

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	Sept. 30, 2015 – Sept. 29, 2017
Authorized Representative Name:	Dawn Vader
Authorized Representative Phone:	(417) 399-4981
Authorized Representative Email:	vaderd@hickorycountyhealth.org
Recipient Organization Name:	Hickory County Farmers Market
Project Title as Stated on Grant Agreement:	Marketing Promotion of Hickory County Farmers Market
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPPMO0011
Year Grant was Awarded:	2015
Project City/State:	Hermitage, Missouri
Total Awarded Budget:	\$66,663.01

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
 Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. Goal/Objective 1: **Increase vendor membership to 10 vendors in the first year and 15 in the second year.**
 - a. Progress Made: **Objective was achieved.**
 - b. Impact on Community: **Improved access to healthy, local foods in our community.**
 - ii. Goal/Objective 2: **Increase customers to 75 each week in the first year and 115 in the second year.**
 - a. Progress Made: **Objective was achieved.**
 - b. Impact on Community: **Vendors weekly sales improved.**
 - iii. Goal/Objective 3: **Develop the marketing skills of the market manager.**
 - a. Progress Made: **Two different marketing managers were employed for the two years and both received training and work experience to develop their marketing skills.**
 - b. Impact on Community: **The local farmers market was managed in a very professional manner.**
 - iv. Goal/Objective 4: **Develop a cooking demo classroom to assist the County Extension office and other local organizations with six months nutrition and food preparation classes.**
 - a. Progress Made: **Objective was achieved.**
 - b. Impact on Community: **Received education on healthy recipes, taste tests, and hands-on cooking classes improved access to healthy food choices.**

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: **2**
 - ii. Number of jobs retained: **3**
 - iii. Number of indirect jobs created: **2**
 - iv. Number of markets expanded: **15**
 - v. Number of new markets established: **5**
 - vi. Market sales increased by **\$25,630.00** and increased by **160%**.
 - vii. Number of farmers/producers that have benefited from the project: **15**
 - a. Percent Increase: **200%**

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? **Customer base was expanded by reaching low income populations by developing token system for SNAP purchases with EBT card scanner. SNAP purchases were matched through a Double-Up Food Bucks program—maximum of \$25 SNAP card purchases were matched each week per customer. SNAP sales improved from the first year of the grant to the second year of the grant by 900%.**

4. Discuss your community partnerships.
- i. Who are your community partners? The community partners included: **Missouri Foundation for Health; Pomme de Terre Chamber of Commerce; the local community newspaper business; local University of Missouri Extension Office; West Central Missouri Area Community Action Agency; local Master Gardeners group; Hickory County Library; Hickory County Health Department; Hickory County Commission; Hickory County Community Action Resource Education Services (CARES); the local animal shelter; the four school districts; and the local 4-H club.**
 - ii. How have they contributed to the overall results of the FMPP project?
 - a. **Missouri Foundation for Health has provided \$15,000 for the construction of the commercial kitchen and public restroom and \$13,000 for playground equipment at the farmers market.**
 - b. **Hickory County Health Department has spent \$17,000 for the construction of the commercial kitchen and \$2300 for ground work to be done in the playground area. Hickory County Commission has committed to in-kind expense of hauling fill dirt in the playground area. The health department provided staff to assist in providing safe food education to the vendors and customers and also manned a booth on a monthly basis to provide education on public health issues.**
 - c. **University of Missouri Extension Office has provided in-kind professional services to develop floorplans for the commercial kitchen and public restroom. They have provided a nutritionist once a month at the farmers market for cooking demonstrations. They provided 6 week Cooking Matters classes beginning Nov. 7, 2016 and continue through September 30, 2017. Their Master Gardeners club has grown green peppers and sweet potatoes to be distributed to local schools as a first step in beginning a Farm to School program, this produce will be given to the schools, free of charge and manned a produce booth on a weekly basis and provided gardening tips to customers. Their 4-H club provided an educational event for both years of the grant.**
 - d. **Each of the four school district's Future Farmers of America clubs have provided educational events once a month at the farmers market.**
 - e. **Hickory County CARES has included the farmers market in their Grow Well Seed Grant program and will be distributing seeds, and planting information at the second kickoff event of the farmers market season. They have donated \$1,300 in cooking equipment for the commercial kitchen.**
 - f. **West Central Missouri Community Action Agency has provided staff support for developing a Farm to School program, food hub and/or food cooperative and provided a grant for two years for the Double-Up Food Bucks SNAP matching program;**
 - g. **Hickory County Community Wellness Foundation has committed \$2,000 to construction of the commercial kitchen and public restroom. They have added two additional vendors to the list for Farm to School produce.**
 - h. **Pomme de Terre Chamber of Commerce has provided a 5 minute commercial on a Springfield, MO local TV channel for promoting the 2017 season kickoff in April 2017 they paid for a 30 minute live show on the lunch time local television.**
 - i. **The local newspaper featured vendor spotlights in the weekly paper and news coverage of all farmers market events.**
 - j. **The Hickory County Library manned booths on a monthly basis and assisted in educational events at the market.**

- k. **The local animal shelter manned a booth each week and distributed pet handling information to customers.**
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? **These partners are committed to continue in the future with educational events, grant-writing assistance, and marketing promotion of the farmers market. They will be providing one representative for each partner to attend the farmers market board meetings to assist in achieving further growth for the farmers market.**
- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? N/A
- 6. Have you publicized any results yet? **Yes**
 - i. If yes, how did you publicize the results? **The local newspaper, social media, website and television infomercial.**
 - ii. To whom did you publicize the results? **Hickory County residents.**
 - iii. How many stakeholders (i.e. people, entities) did you reach? **4,500 viewers**
Please see attached publicity reports.
- 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? **Surveys at the farmers market of patrons and vendors.**
 - ii. What feedback was relayed (specific comments)? **"Very pleased to have a farmers market in our county; This is a forward-thinking county, so glad to be able to experience this; My family loves to come out here and see what you have each week; I am so glad to be able to match my SNAP \$s and purchase healthy foods."**
- 8. Budget Summary:
 - i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
 - ii. Did the project generate any income? **No**
 - a. If yes, how much was generated and how was it used to further the objectives of the award? **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 marketing strategies that were successful for improving numbers of attendees were the television and radio ads. They were professional and covered a broader market base. Our most successful days of attendance and related increased market sales were days that we sponsored more unique attractions. Examples of unique attractions were: a salsa contest; Dexter Cow show; Motorcycle Show (39 entries); Ice Cream Social and Chili Cook-Off Contest.

The Double-Up Food Bucks was more successful the second year because we had assistance in advertising the program. The West Central Missouri Area Action Agency provided signs and table posters for each produce vendor to display.

Billboard signs did not provided as much exposure to identify the location of the farmers market, future signage needs to be more specific as to location and dates and times of the 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: **Board members should be expanded to include more community partners; farm to school grants would be very valuable in developing the F2S markets in our rural area; the EBT scanner bank service charges are very high, need to find a grant to cover this cost-patrons using debit cards should be charged a fee for the convenience of not carrying cash; we used tokens for the EBT scanner service-this requires a lot of the market manager's time at the market-probably should have an additional paid position for the token fee system.**

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. **We have received funding for the 2018 season for the farmers market payroll from the Missouri Foundation for Health. We are working with the West Central Missouri Area Action Agency to develop a food hub within our farmers market commercial kitchen. This food hub will expand markets for our vendors and will provide an incentive to increase our vendor numbers. The Extension office will continue to provide healthy cooking classes to encourage use of locally grown produce.**
- 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?
Our next steps are:
 - a) **Enclose the farmers market to provide for a year-round farmers market**
 - b) **Have classroom space for regional food production safety education courses within the enclosed facility**
 - c) **Develop a food hub to expand the market for produce vendors with several local institutions**
 - d) **Develop food processing services in the commercial kitchen for sales of value-added products to several local institutions.**
 - e) **Develop additional food preservation classes and culinary skills classes for families, businesses and institutions.**