St Patrick's Day Parade
 - Marched in the Parade
 - Created and distributed coupons for free hot beverage with \$10 purchase
 - Neighborhood signage to direct people to the Purple Porch Co-op
 - Drove traffic into the store
- First Fridays – Downtown South Bend
 - Promoted, created and facilitated Purple Porch Co-op events that tie into Downtown South Bend themed Fridays
- Arts Cafe – Near Northwest Neighborhood
 - Promoted local food options
 - Educated customers on healthy, local snacking options
 - Sold local snacks
 - Drove traffic into the store from the event
- Sounds by South Bend
 - Hosted a musical event in our parking lot and encouraged people to shop the Co-op
- Urban Adventure Games

- Purple Porch provided an engaging activity to participants, informed participants about the location, mission and purpose of the Purple Porch
- Art Beat
 - Sold slushies, provided coupons and information about co-op mission to new potential customers
 - Won “Best Culinary Arts” Booth
- PPC Signage
 - Updated in-store signage to make store more navigable, consistent
- Producer Bios
 - Highlighted local producers to humanize the people that grow and produce the food we sell
- Marketing the Market
 - Advertised the Wednesday Farmers' Market that consists of local food growers and producers through DTSB and
- PPC Reusable Bags
 - Updated the Purple Porch Co-op reusable shopping bags
- Events at the PPC
 - designed media to communicate events in the store or in the community
- Earned Media
 - Coffee Connections – featured in the South Bend Tribune, continue to explore pay-it-forward model
 - Kids' Endorsements – Testimonials of kids that routinely visit and parents shop the PPC
 - Kombucha article in South Bend Tribune
- Facebook Posts
 - Continually communicate information to subscribers regarding sales, events and producer stories
- Digital Billboard
 - Partnered with Downtown South Bend and Burkhart Advertising to design and implement digital billboard ads to communicate fresh, local, organic food
- St Joseph Parish Ad
 - Used ad to communicate information regarding Wednesday local Farmer's Market and Sunday hours
- Edible Michiana
 - Designed and ran ads designed to increase membership, highlight the Wednesday Market and holiday gifts
 - Ran free digital ad on the Edible Michiana website
- Visitor's Guide
 - Originated language to appeal to those looking for healthy grocery and/or cafe options when visiting South Bend
- Readers' Choice – South Bend Tribune

- Ran a marketing campaign to inform our supports that we had been nominated
 - Won Best Vegetarian and/or Gluten Free Restaurant, Favorite Organic Food Store
- Cover
 - Wifi marketing with email collection and messaging
- Marketing to Local Businesses
 - Distributed grocery list cards highlighting our use of local producers and selection throughout the businesses. Discussed potential co-marketing opportunities. Marketing PPC specific events at some of these locations.
- Marketing to Schools
 - St Joseph Grade School – free slushie samples during 100 degree summer day, shopping list cards available on front desk
- Marketing to nearby Churches
 - St Joseph Parish – print ad in parish bulletin
 - Unitarian Church – word of mouth campaign regarding Sunday hours
- Marketing to nearby Apartments
 - The Pointe – shopping list cards distributed to all apartments within The Pointe
 - Central High – shopping list cards hung on community boards
 - Stephenson Mills – shopping list cards hung on community boards
- Target Specific Marketing Efforts
 - This mailer campaign saw personalized shopping list postcards with an appeal for increased shopping behavior and went to current members
- Non-Member Non-Shopper Campaign

b. Impact on Community:

- Please see the answer to question #7 below for feedback we've received from the community – in part as response to our marketing efforts.

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 hourly employees (cooks and front operations)
- ii. **Number of jobs retained:** 15 (5 fulltime, 10 hourly)
- iii. **Number of indirect jobs created:** NA
- iv. **Number of markets expanded:** 1
- v. **Number of new markets established:** none
- vi. **Market sales increased by \$10,251 per month** and increased by 34%.
- vii. **Number of farmers/producers that have benefited from the project:** 176
 - a. **Percent Increase:** 429%

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 Co-op did participate in three very large community events - the SB150 celebration (South Bend's 150th anniversary celebration) and ArtBeat 2015 and ArtBeat 2016 (a large arts festival downtown South Bend). Both draw thousands of a diverse community where we were able to market ourselves to a broader population than the demographics usually associated with our customer base (tends to be middle class Caucasian). During the ArtBeat events (which draws a diversity of racial and age demographics) we used the slushie machine purchased through this grant in order to make and sell watermelon slushies in 2015 using locally produced watermelons and Blueberry slushies in 2016 using locally produced organic blueberries - showing new customers that local food can be very tasty! A very popular cold beverage helped us build awareness in the broader South Bend Community. Plus, in 2015, one of our staff carved one of the watermelons into a chicken - which earned us the "Best Culinary Arts" award.

4. Discuss your community partnerships.

i. Who are your community partners?

Downtown South Bend (DTSB), St. Joseph County Chamber of Commerce, South Bend Brew Werks.

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

They assist us in promoting to their respective networks within the Michiana area (a seven county region that includes two Michigan counties and five Indiana Counties - thus the combined names into Michiana) and letting the public know that we are a source for locally produced food. For example, the local products that South Bend Brew Werks (a downtown brew pub) purchases from us are highlighted on their menu as "local" from Purple Porch Co-op. And, we work with DTSB on a regular basis and they help us promote (for example) a tasting of locally produced Chocolate during two of our "First Friday" events.

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

They will continue to assist us in reaching their respective networks within the Michiana area and letting the public know that we are a source for locally produced food. For future endeavors, we hope that a business like South Bend Brew Werks will serve as a demonstration for other restaurants to utilize ours services as a local food hub.

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

No.

6. Have you publicized any results yet?* no, not formally

i. If yes, how did you publicize the results? During our 2015 and 2016 Annual Member-owner Meetings, we made reference to the Grant and how it is has helped us improve our local sales – and presenting local sales numbers. Note: In 2017, we are changing our Annual Meeting to the Spring – at which time we will formally present the improvements we've made as a result of this grant.

ii. To whom did you publicize the results? Member-owners and "interested public" that came to the meetings.

iii. How many stakeholders (i.e. people, entities) did you reach? Approximately 200 for the two meetings. We anticipate 100 attending the meeting in Spring 2017.

*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?

Social Media comments (primarily Facebook) and reviews placed on sites such as Yelp.

ii. What feedback was relayed (specific comments)?

Note: Bolded text specific to “local” references

- Best place for gluten-free food in South Bend! Awesome people too. - Eli Williams
- We Purple Porch! Salad bar and hot food are awesome...bakery items are super yummy! Our fave are the ginger muffins! Oh, and there are great groceries, lol! :) - Sybil Michelle Snyder
- It's not very easy to be a co-op in the mid-west, but the PPC is your local food co-op that has the right things in mind when it comes to you and your health, so it means a lot in this community when someone shops here over other national/international chains that DO carry gmOs and make it hard for co-ops to succeed. - David Rees
- **A great place to get locally grown products. - Amanda Bergan**
- I love The Purple Porch. Their food is fresh, innovative and delicious. The atmosphere of Cafe Max is comfortable, cool and welcoming. - Laurie Bulaoro
- **I love getting nearly all of my food from the Purple Porch because I love being in a local food co-op. The business model appeals to my nature. The idea of keeping local money circulating through our local community appeals to my common sense. I love knowing my farmers and producers. All this enriches my life. And the kale salad and gluten-free brownies are so good! - Molly Moon**
- The food was outstanding...the atmosphere is great....can't wait to bring my friends for a treat... – Dennis Scott
- This is my happy place! - Jena Smoroske
- Love the organic food and daily vegan options! The chef is great and the place very friendly. – Catherine Perry
- I love the cafe with clearly labelled vegan deliciousness. Convenient location with all the essentials on my shopping list and a friendly staff. - Sara Maloney
- Great people and a really nice selection! - Maureen Brusznicki
- Really friendly helpful staff and VERY high quality goods! Will stop by again. – James Wilder
- **Absolute best for quality local and organic food. People who genuinely care and strive for excellence. - Raymond Harmon**
- I absolutely love the convenience of the location. I am so happy that you are there and offer all of the items that I use. The best part are all the amazing lunch specials!!! - Camelia Gonzalez
- **I had the best chorizo breakfast burrito ever, and the staff is friendly and helpful! - Cindy Goodling**

- Greatest little co-op around. You can join or just shop there. Best options for "whole foods" and located in an urban environment. - Carla M
- **Lunch at Cafe Max is always so delicious. Purple Porch is a locally owned Co-op, sourcing much of its organic groceries from local farmers and dairies. The cafe within the Co-op is Cafe Max. There is a wonderful organic salad bar full of fresh veggies, hummus, and the must have Kale Salad [prepared]. There are also daily selections of soups, breakfast burritos and hot lunches, such as the very delicious green curry.**
- The food is always interesting and tasty and so fresh! - DMB1538
- I was in South Bend visiting friends after a long hiatus and was planning to eat lunch at Emporium, as I fondly remembered their fried zucchini and quiche for lunch. Discovered the Emporium no longer serves fried zucchini, and since the rest of their new menu was not enticing enough, we decided to go elsewhere. I quickly checked Google for something salad-y with organic offerings (even though I had been wanting to eat Emporium's fried zucchini, I usually eat as clean & green as I can!). I came across Purple Porch, saw that it was only two blocks away, so we headed there to check out the co-op's cafe salad bar. My gosh, I wish we had something like that here on the Outer Banks of North Carolina!! This is my idea of true, healthy food in a friendly, feel-good atmosphere. We each got heaping plates full of deliciousness, at a very reasonable price, and sat at the sunny window bench table to visit and catch up. Every other sentence, we commented on how good everything was... And to know it was locally sourced and organic - I know if I lived in SB again they'd be seeing my smiling face often! - OBXyaya
- **I love stopping into their cafe for a quick breakfast or lunch. The food is healthy and home made. It is also a good location to find locally grown food.** - jappleman
- **Went on a whim, they had a few local vendors set up out front. Great local and healthy food selection inside!** - Illysa L
- **Friendly people wonderful food and organics galore. I work close but wish I lived closer. Fresh food, vegetables and fruit. Best of all it's all local.** - James C
- **If you are looking for a place to eat locally fresh food, go no further. Purple Porch Co-op provides the produce, meats, and specialty items the locally inclined shopper needs. That, and the whole atmosphere of the place is beguiling. It reminds me of a mom and pop shop, but with a whole community.**
- I really like shopping here, and getting tasty quick lunches at the Cafe Max. When my whole extended family came in for my wedding this past summer, I took them all to PPC and they bought fruits, exquisite chocolates, toffee, fish, various meats, heirloom seeds and fruits. Many were delighted by the Pink Lady apples! Things you can't find so well in a grocery store that are unique.
- **That and I gotta say, the Delmonico steak you can order is awesome. I cook that for my family for nights in and can't find that in a restaurant (filet does not compare!).**
- **Kudos to a farming co-op taking on an appeal to the DTSB area – Eupterran**
- We were in search of something healthy and delicious to eat, and some pedestrians recommended The Purple Porch. It is a little self-service cafe tucked inside the grocery store with a small selection of ready made foods. We had the red, white and Kale Tuscan soup with sausage and the Grandpa Galloppod Old World Italian Misticalli. We also had a salad from the small but exceptionally well stocked salad bar, and some fresh rolls. Absolutely delish. Very affordable, very fresh. - Annabelle M
- Delicious food, community vibe, and everything you need in a basic grocery store. Even prepared foods are made with local and organic ingredients. - Bryon T

- **Love co-ops and this one has it down right! Friendly helpful staff, nice range of foods in the cafe (hot and cold and salads and grab and go) PLUS local, organic foods in the produce section. Located near other charming shops with friendly helpful people. - 1KOB**
- **I love to support local businesses and growers. This place is a treasure. Don't miss it. Great coffee, great foods, and hearty, vegan breakfast burritos. Join the Co-op: worth the cost. - Sabrina Lute**
- **Great community space. Wonderful salad bar, soups, and breakfast burritos. Wide selection of local sustainable natural and organic foods. Wednesday farmer's markets are the place to be. Healthy and tasty (sic) selection. Favorite spot of the community builders of South Bend. - Anthony Villano**
- **Cool local market. Great prepared food selection and excellent kombucha on tap. - Michelle Elise**
- Their order-in-advance-and-pick-up-on-Wednesday is convenient, and the food is super fresh. Very nice salad and food bar and coffee. - Laurie Martin
- Fantastic food to fit a wide range of diets and a great daily lunch selection – Trish Gering
- **The very best truly local grocer. - Patrick Deegan**
- **Purple Porch Co-op is so welcoming! It is a little oasis in the ever-improving small city of South Bend. The cafe, Cafe Max, has delicious, high quality food, and in the store and the weekly Farmers Market it is possible to get just about everything I need there. The staff are friendly and knowledgeable, and diverse people are always gathering for lunch, coffee, or just chatting. It is one of my favorite places! - Susan Blum**
- **A small, fun, local/organic food store, Purple Porch Co-op offers lots of interesting grocery options, as well as coffee and prepared food. - Samuel Noble**
- **The Purple Porch is a jewel for anyone interested in healthy, local, sustainable, and organic food. Located in the East Bank area, it is ideal for those who live and/or work around the downtown area. I find myself stopping in few times a week on my way to, or from work. Our community is fortunate to have this wonderful grocery option right in the heart of our downtown area. - Marianne Surges**
- Super unique place, with a fun vibe- my friend from San Francisco said she felt like she was back home.
- The salad bar/buffet of prepared food has lots of fresh and healthy options; my favorites were the kale salad, hummus, and a quinoa salad. Their peach tea was refreshing and I love that they have "pass-it-on" coupons for their coffee.
- Their grocery store is also great, with lots of good produce. One of my favorites is their super unique chocolate bars.
- Their First Fridays are a good time to go for a more interactive, community atmosphere. There is usually a local vendor and their product featured, and some live music played. They also had an entire interactive art exhibit outside for a few weeks, which was a cool touch.
- Fun fact: there's a mural on the outside back wall, that's super colorful and fun – Katherine E
- **The Purple Porch is a Mecca to those who love real food. The grocery lines are stocked with all the essentials. All of the meats are locally sourced. The purple porch offers a hot/cold food bar that cannot be beat! Just finished my lunch... Perfection. Everything was fresh and flavorful. - P.j.A.**
- **Awesome! Although they have a nice selection of fresh local organic produce and a nice cooler section of healthy eats, I primarily go here once a week for their prepared food area.**
- Awesome selection of prepared food. They always have 2 soups to select from, a fresh salad bar, multiple baked goods and a feature for the day, today was taco Tuesday. Everything is clearly

marked for vegetarian, vegan, gluten free and local meat. I always take an ample amount of food for a couple days of snacks. They use their own recipes, my favorite being their vegetable chili which is usually in the cooler prepackaged or in the freezer as well.

- Very quaint area of about 6 tables to eat, relaxing communal atmosphere with cafeteria style eating.
- Adorable sidewalk seating, great for a lunch to catch up with loved ones.
- I have looked into their members benefits but have yet to take the plunge, I'm not in a position where buying fresh produce is easy for me because it often goes to waste with my busy schedule and from what I read it's 10% off of one big purchase monthly. If anything I would join to support the co-op.
- Great job purple porch! Exactly what we need more of downtown! - Mandi Kay A.
- The Purple Porch is my new home away from home. I used to work at a little grocery shop in Chitown, and was pleasantly surprised to find something similar in South Bend.
- **Highlights include the following: -local produce, -local coffee, -local kombucha, -grass-fed meat -organic dry goods, -an AWESOME bulk selection, -a salad bar, -homemade hummus to die for**
- It's good to go here for breakfast or lunch, picking up ingredients for a nice dinner, or your weekly granola/bacon/avocado run.
- **On Wednesdays the local farmers come, and you can buy direct.**
- Staff is friendly and helpful. Bring your own plastic bags. - Shannon N
- Living a healthy life is easy in CA but when I visit my family in South Bend it's always been a struggle... until now. Purple Porch co-op has a hot & cold bar filled with gluten-free, organic, vegan, and vegetarian food choices. The only part I didn't enjoy is that they use canola oil in one of their soups.
- **They have a small but diverse produce section, natural cleaners, eco body care products, beverages and a great bulk section of teas, spices, nuts & seeds. They even have local grass-fed meat & kombucha!**
- They offer free wifi, tables inside and out, and a clean environment to enjoy meeting friends or taking time for yourself. It's a win-win-win! - Carla C
- This place has a huge selection, which surprised me. From the produce and even canned items you can tell they have real relationships with local farmers and businesses. The selection is way fresher and more unique (think heirloom) than Whole Foods and the prices are comparable or better.
- When I went in today they had all these plants and seeds out, which I promptly bought for my garden. They also had the most gorgeous pears I've ever seen and a heap of breakfast burritos ranging from chorizo to vegan. You can tell people here know what they're doing and take a lot of pride in it.
- One of my favorite this is the cute community free coffee pass board which I always visit when I go in because it makes me feel a little better about the world. In general that's how I feel whenever I walk in here. - Jennifer K
- Great place. It still blows me away that Bloomington, IN has had a coop for 30 years and South Bend just got one recently. It is nearly everything I want it to be, and I frequent often. They have a helpful dedicated staff, and genuinely care. Which is nice to see rather than the 'we pretend to care' corporate bs a place like Whole Foods will sell you. - Robert G
- After 2 weeks driving cross country I was so in need of a healthy, tasty meal. Delighted to find this place. Great food - tasty, fresh and worth the drive. Wishing I could find places like this in Nebraska & Wyoming. - Rob G

- Absolutely wonderful! All the food is fantastic and you can't go wrong. Everyone is super friendly and are very helpful when it comes to finding what you are looking for. Everything is fresh and made with love – Madison H
- Great food!!! Awesome staff !!!! The perfect environment!!! We love going here to pick up certain groceries, if we can't find it we ask to see if they can get it in. Best Bananas and Bacon (Hebron Farms) around!!! The breakfast burritos are tasty and filling!! Be sure to find and meet Myles!! - Kristina F
- Purple Porch is everything I thought it would be and more!
- **I came in today, on opening day and was elated by the broad selection of items here, from fresh fruits and vegetables, local honey, Hobo Jim's ketchups and sauces, stocks, cereals, and even a huge weigh-your-own area for nuts, seeds and everything in between! There were also lots of frozen products, Express Cupcakes and even natural and organic beauty products like soaps and balms.**
- My favorite part of Purple Porch is Cafe Max! I love the daily soup selections and that there is always a vegan option. There is a lovely little salad bar with organic veggies and dressings. There are lots of cookies, baked goods and even to go meals. Always free ice water and iced tea and lemonade for only \$0.75 a glass!
- Today I tried a vegan boca breakfast burrito and a fresh handmade falafel sandwich. Both were absolutely delicious! The standout was the house-made falafel! Fresh, seasoned well, and perfectly crispy on the outside and flaky on the inside. I made my own pita sandwich with the falafel with tzatziki, cucumbers, spring mix and a bit of green goddess dressing. SO YUMMY! After that, my friends and I tried the blueberry muffins, chocolate chip cookie and ginger snap cookie. All wonderful!
- I also love the thought, care and eco-mindedness that has gone into Purple Porch all around, especially in the cafe. You will find actual glasses for those diners choosing to eat in. That way plastic cups will not go to waste. Same goes for actual dishes. There are even wooden spoons and paper boxes that can be used to go that can be easily recycled at home.
- **This is my new go-to spot! SO excited Purple Porch is open and running! Head there now for an all-local, organic, healthy experience! The friendliest around! - Aditi G**
- I used to live in SB and I went to lunch here a few times. The food is excellent and the new location is very nice. They also have a small grocery store section (two or three aisles). Easily one of my favorite places in South Bend. - Kate P
- **Fantastic organic and local store with beautiful little salad bar and hot food/soup bar. We stopped here driving from New York to Chicago and on the way back again. Super fresh, affordable, and so important for supporting incredible local businesses and farmers. Great gluten free and vegan options, as well as local meat and eggs. Will definitely visit again! - dan naomi w**
- Purple Porch isn't a large store so options are limited. However, they have an excellent salad bar with hearty vegan options (the "deconstructed hummus" chickpea salad is yummy, also grain salads, and potato salad).
- They make a yummy vegan breakfast burrito (also a vegetarian one). Whenever I have gone, one of the two hot soup options is vegan and the daily hot food usually has a vegan option (otherwise, a vegetarian option). Daily menu is on their website and foods are labeled vegan. Almost always have a vegan scone (flavor changes daily). There are also some vegan options in the cold prepared food section. - Vegan Yum.

8. Budget Summary:

- a. As part of the LFPP 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:
- b. Did the project generate any income? No
 - i. 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).

A walk-in cooler/freezer is absolutely necessary: As a food business that sells fresh produce, dairy and frozen meats from local producers, a walk-in cooler/freezer expanded our capacity to effectively store these products – increasing sales and decreasing food waste – all the while, providing products at a price more accessible to a greater number of people. Our best example of this is our current ability to purchase a large quantity of meat from a producer at a lower price than if we were simply purchasing 20 pounds every so often. This was advantageous for our business and for the farmer (reducing their need to store it over time and receiving payment for the large quantity sooner than they would receive it over time from smaller quantities). Since we purchased it at a lower price, we are able to sell it at a price that allows for a greater diversity of customers to purchase that locally produced meat.

Another example would be the ability of our kitchen to produce a very popular kale salad for our salad bar using seasonally available locally-grown kale. Without the capacity to store at a proper temperature, we would not be able to offer that product at a reasonable price.

Use of equipment to try new ways of using local foods: We had some initial staff resistance to the idea of purchasing the slushie machine. However, while not a huge money-maker for us, we did find that it helped us in our ability to differentiate our business with other competing stores and restaurants by utilizing some locally produced foods in a way that we originally had not imagined. And since slushie machines are designed to use a commercially-made mix, we were forced to learn how to use some ingredients – blueberries, milk for example – effectively. It continues to be a seasonal attraction. But we are able to have people think about using local products in ways that are not seen in other cafes and stores in our area.

Marketing cannot be external to the core of our business: While we did make significant advances in our marketing over the two years, improvements could be made to the way we integrate the marketing staff into the business. As a small café/market/grocery that focusses on locally produced foods, it is very important to have that marketing staff be enmeshed in the concepts and facts about local foods – not only the big picture ideas – but the stories that our local producers bring to the table. This can be a challenge – when trying to hire a “marketing expert” there are challenges of the person using standard marketing tactics without necessarily integrating the uniqueness of our business. So I would advise others to be sure and hire effectively for marketing positions and make sure that they are able to market the uniqueness of a local-focused venture.

Dedication of a staff person’s time: It has proven extremely useful to delegate the efforts of developing local relationship to one of our managers. The Grant paid for part of his salary and we will

be continuing that position beyond the grant term. When that role is taken on by a staff person – as their job, rather than something that is spread out over several staff as if it were an afterthought – s/he is able to commit to developing those relationships. Example: we developed a relationship with a local Kombucha producer that helped us install a “kegerator” in which we now offer 4 flavors of their kombucha on tap. This has been very successful both for that producer and our business. That relationship (and the following mutual success) would have been very unlikely if it we did not have someone dedicated to that role.

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

I need to start with a brief clarification. We operate a store and café that is open daily. We also operate a farmers market that is open every Wednesday evening. The market exclusively provides an opportunity for local producers to sell directly to customers. That part of how we sell locally produced foods has decreased significantly as some producers have found it advantageous to sell their products to the store for retail sales – and forgo the farmers market. AND, some customers have also found their local needs met by the store rather than participating in the farmers market – usually because of the hours of operation – the farmers market limited hours makes it less convenient than finding local products on our store shelves and in the café’s prepared foods as ingredients.

While we think that the farmers market remains an important opportunity that we provide for customers to connect closely with the local producers (some customers value this greatly) we also do not see it as a failure that the farmers market has decreased in participation and revenue. We have made up for that reduction through the daily sales of locally produced products from the store and café.

While we far exceeded the expected growth in the number of food producer beneficiaries (429%), we did not see an equivalent growth in the dollar amount change. We think that this is evidence that we have spent most of our effort on stocking the store with more and more local products. We now have the stock. We are now implementing some of the marketing strategies to increase the number of customers and returning customers. We often experience these “Chicken and the Egg conundrums”. It is very challenging to market local products when you don’t yet have the stock for the customers. So, it is almost necessary to spend one’s effort developing the relationships with local producers and distributors to ensure the stock. And then spend the effort on bringing in new and returning customers. This is not unique to “local”. But it is a lesson that we have learned in our retail business that must have the choices and quality of local products on hand prior to marketing. It all takes time and patience. A new business, or a business developing their local selection needs to keep this in mind – develop those relationships (with patience) and then implement the marketing to grow interest.

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:

Better utilize the personnel matching portion: Initially, we had outstanding assistance on the marketing portion of this grant. However, the people that initially made a commitment, had changes in their lives that caused them to leave the area and were no longer a part of the grant implementation. I’m happy to say that we still met more than our minimal obligation for matching –

but we were not able to utilize their skills and talents through the entity of the grant time period. I think that others may consider – especially with a 2-year period – front-loading most of the matching personnel. In the first 6-12 months of the grant and operate as if they were not going to participate in the last 12 months. We were able to move forward successfully. But I think we were missing some advisory capacity with respect to our marketing plan during the last 12 months of the period.

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.**

We will be continuing the position of Local Products Buyer: As stated earlier, it is very important to have this position dedicated to local products. The seeking out and development of relationships with local producers and distributors of local products is more time intensive than

We are continuing to implement the marketing strategies that will bring more new and returning customers. We have a commitment to a more intensive advertising on our local Public Radio station – via on air mentions and two 20 second spots that can be customized

We are putting more resources toward Facebook advertising which we find that we're able to target much more effectively than other means of marketing.

We are putting more effort into staff training – in particular those that provide direct customer service – providing them with the need tools and information to engage with customers about local products – with a result of providing a unique experience and increasing customers' basket sizes and likelihood for return.

- 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?**

Spend time and resources on efficiently producing diverse ****value-added**** products at an accessible price point. In order to truly develop local food entrepreneurs in the Michiana area, resources will need to be put toward training and the development of a dedicated entrepreneurial kitchen. We have an abundance of food grown in our region. However, there is very little in the way of training and kitchen resources for people to develop their food production businesses. There remain opportunities to develop products (beyond the market-saturated cookies, jams and salsas) that extend the life of food grown in our area. There are many outlets to purchase seasonal local produce in our area. But we need people to take that produce and other local products and make it into value-added products that people need and desire.