

FARMERS' MARKET AND LOCAL FOOD PROMOTION PROGRAM (FMLFPP)
Final Performance Report

The final performance report summarizes the outcome and activities of your FMLFPP award objectives. Failure to submit acceptable closeout reports for an existing grant within 90 calendar days following the grant end date may result in exclusion from future AMS grant opportunities.

This final report will be made available to the public once it is approved by FMLFPP 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 **due within 90 days** of the project's performance period end date (as noted in box 15 of your grant agreement (AMS-33), or sooner if the project is complete. The report must be typed single-spaced in 11-point font, not to exceed fifteen (15) 8.5 x 11 pages (excluding existing Final Performance Report form content). For example, if the Final Performance Report form is six (6) pages before you begin entering your project information into the form, your report may be up to 21 pages (6 pages + 15 pages).

Provide answers to **each question** and all applicable outcome and indicators as it applies to your project. If you are unable to provide a response explain why. It is preferred that you email your completed performance report to your assigned FMLFPP Grants Management Specialist to avoid delays. In case of any extraordinary reason a faxed report can be accepted; please notify your assigned Grants Management Specialist to inform about your submission.

Report Date Range: <i>(e.g. October 1, 2016 -September 30, 2017)</i>	October 1, 2016 – September 30, 2019
Date Report Submitted	November 20, 2019
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	16FMPPLA0038
Recipient Organization Name:	Port of Delcambre
Project Title as Stated on Grant Agreement:	Delcambre Seafood and Farmer's Market
Authorized Representative Name:	Wendell Verret
Authorized Representative Phone:	800-884-6120
Authorized Representative Email:	wverret@portofdelcambre.com
Year Grant was Awarded:	2016
Amount of Award:	\$195,000

FMLFPP 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: Suzanne Dugas; Email: suzdugas@gmail.com; Phone: 337-789-8141

Executive Summary—In 200 words or less, describe the project's need, purpose, goals, and quantifiable outcomes:

The Delcambre Seafood and Farmers Market (DSFM) had reached its potential. Recent disasters impacted the economic stability of the region causing the loss of over ½ of the producers from 2009-2014.

The Grant Project purpose was to grow the regional farm and seafood economy by increasing consumption of locally harvested products through direct market access to consumers. Direct to consumer sales by producers and fishermen increased 7000%. The product line increased from 4 items to include alligator, 3 kinds of crabmeat, multiple fish species, shrimp patties, soft shell crab/shrimp, tuna, and turtle. The sale of seafood expanded beyond the monthly market to 2 retail locations, a weekly farmers market, and online sales. Product

vendors have increased to the facility capacity of 60+ vendors monthly.

The achieved outcomes of this project increased sales by increasing market visibility to consumers by increasing regular attendance through marketing and advertising. In the project's third year, the average number of cars attending monthly is 896. Grant funds allow targeted advertising and marketing, annual training for vendors, monthly educational opportunities for consumers and vendors, farmer recruitment efforts that increase participants to maximum capacity, and development of marketing strategies designed to retain vendors and consumers.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. Please provide the approved project's objectives:

Objectives		Completed	
		Yes	No*
1	Increase vendor participation at the Delcambre Seafood and Farmers Market to diversify and expand local food product offerings through farmer recruitment, retention, training and education activities	X	
2	Increase consumer awareness of local products available at the Delcambre Seafood and Farmers Market	X	
3	Expand the activities of the Delcambre Seafood and Farmers Market to encourage family participation	X	
4	Expand event offerings to attract first-time consumers to the market and retain returning customers	X	
5	Develop market research for long-term impacts to the beneficiaries of the project	X	

**If no is selected for any of the listed objectives, you must expand upon this in the challenges section.*

2. List your accomplishments for the project's performance period and indicate how these accomplishments assisted in the fulfillment of your project's objectives. Please include additional objectives approved by FMLFPP during the grant performance period, and highlight the impact that activities had on the project's beneficiaries.

Accomplishments	Relevance to Objective, Outcome, and/or Indicator
The market added several new products since 2016. Fresh flowers, chicken cracklin', fresh/frozen tuna, multiple types of fish (red snapper, grouper, sheepshead and others), stained glass, various produce, locally roasted coffee, beef/pork jerky, shrimp pepper jelly, goat milk products, grass fed beef, and ice cream. Individual vendors also added products to their lines.	Relevant to Objective 1, 5
A regional food hub expressed interest in selling our locally sourced seafood on Waitr	Relevant to Objectives 2, 5
Vendor participation at the market increased to maximum capacity at each market. The market facility can accommodate 60 vendors at regular spots. Each market in 2019 hosted 60 vendors with a few markets adding vendors in spaces not typically used for vendors.	Relevant to Objective 1
Revised Seafood and Farmers Market website to accommodate growing vendor participation and increased customer base. FMPP funds were not used for this upgrade.	Relevant to Objective 1, 2, 3, 4

<p>The Market was asked to act as a vendor at other locales around the area to provide the products we were selling at our once monthly market. We installed a freezer at a local meat market that sells grass, fed beef, at a permanent farmers market storefront, and at another weekly farmers market.</p>	<p>Relevant to Objective 1, 2 and 5</p>
<p>Development of an eCommerce website to sell locally sourced seafood to consumers throughout the country. Sales as far away as Ohiom CA, and NY as well as throughout the southern region. Also began to sell vendor products on Amazon. None of the expenses of this venture were paid through the FMPP grant.</p>	<p>Relevant to Objective 1, 2, and 5</p>
<p>We have maintained a steady number of consumers each month. A car counter was installed to determine attendance at the market. Average number of cars per market during 2019 was over 600 cars with the highest number of cars at 1026. Most cars have more than one passenger</p>	<p>Relevant to Object 1, 2, 3, and 4</p>
<p>Completion of a Supply Chain Study in conjunction with the University of Louisiana and the Meridian Institute to review the local seafood supply and determine next steps to increase consumer awareness, provide for economic development opportunities for farmers, expansion of the aquaculture industry to salt water aquaculture farms, and develop plans for ecotourism and seafood.</p>	<p>Relevant to Objective 5</p>
<p>Began planning for a new community facility in the Port District for specialized shrimp product production and an incubator kitchen for vendors.</p>	<p>Relevant to Objective 1, 2, and 5</p>
<p>Invited to participate in various community events to sell, discuss or demo our vendor products: Delcambre Shrimp Festival, La. Seafood Cookoff, Beyond the Boat Processing Conference, La. Outdoor Boat Show, Iberia Chamber of Commerce World Championship Gumbo Cookoff</p>	<p>Relevant to Objective 2, 4</p>
<p>Invited to collaborate with local entities to share our successes to help them: Vermilion Chamber of Commerce Seafood Night, Iberia Parish Gumbo Cookoff, Palmetto State Park Flash Market, coloring contest, Easter egg dyeing, jumping balloons</p>	<p>Relevant to Objectives 2, 4</p>

Added several family friendly/ kid friendly activities: Easter egg hunt, potato decorating contest, photos with Santa, Pearl Harbor ceremony, scavenger hunt, face painting, <u>musicians at every market</u>	Relevant to Objective 3
Success and growth of the Seafood and Farmers Market contributed to the renewal of the tax millage that funds activities of the Port of Delcambre.	Relevant to Objective 1, 2, 3, 5
Twin Parish Port Commission has approved the purchase of a van with a freezer for the Delcambre Seafood and Farmers Market to have a mobile farmers market that can move from location to location to sell our locally sourced seafood. Commission will fund this project	Relevant to Objectives 1, 2
Signage and marketing materials look more professional for the Market. We installed a freezer wrap on the freezer that houses our locally sourced seafood. Brochures and flyers provide information about our vendor products <u>and activities.</u>	Relevant to Objectives 1, 2
Printed recipe cards have become one of our most popular features. The recipes feature the products we sell and demo at the Market. We are able to include them in packages that are shipped around the country, distribute them at events we <u>participate in, and hand them out at conferences.</u>	Relevant to Objectives 1, 2 and 4
At the beginning of the grant, only a portion of the concreted area was under roof. We were able to complete the roof to now have an 75 x 150' pavilion covered for the farmers market. We have 11,000 square feet under roof.	Relevant to Objectives 1, 3, and 4
Regular vendor meetings are scheduled to address interests of the vendors. Plans are to engage LSU to provide a food safety training course to our vendors in Spring 2020. Our long term market research indicates some of our vendors are interested in expanding their product lines and points of sale.	Relevant to Objectives 1, 2, 5
Continued local and regional advertising and promotions. Contracted a photographer for each market and have used the photographs for promotions. We also contracted a videographer to produce a time lapse video for promotion.	Relevant to Objectives 1, 2, 3, 4

Regularly scheduled educational offerings to customers including demonstrations by garden clubs, 2 local universities (UL and LSU), tuna carving, traditional egg dying, memories of Hurricane Harvey (UL History Dept), Asian carp	Relevant to Objectives 1, 3, 4
A regular feature of the market now is the Presentation of the Colors by a local Boy Scout troop, following by the singing of the National Anthem by a local singer.	Relevant to Objective 3
We added a Public Address system at the Pavilion where the market is located. FMPP money was not used	Relevant to Objective 2, 4
Port of Delcambre funds were used to purchase a cooking trailer for use at the market. It houses an indoor grill, indoor burners, warming trays, refrigeration and freezer space. No FMPP funds were used for the trailer.	Relevant to Objective 1, 2, 3, 4

3. Please list any challenges experienced during the project's period of performance. Provide the corrective actions taken to address these issues.

Challenges (Issues)	Corrective Actions and/or Project Changes (s)
Maintaining a wide selection of fresh produce from multiple vendors	Continued outreach to local farmers about the benefit of selling at a well-attended farmers market. Staff continues to reach out to farmers with small farms.
We are at maximum capacity with our current layout of vendors and have a waiting list at each market	We are discussing various configurations for booth space that is not under the pavilion roof that may allow for more permanent spaces for vendors.
Shipping costs for frozen seafood is pricey	We partnered with a local meat market that already ships all over the world and they are willing to ship our boxes. Their volume, combined with ours, allows better shipping prices.
Providing a variety of products	We have several jewelry vendors, several craft vendors. We are considering a juried type system to provide a way to allow entry into the market for vendors with new or different products.
Sustaining sales levels for vendors	We are planning workshops with vendors to discuss the ways they vary their products and the ways they display their products for maximum consumer appeal

Weather	Tropical Storm Barry damaged Port property such as electrical damage, signage damage, and significant debris. Only one market in 2018 had to be cancelled because of a hurricane. One market occurred during torrential downpours so attendance was down and several vendors cancelled. We are reviewing our practices about notifying vendors and customers about weather conditions. We now have 11,000 square feet of covered space for vendors. FMPP money was not used for construction.
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4. Quantify the overall progress on the outcomes and indicators of your project. Include further explanation if necessary.

Outcome 1: To Increase Consumption of and Access to Locally and Regionally Produced Agricultural Products.

Indicator	Description	Number
1.	Total number of consumers, farm and ranch operations, or wholesale buyers reached	
1.a.	The number that gained knowledge on how to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food	10
1.b.	The number that reported an intention to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food	13
1.c.	The number that reported buying, selling, consuming more or supporting the consumption of local/regional food that they aggregate, store, produce, and/or distribute	50
2.	Total number of individuals (culinary professionals, institutional kitchens, entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached	
2.a.	The number that gained knowledge on how to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	N/A
2.b.	The number that reported an intention to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	N/A
2.c.	The number that reported supplementing their diets with locally and regionally produced agricultural products that they produced, prepared, preserved, and/or obtained	N/a

The numbers above only reference vendors and producers. Consumers of our products include hundreds of people each market and the impact of the FMPP grant on consumer reach is referenced in other areas of this report.

The third year exceeded our expectations in terms of vendor participation. We have a capacity of 60 vendors in the area we typically use for the market. The third year saw an increase in vendor applications and a waiting list for people to get into the market. We were able to add a few vendors into spaces that we don't typically use when trying to accommodate new vendors with new products, such as a coffee truck. All of our markets, except one, in 2019 had at least 60 vendors, some with as many as 65. The one market that did not reach our maximum capacity was on a day with torrential downpours and heavy winds. The storm was expected to pass through so we planned to have the market, even if the time was delayed. Vendors, as well as customers, showed up for that market! And we had one less market in 2019

because our March market would have been on Mardi Gras weekend so we made the decision to begin our markets in April 2019.

We were able to add a number of vendors with different products over the three year period of the grant. Informal polling of new vendors indicates they heard about us through word of mouth and through social media market channels. One vendor said “Your market is the best game in the area. We wanted to get in!” We were able to add vendors from as far away as 80 miles and were able to add products such as stained glass, coffee roasters, coffee trucks, goat milk products, grass fed beef, essential oil products, ice cream, kettle corn and a large variety of food products. We regularly have 3 hot tamale vendors with distinctly different tastes and they report regular customers and that they sell out of product most markets. A local Vietnamese church is a regular vendor with spring rolls, egg rolls, and plate lunches. They’ve added frozen products for consumers to take home because they sell out fresh food every market.

We are still working on educational programs that will help our vendors package their products. We are working with Louisiana State University to provide a detailed training that is tailored to the needs of our particular vendors. We started an eCommerce site to sell the locally produced seafood from our fisherman and several vendors have expressed an interest in meeting the guidelines for online sales. This will get our products out to an even greater audience throughout the country and hopefully provide additional sales revenue for many of our vendors.

We have noticed that a large number of our vendors shop with other vendors prior to the market. One of our non-food vendors has a standing fish order each market for her own family. At our own seafood booth at the market there are a large number of repeat customers from month to month who buy from our seasonal offerings to stock up for the off season. At one market we had a few turtle and sold out – turtle soup was in the pot! There is no doubt that the success of the Delcambre Seafood and Farmers Market has contributed to the sale of seafood and provided another point of sale for our fishermen. Landings of shrimp boats at Delcambre Direct Seafood included 101,450 lbs. of shrimp sold for our fishermen from March – September 2019..

We have successfully marketed our agricultural products to increase awareness and consumption of a variety of products through the Delcambre Seafood and Farmer’s Market.

Outcome 2: Increase Customers and sales of local and regional agricultural products.

Indicator	Description	Number
1.	Sales increased as a result of marketing and/or promotion activities during the project performance period.	
	Original Sales Amount (in dollars)	\$1294.40
	Resulted Sales Amount (in dollars)	\$101,895
	Percent Change $((\frac{n \text{ final} - n \text{ initial}}{n \text{ initial}}) * 100 = \% \text{ change})$	7000% increase
2.	Customer counts increased during the project performance period.	
	Original Customer Count	13,500
	Resulted Customer Count	31,930
	Percent Change $((\frac{n \text{ final} - n \text{ initial}}{n \text{ initial}}) * 100 = \% \text{ change})$	136.5% increase

Sales can be reported for Port products sold at the market. The Port of Delcambre has a booth that sells prepared food featuring some of our seafood, frozen seafood products (varies with season), drinks, and t-shirts. Sales at the Delcambre Seafood and Farmer’s Market over the three year period of the grant is \$101, 895.00. In addition to the prepared food we sell, we cook samples of new product to increase interest in that product. When we began to sell black drum fillets, customers indicated that they were used to catching black drum but threw it back. We began to sample the drum, and found that sales

increased dramatically. At a regional meeting conducted by University of Louisiana, the fishermen in attendance were asked if the sale of their product had increased and the black drum fisherman said he couldn't keep up with the demand. There are other success stories like this and fishermen profiles can be found on the Delcambre Direct Seafood page. <https://louisianadirectseafood.com/delcambre-direct-seafood/>

Individual vendors have never been required to provide sales data. They act as independent businesses and purchase space at our market. We provide marketing, promotion, and educational activities. In surveys, vendors report that they often sell out at the market. They also report that they have added to the quantity of product they bring to each market because the number of customers has increased in the last three years.

Customer counts exceeded our expectations in 2019. The total number of cars at the 6 markets from April – September 2019 was 5378 (average of 896 cars per market day). The highest number of cars at any one market was 1015. The addition of the car counter in the second year on the single road leading into the market pavilion parking lot gives us consistent information about customers. While it does not give us an exact number of customers because of the varied numbers of passengers per car, it does give us a consistent number to count. In the first month of installation, the car counter registered 461 vehicles. That is a 94% increase in attendance from the beginning of the second year to the end of the third year of the grant.

It is clear that the successful marketing of the Delcambre Seafood and Farmers Market has resulted in increased visitors and increased sales for our vendors.

Outcome 3: Develop new market opportunities for farm and ranch operations serving local markets.

Indicator	Description	Number
1.	Number of new and/or existing delivery systems/access points of those reached that expanded and/or improved offerings of	
1.a.	Farmers markets	2
1.b.	Roadside stands	N/A
1.c.	Community supported agriculture programs	0
1.d.	Agritourism activities	N/A
1.e.	Other direct producer-to-consumer market opportunities	5
1.f.	Local and regional Food Business Enterprises that process, aggregate, distribute, or store locally and regionally produced agricultural products	5
Indicator	Description	Number
2.	Number of local and regional farmers and ranchers, processors, aggregators, and/or distributors that reported	33
2.a.	An increase in revenue expressed in dollars	N/A
2.b.	A gained knowledge about new market opportunities through technical assistance and education programs	33
3.	Number of	
3.a.	New rural/urban careers created (Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers)	N/A
3.b.	Jobs maintained/created	N/A
3.c.	New beginning farmers who went into local/regional food production	0
3.d.	Socially disadvantaged famers who went into local/regional food production	0

The dramatic increase in the number of vendors and customers at the Delcambre Seafood and Farmers Market has resulted in many opportunities for our vendors throughout the region as well as at the Market. We are now participating as a vendor at the Lafayette Farmers Market and selling seafood products. The Lafayette Market is a weekly market located about 30 miles northeast of Delcambre. One of our fishermen is able to regularly share the booth with us and sell his product. We have placed a freezer with frozen seafood at a local grass fed beef shop, Gonsoulin’s Land and Cattle. This shop is located about 30 southeast of Delcambre and we refill their freezer with inventory weekly. An indoor retail space has opened a shop in Broussard, approximately 20 miles north of Delcambre, and invited us to place a freezer in their space to make our seafood available to their clientele.

With a Community Development Block Grant through Louisiana Sea Grant we have developed an eCommerce site and sell seafood products across the United States. We have repeat customers in Ohio, New York and California. This venture dramatically increases market opportunities for our fishermen. We offered our first Holiday Gift Box to customers this fall through our website and eCommerce site. We are in discussions with a few vendors to place products on the site, but they will have to meet the requirements for food sales. We have also been in discussion with vendors who have approached us about some sort of co-branding so that we could sell our product through our developing distribution networks.

The ability to place our product in different locales and make it more available in the region, and nationwide, provides yet another outlet for our vendors to sell their products. At this time, we are working with vendors of non-seafood products to add their products to the items available for sale in other venues. The potential for our vendors to take advantage of these new market opportunities is increasing their potential to sell their products to a wider audience.

Outcome 4: Improve the food safety of locally and regionally produced agricultural products.

Only applicable to projects focused on food safety!

Indicator	Description	Number
1.	Number of individuals who learned about prevention, detection, control, and intervention food safety practices	N/A
2.	Number of those individuals who reported increasing their food safety skills and knowledge	N/A
3.	Number of growers or producers who obtained on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices)	N/A

Outcome 5: Quantify the overall progress on this outcome indicator based on relevant project activities not covered above.

1. To increase consumption of and access to locally and regionally produced agricultural products.

The primary use of our grant funds was to advertise and market the products of our producers and fishermen. The use of a marketing consultant and an advertising consultant was instrumental in being able to design marketing and advertising for our consumer base, and was a key factor in placement of those marketing materials and development of the advertising materials. We increased our social media presence as well and now have professional designed graphics that can be used on social media sites, websites, and all print materials. Photographers and videographers were employed to document and share the successes of the market. On the Delcambre Seafood and Farmers Market Facebook page https://www.facebook.com/pg/DelcambreMarket/videos/?ref=page_internal there is

a video posted on June 19 called A Day at the Market featuring time lapse photography by our videographer utilizing grant funds. There are several other projects and photographs on that page that have generated multiple likes, positive comments, and interest in attending our market.

Facebook likes at the end of the grant period:

Delcambre Direct Seafood: 13,834

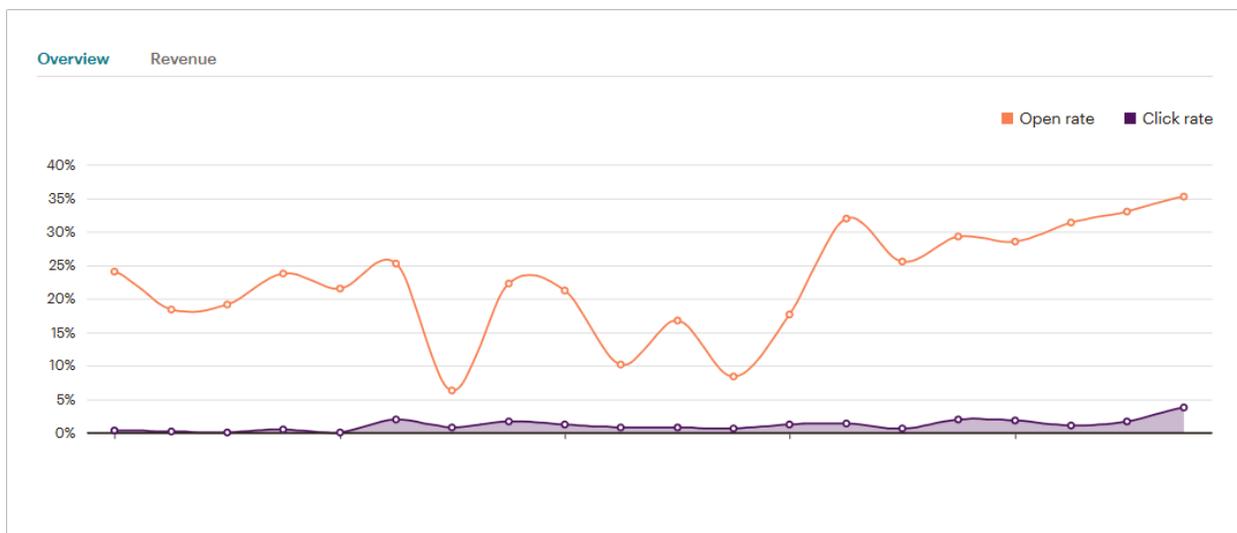
Delcambre Market: 10,317

Website followers at the end of the grant period:

DelcambreMarket.org 60,477 visits

Open newsletters:

6,806 opens since March 2018.



2. To increase customers and sales of local and regional agricultural products.

Steady attendance at the monthly market and encouraging repeat customers is a goal of the market staff. Weekly staff meetings throughout the year are held for review and planning purposes and have resulted in consistent increases in the number of attendees at any market. In vendor interviews, they report that many of them have repeat customers. One customer appears 30 minutes before the market opens each month with his list of regular purchases: cracklin', pecan pie, seafood, and fruit tarts. He uses the additional time to browse the other booths to determine what he will buy. He said "if I don't get here early enough and reserve my stuff, they might sell out." Sales at the market increased 7000% from the sales prior to the grant period until the end of the grant period. Sales at the market prior to the grant period were only \$1294. At the end of the grant period, total sales were over \$100,000. That is success!

DSFM has been able to begin selling seafood at other venues. Another Farmers Market in the area did not have a seafood vendor and we have been able to start selling with them. We placed freezers at two retail outlets in the area and restock them as necessary. Sales for seafood at the Lafayette Farmers Market for the year 2019 (1st year of our participation) totaled \$3473.75. Sales of seafood at Gonsoulin's Land and Cattle for 2019 totaled \$6177.03. Sales at the Broussard Commons Farmers Market retail store begin in

November 2019. Negotiations to start the process began in September 2019. Online sales on our eCommerce site, <http://www.louisianadirectseafoodshop.com/> or through Amazon (Louisiana Wild Caught Catfish Fillets) will also provide the avenue to increase customers and sales of local and regional agricultural products.

5. Discuss your community partnerships (include applicant staff and external partners).

i. Who were your community partners?

Applicant staff includes the Port Director, Community Relations Director, Administrative Assistant, Market Manager, Grant Administrator, Marketing Agent, Property Steward, and Dock Master along with several market day assistants. We assembled a fantastic staff who received complements from vendors and visitors.

Community partners include Louisiana State University AgCenter, Louisiana Sea Grant, Iberia Industrial Development Foundation, Vermilion Economic Development Alliance, the Iberia Parish Convention and Visitors Bureau, the Vermilion Parish Tourist Commission, Greater Iberia Chamber of Commerce, the Vermilion Parish Chamber of Commerce, and Acadiana Growers Alliance.

ii. How did they contribute to the overall results of the FMLFPP project?

The LSU AgCenter provided staff for various projects including for a vendor meeting designed to educate current and new vendors about an opportunity to expand product offerings through the services of a food incubator, and staff and materials for children's activities at the market. Louisiana Sea Grant is instrumental in providing resources for outreach to farmers and providing technical assistance to educate them about the advantages of direct sales to consumers and the advantages to regular participation in the monthly market. Louisiana Sea Grant has also provided personnel and technical assistance to launch the eCommerce site and provide initial marketing for the site launch. The Iberia Industrial Development Foundation has provided meeting space and marketing insight. The Chambers of Commerce in Iberia and Vermilion have both provided opportunities to market the products of the DSFM and opportunities to demonstrate our seafood quality.

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

Several current partners will be involved in the expansion of the market to include specific health and wellness initiatives, food safety initiatives, and marketing of the products in expanded venues such as eCommerce, Amazon, and other local farmers markets and retail spaces. Immediate plans include LSU presenting a food safety training for vendors.

iv. What feedback have the partners provided (specific comments) about the results of the project?

As a result of the additional marketing provided by the FMPP grant, the LSU AgCenter and Louisiana Sea Grant has increased their participation with us by sourcing seafood, providing educational exhibits, and other support. They have all indicated the growing success of the market is obvious.

The Vermilion Chamber of Commerce has cooperated with us by using our facility for what is now an annual luncheon in which we provided a mini, flash market for members. All have indicated their gratitude and expressed positive feedback to market personnel.

The Vermilion Economic Development Alliance showcased the market and the port district in general in their shop local campaign.

Through a separate USDA Rural Development Grant, the University of Louisiana at Lafayette and the Meridian Group conducted a seafood feasibility study in our region and have made our market and related developments in seafood programs a central focus of their study. Next steps from their report include expanding efforts to align our strategies with other economic development efforts in the area, connecting coastal Acadiana with a broader domestic market, and capitalizing on the already popular ecotourism efforts in our region. We have met with them on several occasions to discuss related issues.

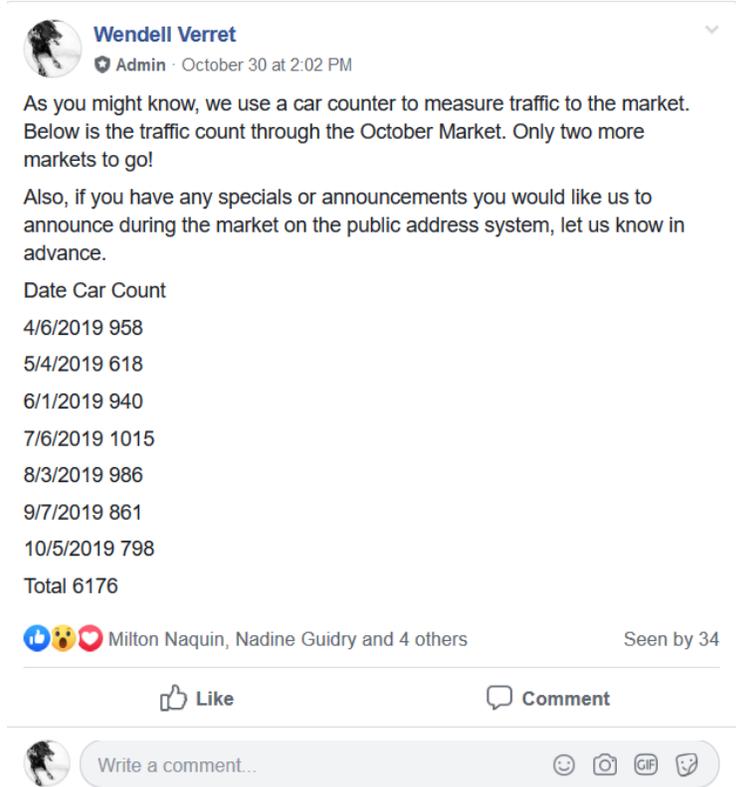
A 10-year tax renewal was just passed by taxpayers for the Port District which includes portions of Iberia and Vermilion Parish. The millage from that renewal will help fund some of the expansion efforts noted above.

6. How do you plan to publicize the results?

i. To whom (i.e. people, entities) do you plan to publicize the project results?

Results of project accomplishments are regularly posted through various social media channels, our regular print channels, and through regular radio broadcasts that publicize the market. Most recently, we used Facebook to thank the voters for the favorable vote for the millage renewal.

We will also plan to publicize the results at the early spring vendor meeting that is held in January or February of each year. For vendors, we have a closed Facebook site that we use to publish information that may be of interest to them. A sample of a post is below that indicates car counts for the 2019 markets.



The Port District governing body meets monthly and the results of specific successes are publicized at the monthly meetings as appropriate.

Regular contact is made with Louisiana Sea Grant and the results of individual efforts of the Delcambre Seafood and Farmers Market are shared as they occur.

ii. When do you plan to publicize the results?

Generally, results are presented to all interested parties as the successes occur. For example, the voters were thanked via social media on the Monday after the Saturday election.

*If you have publicized the results, please 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). Can you send me a digital copy of anything that fits this description so I can add to the report.

7. Have you collected any feedback from your community and additional stakeholders about your work?

i. If so, how did you collect the information?

We conducted interviews of about 12% of the vendors during the summer of 2019. Some of the vendors were new vendors, some were vendors from prior to the grant period, and some were part time vendors.

For customers, we primarily rely on social media comments on Facebook.

ii. What feedback was relayed (specific comments)?

Our vendors have the option to sign up for a full year at a slight discount or they may choose to only attend certain markets as room allows. The experienced vendors all indicated they noticed the dramatic growth of the market in the period of the grant. One vendor said, “I don’t know how you can keep up the advertising and marketing without the grant, but it sure has made a difference for us! Thank you!” A new vendor who attends both the DSFM and the Lafayette farmers market said that the demographics of the two markets are very different, but “y’all do a great job with your customer base. The prepared food, the music, and the atmosphere are great. I love that the kids can play on the fun jump while the parents shop. Everybody seems so relaxed and happy.”

On Facebook, we have a 4.8 star rating out of 5 with 149 reviews. One customer wrote “the best produce and people in this area. Fresh food. Local produce.” Another recent comment from a customer “Love this small town Farmers Market. Everyone is very friendly and there is a variety of foods and crafts and the freshest seafood right off the boat.”

8. Budget Summary:

- i. 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: Yes
- ii. Did the project generate any income? YES No
 - a. If yes, \$71,461.25 was generated and how was it used to further the objectives of this project?

All income generated from this project was used to further the objectives of the Market. Money was spent on advertising through print media, Facebook boosts, and marketing/advertising consulting. This income provides the revenue necessary to sustain the market independently of public funding and continue to perform at the level it has grown to over the last three years.

iii. In the table below include the total amount of **federal funds spent** during the grant performance period (**Do not** include matching or in-kind contributions):

Categories	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel:	29850.00	29850.00
Fringe:	14400.00	14400.00
Contractual:	66050.00	66050.00
Equipment:	5562.11	5562.11
Travel:	250.00	250.00
Supplies:	14950.00	14950.00
Other:	46210.89	46210.89
Indirect Costs:	17727.00	17727.00
TOTAL:	195,000.00	195,000.00

iv. **ONLY for LFPP recipients:** Provide the amount of matching funds/in-kind contributions used during the grant performance period.

Categories	Match Approved in Budget	Actual Match Expenditures
Personnel:		
Fringe:		

Contractual:		
Equipment:		
Travel:		
Supplies:		
Other:		
Indirect Costs:		
TOTAL:		

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).

Listen to the negative comments and look for ways to mitigate the complaint. This lesson is important so that the vendors see that you are listening to them and you are making changes to try to solve the problems.

We learned several lessons as a result of the rapid increase of the size of the DSFM. Our primary goal to increase sales of local products was enhanced when we sampled the new food products. We got a large supply of black drum, and began to cook bite size samples of the drum. Customers watched us cook it, asked about the seasoning we used, and were able to taste the finished product. It often resulted in a sale of black drum at that moment. We saw several customers who sampled the product and went to find companions and brought them back to our table to sample the product.

Sales for individual vendors were increased when they began to pay attention to their booth presentation and to the view from the customer. Varying the products seasonally (fig pies in June, strawberry pies in April, pecan pies in the fall, Halloween yard art in early September and October) encouraged repeat customers for the vendors. We provided several educational sessions for the vendors at annual vendor meetings to discuss their presentations from a marketing perspective. We also encouraged our marketing consultant to provide advice to the vendors as needed.

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

All of our outcome measures were achieved.

We have a limited parking space and have tried multiple ways to solve the problem. Initially, the Port of Delcambre provided a truck for us to transport vendors from the far side of the parking lot to the pavilion. We allowed them to unload their wares near the pavilion but asked that they move their cars to provide more customer parking. Eventually the parking lot was full and we were parking on a grassy area across the road. We began to rent a limo style golf cart and hired a market assistant to ride through the parking lot to give customers and vendors a ride to the pavilion.

The large crowds made it difficult for us to communicate during the market. Using Port funds, we were able to add a Public Address system to make announcements and increase our ability to communicate during the market.

- 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:

In the first year of the grant project, we spent a great deal of time trying to figure out the best directions to move first. We tried to keep in mind the primary objectives of the project: to increase visibility of the market to increase the customer base and therefore increase sales at the market. In the first year, a great deal of time and money were spent planning materials, activities, and projects that we could build upon as we saw what worked and what didn't work. When we initially started cooking, we used one electric grill on a fold out table. As demand increased, we were able to buy a large grill and now have the capacity to cook oysters, shrimp, and fish all at the same time. Trying to grow too fast meant we weren't sure what would work and what didn't.

- iv. Discuss if and how the result of this project can be adapted to other regions, communities, and/or agricultural systems.

The Delcambre Seafood and Farmers Market Pavilion is situated on the Delcambre Canal which has water access to Vermilion Bay and the Gulf of Mexico. We have the capacity to dock shrimp boats at our facility for sale directly from the fishermen to the consumer. We are located in an extremely rural location with a two lane road into the area where the pavilion and docks are located. We were able to capitalize on the "seafood off the boat" idea. Find the thing that makes your market unique. Customers love to talk about where the seafood we sell comes from. They love to see people they know at the market. The DSFM has become a social outing for many people in the area. A regular attendee lives 30 miles from here and is a nurse at a doctor's office. She told a staff member in March 2019 "I'm so sad that Mardi Gras is the first weekend of March. I will miss going to the market. I can't wait until April. I miss all of you! And I miss my fruit pies and honey!"

10. Future Work:

- i. How will you continue the work of this project beyond this grant? In other words, how will you implement the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

The Twin Parish Port Commission is committed to the future of the Delcambre Seafood and Farmers Market. The tax renewal is exciting and allows the Commission to think about expansion and next steps. We will continue to offer a once monthly farmers market at the Bayou Carlin Cove Pavilion. We will continue to figure out ways to include more vendors at the market and to try to offer a wider variety of products. Space is limited, but there is some area between the boat docks and the covered pavilion where we may be able to put more booths. We hope to add a permanent gazebo area for the musicians and for customer seating. Several vendors sell prepared food and a developed space for them to relax and eat would be conducive perhaps to longer stays at the market. We hope that will result in more shopping.

We intend to add a health and wellness component to the market. We have a few vendors who sell healthier food items and we would like to expand those offerings. As a base, we have a grass fed beef vendor, a goat milk product vendor, a kefir based vendor, and some grain free products. We intend to offer more educational programs about healthier eating options and are actively pursuing a wider variety of fresh produce. We

also have plans to assist vendors who are interested in determining nutritional values for their products to include nutritional labeling. We are looking at community partnerships that may assist with our health and fitness expansion.

The Port of Delcambre is pursuing an active partnership with Erath, a small community within our Port district. Plans are to construct a retail space that will house Vermilion Bay Sweet, our brand of locally sourced seafood.

Parking capacity is a problem at the pavilion. We are looking at options to make parking easier for customers by utilizing space on the other side of the boat dock. Our goal is to average 1000 cars per market in 2020.

We will continue to pursue expansion of other outlets for our producers to sell their product. This will include offering additional product on the eCommerce site and Amazon in 2020. We will also continue to pursue partnerships that make shipping the product more economical for consumers. At this time we guarantee a solidly frozen product in two days.

We have also discussed the possibility of adding more branded merchandise items to sell to consumers to help with brand recognition. We sell t-shirts, but have not really pushed them or marketed them. With the increase in customer base, and the increase in sales locations, it may be time to consider that as a way to increase recognition of our products.

- 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?

During the grant period, we were able to participate in several community events to get the Delcambre Seafood and Farmers Market presence out into the surrounding communities. People in the area are starting to recognize us as a source of great local food. We plan to participate in as many of these kinds of events in the future to showcase our products. The next event is the Greater Iberia Chamber of Commerce annual banquet. We have been invited to be among the area chefs at the banquet and will highlight some seafood products in the dishes we prepare. Our past participation in these kinds of large scale events resulted in new visitors to the farmers market because of our presence at the event.

We will continue to reach out to producers of various kinds of seafood to encourage their participation in our program. They can participate by selling their product through our market, acting as guest chefs at the market, or by conducting educational demonstrations at the market.

We plan to implement a health and wellness program at the market to bring attention to not only the nutritional value of local food, produce, meats, and seafood but to raise awareness of eating healthier and to fitness.

We also plan to research ways to bring more produce to market. Logistics is a major issue for produce farmers in the area.