

**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](mailto: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.

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|--|--------------------------------|
| <b>Report Date Range:</b><br><i>(e.g. September 30, 20XX-September 29, 20XX)</i> |                                |
| <b>Authorized Representative Name:</b>   | Robert Niezgoda                |
| <b>Authorized Representative Phone:</b>  | 417-334-4544 ext 698           |
| <b>Authorized Representative Email:</b>  | Robert.Niezgoda@lpha.mo.gov    |
| <b>Recipient Organization Name:</b>  | Taney County Health Department |
| <b>Project Title as Stated on Grant Agreement:</b>                               | Growing the Grower             |
| <b>Grant Agreement Number:</b><br><i>(e.g. 14-FMPPX-XX-XXXX)</i>                 | 15FMPPM0012                    |
| <b>Year Grant was Awarded:</b>   | 2015                           |
| <b>Project City/State:</b>   | Branson, Missouri              |
| <b>Total Awarded Budget:</b>   | \$96,694.00                    |

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: \_\_\_\_\_

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. 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: Educate the public regarding the health and economic benefits of consuming locally and regionally produced foods.
    - a. Progress Made: The Ozark Marketing Group, a local marketing firm, provided messaging through social media. An additional contract focused on marketing services other than social media and will focus on promotion of local healthy food options.
    - b. Impact on Community: Messages through social media have helped educate the community where food comes from and the health benefits of eating fresh foods. Educational items were also distributed throughout the community and included children’s myplates, garden totes, and local food calendars.
  - ii. Goal/Objective 2: Implement a marketing campaign to promote opportunities to procure locally and regionally produced food.
    - a. Progress Made: The Ozark Marketing Group, a local marketing firm, provides messaging largely through social media. An additional contract focused on marketing services other than social media and will focus on promotion of local healthy food options.
    - b. Impact on Community: Messages through social media have helped educate the community where food comes from and the health benefits of eating fresh foods. Educational items were also distributed throughout the community and included children’s myplates, garden totes, and local food calendars. These items were utilized to promote the project and local foods.
  - iii. Goal/Objective 3: Conduct six networking and education events for local growers and ranchers annually.
    - a. Progress Made: Six networking and education events for local food producers have been completed for the second grant year. There were forty-seven producers that participated in the workshop series and many attended more than one workshop.
    - b. Impact on Community: Feedback from producers has been very positive and appreciative of the program. Many have verbally report an increase in their skills. Word of mouth has also become very helpful in the recruitment of new participants to networking and educational events.
  - iv. Goal/Objective 4: Award educational scholarships to local farmers and ranchers to promote professional development and training.
    - a. Progress Made: To date, a total of two scholarships have been awarded for the second grant year. Despite heavy promotion of scholarship opportunities, these were not utilized to the fullest extent.
    - b. Impact on Community: Increased opportunity for producers to participate in entrepreneurial and skill training that will directly benefit food operations within the area.
  - v. v. Goal/Objective 5: Provide technical support to local farmers and ranchers through Missouri University Extension Services.

- a. Progress Made: The second year for the grant, 49 producers have received technical support mentoring sessions through the University of Missouri Extension Agricultural Specialists thus far.
      - b. Impact on Community: Producer skills are improving through technical support.
    - vi. Goal/Objective 6: Develop a prepared future agricultural workforce through outreach to young growers.
      - a. Progress Made: Contact has been made with local youth agricultural based groups including Future Farmers of America and 4-H clubs. Clubs having expressed interest in the program include; Hollister’s Future Farmers of America and Hurley’s Future Farmers of America have participated in the program. Efforts to develop relationships with these groups took place with a positive relationship developed with the Hollister FFA program.
      - b. Impact on Community: Development of future agricultural workforce through educational opportunities.
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, 20\_\_). Include further explanation if necessary.
- A program survey was sent to 111 producers identified throughout the program. Poor return rates hindered significant response rates as only 18 surveys were returned completed, and many of those were only partially completed. Numbers reported below were representative of the 18 returned surveys.
- i. Number of direct jobs created: NA
  - ii. Number of jobs retained: NA
  - iii. Number of indirect jobs created: NA
  - iv. Number of markets expanded: three out of ten reported expanding markets
  - v. Number of new markets established: three out of ten reported expanding markets
  - vi. Market sales increased by \$insert dollars and increased by insert percentage%. Two out of seven producers reported an increase in sales. One reported a 10-15% increase and the other a 100% increase as they were new to selling their product.
  - vii. Number of farmers/producers that have benefited from the project:
    - a. Percent Increase: 100% - all producers benefitted from at least one facet of the program.
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?
- Growing the Grower was open to the general public, but expressly marketed to those in the agricultural workforce. During the grant duration, the program attracted a mixer of retired older adults, young adults, and FFA students who are interested in participating in Farmers Markets locally. As the program grew and expanded through marketing and word of mouth, producers began participating in all facets of the program. The scholarships have helped provide educational opportunities for some producers that would be considered having a low income and likely unable to participate in trainings.
4. Discuss your community partnerships.
- i. Who are your community partners?  
The program is implemented by the Ozarks Wellness Network Food Security Action Team. This team is comprised of over 23 organizations and individuals. This team

provides basic oversight and program guidance. Partners involved in the day to day operations of the grant include Taney County Health Department, Taney County Missouri Extension, Stone County Missouri Extension, Ozark Public Health Institute, and the Food Security Action Team Chair.

- ii. How have they contributed to the overall results of the FMPP project?

Coalition partners have assisted in the promotion of events as well as provided insight into the operations and logistics of the program, including networking and education topics, venues, planning, and marketing.

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

The coalition and partners will continue to play an integral role in the areas mentioned above. As the program continues to progress, promotion and marketing will continue to be main areas of contribution. In addition to established grant partners, this grant has further spurred work in the agricultural field throughout the region. The Taney County Health Department was a recent recipient of a USDA Farm to School grant. Much of the work completed through this grant laid groundwork for the Farm to School grant to come together in a funded application. Other work spurred from the FMPP grant has been the formation of the Taney County Food Policy Council which has recently completed a food system assessment and is working towards local sourcing and procurement for food service establishments.

- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Contractors are being utilized to conduct the bulk of the program work. Contracts are through Ozark Public Health Institute (OPHI), University of Missouri Extension offices, speakers, and the Ozark Marketing Group. An additional contract included marketing services outside of social media. This contract focused on promotion of local healthy foods and coordinate with local agencies and business to aid in message distribution. The graduate assistant contracted with through OPHI acted as the project coordinator and managing the majority of the program. Her role includes coordination of events and acting as liaison between other contractors, the coalition, and the fiscal agent. Contract work is providing the resources to move the initiative forward.

- 6. Have you publicized any results yet? \* Not at this time.

- i. If yes, how did you publicize the results?
- ii. To whom did you publicize the results?
- iii. How many stakeholders (i.e. people, entities) did you reach?

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

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

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

A program survey was sent to 111 producers identified throughout the program. Poor return rates hindered significant response rates as only 18 surveys were returned completed, and many of those were only partially completed. Other feedback was received at the workshops in the form of pre-post surveys.

- ii. What feedback was relayed (specific comments)?  
Pre-post surveys indicated very positive feedback from producers attending the workshops. Many felt they increased their skillset and knowledgebase.  
“Good knowledge of information”; “Really enjoying farming classes with vegetables”; “Excellent program”; “Great Workshop! Thanks for offering the class”; “Loved the workshop, will look into others.”

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?
  - a. If yes, how much was generated and how was it used to further the objectives of the award?  
Yes, the program generated \$210 through a \$5 workshop registration fee. This income was put back into the program through purchase of supplies for workshops and survey mailings.

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).  
Through this project we learned the true need for business skill development and technical assistance among local producers. The demand for professional education became apparent during the course of this project. The need for professional development is a continued need of the region and is something that will likely be sought in the future. One thing that could have gone better would be the survey that was mailed. We were disappointed with the lack of response from producers. In the future this sort of survey will be provided in person when possible, or even incorporated into the pre-post testing. We would also have like to have seen a more relationship building with youth agriculture groups in both counties. While the Hollister group became very engaged, there were other groups that could have benefitted from the project.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:  
All goals were met and exceeded.
- 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 survey return rate was a lesson learned in the administration of the project. This will be reviewed for future projects as the mailed surveys did not prove to be a good method of collecting information.

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.

This FMPP project laid the groundwork for several other food and agriculture related projects throughout the region, but especially in Taney County. By providing a networking space for producers and program designers alike to interact, dialogue regarding the food system throughout the region has begun and resulted in other projects such as Farm to School and the Food System Assessment. Though a significant increase in those joining farmer's markets or other business measures was not necessarily seen across the board, many local growers are now better plugged into resources and local trends regarding local food projects. Many area professionals familiar with program and policy development have also made meaningful connections with local producers and are now incorporating producers into programmatic conversations and decisions. Overall, the FMPP project created a linkage between producers and those that are working towards program and policy advancements.

- 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?

Next steps relating to this project have been the food system assessment completed by the Food Policy Council, the implementation of the USDA Farm to School grant, and the development of local sourcing and procurement for local food service establishments. All of the above will provide opportunities for local producers to have input and possible marketing opportunities for their businesses. Relationships and connections have been made through the FMPP project that will lend well to a more collaborative effort between all those involved in the regional food system.