

**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>	Report #4 (June 30/2015- Sept. 30, 2016)
Authorized Representative Name:	11/21/16
Authorized Representative Phone:	505-699-2064
Authorized Representative Email:	dmiller@farmersmarketsnm.org
Recipient Organization Name:	New Mexico Farmers' Marketing Association
Project Title as Stated on Grant Agreement:	Increasing Direct Market Agriculture Sales Through Improved SNAP Usage at New Mexico Farmers' Markets and Farm Stands
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-NM-0118
Year Grant was Awarded:	2014
Project City/State:	Statewide, New Mexico
Total Awarded Budget:	\$77,059

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: To foster cooperation among Federally Qualified Health Clinics (FQHC), independent community health workers, farmers markets and other community organizations in four target areas to create and deliver farmers’ market related nutrition education and cooking programs to low income families.

a. Progress Made:

A custom-developed nutrition curriculum and toolkit called COCINA! was created for community health workers (CHWs) and other health educators was created in 2015. Results of our train-the-trainer nutrition education program included:

Total Impact for 2015 and 2016 Combined:

- 4 Federally Qualified Health Clinics Served
- 15 public health offices served
- 25 counties reached
- 7 Group Training Sessions
- 7 farmers’ market managers trained
- 190 health educators trained
- 230 Cocina! training packets were distributed
- 9,500 originally-produced instructional DVDs distributed
- 760 train-the-trainer hours were logged
- 19,000 individuals received training provided by health educators

Breakdown of Activities by Year:

In 2015, four FQHCs plus SW regional WIC educators in four separate counties were engaged in in 4 hour training sessions. More than 130 educators from 20 communities attended the trainings.

- In 2016, three new COCINA! trainings took place in June and July that covered for five rural counties. A total of 60 educators attended.
- During 2015, Market managers from a total of 6 farmers’ markets (each region) attended the trainings and met local health clinic partners.
- During 2016, market managers from four counties, including the Apache Nation, attended.
- During 2016, three market managers from three counties attended.
- During 2015, health educators were given more than 150 packets of printed materials, online resources, and 5,000 instructional cooking DVDs for their clients.
- During 2016, 80 packets of materials have been distributed, and an additional 4,500 DVDs distributed.
- Cooking demos: During 2015, more than 130 health educators were trained on how to do fresh food cooking demonstrations, and hundreds of consumers received this training.
- During 2016 more than 60 health educators were trained in these activities.
- Double Up Food Bucks (the SNAP incentive program) became a hugely important tool for CHWs to promote to their low-income clients. Interest has been very high among health

educators in learning more about this program that has expanded to nearly 90 locations during 2016.

b. Impact on Community:

- CHWs and health educators used the information to further promote fresh, healthy eating; their local farmers' markets; and the SNAP Double Up Food Bucks program in their communities. According to results of post-evaluation surveys where individual health educators said they use the information and materials provided to train an average of 100 individuals each over the course of a year, it is estimated that more than 1,900 people received information and educational during 2015 and 2016, combined. Actual numbers may be much higher if you consider how they incorporate the general knowledge gained during the trainings versus only how many people will receive the actual materials they received.
- CHWs and WIC health educators were inspired and educated by the group trainings and the content of the curriculum.
- New relationships were created between health educators, health clinics, farmers' market managers, and local farmers' markets. Other existing relationships between these groups were strengthened.
- Awareness created by health educators of the SNAP Double Up Food Bucks program increased among more than 19,000 people (estimated), during 2015 and 2016.
- SNAP sales at area farmers' markets increased significantly, from \$126,000 in 2014 to more than \$375,000 in 2015, and more than \$720,000 in 2016.
- Economic impact in the state from these SNAP food sales during the two totaled nearly \$2 million. ($\$720,000 + \$375,000 \times 1.8$ multiplier)
- CHWs and WIC educators said they felt empowered by having new tools to promote healthy eating.
- Thousands of low-income consumers received cooking demonstrations and fresh food tastings, along with recipes, helping increase SNAP sales at farmers' markets by hundreds of thousands of dollars. SNAP and Double Up sales increased from \$126,000 in 2014 to \$720,000 in 2016!

ii. Goal/Objective 2: To train and assist farmers' market managers statewide to bring in new customers, particularly low-income consumers, by making their markets multi-purpose gathering spaces that cultivate community health.

a. Progress Made:

Overall, this was an extremely successful program that allowed farmers' markets, many of them rural without other funding resources, to implement new programs that attracted new groups of low-income families to their markets to shop for fresh, healthy food.

Total Impact for 2015 and 2016 combined:

- 50+ market managers were given information about the Market Event Stipends during both years and asked to apply for funds to execute projects that would support the goals
- 45 applications were received. (21 applications were in 2015, and 20 applications in 2016.)
- 13 markets received market event stipends (During 2015, seven markets were funded; during 2016 six were funded with funds provided by FMPP.)
- 15 additional market event stipends were funded with match funds supplied by the NMFMA over the course of both years.
- 15 markets that are located in 15 counties were served with grants funded by FMPP

- 12 low-income/low-access markets were served.
- 8,400 new customers used their SNAP/EBT cards at farmers markets this year, some of whom attended the markets due to the market events that were created through these market event stipends
- **\$594,000, or a 471% increase** in SNAP/EBT sales for fresh, locally-grown food were realized by farmers' markets during the project period (from \$126,000 in 2014 to more than \$720,000 in 2016). We know that these SNAP sales were among low-income individuals, and we can also see exactly what communities the sales occurred in, and many of them were the markets where the market event stipends helped fund family-friendly events to draw in new customers.

b. Impact on Community:

- Results of the market event stipends ranged depending on project specifics. Each market manager decided what would be most impactful in their own community. Projects included: Creating canopies so that families could relax at the markets, to creating banners and outreach to attract families; to creating "family fun days" at the market with a focus and on health. Healthy activity entertainment such as a zumba class, a yoga class; and cooking demonstrations also took place.
- New customers were created and introduced to their local farmers' markets as family-friendly places to come on a Saturday morning (or other time).
- New relationships were built between markets and other community organizations who participated in the events at the market.
- All market managers submitted reports (verbal and/or written) and confirmed the effectiveness of the market event stipends. They said planning for such events helped them execute them during the season, and having the funding was critical. Attendance figures at markets increased, and EBT sales rose significantly: **594,000, or a 471% increase** in SNAP/EBT sales for fresh, locally-grown fruits and vegetables during the project period (up from \$126,000 in 2014 to more than \$720,000 in 2016).

iii. Goal/Objective 3: To use mobile messaging, targeted mailings, and community outreach to increase awareness statewide about using SNAP at farmers' markets and farm stands.

Mobile Messaging Campaign

- 18 farmers' markets use mobile messaging.
- 130 community health workers and health educators were trained and given the mobile messaging tools.
- 30 individuals (market managers, others) took part in extended training via a webinar
- 65 statewide market managers were trained and given information on mobile messaging, 30 took part in extended training via a webinar,
- 10 markets used the technology successfully, up from 5 in 2015
- Because we had trouble getting mobile messaging off the ground in 2015, this year a staff member provided three markets with extra technical assistance to help them involved in mobile messaging in a deeper, more meaningful way. This technical assistance included weekly visits to markets, signing up customers, making sure signage was visible for customers, and regularly following up with Farm Fan, the mobile messaging company. Results were mixed.

Direct Mail with the NM Human Services Department (NMHSD)

- NM Human Services Department still could not help us do direct mail. The reason is related to complicated technological barriers fostered by the Human Services' Department's external

contractor who provides mailing services and who apparently cannot merge PDFs or new mailing material with the way their machines zip sort or produce materials. Therefore, promotion to SNAP participants was done through other media channels.

Radio Ads

3,320 radio spots and 2,480 internet spots were run during the two years (In 2015, it was 2,440 spots; 2,080 internet spots; in 2016 it was 880 spots with 400 internet spots). These radio ads were run across the state to promote the purchase of specialty crops with the SNAP Double Up Food Bucks program. The ad content had a family focus with a mother and child purchasing specialty crops in the audio. The ads ran in July, August, September, and October.

Online Ads

A banner ad was purchased with LiveTaos.com to complement the radio campaign and targeted in-store promotions for Double Up Food Bucks and the purchase of specialty crops.

Posters

- An updated 2016 version was created, and 5,000 English and Spanish posters promoting the Double Up Food Bucks program were printed and distributed across the state to markets and stakeholder partners in every community.

DVDs

- Nearly all the remaining 5,000 DVDs left for 2016 have been distributed. (This is from the 10,000 created.) The video emphasized the cooking preparation of specialty crops. The remaining videos will be distributed at upcoming events and health clinics.

Impact on Community:

- Nearly \$2 million was circulated in the local economy during 2015 and 2016. This figure is derived from EBT sales along with the commonly used multiplier of 1.8. (2015 sales were \$355,000 and 2016 sales were \$722,000)
- Thousands of new low-income customers made aware of New Mexico-grown fresh fruits and vegetables that can be purchased at farmers markets, farm stands, mobile markets, and grocery stores across the state.
- Nearly 20,000 customers purchased New Mexico-grown specialty crops using the Double Up Food Bucks program, up from about 12,000 in 2015, and compared to approximately 3,150 in 2014. (These numbers are based on average customer spending of \$40 per transaction.)
- Approximately 800 farmers in 30 counties benefited from increased sales of locally produced fruits, vegetables
- More than 45 farmers' markets became more well-known in their communities as resources for fresh, healthy food.
- Local farm stands, mobile markets, and grocery stores that are now participating in the Double Up Food Bucks program received increased attention for the New Mexico-grown specialty crops they sell.
- Hundreds of people were exposed to nutrition education tastings and recipes with fresh, fruit and vegetable cooking demonstrations. These were provided through partnerships with Kids Cook in Albuquerque, La Semilla in Las Cruces, and health clinics in Las Vegas, Española and Taos, and Coop Extension educators across the state. These partnerships also provide an important benefit to their communities as they remain one of the long-lasting benefits after grants run out.

- iii. Goal/Objective 4: To document and evaluate project activities, and to disseminate project findings and resources throughout the state and to community health clinics, farmers' markets and related organizations across the country.**

a. Progress Made:

- SNAP sales data has been shared with hundreds of organizations and individuals at national hunger conference, statewide hunger conference, legislative interim committee hearings, and the statewide Agriculture Food & Policy Council
- Final detailed report summary of the market event stipends will be shared with all of the market managers at our annual conference in March 2017.

b. Impact on Community:

- Project evaluations have helped various state agencies enhance justifications for state funding of related programs. For example: Reports presented to state legislators have helped them justify the state funding being appropriated for the Double Up Food Bucks program; Reports provided to the New Mexico Human Services Department help them justify the costs they absorb to pay for the lease of EBT machines for farmers' markets across the state; Reports to the New Mexico Department of Agriculture help them write Fiscal Impact Reports for the state legislature on related programs, as well as put their departmental resources toward other work that supports the NMFMA's related programs; Reports to the New Mexico Department of Health are useful in their work supporting programs like the WIC and Senior Farmers' Market Nutrition Programs and understanding public health impact of issues concerning health, food security, agriculture, and economic development in the state.
- Market managers are able to learn from their peers about what works for attracting underserved families to their markets, and how they can work to make their markets multi-purpose spaces that support community health through the development of farmers' markets.
- The outcomes of our work with health clinics' will be circulated between the clinic partners so that they can learn from each what worked in their respective communities concerning nutrition education and fresh food access. These findings will also be useful in the future when attracting new health clinics to establishing partnerships with their local farmers' market.

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, 2013). Include further explanation if necessary.

- Number of direct jobs created: n/a
- Number of jobs retained: n/a
- Number of indirect jobs created: n/a
- Number of markets expanded: 50
- Number of new markets established: 5
- Market sales for SNAP/EBT purchased food increased by **\$594,000** and increased by **471%**.
- Number of farmers/producers that have benefited from the project: **800**
 - Percent Increase: **700%**

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, during 2015 and 2016, approximately 8,400 NEW SNAP/EBT individuals became first-time market customers and used the Double Up Food Bucks program. We know this because every time a customer uses the Double Up program at a farmers' market or farm stand, they are asked if they are a new customer. This information is recorded in daily record sheets and input into electronic records. Most importantly, in addition to NEW customers, we know overall outreach to underserved populations was extremely

successful during this project because SNAP/EBT sales for fresh, locally-grown food increased by **\$594,000** and increased by **471%** (from \$126,000 in 2014 to more than \$720,000 in 2016). Not only do we know that these SNAP sales are among underserved individuals, but we can also see in exactly which communities the sales occurred in, and the data shows that a high percentage of sales occurred in what USDA defines as rural and low-access communities.

4. Discuss your community partnerships.

i. Who are your community partners?

The New Mexico Farmers' Marketing Association has a huge range of partners that were either new and developed as a result of this grant, or whose relationships were strengthened by this project. Partners include:

- State agencies: The NM Department of Human Services, NM Department of Health, New Mexico State University Cooperative Extension, the New Mexico Environment Department
- Policy Makers: Many state Representatives and Senators
- Education Facilities: University of New Mexico Health Sciences
- Health Clinics: El Centro Family Health, Hidalgo Medical Health, Ben Archer Health Center, Mi Casa Health Centers, Taos Hospital, Public Health offices
- Emergency Food Providers: Roadrunner Food, the Food Depot, ECHO Inc., the Socorro Storehouse, and hundreds of other agency partners of Roadrunner Food Bank
- Non-Profits: Farm to Table, Center for Frontier Communities, Center for Health Innovation, COPE (on the Navajo Nation), La Semilla Food Center, Catholic Charities,
- Local Foundations: The Thornburg Foundation, Con Alma Health Foundation, the Santa Fe Community Foundation and the Mo Grow project
- Farmers' Markets statewide

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

This project depends heavily upon extremely close collaboration with the above partners. The train-the-trainer workshops that took place at the federally qualified health clinics couldn't happen without a very close partnership with these groups, as well as with the public health offices and their educators. All of the events that took place at the farmers' markets in order to help develop the markets' ability to become multi-purpose community spaces couldn't have happened without the close collaboration with all of the farmers' markets. All of the SNAP/EBT sales that take place at farmers' markets rely on the incredible devotion of the farmers' market managers who spend considerable time administering these programs in order to benefit farmers and underserved customers in their communities. Finally, the on-the-ground outreach would not have been possible without extreme cooperation of our partners. In addition to the health educators who disseminated knowledge, recipes and educational DVDs about how to shop at farmers' markets and eat healthy on a budget, countless community partners sent out promotional emails and distributed brochures and other materials to promote the SNAP at the markets to their vast networks who work with underserved individuals.

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

The NMFMA continues to work with nearly all of these partners on a regular basis. We are in the process of establishing a learning community among the health educators on an electronic platform so that they can continue discussing relevant issues, and we can continue to deliver educational materials for their underserved clients to them. We also continue to work with all of the market managers on ways they can further establish

their markets as multi-purpose spaces in their communities. And we continue to work with nearly all of the community partners to continue promoting local food options for SNAP participants. We also continue to work with the state agencies closely, and continue to educate our state lawmakers the need for programs that address food security, health and local food promotion.

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

The contractors that were used have contributed significantly to the results achieved. All of our health clinic partners did outstanding work and provided exactly the services they agreed to provide. Additionally, as a small nonprofit, we rely on contractors for services such as design, web developing, and video production on an as-need project basis. In addition, we used a contractor for project coordination and assistance developing the nutrition education curriculum. This was particularly fruitful since they not only had previous experience developing a similar toolkit, but also they had deep connections in two of the rural areas in which we were working. All contractors did superior work and we will continue to use their services for similar activities.

6. Have you publicized any results yet?*

i. If yes, how did you publicize the results?

Results of the project have only been shared verbally with various groups. We will be sharing full results with our market managers in March 2017.

ii. To whom did you publicize the results?

Results—only of the SNAP/EBT sales—have been shared with the state legislators. Additionally, results about the Double Up Food Bucks program (with reference made to the critical nature of outreach and education to support the program) has been shared by the Executive Director at the NM Hunger Summit and the National Hunger Summit in Portland, Oregon. The Executive Director was also a keynote speaker at the NM Hunger Conference in 2015 and spoke to approximately 400 people, including the mayor of Albuquerque.

iii. How many stakeholders (i.e. people, entities) did you reach? Approximately 500 people. In March 2017, an additional 150 people will be reached at our annual conference.

*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?

Yes, we collected surveys from customers, market managers, and farmers in 2015. We are still receiving and inputting this data for 2016. We also surveyed health educators who received the Cocina! training several times (immediately after the training and then 6-8 weeks after the trainings. We also surveyed all of our partners on the SNAP

outreach. And, we received written reports from all of the markets who implemented market events stipends to create multi-purpose markets in their communities.

ii. What feedback was relayed (specific comments)?

We have extensive data on all of this. All of the programs were very well received. More specifically:

- Community Health Workers were very thankful for new training tools and materials. They particularly like the DVDs, nutrition curriculum, and outreach material related to the SNAP Double Up program.
- Market event stipends were very useful for the market managers. They need ways to provide engaging activities to attract families and new customers, and many of the rural markets have very few opportunities for fundraising.
- Double Up Food Bucks has made a notable impact on the income of farmers and they appreciate all of the support provided to accomplish these objectives.
- Market managers are unfortunately adversely affected by the extra work required to administer the Double Up program, but they appreciate the impact it has on improving sales for their farmers and the health of their communities.

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: **X**
- 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?

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).**
 - Getting the project off the ground quickly was important because there was so much work to do. Choosing the right project coordinator, particularly to help develop the Cocina! health educator curriculum was key.
 - Having clear, focused and obtainable project goals that all support one another is very important to a project's success.
 - Good collaboration is key to projects like this. It takes extreme amounts of communication with multitudes of partners, but especially when large geographic areas are the target, you must be able to rely on partners to help do the work on the ground in their communities. Partner buy-in is key in this.
- 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:**

Clear goals, good communication with partners, real buy-in from partners, lots of follow through.

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 work with the health educators will continue. We are developing an electronic learning community platform so that we can continue sharing and the group can continue learning from one another. We also continue to try and find new funding so that we can continue projects that will build on these relationships.

- Our work to further develop markets' abilities to become multipurpose spaces of community health will continue, through mentoring the concept as well as helping markets find funding to continue such programs in their communities. And, as previously mentioned, we will be providing the market managers with a written summary of all the projects that took place during the last two years at our March 2017 conference. This will be a useful reference tool for them to learn from their peers.

- Our work to promote the SNAP and Double Up Food Bucks program through multiple channels will continue. Funding will always continue to be a challenge as traditional media is expensive, and a certain amount of it (like radio or direct mail) is important for creating program awareness. However, much can be done on a shoestring, such as social media and outreach to community partners who in turn promote the program to their networks. This work will continue.

- Work to promote healthy eating continues. We build upon the relationships forged with this grant, and will continue to find new ways to cost-effectively work with multitudes of partners in communities across the state. This includes continuing to promote cooking demonstrations at retail outlets where underserved shoppers go, and other nutrition education activities.

- 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?**

Future activities include those mentioned in Question 10 i. (above) but I do not have an outline for next steps at this time. One of the most helpful things would be the availability of grant funding specifically to help compensate market managers for the time they spend administering the highly effective but time consuming Double Up Food Bucks program.