

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>	September 30, 2014-September 30, 2015
Authorized Representative Name:	Mr. Albert Colby, Jr., Tribal Administrator
Authorized Representative Phone:	231-242-1421
Authorized Representative Email:	acolby@ltbbodawa-nsn.gov
Recipient Organization Name:	Little Traverse Bay Bands of Odawa Indians
Project Title as Stated on Grant Agreement:	Little Traverse Bay Bands of Odawa Indians Ziibimijwang Planning Project
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-MI-0094
Year Grant was Awarded:	2014
Project City/State:	Harbor Springs, Michigan
Total Awarded Budget:	\$25,000.00

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. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

- i. Goal: To create two strategic plans to establish the future of the LTBB Tribal Farm, Ziibimijwang, in order to support the development and expansion of local and regional food business enterprises while aiming to increase domestic consumption of, and access to, locally and regionally produced agricultural products, and develop new market opportunities for farm and ranch operations serving local markets.
- ii. Objective 1: By the end of 12 months, LTBB will develop a strategic plan to establish a Tribally Supported Agriculture (TSA) Network.
Objective 2: By the end of 12 months, LTBB will conduct a feasibility study and market plan to sell produce at the local farm markets.
- iii. Progress Made: LTBB successfully contracted with a native owned consultant, Seven Generations Architecture and Engineering LLC., to develop a strategic plan to establish a TSA Network and to develop a feasibility study on the marketability of produce at local farmer's markets. The consultants completed an onsite visit, where they toured the farm and met with members of the Ad Hoc Agricultural Workgroup to gather input for the feasibility study. The Consultants visited with the Tribal Council, the Farm Board and community members to gather information on the community and resources. The Consultants also completed a site visit to the Shakopee Mdewakanton Sioux Community in Minnesota, in June of 2015. The draft reports were presented to the Tribe and Tribal community to solicit feedback and community input.

After receiving input from the Tribe, Farm Board and community, the Consultants finalized the reports, which were then published on the Tribe's website and a notice was placed in the Odawa Trails newsletter. Tribal Council made a decision based on the recommendations of the consultant to start small and grow the farm production over time. Therefore, the initial activity will be to pursue agritourism by developing a Fall Pumpkin Harvest with hayrides and other related events. As the farm activity grows, the Tribe will then expand into local farm markets and/or a TSA.

- iv. Impact on Community: This project has resulted in several positive impacts on the Tribal Community: 1) The Tribe has a plan in place to pursue agritourism as the initial community activity of the farm; 2) The Tribe has a strategic plan in place to pursue a TSA when the farm has expanded; 3) The Tribe has completed a feasibility study and market plan to guide the farm's participation in local farmer's markets when the farm has expanded; 4) Community members and elected officials are more aware of the opportunities the farm could potentially provide and have increased feelings of ownership for the success of the farm; and, 5) the Tribe has established and strengthened relationships with MSU Extension and other Tribes that will provide lasting benefits that support the farm's growth.

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: Not applicable
 - ii. Number of jobs retained: Not applicable
 - iii. Number of indirect jobs created: 3
 - iv. Number of markets expanded: Not applicable
 - v. Number of new markets established: Not applicable
 - vi. Market sales increased by \$0.00 and increased by 0.00%.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: Not applicable
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? Not applicable
4. Discuss your community partnerships.
- i. Who are your community partners?

Michigan State University-Extension
Oneida Tribe of Wisconsin
Shakopee Mdewakanton Sioux Community
 - ii. How have they contributed to the overall results of the LFPP project?

MSU-E and Oneida Tribe were very helpful in developing the description and need for services that were included in the Request for bids. Also they assisted in getting out the Request for Bids to agricultural farmers, students and organizations. The Shakopee were most helpful in providing a tour of their farm. They showed us their operations, green houses, fields, equipment and gave us information on how their TSA was functioning.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant?

As the farm moves forward, the Tribe will continue to rely on the expertise of MSU-E, Oneidas and Shakopee Tribe.
5. Are you using contractors to conduct the work? Yes
- Kristine Parsons, PE - Seven Generations Architecture & Engineering, LLC
Claire Strader – FairShare CSA (Community Supported Agricultural) Coalition
Bill Knudson, PhD – Michigan State University Product Center – Food-Ag-Bio
- If so, how did their work contribute to the results of the LFPP project? Consultants were selected based on their level of expertise in the agriculture industry to provide information, knowledge and resources the Tribe needed to complete the project successfully. Our consultants prepared a feasibility study that included the following:
- A. **Market:** This should be an in-depth look at the market(s) for the product or service. The study would identify the industry outlook, competitive industry, industry characteristics and trends, competition - identify strengths and weaknesses, market share and potential competitors. Also the study would analyze major customer groups, target markets, primary

market size, number of prospective customers, identify primary market, critical needs, extent to which needs are currently being met and other demographics, including annual purchases of products or services meeting the same or similar, needs.

B. **Supply:** The potential supply analysis will assess the number of acres of production that the farm can grow to support both the organic produce for Tribal Citizens and for direct market sales in the next five years. Identify, looking at the growing season, for crops that will meet the needs of the Tribe and the potential for direct market sales.

C. **Alternative feasible operating models:** This analysis will consider additional models with a ranking of most successful based on clearly stated assumptions about location, financial analysis, business models and operation scales.

D. **An economic impact analysis: This analysis** will be conducted to evaluate the internal and external economic impact of the farming activities and any additional added value products. Also, examining job creation, job training and entrepreneur development.

E. **Assessment of resources:** This analysis will look at the farm's management, leadership, equipment and resources to determine the strengths and weakness in recommending the direct market model.

Additionally, the consultant team prepared information on the following:

- Organic foods, Natural and local foods, Outlets for Products such as CSA, Farmers Market, Roadside Stands, Grocery stores, and looked at alternative markets such as Spring Plant sales, Grain crops, Hay, Maple syrup, Agritourism.
- As part of the assessment, the Contractors, along with members of the Ad Hoc Agricultural Workgroup and members of the Ziibimijwang, Inc. Farm Board traveled to Shakopee Mdewakanton Sioux Community and toured their farm, maple syrup production, and gathered information on the tribally owned CSA.
- The Contractors presented to the Tribal community on July 29, 2015. The presentation was held at the Tribal Administration building in the Commons Area and light refreshments were served. We had approximate 12 community members in attendance to hear the presentation by the Contractor. After the presentation, the Contractor answered questions from the community.

6. Have you publicized any results yet?* Yes

i. If yes, how did you publicize the results?

We held a formal community presentation to present the final report. The report is also posted on the Tribe's website (www.odawa-nsn.gov) and a notice was published in the Tribal Odawa Trails newsletter.

ii. To whom did you publicize the results? Tribal Community and staff

iii. How many stakeholders (i.e. people, entities) did you reach?

12 people attended the community presentation. The Tribal newsletter is sent out to 2,951 households. The website is updated daily, and viewed by many within the Tribal Community.

* Please see attached publicity information (brochures, announcements, newsletters, etc.)

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?

We held a Presentation of the Report and a listening session where the community was invited to attend and comment on the report and presentation. Additionally, we have posted the report on the Tribal website.

ii. What feedback was relayed (specific comments)?

During the presentation, most of the audience was in favor of pursuing agritourism by developing a fall pumpkin harvest and hayrides. They also added ideas of what the farm could offer beside pumpkins and tours, such as corn soup, Indian performers, and healthy snacks could be sold.

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:

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? N/A

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).

The consultants did a great job in assessing the abilities, infrastructure, and community resources of the Tribe and the farm. We would have liked to have more respondents to the Request for bids. Fortunately, the consultants that we selected did a great job.

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

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:

It was important to reach out to other tribes and local resources to gather names of people or firms that conduct feasibility studies before the grant period started, which allowed us to get a jump start on the grant when it was awarded. It took longer than we anticipated in getting the names of organizations that were willing to help us distribute the Request for bids. We did put the Request for bids out for distribution at the Inter-Tribal Agriculture Council's Annual Conference, but this delayed the selection process.

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.

The report provided by the consultant team gave the Tribe and Farm Board many ideas on how they could create a market or aftermarket product. Using the report, the Tribe and Farm Board are planning on pursuing an Agritourism market. The plan is to develop the fall pumpkin harvest combined with hayrides. This idea generated the most community support. They are looking into the ideas of what the farm could offer beside pumpkins and tours, such as corn soup, Indian performers, and healthy snacks that could be sold. They are also looking at expanding the products available, such as Indian corn, winter squash and other items.

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?

There are some items that need to be in place before the Tribal and Farm Board can move forward with the Fall Pumpkin Harvest plan. The report suggested that the Tribe would need the following equipment and the Tribe is looking into plans and assessing resources to implement these two suggestions from the report.

- **Wash Shed/Pack Shed** – potable water, sinks and/or tanks for hydro-cooling, screen tables for spraying, hoses, separate hand-washing station, storage area for harvest crate and boxes, etc. See Hendrickson, 2013, p. 42 for a simple pack shed layout. See *Resources* section for links to more information on layouts, equipment, and post-harvest handling. The washing/packing area can be set up in one of the existing buildings as long as there is access to potable water (for washing) and adequate drainage, there are no animals/animal droppings and the space can be easily cleaned (for food safety), and the cooler is nearby.
- **Cooler** – size will need to be large enough to accommodate the projected harvest in five years and small enough to be able to cool efficiently. 8-ft by 12-ft or 16-ft is a common size for farms starting out with about 3 acres. In time, a second cooler of about the same size can be built and set at a somewhat warmer temperature to accommodate more crops for more acres at their optimal storage temperature. Typically a primary cooler is set at 32 to 34 degrees Fahrenheit and is used for all crops that need to be cooled even though the low temperature is best suited for greens, carrots, beets, peas, broccoli, etc. Eventually, a secondary warmer cooler might be set at around 45 or 50 degrees and used for crops that are more optimally stored at that temperature, such as beans, peppers, basil, etc. See Bachmann, 2000, Appendix I for a list of optimal storage temperatures. As a simple, affordable alternative to traditional refrigeration equipment, a coolbot (see *Resources*) can be used to trick an air conditioner to cool down to about 34 degrees Fahrenheit. Many small farms use coolbots as a way to get started and for their warmer coolers in the long-term.