

**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>	September 30, 2014 – September 30, 2016
Authorized Representative Name:	Richard Bernard
Authorized Representative Phone:	505-455-9163
Authorized Representative Email:	richpeire@yahoo.com
Recipient Organization Name:	Pueblo of Pojoaque
Project Title as Stated on Grant Agreement:	Pojoaque Farmers Market Outreach & Expansion
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-NM-0121
Year Grant was Awarded:	2014
Project City/State:	Pueblo of Pojoaque – Santa Fe, New Mexico
Total Awarded Budget:	\$44,616.00

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: Significantly Increase Consumer Patronage**

1.i.a. **Progress Made:** From year to year consumer patronage has steadily increased with combined use of advertising through local radio, signage and leaflets. Since we live in a traditional area, word of mouth played a major role as well. Offering the SNAP/EBT option for low income residents has helped increase consumer patronage. We estimate a 25% increase per market season which translates into a 50% increase compared to the year 2014 when no FMPP grant was available to us.

1.i.b. **Impact on Community:** The impact is quite noticeable and the market has now become a solidly established seasonal event. This event has acquired a genuine social dimension where neighbors of different communities (such as Native Americans and Hispanics) gather and socialize and also get to meet commuters and tourists stopping by the market. The market has provided an important source for local residents to purchase traditional and healthy foods. Last, increased patronage at the market has also reached other local businesses on the Pueblo which helps with sales and repeat patronage for all businesses.

ii. **Goal/Objective 2: Attract More Local Vendors**

1.ii.a. **Progress Made:** The supply side of the market is easier to measure in terms of statistics. The total number of vendors who attended our market at least once has been steady around 40 from year to year since we started to collect data in 2012. However, there has been a significant improvement in the average number of vendors per market as seen below:

2012: 10

2013: 15.5

2014: 13.4

2015: 15.5

2016: 22.6

Even more significant is the consistent attendance of the vendors throughout the market season. The number of vendors present at more than 15 markets has increased by 50%. Local advertising helped increase awareness of the market which assisted in bringing in and retaining new vendors. The positive atmosphere of the market provides word of mouth type recruitment for local vendors which has helped drive in new vendors. In addition to the social aspect, the market has provided an avenue for local vendors to showcase their product and sell to not only the community, but also to the tourists that have been passing through.

1.ii.b. **Impact on Community:** This set of data shows that our market has now reached a maturity level and that vendors are making at least some profit, not underestimating the social aspect of the market. More consistent supply especially for local fresh produce means more attention given by the community. Another noticeable impact is the type of vendors. Most of them are very small and/or part-time farmers and the market offers them an opportunity to reliably complement their income (the point here is that not only most of patrons are low-income, but our farmers also are). Nutritionally, the local vendors provide more variety of locally grown produce that is familiar to the current population. These vendors also assist with sharing knowledge to the local consumers how to prepare or consume healthy foods. Among the three objectives this is definitely the one where we performed best.

iii. **Goal/Objective 3: Extend market season from end of May until end of November**

1.iii.a. **Progress Made:** In 2015 we were able to extend the market season until the end of November thanks to the financial support of the FMPP grant and thanks to favorable weather (bumper harvest of piñon nuts and a good supply of apples). In 2016, also with a quite favorable season, we decided to stop

the last week in October and to initiate a new but smaller indoor winter market starting in November until end of May when the outdoor market season will resume. Local vendors who have a high demand product were available to sell longer. We were able to accomplish this goal through the cooperation of the Buffalo Thunder Resort and Casino by allowing a location for the indoor winter market.

1.iii.b. **Impact on Community:** Season extension is always a challenge especially for the supply of fresh produce which is really the driver of the market. The number of growers with greenhouses is limited and they prioritize high end markets like Santa Fe and Los Alamos where they can sell at higher prices. We had to be creative and the idea of a small indoor winter market where unique local products like blue corn meal, bison meat, osha roots and dried herbs, Indian oven bread and pies, would be offered. This was specifically requested from our local patrons and hopefully will evolve as well as the outdoor main season market did.

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, 20__). Include further explanation if necessary.

- i. **Number of direct jobs created:** none
- ii. **Number of jobs retained:** two
- iii. **Number of indirect jobs created:** none
- iv. **Number of markets expanded:** one
- v. **Number of new markets established:** one (winter indoor market)
- vi. **Market sales (including all vendor sales):** increased by \$50,000 and increased by 50% (estimated numbers; no hard data exists)

vii. **Number of farmers/producers that have benefited from the project:**

2.vii.a. **Percent Increase:** The number of consistent farmers/producers has significantly improved which is a sign not only of improvement, but also of maturity for the market. Prior to 2015, we had an average of 8 farmers attending at least 10 markets and 6 attending more than 15 markets. In 2015, we had 12 attending at least 10 markets and 5 attending more than 15 markets. In 2016 we also had 12 attending at least 10 markets and 8 attending more than 15 markets.

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?

- Low income through SNAP/EBT, DUFB and WIC programs; some expansion, but could be more (it looks like there is a lack of awareness among SNAP recipients on how to buy and use fresh produce. Education is clearly needed at this point and a needed future improvement for our market is outreach to SNAP recipients and cooking demonstrations).

- Tribal bulletins: some expansion among Tribal members

- Local radio ads: good expansion among a larger population, beyond just the local community

- Signage: some expansion, mainly commuters and tourists

- Word of mouth: very good expansion within the local communities

- Newspaper ads: we tried this in 2015, but impact was very minimal and not really worth the money.

We did not run any newspaper ads in 2016, which has been our best market season so far.

- Music at the market: interestingly and even though this is out of the scope of the FMPP grant, offering quality traditional music at the market around lunch time proved to be a real magnet. Both patrons and vendors loved it.

4. Discuss your community partnerships.

- i. **Who are your community partners?** Pueblo of Pojoaque Senior Citizens; Pueblo of Pojoaque Bison Program; Pueblo of Pojoaque Agriculture Department; Poeh Center for the Arts; New Mexico Farmers Markets Association (NMFMA); Buffalo Thunder Resort and Casino

ii. **How have they contributed to the overall results of the FMPP project?** The Senior Citizens, the Bison Program and the Agriculture Department have been heavily and pro-actively participating in the markets both as promoters and as vendors. The NMFMA on the training and marketing side as well as the implementation of the Double-Up Food Bucks (DUFb) program. The Buffalo Thunder Resort and Casino has allowed us a location for the indoor market.

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

We plan to remain part of the NMFMA and continue to offer the DUFb program in 2017. The Pueblo of Pojoaque, through the Poeh, brings a much needed contribution by providing and maintaining the market site at no cost for the market. The support of various entities at the Pueblo is welcome and helps to sustain community involvement in the success of the market.

5. **Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?** Not applicable

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

i. **If yes, how did you publicize the results?** No; only required reporting to NMFMA and USDA-FMPP

ii. **To whom did you publicize the results?** Not applicable

iii. **How many stakeholders (i.e. people, entities) did you reach?**

Pueblo of Pojoaque

NMFMA

USDA-FMPP

***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?** Mainly talking to our patrons and to our vendors; meetings and reports with the official entities supporting the market (see above)

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

The market has helped increasing awareness and use of local fresh produce.

The market has become a social event where friends and neighbors gather.

Local vendors have expressed that the increase in consumer patronage has increased their sales.

Local consumers have enjoyed the ability to find traditional foods as an alternate lunch option on Wednesdays. In addition to the food, it also creates an easy going networking atmosphere to catch up with individuals on a consistent basis.

Local consumers have mentioned that the ability to buy local rather than having to travel during the week to source fresh produce has been an added benefit.

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? 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).**

Main lesson learned is that your market should match your community. This is especially true for fair pricing of local produce and food. A market located in a low income community like ours should be priced fairly enough to build a solid customer base and to allow farmers to make some money. This is also true for vendor fees.

It doesn't come natural for many people to stop and come shopping at a farmers market; something special has to attract them (EBT, music, visual signs, parking area) and then something solid (quality fairly priced produce, food and baked goods, friendly vendors) and has to retain them as returning customers.

- ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:**

Clearly attracting and expanding patronage is the main challenge for our market. More attention to utilizing other sources of advertising such as social media would help reach different customer segments.

- 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:**

Having the support of such an efficient and active organization such as the NMFMA is of great support for a market manager, especially getting support at the State level. This allows the market manager to really focus on his/her market.

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 decision really belongs to the Pueblo of Pojoaque. As market manager I can only emphasize the positive role of the market not only for the Pueblo, but for the various and diverse local communities. The idea of having an indoor winter market is an encouraging sign and a great development. As a conclusion I would say, "This is a never ending effort, but a very rewarding one".

- 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?**

- Cooking demonstrations
- Music
- Outreach through social media
- Have stricter and better implemented market rules (now that the market has reached a mature level and could still be growing, this will be a challenge)
- Keeping fresh produce as the real driver of the market and monitoring the demand for food, baked goods and crafts at a level that doesn't overcome the core purpose of the market that is to offer local fresh produce.