

**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: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014 – September 29, 2016
Authorized Representative Name:	Liz Wertz
Authorized Representative Phone:	317-847-6135
Authorized Representative Email:	liz@growingplacesindy.org
Recipient Organization Name:	Growing Places Indy / Indy Winter Farmers Market
Project Title as Stated on Grant Agreement:	Indy Winter Farmers Market Community Promotion Program: SNAP Benefits and Vendor Support
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-IN-0067
Year Grant was Awarded:	2014
Project City/State:	Indianapolis, IN
Total Awarded Budget:	\$24,705

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 1:** Increase use of SNAP at Indy Winter Farmers Market (IWFM) during 2014-2015 season (November 2014 through April 2015)
 - a. **Objective 1:** Improve outreach by developing FIVE local partnerships
 1. **Progress Made:** Before making contact with local organizations, the IWFM staff and advisory board put together a list of like-minded local organizations that share similar missions. After emailing, calling and meeting in person, IWFM was able to secure relationships with SIX organizations: Purdue Extension Marion County Family Nutrition Program, Concord Neighborhood Center, United Way of Central Indiana Bridges to Success, Indianapolis Public School #31, Paramount School of Excellence and Eskenazi Healthy Families. These partnerships consisted of a variety of activities. For some, IWFM Eat Well Coordinator (EWC) presented to the group with a PowerPoint presentation geared at IWFM basics, SNAP in our community and the IWFM SNAP matching programs. Other partnerships were more extensive and included programming like workshops and games to help introduce winter produce to community members and how to prepare such foods in healthy manner. The level of partnership simply depended on what the organization wanted from IWFM and how we could best serve their members.
 2. **Impact on Community:** Through these partnerships, the IWFM EWC’s message was spread to far more people than would have been reachable without the partnerships. While presenting to these organizations, EWC spoke face-to-face with 250+ individuals who work with SNAP recipients on a daily basis or who receive SNAP benefits themselves. In addition to the personal interaction, our partners spread the message on IWFM and our SNAP matching programs through their newsletters, reaching 10,000+ individuals.
 - b. **Objective 2:** Improve programming at IWFM to encourage SNAP recipients to come to market
 1. **Progress Made:** IWFM wanted to attract shoppers by creating fun, unique and entertaining programming to happen during the market. IWFM set a reoccurring schedule (Example: Garden Education every 2nd Saturday, Cooking Demos every 3rd Saturday and Kids Activities every 4th Saturday) so shoppers could plan ahead on when they wanted to attend based on their interests. For the purpose of this grant, IWFM aimed to create special SNAP-specific programming and incentives. IWFM ordered (through scholarship, not USDA grant funds) copies of Leanne Brown’s “Good and Cheap: Eat Well on \$4/Day” cookbooks to be given to SNAP shoppers who attended market 5x. IWFM kept record of these by giving SNAP shoppers punch cards that would get stamped every visit. IWFM also held monthly cooking demos at the market that focused on recipes from the “Good and Cheap” cookbook. Other

successful programs were two hands-on workshops: Canning Apples and Slow Cooking Winter Vegetables. IWFM kept a list of upcoming workshops at the market's Information Table and SNAP shoppers signed up in advance. The workshops were led by partner organization Purdue Extension Marion County Family Nutrition Program. In the canning workshop, ten individuals got hands-on experience with preserving apples (from IWFM vendor Grabow Orchard) and learned how to process them in jars. Participants also received a "USDA Complete Guide to At-Home Canning" book. This workshop was held in a neighboring wing of where the market is that has a professional kitchen. IWFM also hosted a Slow Cooker Workshop with local partner, Concord Neighborhood Center (CNC). The workshop took place in a community room at CNC. At this workshop, individuals learned about seasonal winter produce (root vegetables, squash, etc). They each made a meal to take home and at the end of the workshop, all the participants sat down together to share a meal. All participants also got to take home their very own slow cooker (courtesy of Purdue Extension of Marion County Family Nutrition Program). Other successful at-market programming include: vegetable scavenger hunts, dying eggs with natural dye and using vegetables to stamp wrapping paper.

2. **Impact on Community:** Through the IWFM programming (incentives, workshops, etc), over 125 individuals expanded their knowledge on fresh, healthy foods with hands-on experience. Our workshops enabled community members to learn easy, affordable ways to prepare and preserve foods. During the 2014-2015 season, IWFM served 55 unique SNAP customers. SNAP customers came back on an average of 2.8 times throughout the season. During the first half of the market season (November through January), SNAP dollars being spent at market increased by 54% when compared to the previous season. IWFM believes this increase was a direct result from our partnerships, SNAP advertising (using posters and postcards at local neighborhoods and businesses) and the programs offered at market.

- ii. **Goal 2:** Build capacity of Eat Well Coordinator (EWC) to reach more community members through outreach, training and partnerships.

- a. **Objective 1:** Transition EWC from 10 hours/week to 30 hours/week

1. **Progress Made:** EWC took on a bigger role with IWFM by transitioning from 10 hours a week to 30 hours a week. This increase enabled EWC to attend more relevant meetings, trainings and conferences. With more hours, EWC was able to make more presentations and coordinate workshops/educational programming.
2. **Impact on Community:** By working more hours, EWC had more opportunity to reach out to the community. EWC attended several trainings and networked with individuals doing similar work with other farmers markets. Also, the work of EWC was able to reach more individuals, as there were more hours to complete meetings, presentations, etc.

- b. **Objective 2:** EWC to attend one national and three local conferences.

1. **Progress Made:** During the duration of this grant, EWC attended three conferences. There was only one relevant local training, Farmers Market Boot Camp on April 10, 2015, for EWC to attend. Here, EWC met with other Central Indiana growers, producers, market managers and other market staff. In addition, EWC attended two national conferences: Michigan Farmers Market Association Conference March 10-11, 2015 and the Just Food Conference in New York on March 15, 2015.
 2. **Impact on Community:** By attending these trainings, EWC was able to network with other markets. Reaching out to other similar organizations and farmers markets, both locally and nationally, provided endless resources for IWFM. It is always beneficial to learn directly from others who are doing similar work, rather than “reinventing the wheel”. EWC collected ideas for future incentives, programming workshops, best practices for record keeping and more. Additionally, EWC was able to share successes and failures experiences at IWFM with other markets.
- iii. **Goal 3:** Provide tools to ~60 IWFM vendors to assist them in marketing their products and accepting SNAP purchases.
- a. **Objective 1:** Provide 3 trainings to vendors focusing on SNAP matching and tokens, Marketing to SNAP Customers and At-Market Strategies for increasing sales
 1. **Progress Made:** The IWFM’s 60+ vendors received training in October 2014 and again in October 2015. At these training sessions, vendors received training on SNAP within the community, SNAP at market and IWFM’s SNAP matching programs. EWC created worksheets for each vendor to take home detailing the different tokens (SNAP, Fresh Bucks match, Eat Well match, Gift tokens) and listed all the tokens each vendor can accept. IWFM also created clear signage to be displayed at each SNAP vendors’ booth showing which tokens can be accepted. These visual signs were beneficial to both vendors and shoppers. The signs were displayed with table number card holders, are laminated, and clearly show which tokens are accepted. This makes shopping easier for SNAP customers and vendors.
 2. **Impact on Community:** These vendor trainings helped IWFM vendors grow more competent on SNAP within their community. One of the IWFM intentions for training was to destigmatize SNAP to help show why vendors should market specifically to SNAP customers. During the 2014-2015 season, 43% of IWFM vendors who sell SNAP-eligible products reported an increase in SNAP sales. Among these vendors who reported increases, sales increased by an average of 79%. Of those vendors, 28% experiences sale increases of 90%. One vendor reported an increase in sales by 434%! The trainings and signage set a clear expectation for both vendors and shoppers.
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: 1
 - ii. Number of jobs retained: 1

- iii. Number of indirect jobs created: 60+ (with IWFM vendors reporting more sales, it is possible that many had to hire additional help)
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$N/A and increased by N/A%.
 - a. IWFM vendors had issues submitting accurate sales data. IWFM does not want to report falsely on this and apologizes for not having exact numbers.
 - vii. Number of farmers/producers that have benefited from the project: 60
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. Yes, IWFM primary focus of this grant was to increase SNAP sales and customers shopping at the market. By hosting workshops with community centers (Ex. Concord Neighborhood Center) and partnering with area schools (Ex. IPS #31, Paramount School of Excellence), community members and parents were introduced to IWFM and the SNAP matching programs offered at market. This was a way to target a new population, one unfamiliar with farmers markets, especially IWFM. After working with these groups, IWFM saw many returning SNAP shoppers at market and those shoppers brought family and friends who had previously not heard of the market. By attending events like food pantries, health fairs and parent meetings, IWFM was able to reach new populations.
4. Discuss your community partnerships.
- i. Who are your community partners?
 - a. Purdue Extension Marion County Family Nutrition Program
 - b. Concord Neighborhood Center
 - c. United Way of Central IN Bridges to Success
 - d. Indianapolis Public School #31
 - e. Paramount School of Excellence
 - f. Eskenazi Healthy Families
 - g. Supplemental Partners: Tindley Prep Academy, Spotts Garden Services, Grabow Orchard
 - ii. How have they contributed to the overall results of the FMPP project?
 - a. The biggest way the IWFM partners contributed to the FMPP project was by helping spread the word about the market and IWFM's SNAP matching programs. These organizations have 10,000+ newsletter subscribers and the IWFM information was disseminated to all of these individuals simply and for free via newsletters. Additionally, partnering with like-minded individuals made the relationship easy and full of passion. When an organization already shares the same passions, it is easy and seamless to help spread each others' messages.
 - b. Partners also helped distribute informational postcards and posters. They also helped host workshops.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
 - a. By sustaining these relationships, IWFM has expanded their ability to reach more people. Now that these partnerships have been established, the organizations are on board to help advertise IWFM and IWFM programming to their clients, members and staff. Also, these organizations are a great starting

point for any future initiatives IWFM may want to create in the future.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? No, all FMPP work was done by IWFM EWC.

6. Have you publicized any results yet?*

- i. If yes, how did you publicize the results? The IWFM will publicize the progress of this grant once the grant has been officially closed. IWFM plans on linking to the USDA's website once the report is public on the market's website.
- ii. To whom did you publicize the results? IWFM will publicize the results with the public (via website) and send an email to like-minded local organizations and other farmers markets with the invitation to sit down with the IWFM EWC to go over results, best practices, etc. of the grant.
- iii. How many stakeholders (i.e. people, entities) did you reach? N/A at this time.

*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? Throughout the 2014-2015 season, IWFM held a few customer surveys. These surveys were conducted anonymously online through SurveyMonkey to IWFM shoppers (via newsletter) and in-person, at-market for shoppers willing to fill out the survey. IWFM also sent SurveyMonkey surveys to vendors on a weekly basis. The vendor surveys collect sales information; however, not all vendors fill them out. Something to consider in the future is a way to make surveys mandatory for vendors so IWFM can gain as much economic information as possible for future grants and funding requests.
- ii. What feedback was relayed (specific comments)?
 - a. IWFM vendors greatly appreciated the addition of token signage at their booths for easy shopping.
 - b. IWFM vendors were unaware of how prevalent SNAP was in the local community. "Thank you for arranging Dave from Indy Hunger Network to talk with us for the vendor training. I had NO idea there were so many Indianapolis families on SNAP. It really makes me think harder about how I can help these individuals with my produce" –Anonymous IWFM vendor
 - c. "Thank you so much for offering both SNAP matching programs. My family has to eat 'Paleo' for several health reasons and we wouldn't be able to do so without doubling our dollars at IWFM." –SNAP Shopper, Christa
 - d. "IWFM's SNAP matching is the best kept secret in Indianapolis!! I've told all my friends they need to come down and take advantage of this 'free' money." –SNAP Shopper, Anonymous
 - e. "I've always wanted to learn how to can at home, but it's so intimidating! My son and I loved attending your Apples Workshop. It was the best applesauce ever and a fun way to spend some quality time with my son." –SNAP Shopper

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?

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. IWFM learned the importance of collecting baseline data in order to determine the project's effectiveness.
 - b. Partnering with like-minded organizations is crucial. Having a list of recognizable partners is not as effective as having partners that share IWFM's passion. With a shared passion, the message comes across more genuine and reaches more people who will actually have an interested in attending market.
 - c. Creating a firm schedule for the season's events is helpful. When customers know what to expect (ex. Every third Saturday is a cooking demo), they can plan ahead and area more likely to attend events.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving.
 - a. IWFM did not increase SNAP by the number originally intended (150 unique SNAP shoppers, IWFM only had 55). This was largely in part to a problem out of market control. In the middle of the 2014-2015 season, IWFM lost its free parking lot to the construction of a new apartment building. Being located in the center of downtown Indianapolis, many shoppers (both SNAP and non-SNAP) relied heavily on the free parking (rather than paying at a meter or parking garage). Every vendor reported a decrease in sales after IWFM lost the free parking lot. This ultimately resulted in the market relocated for the 2015-2016 season.
 - b. A major frustration of the EWC was seeing hundreds of individuals throughout meetings and presentations, but rarely seeing those individuals come to the market. From this experience, IWFM has shifted outreach efforts to targeting organizations rather than individuals. For example, EWC attended a local food pantry and discussed IWFM with 50+ participants. After not seeing any of those individuals attend market, EWC met with 10 food pantry coordinators (all at once in one meeting) and educated the coordinators on IWFM's efforts. The coordinators then displayed IWFM posters, postcards, information on SNAP at market and talked about IWFM's SNAP matching programs with the individuals they saw come through each of their pantries. This enabled the EWC's message to reach more people without taking the time to visit each of the 10 pantries. Building a strong network to help relay information is extremely beneficial.
- 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. It is important to keep a detailed, organized record of all grant activities and efforts. When there is already a running list of activities, it makes progress and

final reporting easier.

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.
 - a. IWFM will continue to have the EWC focus on SNAP outreach in efforts of increasing SNAP sales at market. IWFM will host regular programming like cooking demos and other food-related workshops to create a fun, educational environment at market. For the 2015-2016 (and on) seasons of IWFM, the market has relocated to the Near Eastside of Indianapolis, a federally declared food desert and Promise Zone. In addition to the partnerships already established through this grant, IWFM will also target local organizations in the market's new neighborhood. By doing so, IWFM will reach a new audience through these new neighborhoods and organizations, which will hopefully result in increased market attendance and vendor sales. The EWC will stay on at 30 hours/week during the market season to keep up on meetings, trainings and programming for future market seasons.
- 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?
 - a. IWFM hopes to offer more workshops and educational programming in upcoming seasons. Ideas include: Cheesemaking, At-Home Fermentation and Kombucha, Slow Cooker Meals, Preserving Vegetables. IWFM saw high interest in previous season's workshops and want to capitalize on these ideas as it brings shoppers to the market. The next steps for IWFM is to continue presentations on the market and SNAP matching programs to community centers, neighborhood schools and other like-minded organizations. By furthering the network of partners, the message and impact of IWFM is ultimately increased. IWFM will also host vendor trainings each season and highlight the impact of SNAP and educate vendors on how to successfully market to SNAP customers. In order to sustain the success of this grant, IWFM will seek funding from USDA and other local initiatives.