

Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by LFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2014-September 30, 2015
Authorized Representative Name:	Kathleen A. Masters
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Recipient Organization Name:	Amagansett Food Institute
Project Title as Stated on Grant Agreement:	East End Food Hub Feasibility Study
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-NY-0215
Year Grant was Awarded:	2014
Project City/State:	Amagansett, NY
Total Awarded Budget:	\$25,000

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

- i. Goal/Objective 1: The completion of a feasibility study which evaluates the viability of an East End Food Hub as a self-supporting entity. Revised goal as approved by USDA on January 22, 2015, the study is limited to a market analysis including an evaluation of demand, analysis of infrastructure, production analysis, environmental assessment and a proposed operating model.

a. Progress Made:

In November 2014 we developed an RFP in order to solicit applications from consultants. As a result of the RFP process we chose new Venture Advisors to conduct the study. Based on our initial discussion with new Venture we sought and received permission to scale back the study to fit the size of the LFPP grant. The study began with a kick off meeting on February 5, 2015 and a final report was delivered to us on July 24, 2015. The study included grower and buyer surveys, interviews with growers, buyer and food system leaders in the local area and a grower /buyer meeting.

The research conducted by New Venture Advisors suggested that while the supply of vegetable production on the East End is fairly robust, identified wholesale demand is limited. Identifying more demand, particularly on Long Island, will be required before major investments can be made in a food hub. Other insights included:

- Season extension investments have been limited thus far but could serve as a unique growth opportunity for producers in the region;
- Infrastructure for post-harvest handling, cold storage and distribution is limited;
- Several logistics providers were identified leading to the possibility of the creation of a virtual food hub.

Recommendations Include;

- Initial goals of the hub should focus on growers requests to find markets for surplus, seconds and early and late fall harvest;
- Food hub does not have a central facility but provides services to support growers and facilitate sale and distribution to wholesale buyers;
- Focus should be on Long Island retailers, restaurants and institutions with an opportunistic approach to New York City buyers;
- Establish a strong East End brand with a strategic branded product line;
- Establish partnerships to provide technical assistance to growers;
- Structure the entity as a non-profit, generating some revenue through transactions.

Since the report was issued in July we have shared it with stakeholders and have begun the process of prioritizing recommendations and determining next steps

b. Impact on Community:

This was a feasibility study, so we did not expect to have significant community impacts. The study process did provide an opportunity to forge new and stronger connections with New York State agencies including the Department of Agriculture and Markets and Empire State Development, as well as with Cornell Cooperative extension and the LI Farm Bureau.

Importantly, it also allowed us to start a conversation with growers and buyers about the future needs of the farming community on the East End.

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. n/a
 - i. Number of direct jobs created:
 - ii. Number of jobs retained:
 - iii. Number of indirect jobs created:
 - iv. Number of markets expanded:
 - v. Number of new markets established:
 - vi. Market sales increased by \$insert dollars and increased by insert percentage%.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase:

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? n/a

4. Discuss your community partnerships.
 - i. Who are your community partners? Our community partners include Amber Waves Farm, a non-profit mixed vegetable farm which also grows grains, Balsam Farms, a mixed vegetable farm, Bhumi Farm, a mixed vegetable farm , Milk Pail LLC a family farm and orchard, Cornell Cooperative Extension, Long Island Farm Bureau, Amagansett Sea Salt Company, Invincible Summer Farms and Edible East End, a local publication
 - ii. How have they contributed to the overall results of the LFPP project? The farm advisors helped shape the surveys, provided insight into the responses and help us get the word out. The other partners used their networks to publicize the study and its results.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? We expect that the partners will assist us in our efforts to implement the study results

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? New Venture Advisors LLC conducted the study.

6. Have you publicized any results yet?* yes
 - i. If yes, how did you publicize the results? We shared the study results on our website. It was also reported in local media including the East Hampton Star and Edible East End.
 - ii. To whom did you publicize the results? To the general public and our members
 - iii. How many stakeholders (i.e. people, entities) did you reach? unknown

*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? Only in connection with the study itself.
 - ii. What feedback was relayed (specific comments)?

8. Budget Summary:

- i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
- 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). The consultants we chose were knowledgeable and experienced and led us through the process. We are very satisfied with the product and recommendations. We went into the study with a good sense of the farming community and its capacity. We did not have as much information as we might have had about potential buyers and although we learned more during the study, this affected the outcomes. We are continuing to identify buyers as we go forward, but the study results would have been improved by having more of this information up front.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Our project goals were achieved.
- 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:

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 results of the study confirm that an investment in a full-fledged food hub is premature. We will be following up on the study by finding ways to implement, in a phased way, the recommendations made. We are particularly looking at projects which will assist our community of mostly small farmers to become more wholesale ready, including technical assistance programming and the creation of more post-harvest infrastructure. We are also working on developing more relationships with buyers, particularly buyers in areas west of our location, but still on Long Island. We have also begun to collaborate on a project to brand and market some Long Island products, including the Long Island Cheese Pumpkin.
- 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?