

Farmers Market Promotion Program (FMPP)

Final Report

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2014-September 29, 2016
Authorized Representative Name:	Kierstan Pickens
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Recipient Organization Name:	Santa Fe Farmers' Market Institute
Project Title as Stated on Grant Agreement:	Developing New Marketing Opportunities for the Santa Fe Farmers' Market (SFFM) Downtown, and in the Low Income Food Desert of Santa Fe's South Side.
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-NM-0119
Year Grant was Awarded:	2014
Project City/State:	Santa Fe, NM and surrounding areas
Total Awarded Budget:	\$91,604

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.*

Goal 1: Increase the number of customers and sales at the SFFM Southside summer market.

Objectives:

1. Increase the number of vendors per market from an average of 7 to 25 by the end of the grant period.
2. Increase the number of customers per market from an average of 45 to 250 by the end of the grant period.
3. Increase gross vendor sales per market from an average of \$600 per market to \$8,000 by the end of the grant period.

Progress Made:

While the Southside Market (SSM) was never able to reach a maximum of 25 vendors per market, it did grow each year. By 2016 the average number of vendors per market increased to from 10 to 14. Additionally, vendor attendance during the 2016 season was more consistent than previous years. At this time, customer numbers increased. The 2016 SSM had an average customer attendance of 260 per market and a total of 3,400 customers. That is compared to an average of 105 customers per market in 2015 and just over 1,000 in total attendance. At the beginning of the grant period, metrics were taken on the Southside Market to give a baseline comparison for following years. Those results were shared with community partners in order to improve planning for subsequent years. Marketing staff of the Institute and Market collaborated to create a more comprehensive advertising strategy than had ever been employed between both organizations, leveraging the Market's more substantial ad budget with the Institute's ability to receive inkind ad donations, which resulted in new and expanded advertising opportunities. The results of these efforts were analyzed and improved upon each year, and will continue to be refined in coming seasons.

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Impact Made:

Overall, the 2016 SSM had more community engagement. The Market Manager worked with various partners to create a variety of activities, which included an opening day party featuring a photo exhibit, bounce house, traditional Mexican dance performance, live Mariachi band, and cookbook giveaways. There were also weekly cooking demos, bi-monthly health screenings, and live music at every market. Through a small grant from the New Mexico Farmers Marketing Association, the SSM created a “Get Moving at the Market” program. Through that, each Market in August included a physical fitness component, with Zumba, yoga, dance, Crossfit, and badminton. A raffle was held during each activity for those who participated. Vendors donated the produce that was included in the raffle. Vendors reported the increase in activities added to the overall atmosphere of the SSM and felt it attracted new customers.

The SSM is closer to residential areas and without the barriers of the Railyard Farmers’ Market (distance and costly parking), which provided another opportunity and location for SNAP and WIC participants to use the Double Up Food Bucks (DUFb) and WIC Farmers Market Nutrition Program vouchers. A Santa Fe Farmers’ Market board member gave monthly Market tours to introduce WIC and SNAP participants to the Market, while suggesting ideas for what to buy and how to cook it.

A season-long partnership with the Santa Fe Community College began as a conversation with the Director of the school’s Center for Integrative Learning. She was interested in making Market produce more accessible to students and to supply students in need with free or reduced rate produce. This conversation resulted in a small pop-up Market on campus, which introduced students to the SSM vendors and DUFb program, as well as the opportunity to shop at the Market on campus for the day. Few vendors were able to attend since it’s difficult for them to drive to town multiple times a week for Markets, and the college is geographically isolated from the city. But, the effort was greatly appreciated by the college and illuminated another avenue of potential customers for the Market. Additionally, the Center for Integrative Learning sent a representative to collect unsold produce over the summer, which vendors donated to be given to students in need.

Overall, the SSM continues to see slow and steady increased interest and growth. Vendors reported an increase in sales in 2016. They observed more new customers over past years and the Market was generally more crowded and energetic. The crowning achievement of the season, and an indicator of the increase in popularity of and need for the south side location, was being awarded a Mayor’s Sustainability Award in Food Security for addressing issues of food access.

Goal 2: Increase participation of EBT customers at both SFFM locations (Southside summer and year-round downtown Market).

Objectives:

1. Increase south side EBT usage from two to 20 transactions per market by end of grant period.
2. Increase overall EBT transactions from 1,550 per year to 1,860 per year by the end of the grant period.

Progress Made:

EBT usage at all Market locations show marked improvements over the grant period. Thanks to substantial funding through the NM State Legislature, EBT transactions are doubled at Markets statewide, through DUFb. In the first year of the grant period, there were 3,606 transactions totaling \$161,324 SNAP and DUFb dollars. In the second period of the grant, there were 3,999 transactions for a total of \$215,469. That is \$54,135 more going back to local farmers and being spent in the local economy. At the SSM, transactions increased to nearly 20 each day. The increase in transactions can be attributed, in part, to the outreach undertaken to

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extend the Market's usual reach. Each year, staff would revisit the prior year activities and adjust the plans accordingly. State and county partners were essential to reaching SNAP recipients, but word-of-mouth has proven the greatest resource. As funds and Markets offering DUFEB grew in NM, those who could take advantage of the program also increased.

Impact Made:

Customers and vendors alike have reported the increase in funds have had a positive impact on their lives. Survey results indicate customers have increased their consumption of fruits and vegetables through DUFEB and feel the quality of the produce is much higher than their regular grocery store. Vendor surveys show most vendors, even those not qualified to accept DUFEB tokens, have experienced a 10-20% increase in their sales through the EBT/DUFEB program. Approximately 550 EBT users attended the Market for the first time during the second year of the grant. That is fresher, local produce making it on the plates of low income families and more income in the pockets of local farmers.

Goal 3: Provide professional development training targeting the 140 SFFM vendors from 15 northern NM counties to expand and diversify production and link technical assistance to capital in our existing micro-lending program.

Objectives:

1. We envision a more informed SFFM vendor who will have the knowledge and access to capital to:
 - Grow higher quality and safer products thanks to training in Good Agricultural Practices, organic growing and certification support and other propagation instruction
 - Create a better and more diverse marketing niche for themselves both inside and outside of the Market thanks to better understanding of season extension techniques, having the skills to grow more diverse crops, displaying better at the Market, and developing other markets outside the SFFM. These efforts will assist them in identifying new and better farming techniques, provide them with access to capital through our micro loan fund, expand to new markets and promote their operation in a more professional way. **** Please note, the Microloan Program is a self-sustaining program. Capital was raised in 2009, and loan payments go directly back into the fund to be borrowed again. FMPP funds were not used to fund any loans.*

Progress Made:

Nine workshops were held during the grant period, covering topics such as soil health, composting, tree grafting, organic certification, cover crops, solar power, and growing plants for seed production. Local and national experts led the workshops, which were held at the Farmers Market Pavilion or at many local farms. Scholarships to the New Mexico Organic Farming conference were also distributed each year, totaling just over \$10,000. Outreach to vendors for these opportunities included flyers that were distributed during Market, in weekly email announcements sent to the membership, and most effectively, direct outreach and conversations at the Market. During the grant period, we also offered three loan cycles each year to help connect our training opportunities to funding for projects through the loan program.

Impact Made:

Solar energy potential on farms was a workshop topic which then led to two farmers accessing grants and tax rebates to invest in solar arrays. One farmer also utilized our loan fund to help cover up front costs of the solar system installation. The microloan fund was also used by two farmers to expand their businesses: one to construct a bakery on land they purchased, and the other to revitalize fallow land to expand the farm. Other loan projects included several greenhouses and irrigation systems, some of which resulted from knowledge gained at SFFMI sponsored workshops.

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Vendor feedback for the training program was positive. Survey results show they especially appreciate the hands-on approach we take for most workshops, enjoy learning from their peers, and use the skills they gain to implement better practices in their businesses. This ultimately has a positive impact on the market as a whole.

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.*

Southside

- i. *Number of direct jobs created:* One (Token Counter)
- ii. *Number of jobs retained:* One (Southside Market Manager)
- iii. *Number of indirect jobs created:* N/A
- iv. *Number of markets expanded:* One
- v. *Number of new markets established:* N/A
- vi. *Market sales increased by:* Individual vendor sales numbers were not collected. SNAP transactions at the SSM increased from 118 transactions totaling \$3,790 in EBT and DUFB sales in 2014/15 to 140 transactions for \$3,855 in 2015/16, representing a 1.6% growth rate.
- vii. *Number of farmers/producers that have benefited from the project:* 27 total Southside vendors.

EBT/DUFB

- i. *Number of direct jobs created:* One (Token Counter)
- ii. *Number of jobs retained:* N/A
- iii. *Number of indirect jobs created:* N/A (Though survey results indicate some farmers have hired or plan to hire more staff as a result of their increased sales.)
- iv. *Number of markets expanded:* Three (Tuesday, Saturday and Southside)
- v. *Number of new markets established:* One (Wednesday evening)
- vi. *Market sales increased by:* Individual vendor sales numbers not collected. SNAP transactions at all Markets increased from 3,606 transactions totaling \$161,324 in EBT and DUFB sales in 2014/15 to 3,999 transactions for \$215,469 in 2015/16, representing 25% growth.
- vii. *Number of farmers/producers that have benefited from the project:* 125-140 vendors (vendor membership fluctuates year to year.)

Workshops/Trainings

- i. *Number of direct jobs created:* N/A
- ii. *Number of jobs retained:* N/A
- iii. *Number of indirect jobs created:* N/A
- iv. *Number of markets expanded:* Three (Tuesday, Saturday and Southside)
- v. *Number of new markets established:* One (Wednesday Evening)
- vi. *Market sales increased by:* N/A (The Farmers Market does not collect this data)
- vii. *Number of farmers/producers that have benefited from the project:* 90

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?*

Southside

At the SSM, the number of new EBT customers increased 31%, indicating success in reaching new portions of the population. We do not collect data on ethnicity at any of our Markets, as this would be cumbersome given the number of transactions each market day and invasive given the associated stigma that some

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customers feel receiving SNAP benefits. Geographically, new users report living in the south side of town. Word of mouth has proven to be the most successful means of communication. The Income Support Division, where SNAP recipients must reapply every six months, is another good source of information regarding the Market and the DUFEB program. The SSM Manager and Americorps Intern canvassed south side neighborhoods in advance of the Market opening this year. We did receive anecdotal feedback during the canvassing and can assume it motivated new shoppers. Customers also had the opportunity to sign up for “FarmFan,” a text messaging marketing app for farmers markets. Every Tuesday afternoon, subscribers would receive a reminder text about the SSM.

EBT/DUFEB

The EBT/DUFEB program has seen an increase in customers at our Markets overall. Of the new user surveys collected over the grant period, a vast majority report it is also their first time at the Market, in addition to their first time using the program. Over the last year, there have been 550 new customers (61 more than the prior year). Once a customer uses the program at the Market, we have seen a pattern of repeat attendance, which we are able to track by the card number recorded with each transaction.

Workshops/Trainings

We did not see an increase in participation in our workshops over the two years, but attendance remained consistent. Due to the rural geographic location of most farms, the rigorous physical demands of the work and long hours, our workshops are scheduled during the slower, winter months in order to accommodate as many people as possible. Efforts were also made to provide Spanish language workshops in order to serve a broader base of the Market membership.

4. *Discuss your community partnerships.*
 - i. Who are your community partners?
 - i. How have they contributed to the overall results of the FMPP project?
 - ii. How will they continue to contribute to your project’s future activities, beyond the performance period of this FMPP grant?

Southside Market

- i. Over the grant period, the SSM enjoyed many community partners, including the aforementioned “Get Moving at the Market” program partners. Cooking demos were hosted by Chef David Sundberg from Blue Corn Café, Chef Josh Gerwin from Dr. Field Goods, the nonprofit Cooking with Kids, and the county’s ICAN (Ideas for Cooking and Nutrition) program. Various health organizations participated over the grant period, including the County Mobile Health Van, SFCC Center for Integrative Learning, Be Well NM, Presbyterian Medical Services, and La Familia Medical Center. Well-loved musicians from the Railyard Market also lent their talents to the SSM. The City of Santa Fe, New Mexico Farmers’ Marketing Association (NMFMA), 1Santa Fe (formerly the Community Leadership Team) were instrumental partners in Market promotion and planning.
- ii. Community partners are at the heart of a project like the SSM. Interest, belief in, and a desire for access to healthy, local food on Santa Fe’s south side motivates action for this project. These partners helped us improve the inviting and festive atmosphere at the Market. Promotional efforts made by our partners increased the visibility of the Market, helping more people to learn about the opportunity to purchase locally grown food on the south side. Additionally, the NMFMA produced 500,000 brochures with all NM locations participating in DUFEB, including the SSM.
- iii. While most of the abovementioned partners were involved in onsite activities at the Market and will likely continue their involvement next season, the City has become a main partner for future planning of the Market. The city council signed a resolution early in 2016 in support of the SSM for 2016 and 2017. We

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expect they will be instrumental in promotion of the market, (including a press release, PSA's, posters in city buildings, and TV interviews) as well as providing prominent signage along the main thoroughfares on the south side. They have also offered infrastructure assistance at the Market site and data collection/surveys.

EBT/DUFB Program

- i. The NMFMA is a main partner in our DUFB program, because they are the fiscal agent responsible for distributing the doubling funds for the program, and because they provide statewide promotion of the program. Local partners include the Income Support Division (where SNAP participants sign up) and the WIC office. The Food Depot distributes information to all their agencies in northern NM.
- ii. NMFMA's continued efforts to find long term and sustainable funding for the DUFB program have directly contributed to the EBT participation at our markets. The ISD and WIC offices distribute DUFB fliers to everyone who signs up for SNAP benefits. In addition, the SFFMI program director periodically presents at ISD office staff meetings in order to directly inform staff about the program to encourage continued promotion to their constituents.
- iii. All of these partners will continue to play an integral role in the future of the program.

Workshops and Trainings

- i. Countless SFFM Vendors, County Extension Offices, Farm to Table, Tooley's Trees, Positive Energy Solar, Hudson Valley Seed Library, NM State Energy Coordinator, NM Farmers Marketing Association, NM Department of Agriculture, NM State University, Northern NM Young Farmers Alliance, Living Soil Labs, and members of the SFFMI Program Committee.
- ii. Our workshop and training partners bring a wealth of knowledge and information to each training, whether they are local or national experts. The premise is knowledge sharing, so farmer-mentors within our local community and hired professionals provide essential skills and information which assist vendors in the growth and diversification of their businesses, thereby benefiting the entire Market. Program Committee members, primarily comprised of farmers, provide great insights to the planning process and help to identify resources and tools for each training.
- iii. This method has proven successful over the years, so these and other partners will continue to play a major role in our Professional Development and Training program.

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

Southside & EBT/DUFB

We do not hire contractors to conduct any of the work for the first and second goals of this project.

Workshops and Trainings

Professionals are hired on a fee basis to conduct topic specific trainings for our vendors. Farmers who host a workshop are given a stipend to compensate them for their time and expertise. Both contribute to the overall growth and vitality of our training program, bringing knowledge and expertise to the membership of the Market, which helps individual farmers improve their growing methods and increase production, which ultimately improves sales and products available to customers. Increased sales at the Market benefits farmers and the local economy.

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

- 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?

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All SFFMI programs are promoted to 1,500 donor and constituent base through an annual report and three subsequent quarterly newsletters. Additionally, we share our progress regularly through social media (Facebook, Instagram, blog and monthly e-blasts). Our Facebook and Instagram sees weekly growth in followers. Our email blast list is sent to just over 5,000 people. Program progress is communicated to the market membership through a weekly email “vendor announce” and a bi-monthly print vendor newsletter, which is also translated into Spanish.

* Attached publicity:

- SFFMI Annual Program Report
- Mayor’s Award Eblast

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
- ii. What feedback was relayed (specific comments)?

Southside Market

- i. We conducted an end of season customer survey to find out: how they heard about the market, how often they attended, recommended changes, preferred location and times, and suggestions to improve the market for next year. Two Santa Fe City Councilors attended the Market to talk with constituents about their needs and how the city can help to improve the market.
- ii. Most customers heard about the Market from signs at the location or other advertising/publications at stores, gyms and the Railyard Market. A majority had attended the SSM 1-3 times, while the second largest group reported attending weekly. Their biggest suggestion was to improve advertising and the variety available at the Market. While many prefer the current location, other feedback indicates locations near the Tierra Contenta neighborhood (in the heart of the food desert) as the preferred location.

EBT/DUFB Program

- i. As participants of the national Double Up Food Bucks program, surveys are distributed to customers and vendors for a three week period at the end of the summer. Those surveys are turned in to the New Mexico Farmers’ Marketing Association and compiled with statewide results. In addition, we conduct new user surveys for every new DUFB customer. Both surveys are collected at all of our Markets.
- ii. Customers are enthusiastic and appreciative of the EBT/DUFB program and many report an increase in fruit and vegetable consumption due to their increased access to Market produce. A majority of SSM customers are from that side of town, whereas Railyard Market customers are split evenly between the north and south sides.

Workshops and Trainings

- i. We collect post workshop surveys from participants. We also send an annual survey to the market membership with the yearly application to collect feedback for future trainings as well as gathering information about their farms, organic practices, etc.
- ii. Vendor feedback for the Training and Professional Development program is quite positive. They appreciate the opportunity to learn more about specific topics, whether it be seed saving or organic certification. Hands-on workshops rank highly, as do trainings that take place on a farm. Classroom style workshops have also scored highly when the presenter is well prepared and there is still a hands-on element included, as was the case for our soil microbiology workshop. Vendors worked in teams on microscopes to learn how to identify soil microorganisms. They would like to see some past workshops built upon, like a seed exchange as follow up to the seed workshop. Some topics also seem to have an annual appeal, like greenhouses and compost.

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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).
- 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:

Southside

- i. Overall, the SSM continues to be a priority for our community and the City's governing body, which is a great asset for the Market and Institute as we work toward building a long-term, sustainable farmers market on Santa Fe's south side. This year, the Institute provided our Americorps Intern to staff the Information Booth (scanning EBT cards, distributing tokens, etc) which gave the Market Manager more time to operate the Market. We found a better way to count customers, which allowed for better data. The Market Manger also checked in with vendors at the end of each market day, instead of a season end survey, so it was not influenced just by how they felt at the end of the season. Location continues to be a challenge for this Market. While it has remained in the same mall parking lot for the last three years, the mall relocated the Market to another side of the expansive parking lot. Even this minor change, made late in the planning stages, adversely affected customers knowledge about the Market. The additional family activities implemented this season attracted new customers, which did help to offset the location change.
- ii. The goal to increase vendor attendance per Market was not met. This market is faced with what we have come to refer to as the "Chicken and Egg" scenario. Vendor attendance will not increase until they see a substantial increase in customer attendance. And customers won't attend a Market if it doesn't have much to offer. While customer attendance did meet our goals, it will take consistent attendance, advertising and location stability for more vendors to feel it is worth it to them. We also hold a Tuesday morning Market at the Railyard, and many vendors cannot do two Markets in one day. Vendor sales numbers were also not collected, so we do not know if income levels increased. Anecdotally, they reported better sales this year, but are unwilling to share specific income information. Like the Railyard Market, which has been a mainstay in Santa Fe for nearly 50 years, we expect time and dedication will continue to improve the SSM.
- iii. The Santa Fe Farmers' Market Institute is in the unique scenario of supporting the Market and administering grants and programs, but not directly involved in the daily operations of the Market. This meant roles and responsibilities, as they related to the grant, were not always clear. The work plan clearly spelled out most tasks, but the coordination across organizations was, at times, difficult. Over time, we got better about making sure a representative from each organization was in attendance at important meetings with partners in order to facilitate clear communication and to be sure both organizations needs were met. Assigning the Americorps Intern to work the Market gave the Institute a direct tie to the weekly market.

EBT/DUFB Program

- i. The biggest lesson we have learned is regarding data tracking. Our participation in the national DUFB program requires certain information be tracked, as well as information we collect for funding provided through the City's Human Services Department. Administratively, the data collection and token counting

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were time consuming and inefficient. During the grant period, we were able to streamline the token counting process while increasing accuracy. Daily customer records are sorted by type of transaction (EBT, credit, debit) and by each Market. Through the Farmers' Market Coalition we obtained new POS machines, which allow our finance office to download and import transactions. We need to refine what we are asking on surveys, to analyze data to infer long term impact. We currently have no way to measure improvements in health or wellbeing. Determining new customer and repeat customer traffic is still cumbersome and not calculated regularly, so we're looking to improve that methodology.

- ii. The goals and outcomes for this program were met, though we feel there is always room for improvement. Reaching underserved populations is still a big challenge. Culturally and geographically disconnected from the Market, many underrepresented populations still choose to shop at big box grocery and more culturally relevant stores. We will continue our efforts to create a SSM that is inviting to everyone in the community and offers welcoming atmosphere.
- iii. Establishing transparent, accurate, detailed data collection from the onset of the program is essential. It will help quantitatively track program progress. It's important to include a way to determine new and repeat customers, average spending amounts and frequency of attendance. This will help inform the best ways to reach the intended audience.

Workshops and Trainings

- i. The workshops and trainings are usually positive experiences because they allow for a direct connection between farmers, staff, and experts. Development of these trainings is a delicate balance of scheduling in advance (for planning and budgeting purposes), while allowing space to remain flexible and responsive to vendor needs and new opportunities that arise. The longer you wait to plan, the more expensive it can be (plane tickets, etc.) Our post-workshop surveys need revision in order to better ascertain the benefits of the trainings. We know they appreciate the topics, but we need to determine how they impact their business, growing practices and income, etc.
- ii. Goals and outcome measures were met.
- iii. A Program Committee comprised of thoughtful individuals who have an interest and experience in the project are invaluable. Farmers—ranging in age from a pioneer in organic and traditional farming in NM, to a young man leading the Northern NM Young Farmers Alliance—provide varied perspectives, as well as helping to identify resources, partners and priorities.

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.
- 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?

Southside Market

- i. The Institute is dedicated to the success of the SSM. We'll continue to work toward more community engagement, collecting customer feedback and speaking with neighborhood associations to best ascertain the needs of the community. Along those lines, the City is committed to supporting our work through increased outreach and surveys, as well as expanding our partnerships with organizations that have a proven track record working on the south side. Community support for a SSM is widespread, but opinions vary greatly regarding specifics. We will work toward building consensus and enthusiasm for the Market, which will ultimately improve the customer base and sales of local food.

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- ii. The last season at the mall parking lot proved to the Market management they needed a landlord supportive of the initiative, rather than an entity who merely collects rent. Efforts are underway to change the Market location, hopefully permanently, to a neighborhood in the middle of the south side food desert. Surrounded by five schools, the location is prime for after school activities and is in walking distance of many neighborhoods. The City and landlord have committed to providing highly visible signage on the main thoroughfares to direct shoppers to the new location. The City will also help to widely promote the market. The Institute expects some of our programs, like Market Fresh Cooking and Local Food for Local Kids, can be expanded to the SSM to increase community engagement and family involvement.

EBT/DUFB Program

- i. This program is expected to continue for the foreseeable future. NM is a leader in DUFB funding, with more locations participating in the program than any other state and is the only program supported by the state legislature. We will continue to coordinate with the NM Farmers' Marketing Association and others to determine the best ways to reach target communities in order to expand the program's impact. Word of mouth communication is the best advertising, so as that spreads, we expect to see continued increases in the program's use, which necessarily helps grow all our Markets.
- ii. The Institute will continue this program and outreach as outlined in this report. We will adjust our approaches according to customer input and opportunities to establish new partnerships. While it is probably still too early in the program, a study and analysis of health impacts on those who regularly participate in the DUFB could provide even more proof that healthy food goes a long way in preventing diet-related disease and that equal access to local, healthy food could save millions in medical expenses. This level of research would be best conducted by a nation-wide health policy organization.

Workshops and Trainings

- i. The Training and Professional Development program have been a mainstay of Institute programming since 2011. The overall shape and design of the trainings will mostly remain unchanged going forward, but we do plan to work closely with farmers to help connect them with grant opportunities to leverage specific training into business improvements. Surveys will be improved in order to gather information regarding business improvements, increased sales, etc., in order to better quantify the benefits of the program.
- ii. The Programming Committee will remain integral to future planning. They have connections in the agricultural community both locally and nationally that are invaluable. Standardized stipends will be offered to all farmer presenters. An application has been created for scholarships to other events and conferences. Spanish translation will also be a standard for all of our future trainings. By utilizing the skills of our bi-lingual vendors, we'll help to create a more inclusive community. Translators will also be paid for their services.