

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 your assigned grant specialist 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, 2015 – Sept 30, 2016
Authorized Representative Name:	Pat Rosenthal
Authorized Representative Phone:	330-518-6970
Authorized Representative Email:	cwelm@aol.com
Recipient Organization Name:	Common Wealth, Inc.
Project Title as Stated on Grant Agreement:	The 30 Mile Meal™ Project: Eating Forward
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-OH-0138
Year Grant was Awarded:	2014
Project City/State:	Youngstown, OH
Total Awarded Budget:	\$100,000.00

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: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

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: Gain 30 Mile Meal partnership and commitments to source locally from at least 50 buying locations over the two-year period of the grant, translating to at least 25 new buying partners each year.
 - a. Progress Made: The 30 Mile Meal has gained 29 new buying partnerships. We have partnered with local retailers, all local farmer’s markets, and various independent purveyors of freshly prepared foods, pop up markets, juicerries, and restaurants.
 - b. Impact on Community: Our relationships with local stores and outlets greatly increases the visibility of local foods. We deepen these relationships and their effectiveness with a strategic media promotions campaign in addition to placing branded signage throughout the locations – wherever the public sees our brand, they know that organization is a supporter of local food. This effectively calls out our producers & farmers while supporting the image of the participating organization.
 - ii. Goal/Objective 2: Place products from at least 30 partnering producers into previously inaccessible buying locations over the two-year period of the grant, translating to products from at least 15 producers being placed each year.
 - a. Progress Made: 30 Mile Meal has expanded its network of producer contacts to approximately 140 farmers, ranchers, and producers throughout the region. We have directly impacted sales of 37 farmers and producers through our partnerships with a selling cooperative and farmer’s markets.
 - b. Impact on Community: We have unified dozens of previously unheard-of producers and farms under our brand through a major recruitment effort. We also collaborated with a local food coalition to promote these farmers & producers with a Local Food Directory and Guide that has been a major success for the visibility of local food in our community.
 - iii. Goal/Objective 3: Engage consumers in the 30 Mile Meal Project and the support of partnering businesses through the 30 Mile Meal Passport initiative by getting at least 2,000 people to use the Passports over the two-year period of the grant, with 300 Passports completed over the same period. This converts to at least 150 Passports redeemed each year.
 - a. Progress Made: Through the present year, we have focused on our digital passport signups and app downloads. We have approximately 1200 active users of the Passport App.
 - b. Impact on Community: We have focused on Passport App outreach by participating in local community events, hosting our own events, and creating an organized passport display campaign amongst our Buyer Outlet partners. This provides many opportunities for us to interface with the public at large about the value of local food, answer specific questions about items people are searching for, and promote our farmers and buyer partners.

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: N/A
 - ii. Number of jobs retained: N/A
 - iii. Number of indirect jobs created: N/A
 - iv. Number of markets expanded: 8
 - v. Number of new markets established: N/A
 - vi. Market sales increased by \$32000 and increased by 75%.
 - vii. Number of farmers/producers that have benefited from the project: 141
 - a. Percent Increase: 212%

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 – low income - supporting and promoting SNAP double up farmer’s markets

Yes – worked with 3 brand new businesses on sourcing local food

Yes – low income/access - promoted healthy foods programs by collaborating with local nonprofits, kitchen incubator, community farmer’s market outreach, food desert outreach

4. Discuss your community partnerships.
 - i. Who are your community partners?
 - Mahoning County Ohio State University Extension
 - Mahoning County Convention and Visitors Bureau
 - Trumbull County Convention and Visitors Bureau
 - Trumbull County Ohio State University Extension
 - Oh Wow! Children’s Museum
 - Cultivate a Coop Café
 - WFMJ
 - Mahoning County Local Library
 - Youngstown Neighborhood Development Corporation
 - Common Wealth Kitchen Incubator
 - Youngstown State University
 - Austintown Farmer’s Market
 - Howland Farmer’s Market
 - Northside Farmer’s Market
 - St. Elizabeth’s First Tuesday Market
 - Idora Neighborhood Farmer’s Market
 - Warren Farmer’s Market
 - A Dying Art Company
 - Mercy Health Foundation
 - YSU Festival of the Arts
 - Trumbull County Public Library
 - Trumbull Neighborhood Partnership
 - Catullo Prime Meats
 - Lake to River Food Cooperative
 - Mahoning Valley Food Coalition
 - Millcreek Metro Parks

Howland Township

- ii. How have they contributed to the overall results of the LFPP project?
Our partnerships have been invaluable to achieving our results. For example, our partnership with Oh Wow! Children’s Museum gave one of our newest local farms exposure to 3000 event participants, increasing their sales and visibility, and helped us copromote our passport program. Our partnership with the local news organization, WFMJ, allowed us to get free publicity for 8 of our farm, restaurant, and business partners. This saved us on our advertising budget and allowed our partners longform interview-style exposure to live television audience in the tens of thousands.
 - iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this LFPP grant?
Our partners will all continue to represent the program and promote local food. Most notably, they will all be participating in the 2017 edition of our Local Food Guide.
5. did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?
- i. We worked with a local graphic art firm (A Dying Art Company) very closely to produce high quality marketing materials at a heavily discounted rate.
6. Have you publicized any results yet?*
- i. If yes, how did you publicize the results? We have shared our results with the local foods coalition at the quarterly meeting.
 - ii. To whom did you publicize the results? All local food participants (health, nonprofit, private, education, and institutional sectors)
 - iii. How many stakeholders (i.e. people, entities) did you reach? We have a list of about 3500 MailChimp subscribers and about 1200 Facebook Followers. The coalition we formally reported to has about 24 representatives.
- *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? Through informal surveys of our partners and data mining our various online, social, and outreach efforts.
What feedback was relayed (specific comments)? The community of partners and the public at large is thrilled to have a centralized information source for local food resources. We have received mixed reviews of the passport program, which is why we increased our marketing effort with the addition of the Local Food Guide & Directory.
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. Draw from 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).
 - a. The Passport program was an excellent idea, but we found the response from our community to be underwhelming—this idea was perhaps ahead of its time for the demographics of our area. So we dialed the effort back to helping people find local food, plain and simple, by utilizing and expanding our producer network to create a directory-style publication that identified and promoted local food producers, farms, and champion shops and restaurants.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: When a program doesn't light the world on fire, do not be discouraged. Where there are local food champions, there are great ideas—and often times the simplest ideas are the most effective. Local food is all about connecting people to what they love to eat, and encouraging them to find pride in sourcing that locally.
- 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: Staying organized in data collection is key. It is essential to have excellent databasing skills to build a master database that can be shared with partners for endless outreach and publication functions. It is also crucial to have excellent marketing, ie “people” skills. The connections and relationships built through the promotion of our farmers can be found in the most unlikely of places. It is essential to treat the non-digitally literate “old school” farmer with as much value as a television news anchor—they are both important links in the chain of local food.

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.

We have developed an advertisement schema to continue our production of the Local Food Guide, that will allow it to self-sustain. We will transition much of our online presence over to the Local Food Coalition, which has a wider breadth of participants and is anchored by a major local funder.
- 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?

We recommend the continuation of double up SNAP benefits programs, and to increase the visibility of local fresh food access to low income populations. We also encourage the development of promising local food entrepreneurs through participation in the local kitchen incubator. We cannot recommend nurturing relationships with like-minded

organizations within the regional food system enough—our partners in Athens, OH have been invaluable to achieving our goals and networking.