

**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.

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| Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i> | September 30, 2014 – September 29, 2016 |
| Authorized Representative Name: | Jeff Kline, MA, Ed |
| Authorized Representative Phone: | 202/360-8750 |
| Authorized Representative Email: | Jeff@PinyonFoundation.org |
| Recipient Organization Name: | Pinyon Foundation |
| Project Title as Stated on Grant Agreement: | <i>Mercado Agrícola: Comida Fresca a tu Alcance</i> (Farmers Markets- Fresh Food Within Reach) Food Desert Project |
| Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i> | 14-FMPPX-NM-0120 |
| Year Grant was Awarded: | 2014 |
| Project City/State: | Santa Fe, New Mexico – National in scope |
| Total Awarded Budget: | \$100,000 |

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: Diversify customer base by explaining Farmers Markets to potential Hispanic customers nationwide.
 - a. Progress Made: 8 million different and unique potential Hispanic customers heard Spanish language interviews with Hispanic producers
 - b. Impact on Community: Diversified potential customer base
 - ii. Goal/Objective 2: Give Spanish-speaking producers the means to dialog directly with customers
 - a. Progress Made: Five different producers and/or members of Farmers Market associations were able to speak directly to Hispanics in Spanish nationwide inviting them to visit their own local Farmers Markets via broadcasts on 100+ full-power Spanish radio stations.
 - b. Impact on Community: diversified customer base and empowered Hispanic producers to explain the advantages of shopping at Farmers Markets
 - iii. Goal/Objective 3: Leverage Hispanic media to reach Spanish-speakers
 - a. Progress Made: Actively engaged 125 different full power Spanish radio stations
 - b. Impact on Community: Based on Nielsen Ratings, achieved 145,855,800 Spanish-language advertising impressions. Published two separate Spanish-language newspaper editorials distributed to 40 Spanish newspapers.

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 – September 29, 2016). Include further explanation if necessary.
 - 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: N/A
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$N/A and increased by N/A%.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: Five (5) different Hispanic producers and/or members of Farmers Market promotion associations were interviewed in Spanish for broadcast on national radio.

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? According to Nielsen’s Ratings, we expanded the customer base by reaching a cumulative total of 8 million unique Spanish speaking potential customers.

4. Discuss your community partnerships.
 - i. Who are your community partners? 100 locally based Spanish-language radio stations that broadcast the programs produced and distributed by Hispanic Communications

Network a cumulative total of 49,504 local broadcasts. Worked with Spanish speaking employees at the Farmers Market Coalition and Farmers Market Association.

- ii. How have they contributed to the overall results of the FMPP project? They have made the concept of visiting Farmers Markets more attractive and inviting to Hispanics and other Spanish speakers.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? Local Farmers Markets and farmers markets promotion associations were given copies of the radio programs and authority to provide them to Individual stations who may continue to broadcast these programs free-of-charge.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Yes, Hispanic Communications Network produced and distributed ten original Spanish-language radio shows promoting Farmers Markets to 272 Spanish-language radio stations. Those stations then broadcast them 182 times in 125 different communities nationwide. Based on Nielsen Ratings data, a cumulative audience of 8,000,000 unique Spanish-speaking adult listeners heard one or more of those broadcasts.
6. Have you publicized any results yet?*
- i. If yes, how did you publicize the results? This was a communications project and the radio programs received a total of 49,504 local broadcasts.
 - ii. To whom did you publicize the results? Spanish language radio
 - iii. How many stakeholders (i.e. people, entities) did you reach? Eight (8) million. See: www.pinyonfoundation.org and www.laredhispana.org
- *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? Station program directors agreed to broadcast these pro-bono programs as evidenced in their affidavits of performance.
 - ii. What feedback was relayed (specific comments)?
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?
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). Hispanic producers want to share their experiences with the public, however, not all Hispanic producers are confident

enough to be interviewed for Spanish language broadcast. Lesson learned is to informally interview potential interviewees first, before turning on the microphone.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: We met our outreach goals, but by the nature of our nationally broadcast project we were unable to measure differences in sales at local farmers markets.
- 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: It is useful to electronically archive all work

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 project will continue to be available to farmers market promotion associations, although many would probably want updated radio shows featuring current producers.
- 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? -- The US Hispanic population continues to grow as do the number of individual Hispanic producers and vendors at Farmers Markets. Because of the youth of the US Hispanic population and the continued belief that Farmers Markets are for wealthy "white" people, there is a continued need to reach out to communicate with additional Hispanic consumers so that they learn that there are Spanish-speaking producers at the markets.