

**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> | September 30, 2014 - September 29, 2016 |
| <b>Authorized Representative Name:</b>   | Dr. Pamela Jackson                      |
| <b>Authorized Representative Phone:</b>  | (910) 672-1818                          |
| <b>Authorized Representative Email:</b>  | pjackson@uncfsu.edu                     |
| <b>Recipient Organization Name:</b>  | Fayetteville State University           |
| <b>Project Title as Stated on Grant Agreement:</b>                               | Murchison Road Community Farmers Market |
| <b>Grant Agreement Number:</b><br><i>(e.g. 14-FMPPX-XX-XXXX)</i>                 | 14-FMPPX-NC-0104                        |
| <b>Year Grant was Awarded:</b>   | 2014                                    |
| <b>Project City/State:</b>   | Fayetteville, North Carolina            |
| <b>Total Awarded Budget:</b>   | \$79,372                                |

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: Establish a sustainable, community based farmers market to address food and nutritional insecurity in a low-income neighborhood.**

a. **Progress Made:** The Murchison Road Community Farmers Market completed its operation in November 2016. During the period October 2014 – November 2016, sixteen farmers, five vendors, and seven community partners participated in the market: Evans Family Farms, Spence Family Farms, Melvin Farms, New Ground Farms, Lyons & Wade Farms, Clark’s Farms, Council Farms, Stedman Blueberries, Holland Produce, Pup Sprout Farms, Billy Farms, Marshburn Farm, Our Father’s Farm, Jim’s Bees, Fussy Gourmet, and Thrasher Hydroponics. These farmers contributed to the health and well-being of the community by providing seasonal fruit and vegetables including, but not limited to, eggplant, sweet potatoes, carrots, squash, mustard greens, kale, turnips, swiss chard, broccoli, strawberries, lettuce, shelled peas, pecans, onions, brussel sprouts, field peas, cabbage, turnip roots, radishes, collards, honey, apples, canary melons, and other fresh vegetables. The vendors included, Ms. Cherry Cakes, Symphl Creations, Symphony Coffee Roasters, and Trumpet Teas. Collectively, the vendors provided consumers with a diverse shopping experience.

b. **Impact on Community:** Since opening the market, the community has had regular access to fresh, seasonal fruits and vegetables that are sold at reasonable prices. The farmers introduce new variations of produce as well as items that are not regularly consumed by patrons in this community. The impact of the market on the community is evident from the number of patrons and the ability to attract new customers during each season. The annual attendance, number of new attendees and number of purchases during the 2015 and 2016 selling seasons are shown in the table below.

| Season          | Attendance | New Attendees | Purchased | No Purchase |
|-----------------|------------|---------------|-----------|-------------|
| Season 1 - 2015 | 3,025      | 739           | 2598      | 469         |
| Season 2 - 2016 | 3,886      | 1,002         | 3430      | 438         |
| TOTAL           | 6,911      | 1,741         | 6028      | 907         |

ii. **Goal/Objective 2: Reduce health disparities through a targeted education and outreach campaign to increase consumption of and demand for fresh produce**

**Progress Made:** The education and outreach campaign was designed to provide on-going healthy living education which emphasizes the critical role that fresh produce plays in overall health. The educational component provided participants with the tools, knowledge, and skills to prepare healthy meal choices.

Cooking demonstrations, which were held each week, provided knowledge on how to prepare healthy options using fresh produce available from MRCFM vendors. Over seven

chefs, including Celebrity Chef Judy from “Chopped” food network, who are from local farms, restaurants, and community health organizations, cooked food sold at the market to create dishes for patrons to sample. Chefs also provided customers with recipes and nutritional information.

The MRCFM promoted healthy living through its “Healthy Wednesday” initiative. The goal of Healthy Wednesday is to allow community partners to share information to promote healthy eating and overall well-being. The community partners that participated during healthy Wednesdays included NC Cooperative Extension Family and Consumer Services, Cape Fear Valley Health Systems, The Care Clinic, Planned Parenthood Teen Connections, Miller Motte College’s blood pressure and glucose screening program, Community Health Interventions, Renew Counseling, and Family Endeavors.

MRCFM also collaborated with a variety of organizations, such as Better Health of North Carolina and Miller Motte College, to address health related issues that are typically prevalent in low income communities. Better Health featured its diabetes program while Miller Motte College provided health screenings for glucose levels and blood pressure.

### **Outreach Activities:**

#### Radio Outreach

A radio campaign was used to advertise health related services on marketing days that were provided by community health and wellness organizations. Services included blood pressure testing, cholesterol testing, and emergency awareness.

#### Sustainable Neighbors

The partnership with Sustainable Neighbors helped educate consumers about healthy eating, seasonal eating, and learning new foods. They also educated individuals on ways to become an urban farmer including how to grow and sell at the market. Sustainable Neighbors also collaborated with Habitat for Humanities’ B-Street initiative. B-Street is also a food desert and the initiative seeks to improve access to fresh produce. Residents were encouraged to use public transportation, which is easily accessible in their community, to travel to the Murchison Road Community Farmers Market.

#### Other Outreach Activities

Representatives from MRCFM attended the annual Umoja and African World Peace Festivals where they passed out flyers about the market and connected with local neighborhood businesses and organization.

### **Impact on Community**

The attendance at community events raised community awareness of the importance of healthy eating and also provided residents with information for access to food samples, recipes, and information from trained chefs who are able to provide individualized attention. Customers sampled new vegetables and learned how to make healthy dishes and green smoothies. They also received educational materials to assist them in choosing healthy eating options. The availability of the sampled vegetables at the market increased the impact of the cooking demonstrations.

**iii. Goal/Objective 3: Increase the profitability of underserved, small-scale family farm operations by helping them rebuild and strengthen the historic self-sufficient, self-sustaining food networks that once existed in low-income communities and neighborhoods in southeastern North Carolina**

**Progress Made:** The farmers participating in the market have reported increased revenues at the market, greater traffic at their home-based stands, and greater awareness of the availability of fresh produce in the community. We have begun to introduce farming as a revenue generating activity for members of the community and region. To accomplish this objective, USDA funds were used to support a SPIN Pilot Program that was introduced to the community during workshops held in October 2015 and November 2016. Over 70 people participated in these workshops.

**SPIN Workshops:** As a result of the expressed interest in SPIN farming, a series of webinars were developed. The six online webinars were part of a series entitled “Grow Food Earn Money with Certified SPIN Farming Trainer & Biodynamic Farmer.” The webinars introduced participants to the SPIN Farming Business Model with step by step instructions. We are aware of one participant, Jonathan Lenard, who purchased a plot of land in Cumberland County following the webinar series, and plans to begin SPIN farming,

**Webinar Topics**

Week 1: Design your farm/Value your production/Get growing

Week 2: Prep your beds/Research your markets/Select your crops

Week 3: Learn farm tasks/Manage and schedule workflow

Week 4: Harvesting/Processing

Week 5: Price your crops/Sell your crops

Week 6: Replant/Budgets/Ongoing operation/Closedown for the season/Q&A

**SPIN Pilot Program (2015 and 2016)**

Equipment and tools were purchased to prepare SPIN plots for planting. A 1,000 sq. ft. segment was cleared of metal and debris to prepare beds for spring planting. Two of the SPIN High Value Crops were planted: China Rose Radish and Dwarf Grey Sugar Peagreens. Over 160 project hours were expended with two people clearing the metal and debris to prepare the SPIN Plot for planting. Soil samples were taken and tested to ensure the safety of the soil. The Soil Sample Report indicated no adverse effects on the soil.

The goal was for participants to complete one SPIN Plot (1000 square feet) along with thirteen 25 foot beds. However, we experienced a train-the-trainer ripple effect. Participants were training and assisting each other in prepping a second SPIN Plot. The beds were prepped for planting at a later date. After preparing two SPIN Plots, participants planted garlic, spinach, and onions to winter over for spring harvest. The outcome for the workshop was that out of 13 registered participants, 3 actually developed SPIN plots.

**Impact on Community**

Participants learned the concepts of SPIN Farming. A hands-on workshop was held where participants were given an opportunity to put their knowledge into practice, which was a resounding success. Students learned firsthand how to generate big profits from small backyard

plots with limited funds. They were encouraged to bring their books, hats, garden gloves to master the techniques for their business. They had an opportunity to network and build relationships with other sustainable growers.

**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: 4
- ii. Number of jobs retained: 4
- iii. Number of indirect jobs created: 1 (Local Food Coordinator)
- iv. Number of markets expanded: 1
- v. Number of new markets established: 3 (SPIN farming, 43560 farming, CSA)
- vi. Market sales increased by \$ and increased by %: We don't require farmers to disclose their earnings each week; however, the table above shows the number of patrons visiting the market each week and the number making purchases which serves as a proxy for sales in dollars.
- vii. Number of farmers/producers that have benefited from the project: 16
  - a. Percent Increase: 38% from Year 1 to Year 2

**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?**

Each week, farmers reported serving new customers – an indication that the reach of the market continued to expand throughout the community and beyond. The MRCFM has seen an increased presence within the surrounding community which is comprised of low income households, local restaurant owners, and local law enforcement. The promotional campaign for the MRCFM targeted radio, newspaper, social media and was further publicized through online links on a number of community based web sites such as the Cumberland County Health Department. The radio station aired there broadcast at the market once a month and offered the community free giveaways, promotional items, and food. The customer base attracted new patrons as a result of the aggressive marketing strategies employed.

**4. Discuss your community partnerships.**

- i. **Who are your community partners?** Better Health of North Carolina, Sustainable Neighbors, Chef Stacie Maine, Chef Anna Fiore, Farmer Cooking Instructor Catherine Ames, NC Cooperative Extension Family and Consumer Services, Fayetteville Police Crime Prevention Team, Stedman-Wade Health Services, Cumberland County Association of Educators, Bricks for Kidz, Cumberland County Department of Emergency Services, Community Outreach Cape Fear Valley Hospital, Community Health Intervention, and Better Health, The Care Clinic, Planned Parenthood Teen Connections, Miller Motte College, Renew Counseling, , Warrior Bridge, Family Endeavors, Cumberland County Department of Social Services Foster Care, and Fayetteville Technical Community College.
- ii. **How have they contributed to the overall results of the FMPP project?**
  - a. Partner contributions included:

- Facilitating healthy living education and cooking demonstrations at the market and other venues in the neighborhood which led to increased farmer revenue
- Creating interest in the market and attracting an audience that would not normally attend the market and make purchases.
- Increasing knowledge of the role local produce can play in promoting healthy eating
- Increasing public awareness of health related community resources

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

We are currently exploring ways to fund the market for the 2017 selling season. All partners have committed to continuing to offer cooking demonstrations and workshops on healthy living. All vendors have also agreed to work with the market.

5. **Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?** The market contracts with chefs, the radio station, and a local farmer who spearheads the SPIN initiative. Beasley Communications promoted the availability of the market and aired broadcasts on-site on a regular basis to increase awareness of and traffic to the market; the net effect was increased revenue generation for farmers (Goal 1 and 3). Sustainable Neighbors coordinated the educational component, including cooking demonstrations and recipe sharing thus enabling MRCFM to accomplish Goal 2. The SPIN Pilot Program is also expected to generate increased revenues for participating farmers (Goal 3) by teaching profitable farming methods.

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

- i. **If yes, how did you publicize the results?** The market closed in November 2016, which marked the end of the selling season. Results will be distributed among all project partners.
- ii. **To whom did you publicize the results?** The results will be distributed to all project partners.
- iii. **How many stakeholders (i.e. people, entities) did you reach?** Approximately 7,000 (including repeat customers)

7. **Have you collected any feedback from your community and additional stakeholders about your work? If so, how did you collect the information? What feedback was relayed (specific comments)?** Yes, surveys were administered to market patrons each week to gain feedback on the perceived benefits of the market.

Suggestions to improve the market:

- 1. Advertise through school newsletters
- 2. More advertisement
- 3. Inside market year round
- 4. Eating area
- 5. More vendors

## 6. More organic food

### Other Comments

“I would be interested in attending a nutritional class:”

“I would be interested buying produce directly from local farmers using an online ordering system, with a pickup point at a convenient designated location:”

“I am interested in growing food to sell at the market AND/OR learning about backyard farming and would like information about classes and workshops in my area.”

### **SPIN Plot Implementation Feedback**

Participants responded to survey question, “What could we do to improve the quality of our classes and workshops?” Responses are detailed below:

-- “This is great! Hands on is awesome.”

--“Have more of them”

--“Continue Project”

--“Not much”

--“Keep doing them”

--“This was a wonderful workshop”

--“Continue the project”

--“Keep up the great Job-well done”

--“This opened me up to a lot of new directions to which I will steer my upcoming farm”.

### Testimonials...

“Hi there: If we haven’t thanked you enough, let me start by saying how much your wonderful conference has stayed with us. We tell people wherever we are how much we enjoyed the conference and how “easy” SPIN Farming is. Adding Bio-dynamic preps makes this type of farming so critical to growing nutrient dense food. Well done!

We are looking forward to learning more

Blessings: Casey and Jane”

“Yesterday I made my first SPIN row and planted the garlic that we got at your place from Linda. Made compost tea I got from a workshop I went to at Progressive Gardens in Wilmington - interesting to note that the instructions also talk about stirring for the vortex! Today will be putting in Australian pea for winter cover crop. Bobbie”

“FEE Nominal AND PHENOMENAL!!! Opportunity, fellowship, networking, hands-on and the list goes on. . . .To all you visionaries, all you organizers, all you do gooders. . . . amen.

Looking forward to the next times and being able to take part at whatever level(s) I can. . . already sharing with others. God's Best always shows up where I walk. . .

HALLELUJAH. Amen.”

“Sybil

Hi,

I attended the seminar at FSU and the workshop at your farm. I was the guy with the little girl, Nae-Nae. I would like to attend the webinar and I'm at school at UNCP so I can't purchase the book at this moment but I'll do that when I get home this afternoon. Please put me on the list. I've already prepped 3300 sq. ft. of my back yard and started planting garlic, onions, and spinach! Thanks for this opportunity.

VR”

#### 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 lessons learned from the project include realizing the importance of:
  - a. Providing a diverse selection of produce
  - b. Having an aggressive marketing strategy; people need constant reminders of the availability of the market
  - c. Attracting new and repeat paying customers is critical; the farmers are reluctant to support the market if the costs of driving to the market and setting up exceeds the perceived financial benefit
  - d. Providing cooking demonstrations that use products available from the market
  - e. Providing activities such as on-site radio broadcasts, giveaways, and entertainment to attract customers
- ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:**

Shortly after the market opened, patrons expressed an interest in having the market open on Saturdays. During Year 1, we began operating on Saturdays, but we did not generate sufficient traffic to produce the revenues farmers needed to offset the intangible costs (time, effort in setting up, etc) of operating on Saturdays. Since the market did not operate twice a week, we overestimated the cost of market operations. We also planned for an EBT coordinator. However, after hosting an EBT workshop facilitated by USDA, farmers began to personally accept EBT payments and there was no need to hire a coordinator. Consequently, one lesson learned is that the cost of market operations is relatively low.
- 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 primary lesson learned was an understanding of the need to aggressively promote the availability of the market and to continually host events, activities, and programs that attract residents to the market. During Year 1, we encountered difficulties because of city ordinances regarding signage. Once we began to promote the program heavily on the radio and the radio station began to broadcast on-site, traffic increased. It is also important to have hands-on activities, such as cooking demonstrations, to promote the educational component of the program. When people were able to taste produce sold by the farmers, sales picked up. Finally, farmers are reluctant to serve as vendors if there isn't sufficient revenue.

#### **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 results of the project will be made available to the public through our partners, particularly the Health Department, Better Health, the Extension Office, and Sustainable Sandhills. We will also publicize the results at the next Local Food & Economic Development Business Forum, which is hosted by several organizations involved in the local food movement within our city. As noted earlier, we are currently exploring ways to obtain funding for the next selling season. Since we have purchased all of the necessary equipment, we believe that the cost of operating the market will be relatively low. The number of jobs created would continue to be 4 – the number required to manage daily operations and outreach activities. We believe that if we continue the aggressive marketing campaign, the market will continue to attract new customers and become more embedded into the fabric of the community.

- 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 believe there is merit in continuing to explore ways to provide access to local food online. We plan to conduct workshops to introduce farmers and consumers to a program called, Farmzie. Farmers would use the Farmzie software to advertise the availability of their produce and consumers would use the software to locate farmers in their area and to order produce. Ideally, the pick-up location for online orders would be at the farmers market. Alternatively, we could offer a delivery option, which could potentially create jobs for neighborhood residents. We also plan to launch a new marketing campaign, #FayettevilleFresh, which will promote the benefits of buying local fresh produce.