

**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>	10/01/16 – 09/30/2017
Authorized Representative Name:	Lauren W. Stubblefield
Authorized Representative Phone:	601-813-3616
Authorized Representative Email:	lstubblefield@clintonms.org
Recipient Organization Name:	Clinton, City of
Project Title as Stated on Grant Agreement:	Fresh at Five Community Outreach Expansion
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPMS0045
Year Grant was Awarded:	2015
Project City/State:	Clinton, MS
Total Awarded Budget:	\$35,867.00

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: _Tara Lytal or Anna B. Hawks; Email: tlytal@clintonms.org or aboymd@clintonms.org; Phone: 601-924-5472

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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 overall visibility and awareness of Clinton’s “Fresh at Five Farmers’ Market to low-income/low-access neighborhoods in west Jackson and north central Hinds County
 - a. Progress Made: Continued targeted advertising to low income areas through print media and social media campaigns; increased social media presence; increased number and regularity of giveaways to market attendees; increased participation in “Taste of the Market”; continued cooking demonstrations; used local diverse musicians and artists; worked with other community organizations; “Bring a Friend Night” to encourage first time visitors
 - b. Impact on Community: Overall market attendance increased by an average of 100 persons per week (excluding rain days)
 - ii. Goal/Objective 2: Increase participation in each weekly market
 - a. Progress Made: Overall market participation up to 600-700 persons per week (excluding rain days), up from 500-600 in 2016; average of 25 vendors per week up from 24 in 2015 and down from 27 in 2016 (many vendors experienced significant crop loss due to a particularly wet late winter/early spring); 10 new vendors this year, five of which became regular weekly vendors; continued kids activities to encourage participation and extended stay
 - b. Impact on Community: due to the wet spring and rainy summer, vendors experienced various changes in sale (largely appreciated a 10-15% increase, some saw a 10% decrease); continued to offer participation incentives; steady participation in “Friends of the Market” program
 - iii. Goal/Objective 3: Increase profitability/value proposition for our producers, making it more likely that they will repeat their participation as a vendor/producer at our market
 - a. Progress Made: average vendor participation was up from 2015 but down from 2016 due largely to a particularly wet season; 10 new vendors this year, five of which became regular weekly vendors; continued incentives for first time and all-market participants
 - b. Impact on Community: vendors appreciated anywhere between a 20% increase and a 10% decrease due to the rainy season
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: Market Co-manager
 - ii. Number of jobs retained: 1 (Market Manager)
 - iii. Number of indirect jobs created: not applicable
 - iv. Number of markets expanded: not applicable
 - v. Number of new markets established: not applicable
 - vi. Market sales increased by \$insert dollars and increased by: Vendors did not report sales consistently, even after being requested to do so. However, partial reports we did receive indicate an average increase of about 10% in sales.

- vii. Number of farmers/producers that have benefited from the project: 35
 - a. Percent Increase: 29.6%

- 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?

Yes, through targeted advertising in print media and social media.

- 4. Discuss your community partnerships.

- i. Who are your community partners? Clinton Community Nature Center; MSU Extension Service; BlueCross and Blue Shield of MS; Arts Council of Clinton; Junior Civic League; Clinton YMCA, Baptist Healthplex at Mississippi College; Mississippi Animal Rescue League
- ii. How have they contributed to the overall results of the FMPP project? Partners provide children's activities and on-site education about various topics.
- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? These partners offer a variety of interactive activities, each unique to the organization's own goals. Partners get the benefit of being associated with Fresh at Five and promoting their organization to a large public, and the market benefits from the various activities by encouraging repeat attendance and a kid-friendly shopping environment. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

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

No, the only contract(s) are for marketing/advertising and collateral items.

- 6. Have you publicized any results yet?*

No, but the results will be presented as part of the Main Street Clinton quarterly report to the City at one of the October Board of Aldermen meetings. It will be live-streamed at www.clintonms.org.

- 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?

Yes. We regularly request feedback from the community and vendors.

- i. If so, how did you collect the information? We request feedback via email and social media, but we make an effort to note verbal feedback as well.
- ii. What feedback was relayed (specific comments)?

We are proud to sponsor events like Main Street Clinton's Fresh at Five Farmers Market! Join us every Tuesday June-August, from 5:00-7:00pm on the Brick Streets of Clinton. We'll have cold water and koozies at our tent, so be sure to stop by and visit!

I enjoyed my first time to Fresh at Five so much last night !!! I got Honestly Beef, T&R fresh whole milk/buttermilk & some pecan cinnamon rolls to die for! What a great place to buy FRESH & local. I need to bring more money for honey next time. Thank you ! :)

We look forward to seeing you again tomorrow evening in Clinton at Fresh at Five.

Don't miss Main Street Clinton's Fresh at Five Farmers Market tonight! Another great local event?

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.

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 "Friend of the Market" program is very popular, and we have learned to guess pretty accurately how many Friends to prepare for when purchasing merchandise; we've learned that the amount of produce and how long the produce will be available is a moving target depending largely on weather, and while we cannot predict what we will have, we must proceed with the market because we have great specialty item vendors that bring a loyal following; we have not had much success with weekly offers but have a lot of success with more frequent one-time giveaways; we have not had much success with our community cooking competitions, but the cooking demonstrations are very popular

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

We found that social media advertising and print advertising have been very effective for us; consistency with market day and time is key. Our customers are very predictable and the like their market offerings to be similarly predictable.

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 will continue to grow this market in much the same way as the last several years; although the weather impacted our market this year, in a lot of ways Fresh at Five is really starting to hit its stride according to many of our vendors.

- 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?