

## 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 your assigned grant specialist to avoid delays:

LFPP Phone: 202-720-2731; Email: [USDALFPPQuestions@ams.usda.gov](mailto: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.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015-March 15, 2017
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<b>Recipient Organization Name:</b>	Missouri Rural Crisis Center
<b>Project Title as Stated on Grant Agreement:</b>	Growing the Local Food Chain in Missouri
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15-LFPP-MO-0122
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Missouri
<b>Total Awarded Budget:</b>	\$100,000

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.**
- i. **Objective 1:** Significantly increase sales of Patchwork Family Farms meat through direct markets, institutions and other larger purchasers, especially those who serve youth or low-income Missourians.

**a. Progress Made:**

- We created new updated promotional materials including brochures, table tents, a local food webpage and a Patchwork Family Farms website that were visually appealing and better portrayed our message of why family farm-raised meat is important to our economies.
- Added 3 new wholesale accounts, which serve youth and/or low-income populations, held meetings with business owners and provided samples. Two in St. Louis and one in mid-Missouri.
- Held 8 “buy local” events with grocery stores and institutional accounts that reached 580 consumers.
- Provided local *Patchwork Family Farms* meat at 7 community events which served 2,631 families—including inner city schools, environmental and conservation groups, farm and faith-based organizations and urban farming groups.
- We helped open a new local food market in St. Louis, *United People Market* in Ferguson
- Added 3 new *Patchwork Family Farms* pork producers and 3 new meat processors.
- Created new infrastructure to enable *Patchwork Family Farms* to sell local meat at a farmer’s market in the lowest-income ward in Columbia, MO.

**b. Impact on community:**

Our new institutional partnership with Stephen’s College in Columbia, MO is a crucial step in providing family farm-raised meat to additional institutional locations. Food Service Director Brandon V. expressed the community need for local food in schools and institutions: “I buy for many locations and departments all with different focus and scope ... I was hoping to [make] an impactful change in our focus regarding local sourcing being too hard or too cost prohibitive.” Through this project, we are demonstrating how Patchwork Family Farms’ cooperative livestock production and marketing model is a viable source to meet the cost and quantity requirements for institutional and other larger purchasers.

By holding “buy local food” events at *Hy-vee Grocery Stores*, *Isle of Capri Casino* and *City Greens Market*, we were able to increase sales of *Patchwork Family Farms* through those businesses and bring awareness and generate community involvement around local food. Over 500 participants had the opportunity to try local food samples, connect with local farmers, engage in cooking demonstrations, and learn about the importance of family farm livestock production to the health of our economies, the environment and people.

We identified two key areas that faced significant lack of access to affordable local food. In response, we developed two new strategies to address this—we created a new meat “bundle model” in mid-Missouri and a church-based store front in St. Louis.

We developed our meat bundle sales model in North-Central neighborhoods in Columbia and in North County St. Louis. The bundle sales in mid-Missouri allowed us to use holiday-specific bundles that combined higher-end with less expensive cuts of meat in order to make the bundles more affordable to members of the community.

We were also able to collaborate with *Beacon of Light Ministries* in St. Louis to launch *United People Market* in Ferguson, MO—a community-supported food store, which encourages healthy eating and offers local meat and vegetables for limited-resource people and families. This new market has identified and helped meet food needs for this community—increasing sales of *Patchwork Family Farms* and other local food in North St. Louis from one family at the beginning of the project to more than 60 families today.

*“We live in the Florissant/Ferguson area ... the one thing we really like is to be able to get fresh [food], you know how they raise it, you’re able to talk with the farmers about their product—especially the meat—and being able to go ten minutes, instead of 40.”* Member, United People Market

Sales and distribution in the mid-Missouri area and in urban markets have allowed us to add three *Patchwork Family Farms* hog producers and three independently owned meat processors to our pork-marketing network—creating new markets for our rural farmers and processing plants. This is particularly important because of the positive economic and social impacts that independent livestock farmers and small meat processors bring to rural communities, and to our future capacity to grow markets and necessary infrastructure for locally-raised meat.

*“Last year, we didn’t have Patchwork. We were just doing a few hogs a year for individuals. It’s been beneficial to business, and we’ve actually gotten more interest in processing for other small farmers because of our higher volume experience with Patchwork Family Farms. There’s not a lot of processors like us around anymore, but there’s been an increase in farmers wanting to sell their product directly.”* Processor, Chillicothe Meat Locker

*“Patchwork as a marketing channel is very important to me and my ability to raise hogs independently. The premiums offered by Patchwork over the commodity market make it possible for me to continue raising hogs. It is also important to me to know where my hogs are going because I care about them, and want to be sure they are being handled well.”* New Patchwork Family Farms producer

- ii. **Objective 2:** Deepen MRCC’s engagement of youth in mid-Missouri and St. Louis in experiential educational activities focused on local food.
  - a. **Progress Made:**
    - Engaged a total of 405 youth in our farm camps, local food programs and workshops
    - Held four very successful Farm Camps at three farms, with 117 participants from mid-Missouri and St. Louis.
    - Held 30 local food cooking lessons and demonstrations with local meat and vegetables for youth and limited-resource families
    - Engaged 82 youth in urban farming activities in St. Louis
    - Developed “Local Food in the Classroom” programming around local food and sustainable livestock production that can be used past the end of the project
    - Created a feature video of the project that will be used to raise support for Farm Camps and other local food projects
  - b. **Impact on Community:**

Our Farm Camps were extremely powerful and built a sense of unity and leadership among very diverse participants from urban and rural areas. Components of the camps included: (1) classes on growing and harvesting in-season vegetables and fruit, (2) cooking classes with local meat, fresh vegetables, and wheat and flour, including lessons on kitchen skills and food safety, (3) local food leadership and career path workshops, (4) field trips to farmer's markets, local food restaurants and agricultural businesses, (5) local-food specific art and theater programs, and (6) fishing and animal husbandry lessons.

Youth left our Farm Camps with increased understanding of people from different communities and cultures, knowledge of the different roles they can play in the local food chain, increased interest in eating healthy, and new life skills—like cooking with fresh ingredients and caring for plants and animals. Many participants noted they are now helping prepare meals at home. Additionally, community leaders were able to connect at these camps and learn about the challenges that both urban and rural families face—like access to healthy food, protecting the environment, and developing strategies to grow local economies.

We were able to significantly add more staff and volunteer resources to the Farm Camp efforts and have now held the camps at two additional mid-Missouri farms, and built relationships with other local food businesses, who are hosting our cooking demonstrations and classes.

*“This was the first time my family visited a farm. The boys loved interacting with all the animals that they normally would never get a chance to see. My son said he loved the hayride feeding the cows, the horses, being inside the big tractor and making kale salad at the cooking demonstration. He wants to have a farm camp birthday party; if that’s any indication of how positive the experience was for him.”* Farm Camp Participant/Parent

In addition to our Farm Camps, MRCC held eight other local food activities specifically for youth in schools and community groups in mid-Missouri and St. Louis. We have started developing a replicable “Local Food in the Classroom” curriculum focused on: (1) understanding the importance of family farm raised livestock and vegetables; (2) identifying the different roles we can all play in the local food chain like farmer, processor, restaurant worker, chef, grocer, marketer, educator and consumer; and (3) building new life skills through cooking demonstrations and gardening.

*“MRCC advised the group of students on not only where their food comes from, but also the reasoning behind local farming and how that translates to a global impact. They used kid-friendly examples that helped reach a wide variety of audiences. Bringing in a sample of Patchwork’s food also helped enhance the demonstration.”* Instructor, Children’s School at Stephen’s College

iii. **Objective 3:** Build a much stronger food justice and local food presence in African American communities.

**a. Progress Made:**

- Held 5 food justice events, which engaged 525 people in rural/urban collaboration in Columbia, St. Louis and Kansas City, MO that included local food dialogue, cooking and food presentations, and events that connected faith, food and farming.
- Reached nearly 500 additional people through canvassing and phone calls to bring awareness to our local food projects in North St. Louis. This resulted in 60 new members of *Beacon of Light Ministries/United People Market*.

- Identified 45 new core food justice leaders in mid-Missouri and St. Louis.
- Developed and implemented our ongoing “Local Food Crock Pot Project” to make local food more accessible by increasing life skills around cooking with affordable, fresh ingredients.

**b. Impact on Community:**

Our food justice part of this project really took off with our “Faith, Farms and Families” event at *Greater St. Mark Family Church* in St. Louis, in which 110 community members and farmers from mid-Missouri joined together to eat family farm BBQ and hold an urban/rural dialogue about areas of potential collaboration and the possibility of local food in North St. Louis. Having farmers present, cooking the meat, and talking with people was very important, and having *City Greens Market* (from St. Louis) to providing local fresh organic produce, and talking about how they started their market in South St. Louis, was crucial to our work moving forward.

*“Many of our members are black women who grew up in the rural South, and they related very strongly to the mid-MO farmers and the need for healthy, local, and affordable food in their communities. Hearing from farmers and other local food business inspired them to try to build a local, healthy, low cost, food justice marketing project in north St. Louis County.”* Member, Greater St. Mark Family Church

St. Louis project leaders led a campaign to reach out to their neighbors to discuss to identify community needs. This led to (1) the launch of *United People Market*, which has provided healthy food at affordable cost to over 60 families so far, (2) plans for a new urban farm in Ferguson, and (3) the development of leadership programs for youth, including the growth of our Farm Camps.

So far *United People Market* has: (1) a functioning market space with shelving and signage; (2) procedures for getting local food to the market from *Patchwork Family Farms* and *City Greens Market*; (3) initial relationships with local food producers near the church; (4) initial positive experience with food demonstrations that both encourage customers and help them learn new and delicious ways to prepare healthy food for their families; (5) a small freezer at the market for Patchwork meat; (6) new internet connection established in the market to support credit card/SNAP processing; (7) reusable grocery bags with the *United People* logo and member card key chains; and (8) an initial base of customers, and experience to indicate what items sell best.

In Columbia, we raised funds and Crock Pot slow-cooker donations for our “Local Food Crock Pot Project.” This project provides limited-resource families with practical and affordable ways of accessing, preparing and cooking local food, particularly using easy cooking techniques with Crock Pots. We provide lessons on family farm meat preparation, nutrition, meal planning, and gardening. Each class participant receives a crock pot, a recipe book, local food resources, and a local food starter bundle with *Patchwork Family Farms* meat and locally-raised vegetables.

Through a very successful fundraising and community outreach event we were able to secure outside resources for the crock pots and local food starter bundles. Over 100 people donated either crock pots or funding to move this project forward. We were able to use LFPP funds for meeting space, teachers, and the creation of printed materials. This project was a great way to identify many new food justice leaders and volunteers. 100% of project participants surveyed said they would be more likely to seek out local food and that they would like to participate in additional local food workshops and classes.

iv. **Objective 4:** Specifically grow Patchwork Family Farms sales in St. Louis, including institutions, restaurants, grocery stores and individuals.

**a. Progress Made:**

- Identified 125 new individuals and families now purchasing *Patchwork Family Farms* directly or through retail markets in St. Louis.
- Began establishing relationships with 27 restaurants, grocery stores and catering companies that specialize in or expressed an interest in local food.
- Added 8 new wholesale accounts in St. Louis.
- Further developed our family farm meat “bundle model” for direct sales in St. Louis.

**b. Impact on Community:**

We have increased *Patchwork Family Farms* sales in St. Louis by adding new restaurant, catering, and CSA/food hub accounts through direct phone and face-to-face meetings with business owners and kitchen managers. We have also significantly increased our sales to individual purchasers and participants through our cooking demonstrations, who then take our local food products home to cook in their own kitchens. With several marketing campaigns that targeted St. Louis we have increased our direct customer base through sales and events such as “Make your Holiday a Local Food Holiday,” our “Hamtastic Holiday Event,” our family farm meat bundle events through *Greater St. Mark Family Church*, and our cross-promotions with local food outlets such as *City Greens Market* and *United People Market*. Our ability to combine restaurant sales with direct sales to individuals through bundle events has made the St. Louis market more economically viable for us in the long term.

**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, 2015). Include further explanation if necessary.**

- i. **Number of direct jobs created:** 9
- ii. **Number of jobs retained:** 17
- iii. **Number of indirect jobs created:** 78
- iv. **Number of markets expanded:** 12
- v. **Number of new markets established:** 18
- vi. **Market sales increased by:** \$16,820
- vii. **Number of farmers/producers that have benefited from the project:** 72

**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 majority of our new customer base grew through our efforts to reach new populations, specifically individual buyers from low-income populations and communities of color, as well as businesses that serve low-income groups. We have been most successful in reaching these new populations in St. Louis, through our marketing campaigns and sales increasing sales to *City Greens Market* and the launch of *United People Market*. Both retailers specialize in serving food desert neighborhoods and communities of color.

Additionally, our “bundle model” has increased our sales to limited-income communities in both mid-Missouri and St. Louis, by offering affordable bulk options for people who do not have regular access to local food.

We have also reached immigrant populations through our work with the *Columbia Public Schools Adult Learning Center (ESL)*. We now have regular customers from Iraq, China, and South Korea that purchase *Patchwork Family Farms* pork directly. One ESL teacher, whose class participated in one of our cultural exchanges and family farm workshops with MRCC noted, “*Taking adult students on a field trip is always fun, and knowing that my students have followed up and are using Patchwork Family Farms meat now is great.*”

#### **4. Discuss your community partnerships.**

##### **i. Who are your community partners?**

**Mid-Missouri:** Columbia Public Schools (*Camp Salsa* and *Adult Learning Center* programs) • Columbia Center for Urban Agriculture • Broadway Brewery & Restaurant • Crop Circle • MU Family Impact Center • Jumpstart • Columbia Career Center • Root Cellar Grocery • Children's School at Stephens College • The Unschool • Hy-vee Grocery • Mid-Missouri Local Foods CSA • Russell Chapel Church • Terra Bella Farm • Allison Perry Farm • Amber House Bed and Breakfast • McInerney Farms • Callaway County Public Library • Because Every Mother Matters

**St. Louis:** Green Dining Alliance • Greater St. Mark Family Church • Beacon of Light Ministries • City Greens Market • Organization for Black Struggle • United People Market • Voices of Women/Midtown Mamas • Ferguson Collaborative • Jobs with Justice • Midtown Catholic Charities

**Kansas City:** St Mark’s Union Church • Human Dignity & Economic Justice Coalition • Metropolitan Missionary Baptist Church • Mt. Pleasant Baptist Church

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

Through this project, we have fostered a strong and diverse group of community and organizational leaders. These partners have helped identify and connect youth and adult participants with our programs: *Columbia Public Schools (Adult Learning Center and Camp Salsa programs), Jumpstart, MU Family Impact Center, City Greens Market, Midtown Catholic Charities, The Unschool, Beacon of Light Ministries, Greater St. Mark Family Church, Russell Chapel Church, The Children's School at Stephens College, and Because Every Mother Matters*

Our mid-Missouri partners have hosted Farm Camps, cooking demonstrations, fundraisers, and donated food for our local food programs: *Terra Bella Farm, Crop Circle, Amber House Bed & Breakfast, McInerney Farms, Callaway County Public Library, Broadway Brewery & Restaurant, Root Cellar Grocery, Hy-vee Grocery, Columbia Center for Urban Agriculture, Columbia Career Center, Mid-MO Local Foods CSA, and Allison Perry Farm.*

The following partners helped us grow our organizational and customer base in St. Louis by promoting *Patchwork Family Farms*, urban/rural collaboration, and food justice initiatives: *Greater St. Mark Family Church, Beacon of Light Ministries, United People Market, City Greens Market, Green Dining Alliance, Jobs with Justice, Organization for Black Struggle, Ferguson Collaborative, and Voices of Women.*

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

We have expanded our existing community partnerships and established new ones during this project. Many of our community partners have committed to continue working on our collaborative local food programs. Two Crock Pot cooking demonstrations, a spring and summer farm camp, and three cross-promotional marketing events with partners are already being planned. Nine out of ten of the project partners we surveyed said they would like to participate in our future local food programming.

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

MRCC contracted for St. Louis coordination work in order to increase *Patchwork Family Farms* sales, identify target populations for our local food work, plan/implement workshops and urban farming activities for youth, and increase local food access in limited-income African American communities.

We also contracted with photographers and videographers to document our events and programs, several skill-specific teachers for our Farm Camps and local food cooking demonstrations, and our evaluators to measure the outcomes of the project.

**6. Have you publicized any results yet? Yes.**

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

Throughout the project, we have promoted and publicized the results of our programs through Facebook posts, radio programs, picture pages featuring our events, email promotions, and webpages. We also worked with professional videographers to create a promotional video featuring the project. [https://www.youtube.com/watch?v=QuttXRHipp4&feature=em-upload\\_owner](https://www.youtube.com/watch?v=QuttXRHipp4&feature=em-upload_owner)

**ii. To whom did you publicize the results?**

We have publicized results to Facebook users (both our followers reached directly through our page and new followers through Facebook post-boosting and advertising). We have also publicized results through MRCC's membership, individuals who signed up to get involved during the project and our community partners. We will continue to publicize the impact of our project and challenges and lessons learned through ongoing organizational publications, presentations and updates on our website.

**iii. How many stakeholders (i.e. people, entities) did you reach? 9,000+**

- 1,402 people have participated in our project events, with an additional 2, 631 reached through community events that featured *Patchwork Family Farms* local meat.
- 1,195 MRCC members were reached through email/direct mail promotions and updates about the project.
- 1,220 people were reached through canvassing, phone calls and email promotions/updates through our organizational base in St. Louis, including *Beacon of Light Ministries, United People Market, Greater St. Mark Family Church & City Greens Market*.
- 1,500 people engaged in our project updates and events on Facebook through clicks, comments, likes and page shares.
- Over 2,000 people were reached through local radio and newspapers.

**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? Our project team collected formal and informal feedback including:**

- A comprehensive evaluation which included surveys of 50 project participants including: youth participants from farm camps, parents of farm camp youth, community partners, cooking demonstration participants.
- Interviews at Farm Camp with youth and adult participants.
- Reactions to our social media updates about project events.
- A “reunion” of farm camp participants and evaluation event to assess the long-term impacts of our farm camp program.
- Surveys conducted at cooking demonstrations.

**ii. What feedback was relayed (specific comments)?**

**a. Highlights from Evaluation:**

- 100% of community partners felt that they benefited from their work with this project.
- 80% of community partners felt that the people who participated in the events/activities will be more likely to seek out local food.
- 100% of community partners felt the event(s) they participated in increased skills related to local food preparation and cooking.
- 100% of parents said they felt their child benefited from the Farm Camp experience.
- 100% of Farm Camp parents said they felt they, their child, and/or their family are more likely to make healthier food choices.
- 100% of youth participants said they used the skills or information they learned at Farm Camp at home.

**b. Feedback in addition to quotes included in previous report categories:**

- “My students benefitted greatly from this project. MRCC did an amazing job at explaining the ins and outs of family farming during a presentation, which wasn’t easy considering they were speaking to non-native English speakers.” *ESL Teacher*
- “My kids being from Columbia have less opportunities to experience cultural diversity—they were able to interact with students of color from a larger city in a space that is welcoming and new to everyone. This had a great impact on my kids’ abilities to foster human connection.” *Farm Camp Parent*
- “I felt [Farm Camp] was a very positive experience for my children and that they played together well and made healthy, genuine connections with kids that were different from them.” *Farm Camp Parent*
- “I’m thrilled to volunteer in multiple ways-- from facilitating discussions at crock pot cooking classes to assisting with activities led by others at the Farm Camp. All of it felt like an important way to help participants make new connections to local food, and I think it is safe to say that the children and adults that participated in these projects know a lot more about local food—from the importance of supporting and using it to the ways to access it in their communities.” *MRCC Volunteer*
- “Several of my offenders commented that if they would have had a similar experience [to farm camp] when they were young just maybe they would not be in prison. What your organization is

doing for those children is incredible and obviously a positive impact on their lives. All of us at Restorative Justice are honored to be a small part of this life changing program.” *Jefferson City Correctional Center*

- “I tasted the bacon as I was cooking it for my family, it was sooooo good. The thought crossed my mind that I should keep the bacon for myself, but I shared it with the family and they loved the Patchwork bacon.” *United People Market*
- “MRCC advised the group of students on not only where their food comes from, but also the reasoning behind local farming and how that translates to a global impact. MRCC used kid-friendly examples that helped reach a wide variety of audiences (kindergarten through fifth grade). It’s a challenge to provide local food in a town that is sometimes plagued with income inequality. However, that being said, I do feel there’s a greater scope of understanding now about where local food can be accessed in our community.” *Children’s School at Stephen’s College*
- “I personally love Patchwork. It’s the only brand of meat that I buy. I live on a limited budget, but I do know that I’m putting my money to an organization that cares for its customers. I’d love to be involved in any way. I think this is a great avenue to bring to lower-income families who feel they’re limited.” *Patchwork Family Farms Customer (Mid-MO)*
- “From the Livestock Farm Camp, the best part was watching the kids transform in their confidence around the animals. The kids, especially from St. Louis, were really hesitant about the size of the cows and horses, but after a few minutes and because of the trust they put in the staff and volunteers facilitating the camp, they really came around.” *MRCC Volunteer*
- “I always gain knowledge and insight into everything I commit my time to, and I really enjoyed passing on information about farming to the kids. Farm camp is a great opportunity to get kids out of the city and have fun. I would like to see that kind of emphasis on an older demographic of adults as well.” *MRCC Farmer Member*
- “I want to learn how to make everything from scratch.” *Farm Camp Youth*
- “[My child] now knows how food is grown and where it comes from. She understands that food sources are beyond the grocery store. She is beginning to understand the importance of local farmers and how they contribute to providing food to our community.” *Farm Camp Parent*
- “For the crock pot class, I think the visuals in the Powerpoint presentation helped folks make connections to the content of the programming and made them more willing to speak up during discussions. People really came out of their shells and showed their personalities throughout the cooking demonstrations and conversations we had, both structured and informal, throughout the night.” *MRCC Volunteer*
- “I loved farm camp. Learned so much from the kids, and it gave me a good perspective on people who might not have the kinds of access to local food that we do. It was great to see the kids come up with ideas for cooking and to contribute. Cooking with them was my favorite.” *Terra Bella Farm*
- “The best part about farm camp was all of us working together to cook all our meals, pick the vegetables, make the sausage and learn about food.” *Farm Camp Youth*
- “I think Farm Camp should be more integrated into all of children’s learning, not just the people who hear about it and learn about it. I’d love to see more kids get involved and do more interactive things with food and farming. It’s great!” *Farm Camp Parent*
- “My favorite part of doing work with MRCC was the cooking demonstration for the Camp Salsa kids. It was very well organized and the kids were so enthusiastic about helping me with the cooking demonstration.” *Broadway Brewery & Restaurant*
- “I walked away from events thinking I had a great time, but as I talk to others about it or spend a little time processing the day, I realize how much I’ve learned, which is what makes this project so powerful for those lucky enough to participate. I see the impact of volunteering with local food

projects in my everyday life, from the way I choose restaurants to the way I talk to family and friends about food-- the way we grow it, market it, and consume it." *MRCC Volunteer*

- "I would tell my friends to come to farm camp, that it is fun. You can learn how to raise a farm animal, you can learn to cook real food, learn how to fish, clean the fish and filet the fish." *Farm Camp Youth*
- "I enjoyed working with urban faith groups and leaders at the Faith, Farms and Families event to discuss things that happen in rural communities that also affect urban consumers. It was a pleasure working with MRCC on our events. I look forward to advancing the relationship between urban and rural consumers and building a better food circle." *MRCC Farmer Member*
- "[My kids] learned how to appreciate nature and living things. They learned their role in taking care the Earth. It gave me and my children a greater appreciation for farmers and the work that they do." *Farm Camp Parent*
- "I got a ham from Patchwork for Christmas and it was delicious! I love their food and what they stand for!" *United People Market*
- "I learned that you always don't have to just go to the store to get your food. You can just grow it yourself." *Farm Camp Youth*
- "We purchased the bundle, ribs, pork steaks, ground beef, bacon from Patchwork—the best quality of meat straight from rural Missouri. We are happy and anticipate networking with you all again. We support agriculture, rural economies and Missouri family farms!" *Greater St. Mark Family Church*
- "[Farm Camp] helped me think differently about the food I eat ... Family Farms treat their animals great, they let them free range on land, let them drink from natural ponds... they let them grow from babies to grown animals. They feed their animals healthy food and give them lots love." *Farm Camp Youth*
- "MRCC and Patchwork are the only organization who are doing what they're doing in Mid-MO, and they're incredibly important, educating the population in Columbia and beyond about local foods and access." *CPS Adult Learning Program*
- "It was really good for our members and shoppers who have already been eating Patchwork to expand their knowledge and awareness about the important role of advocating for all communities and about the importance of independent family farms to our state." *City Greens Market*

## 8. Budget Summary:

- 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:**
- Did the project generate any income? Yes.**  
**If yes, how much was generated and how was it used to further the objectives of the award?**
  - \$1,196 from the Crock Pot Fundraiser—funds were utilized to conduct our "Local Food Crock Pot" cooking demonstrations and workshops
  - \$210 in donations was used for our Farm Camps
  - \$9,133.53 generated from new *Patchwork Family Farms* sales was used to help expand our local food marketing infrastructure in St. Louis

## 9. Lessons Learned:

- i. **Summarize any lessons learned. Draw from positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).**

Local food infrastructure: We learned that we cannot assume that people know how to cook and use healthy, local food. Nor can we simply show families with limited-resources the benefits about healthy food and then expect them to be able to buy more costly, local food located far away from their communities. We learned that our local food “infrastructure” needs to include both the physical infrastructure, like the local foods and new storefronts, but also the educational components. The partners in this project determined that, when we are promoting local healthy food, cooking demonstrations and interactive cooking lessons are an integral component. Through the *Crock Pot Project* and *United People Market*, we are learning creative ways to enable people to make meals using healthy foods that can also provide food for a family for several days. Food classes and demonstrations have also been a crucial way for us to build community between consumers, producers and local food businesses.

Patchwork sales in St. Louis: Based on the historic success of Patchwork Family Farms in mid-Missouri and the committed customer base we have built, we expected that expanding our wholesale accounts in St. Louis would be easier than it proved to be. The success of Patchwork in mid-Missouri has been in some ways a result of thirty years of our organization’s work in rural communities, and mid-Missouri particular. The combination of Patchwork Family Farms not being a “household name” in some St. Louis areas (although we have many long and strong organizational relationships there) and the increased competition in a much larger market delayed our ability to reach our sales goals in St. Louis. We found that these long-term community and customer relationships will need to be pursued and expanded over a longer period of time. One way we addressed this issue was to significantly focus on adding individual retail sales in St. Louis, both through the meat bundle sales and the opening of *United People Market*.

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

The success of our project has been highly dependent upon our effective relationships with project partners. Because a key component of our project included bringing together farmers and rural families with urban communities of color, we faced some initial cultural differences in planning and implementing key parts of the program. The fact that we were able to work through many of those issues together and achieve our project goals is a testament to the incredible commitment of the leaders and participants, and to the sheer need for these kind of programs. It proved crucial to ensure that the entire process be as transparent, participatory and inclusive as possible. While this takes longer and requires higher levels of patience, the results are more sustainable and effective in achieving true self-sufficiency and long-term impact. Some additional training on communication skills, leadership development, and dialogue facilitation will be immensely beneficial as we move forward.

One recommendation we would make for similar projects is to assess progress throughout the entire project—including taking time to get either informal or formal feedback at (or soon after) each event. We learned this after the first few months and it significantly increased our ability to respond to challenges and to adjust our programs accordingly.

## 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.**
- 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?**

We plan to build on the success of our Farm Camp programs to expand the number of youth who can participate, and to create additional levels of engagement—including age-specific and farm-specific camps, a leadership development program, and the creation of local food internships/apprenticeships, which will place youth leaders with farmers, local food business owners, chefs and other workers in the local food chain. We also want to explore opportunities to bring youth and adults from rural Missouri to events, urban farms and markets in St. Louis, to create reciprocal knowledge and understanding.

We plan to pursue our work with *Beacon of Light Ministries/United People* and *City Greens Market* to continue to build our local food sales and organizational relationships in St. Louis. An additional need we have identified through this project in order to increase local food sales is to hire a marketing coordinator who can devote significant time to working with wholesale customers, increase communication and tracking of retail and wholesale customers, and expand our social media/online presence.