

**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>	April 1, 2016 – September 30, 2016
<b>Authorized Representative Name:</b>	Susan B. Portuese
<b>Authorized Representative Phone:</b>	(973)509-4970
<b>Authorized Representative Email:</b>	sportuese@montclairnjusa.org
<b>Recipient Organization Name:</b>	Township of Montclair
<b>Project Title as Stated on Grant Agreement:</b>	Montclair Mobile Farm stand
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-NJ-0119
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Montclair, NJ
<b>Total Awarded Budget:</b>	\$50,776.00

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. Goal/Objective 1: Obtain vehicle and Mobile Farm Stand
    - a. Progress Made: *We obtained the Ford F-250 Pick- up truck in early February, perfectly timed for it to be used for early spring farm preparation. The Professional Woodworkers Guild installed the farm stand structure directly on the trailer, and had it ready for us to pick by the beginning of May.*
    - b. Impact on Community: *The pick-up truck became essential for completing farm tasks, such as transporting soil and wood chips, and picking up other supplies for the farms and chickens. The truck officially helped roll out the Montclair Mobile Farm Stand at an “Older American’s Month” open house and ribbon cutting event planned at Edgemont Park House, a newly formed site for senior activities, on May 3. It was there that many of our senior residents as well as Township officials and community partners, got a first- hand look at our new Mobile Farm Stand. Montclair Community Farm (MCF) members also joined in the Township’s Fourth of July Parade, where our Mobile Farm Stand was introduced to the rest of the community by way of participating as a “float” in the parade, where seed packets, pens and other promotional materials sporting the MCF logo were distributed.*
  - ii. Goal/Objective 2: Increase amount of produce grown at the two farm sites
    - a. Progress Made: *The 23 additional beds that were planted helped increase production, extend the growing season and control produce loving pests. Hoops and netting were used to protect the plants and seedlings. Having the additional beds also allowed us to keep teaching gardens for youth farmers separate from gardens used for growing produce intended for sale.*
    - b. Impact on Community: *The Montclair Community farm increased harvest from 207 pounds in 2014 to 525 pounds in 2015, and 547 pounds so far in 2016. With the assistance of a Master Gardener, vertical plantings as well as full season, themed companion beds helped increase production. Her vision to group plants that complement others in food recipes (salsa bed, Native American Three Sisters’ garden, pizza garden, ratatouille garden, etc.), and the addition of heirloom and herb gardens, raised the element of fun for youth farmers and also provided for an opportunity to educate the community with recipe suggestions and health benefits of eating the fresh produce in new ways.*
  - iii. Goal/Objective 3: Hire Farmer/Driver and prepare farms for planting
    - a. Progress Made: *Matt Duker, Project Coordinator of the Montclair Community Farm (MCF) continued as an integral member of the project, directing and performing farming duties, transporting the produce via the Mobile Farm Stand to our senior populations, and being the main source of outreach about the farm and how to obtain our produce. He was assisted by Avery Michael Federico, and Gabriel Schaffner. Matt also coordinated “Plant it Forward Days”, in which community and organizational volunteers, youth groups, Farm Clubs and others helped to supplement much needed labor at the farm sites.*

b. Impact on Community: *The Montclair Community Farm serves the community in many different ways. It is a source of fresh produce and eggs, both at the farm sites and delivered directly to seniors, a place for education and volunteer opportunities for youth and community members, and a peaceful place where farm related activities are held to help celebrate planting and harvest seasons.*

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: 3
  - ii. Number of jobs retained: 3 (2 farmers, 1 coordinator)
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: 1 (Farm Stand at Montclair Historical Society Farm site)
  - v. Number of new markets established: 3 (Two senior housing buildings and Edgemont Park House for Senior Activities)
  - vi. Market sales increased by \$455 (\$195 in 2015 to \$650 in 2016, a percentage increase of 333%).
  - vii. Number of farmers/producers that have benefited from the project: 6 sites
    - a. Percent Increase: *Farming was conducted at both MCF sites (Montclair Historical Society and Miller Street), and in addition, we developed a Memorandum of Agreement with four school gardens that participate in the Board of Education "DIGS" program (District Initiative for Gardening in Schools) to glean produce and maintain their lots during summer when children were not in session.*
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? *Our project was designed to bring fresh, organic produce directly to where Senior Citizens live and congregate, to make it easy and affordable for this target population to choose to eat healthier. In addition, a stationary farm stand held weekly at the Montclair Historical Society allowed lower income residents to also take advantage of our fresh produce at reduced cost.*
4. Discuss your community partnerships.
  - i. Who are your community partners? *The Montclair Community Farm Coalition (MCFC) consists of members from the following organizations: Rutgers Cooperative Extension of Essex County, Montclair Historical Society, Montclair State University, HOME Corp and the Montclair Health Department. Our new partnership with the Board of Education has allowed us to harvest produce from the school based DIGS sites when school is not in session. The Township's Senior Citizen Advisory Committee (SCAC) has also been invited to appoint a liaison to our committee to provide input and insight into the needs and perspectives of the seniors.*
  - ii. How have they contributed to the overall results of the LFPP project? *The MCFC formed in 2012 with the goal of helping lower income residents obtain healthier food at reduced cost, and educating youth about farming, healthy food and sustainability. The farm continues to grow in its production, outreach and community engagement. The additional partnerships add to the growth and impact of the MCFC and enhance our ability to be a resource for information and involvement within the community and*

*across all age groups and will hopefully support our efforts to remain sustainable for years to come.*

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? *With continued support of our partners, we anticipate being able to continue the necessary work of the MCFC and our Mobile Farm Stand, to provide produce to target populations, expand our visibility in the community and enhance awareness to Montclair's residents regarding the importance of farming and eating healthy.*
5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? *The Professional Woodworkers Guild of Upper New Jersey custom built the fruit and vegetable stand for the cost of materials and shop time, donating their labor. We honored them at a Partner Appreciation event held at the Montclair Historical Society Farm site on September 9.*
  6. Have you publicized any results yet?\*
- i. If yes, how did you publicize the results? *A press release was distributed to the Montclair Times, Montclair Patch, Montclair Watercooler, on our Township's website, cable TV station, facebook and twitter. Information was posted on the Montclair Community Farm (MCF) website and Facebook page. The senior buildings were provided with flyers to inform them of delivery dates by the Mobile Farm stand. Deliveries to the Edgemont Park House for Senior Activities were also posted in their monthly calendar, which is sent to senior distribution lists via email and hard copy distribution. Participation in Montclair's July Fourth parade served to increase awareness about the Mobile Farm Stand and the work being done by the MCFC. A Power Point presentation was also developed by the Rutgers Master Gardeners to present at the end of year partners' celebration, which can also be used to promote the farm stand to other groups. One of the farmers made a You Tube Video which were also posted. (Both the Power Point and link to the You Tube Video will be provided with our report).*
  - ii. To whom did you publicize the results? *We publicized both to the general public and the senior populations.*
  - iii. How many stakeholders (i.e. people, entities) did you reach? *It is estimated that thousands of people were reached through our efforts to promote the mobile farm stand, via readers of the various news media outlets, through presentations and on the social media pages.*
- \*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
- i. If so, how did you collect the information? *In an effort to improve the mobile farm stand operation for the upcoming season and better understand customer expectations, MCF has taken the initiative to gather feedback from its target senior population by providing surveys for the seniors to fill out. The seniors were able to outline their needs and preferences regarding types of produce grown, pricing, and methods of payment, which will help guide our operations in the future.*

- ii. What feedback was relayed (specific comments)? *Overall, the targeted senior population had a very positive reception to the 2016 Mobile Farm Stand operation. Seniors emphasized the importance of MCF's presence, which by delivering locally grown fresh produce, has filled a void for healthy food access. Many stated that either there was never fresh produce available, or that what had previously been available had been taken away. (Montclair 's Pathmark supermarket, located close to two of the Senior Housing Buildings, closed approximately a year ago, and still lies vacant.)*

8. Budget Summary:

- i. 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: X
- ii. Did the project generate any income? Yes
  - a. If yes, how much was generated and how was it used to further the objectives of the award? *The MCF Mobile Farm Stand was able to generate a profit of \$650, a 333% increase over 2015 farm stand operation, which generated a profit of \$195. The income generated from the mobile farm stand provided MCF the ability to purchase the necessary items in which it needs to continue its production, i.e. seeds, seedlings, poultry feed, gardening tools, etc.*

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). *The senior citizens in town loved the concept of the Mobile Farm Stand – the fact that local, organic and freshly picked produce is delivered directly to their door was amazing. With further anticipated increases in production and the fact that we will be able to keep produce fresher in the new commercial refrigerator, we need to analyze whether this will allow us to spread delivery over several days and better meet the demands of our customers. Additional staff would greatly enhance our ability to provide better service.*
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: *Our model still relies greatly on grant funding to employ staff to perform the duties of the farm – early spring preparation, planting, harvesting and delivering produce. At our annual MCFC meeting, one of the necessary components of sustainability of the project will be to brainstorm about how to increase profits to support needed staff.*
- 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: *Working under municipal constraints has been the most difficult aspect of administering this grant. The Montclair Community Farm Coalition consists of government, non- profit, university, and local board of education entities, each with their individual requirements for undertaking such a project. Add to that the nuances of fulfilling the USDA grant requirements, this made for a challenging but successful project.*

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 anticipate the continuation of the Montclair Community Farm Coalition and the support of our community partners. As the essential staff has been paid from the grant over the past two years, we will need to revisit additional new grant opportunities, fundraisers and ways to increase profit margins through selling produce, offering specialty produce to local restaurants, and increasing participation in youth farm camps to continue this work. We have recently partnered with a local chef, who has committed to preparing food for a large fundraiser next fall, but will also be offering a chocolate mint (from the farm) smoothie on his menu, with a percent of proceeds going back to MCF. MCF programs are considered to be of great value to not only Montclair but surrounding communities and it is important for us to find a way to continue and expand the great progress we are making. The need to increase our marketing and outreach of the project has become evident, and we hope to concentrate more on sharing the news and success of the project in the future.*

- 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? *Along with increasing profits for sustainability of the project, another important goal for next year is to further increase production, and therefore, distribution of produce to a greater number of people. MCF is in discussion phases with another local farmer who is interested in partnering in our project. If he can facilitate earlier spring planting of seed on his property, we will have a head start on growing seedlings to plant once the threat of frost is over. Growing our own seedlings will save money that would have been spent on purchasing them. The commercial refrigerator that was purchased through the grant will enable us to keep produce fresh for more than just the day it is picked and will help eliminate wasted produce. Both of these initiatives will be beneficial as we look to ways to increase profits – such as growing and selling specialty items for local restaurants who wish to offer farm to table menu items, or partnering with a commercial kitchen to prepare value added, vegetable based food items such as salsa or marinara to be sold on the Mobile farm Stand.*