

**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>	September 30, 2015 – September 29, 2017
Authorized Representative Name:	Amber Fry
Authorized Representative Phone:	541-301-0843
Authorized Representative Email:	Afry.72@gmail.com
Recipient Organization Name:	Dick n Don Incorporated
Project Title as Stated on Grant Agreement:	Fry Family Farm Food Hub
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15LFPPOR0051
Year Grant was Awarded:	2015
Project City/State:	Talent, Oregon
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: _____

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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: Increase the amount of local food sold into Southern Oregon wholesale markets.
 - a. Progress Made: We have Complete building of the Fry Family Farm Food Hub facility; farm stand, commercial processing kitchen and warehouse, we have started the outreach to farmers and are starting to develop crop purchasing plans with local retail grocery stores.
 - b. Impact on Community: At this point the impact to the community is small. We believe we have built a space with the needed infrastructure to help move local small/medium farmers vegetables into the wholesale market. The project has just been finished and the true growing season for our area has yet to begin. We have been selling products from 16 different local producers at the farm store and we plan to continue to increase that number as the season continues.
 - ii. Goal/Objective 2: Increase the amount of local food sold into regional wholesale markets
 - a. Progress Made: We have completed the installation of a 28’x30’ cooler, a 10’x45’ cooler and a shipping dock. We have also worked with our community partner Thrive to award 5 coolbot systems to local farmers that needed increased cold storage to be able to increase their regional wholesale sales. We are in the process of collaborating with Organically Grown Company (OGC) in operate a temperature controlled consolidation dock that will enable consolidation and north-bound shipment of regionally-grown produce including produce that is washed, graded and packed at the food hub facility. We are also working with OGC to coordinate storage and shipment of regionally grown crops to retail customers throughout southern Oregon.
 - b. Impact on Community: 5 local farmers now have cold-storage on their property that will help them increase the storage life of their produce and enable them to grow their business. The increase in quality cooled vegetable will make the availability of local food increase in the regional market.
 - iii. Goal/Objective 3: Increase opportunities for farms to develop value-added products or sell seconds to the value-added market.
 - a. Progress Made: We have completed the 30’x30’ commercial kitchen space. The space has been inspected by the Oregon Department of Agriculture and now is a certified processing kitchen. We are in the process of putting up a commercial processing kitchen calendar for rental use. We have 4 renters in the kitchen at this point and have room for more. We have also rented our equipment out to 3 different farmers this year to help them process their value-added products. We also were able to buy all the seconds from an orchard that had no market for their product before and make it into a product of our own.

- b. Impact on Community: The community impact has been good. This space has help increase to profits for 3 businesses and has given local residence the opportunity to buy more locally made products.
 - iv. Goal/Objective 4: Increase the quality and shelf-life of locally grown produce through post-harvest handling and refrigeration.
 - a. Progress Made: We have installed a soft/hard brush washer to clean produce; two wash basins, used to cool and wash salad mix/lettuce/leafy greens in compliance with the Food Safety Modernization Act (FSMA); two lettuce/leafy green spinners to dry product after being washed; a 28'x48' cooler kept at 36 degrees; a 10'x45' cooler kept at 47 degrees for tomatoes, eggplant and summer squash (any vegetable that needs to be stored at a warmer temp.) We also worked with our community partner Thrive to award 5 coolbot systems to local farmers that needed increased cold storage.
 - b. Impact on Community: The installation of this equipment was completed in February and we have not yet opened this area up to local farmers. It will be up and running in April and we plan to be offering many cooling and post-harvest processing options just in time for the summer and fall harvest. The impact we plan on having included longer lasting and fresher vegetables for the consumer and more profits for the farmer.
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, 2015). Include further explanation if necessary.
- i. Number of direct jobs created: 8 direct jobs were created as of December 2016. We hope to create 2 more direct jobs by the end of this grant period of September 2017.
 - ii. Number of jobs retained: We have been able to retain the 14 full-time employees that started with Fry Family Farm (FFF) at the beginning of this grant work in September 2015.
 - iii. Number of indirect jobs created: There has been 2 indirect jobs created. Both these jobs have been in the development of value-added products through the FFF Food Hubs kitchen.
 - iv. Number of markets expanded: With the addition of The Farm Store at Fry Family Farm we have created one new market for over 10 local producers. We are also working with a local non-profit, Thrive who has already established relations with one large grocery chain. With an increase in quality food production through this facility, we expect at least two additional grocery chains to follow suit. Organically Grown Company is the largest organic produce distributor in the Northwest. They are looking to improve their supply chain and add as many new medium size growers through the FFF facility.
 - v. Number of new markets established: 3, we are working with a local non-profit, Thrive who has already established relations with one large grocery chain. With an increase in quality food production through this facility, we expect at least two additional grocery chains to follow suit. Organically Grown Company is the largest organic produce distributor in the Northwest. They are looking to improve their supply chain and add as

many new medium size growers through the FFF facility. Fry Family Farm has also built a Farm Store and it is serving as a new market for at least 12 different local vendors.

- vi. Market sales increased by \$10,000.00 and increased by 1%.
 - vii. Number of farmers/producers that have benefited from the project: There has been at least 10 farmers and producers that have benefited from this project and it has only been completed for part of the growing season. We plan to have the processing portion of the food hub open for the 2017 growing season. With the processing facility in full operation we predict at least another 3 farmers benefiting from this project.
 - a. Percent Increase: about 1-2 %
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, by adding The Farm Store and accepting SNAP (Supplemental Nutrition Assistance Program) we believe more low-income individuals and families will have the opportunity to purchase more organic local food year round.
4. Discuss your community partnerships.
- i. Who are your community partners? Thrive, The Rogue Valley Food System Network and The OSU Extension.
 - ii. How have they contributed to the overall results of the LFPP project? They have helped in: Developing crop purchasing plans with local retail grocery stores, Make Crop plans completed for individual buyers, Work with farmers/ producers to increase production and food safety through a Wholesale Success Workshop hosted at The Fry family Farm (FFF) Food Hub, assisting farmers in Maintaining cold chain by Purchasing and installing the Cool-bots and doing outreach to Farms.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? They will host classes at The FFF Food Hub, doing outreach to Farms and disseminating information.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? Not applicable
6. Have you publicized any results yet?*
- i. If yes, how did you publicize the results? We sent out a press release, newsletters, blog posts we also presented did 2 different community presentations
 - ii. To whom did you publicize the results? Oregon Tilth, Capitol Press, KMED, KRWQ & KZXE Radio, KRRM Radio, KBOY Radio, JRP Radio, KMVU Fox TV, KAJO Radio, KLDL Radio, KTVL, CBS TV, KOBI, NBC TV, KDRV, ABC TV, MAIL TRIBUNE, Ashland Daily Tidings, ROGUE RIVER PRESS, UPPER ROGUE INDEPENDENT, GRANTS PASS COURIER, GRANTS PASS COURIER, APPLGATER NEWSPAPER, ILLINOIS VALLEY NEWS, SISKIYOU DAILY NEWS, HERALD AND NEW (K-FALLS), over 300 Fry Family Farm Customers emails, Fryfamilyfarm.org, Rogue Valley Food System Network, Thrive, OCFSN Wholesale market Development Tour, facebook and instagram
 - iii. How many stakeholders (i.e. people, entities) did you reach? We believe we reached over 40,000 Stakeholders all together.

*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? Yes
 - i. If so, how did you collect the information? We have been collecting feedback through emails and through a stakeholder survey.
 - ii. What feedback was relayed (specific comments)? 1. I have worked with the Frys for over 10 years now. I think they would really have to work hard in the beginning to gain the trust of growers. Making sure they could hold, cool and transport other growers product without any troubles. 2. I trust the Frys. 3. It would be great to work with the Frys. 4. Curious to see what the price structure will be so we can determine if it helps our bottom line or not. I'm hoping it will. 5. I think Fry is high integrity and would not hesitate to do business if there was a product/service that fit. 6. Great folks. We'd be honored to work with them. 7. Our product is too delicate to move easily in bulk, we don't see how we could use the wash and pack operation. Otherwise, wonderful people that we trust completely. 8. I feel they have the best interest of the community. As it moves forward there could be a conflict of interest but seems they really will be giving small farmers options for cost effective help in numerous areas. 9. We can't wait to see what this brings to the community. 10.

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? Not applicable
 - 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).

Positive experience:

 - a. Working on this project has been a wonderful experience for our farm. Without the USDA LFPP Grant, we would not have been able to accomplish the majority of our goals. As a small/ medium farm it is near impossible to invest in equipment, marketing, sales and expansion. With this award our farm has been able to make investments in infrastructure that will help us and our community of farmers grow for years to come.
 - b. Working with local farms has been, and will remain, our most positive experience.

Negative experience:

 - a. Our biggest challenge is profit margins and making sure we can offer the food hub services at a price point that works for the farmer and keeps our overhead covered.
 - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Not Applicable

- 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: The biggest lesson we learned in administration was to make sure you are very organized. It is very important to document everything and keep good records of each component of the project. We learned the more documentation we had the better we were at keeping track of everything and making sure we were meeting our goals.

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.

Our Outreach will always play an important role in this project. We will continue to host classes and events. We will work with Thrive and the Oregon State University (OSU) extension to gather more information on the needs of small farmers and how this facility can meet them through surveys. We will keep the public up-to-date through social medial (Facebook, Instagram). We've been producing a newsletter every month for the last 4 years and we plan devoting a section of the newsletter to this project. We will highlighting new equipment, services and classes the facility may have.

- 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 development of the Fry Family Farm Food Hub is expected to take approximately 3 years to be fully functioning, financially self-sustaining and to complete all our objectives; however, we expect to realize significant progress each year along the way to our end goal. If our goals to increase the amount of local food sold into Southern Oregon wholesale markets and the amount of local food sold in the regional wholesale market are met we will observe an increase in specialty crop sales and overall farm profits for farmers in Jackson and Josephine counties. As a result, we anticipate an increase in the number of jobs offered by participating farmers. The project will reduce reliance on imported specialty crops from Mexico and California. Increasing the opportunities for farms to develop value-added products will be met by having our commercial processing kitchen open for use. This objective will be met the first year and we anticipate observing an increase in local value-added products in local stores and at farmers markets. As a result, we foresee farmers seeing an increase in profits. By increasing the quality and shelf-life of locally grown produce through post-harvest handling and refrigeration we hope to observe more local produce being sold in larger grocery stores and more opportunity for farmers to sell in the wholesale market.