

The midterm report provides a status update regarding the progress made toward the objectives of your grant proposal. 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 6 pages and is due **within 30 days** of the project’s midpoint in the case of a planning grant, or every 6 months in the case of an implementation grant. Provide answers to each question, or answer “not applicable” or “no results available yet” where necessary. It is recommended that you email or fax your completed performance report to LFPP staff to avoid delays. Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions:

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

Report Date Range: <i>(e.g. October 1-March 31, 20XX)</i>	April 1, 2016 – September 30,2016
Today’s Date:	October 26, 2016
Authorized Representative Name:	James Stark
Authorized Representative Phone:	724-437-6050
Authorized Representative Email:	jstark@fccaa.org
Recipient Organization Name:	Fayette County Community Action Agency, Inc.
Project Title as Stated on Grant Agreement:	Republic Food Enterprise Center, a comprehensive center designed to meet the southwestern Pennsylvania region’s need for fresh locally sourced foods.
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-PA-0150
Year Grant was Awarded:	2014
Project City/State:	Uniontown, Pennsylvania
Total Awarded Budget:	\$93,458.00

1. Summarize the community need for the grant work:

i. Indicate the low income/low access priority area or Federal Promise Zone, if applicable:

Fayette County families are in desperate need of more fresh, nutritious food options. Much of the county’s population resides in a food desert. In addition to Republic, PA (where the project is based), there are six other food deserts located within Fayette County. In these food deserts, the percentage of people with low food access ranges from 20.5% to 100%. Also in these food deserts, up to 34% of people with low access have incomes below the poverty level.

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.

Low incomes and low access are obstacles to making healthy choices. Often, families cannot access or afford to eat healthy foods. The Robert Wood Johnson Foundation’s 2014 County Healthy Rankings show that the residents of Fayette County are among the least healthy in the entire State of Pennsylvania. Fayette County ranks 65th worst (out of 67 counties) in health outcomes and 66th worst in health factors. According to the Rankings, out of 67 Pennsylvania counties, Fayette County ranked: 67th worst in diet and exercise; 64th in health behaviors; and 66th in social and economic factors. The Rankings also showed that 35% of Fayette County adults are obese.

A Health Needs Assessment by the Uniontown Hospital also showed that 24.26% of Fayette County students in grades K-6 are obese (State of PA: 16.81%). In Fayette, 26.6% of children are food insecure. These children are not only facing numerous obstacles to proper health, but are also victims of high poverty (32% are below the poverty level). As these children continue to grow up in poverty without access to healthy foods, the cycle of poor health in the county is perpetuated. In order to halt this cycle, residents are in need of access to healthy food options.

According to the Pennsylvania Department of Health's, “Healthy People 2020”, the diabetes death rate per 100,000 individuals for the state is 71.8. The figure for Fayette is nearly double at 134.5. The state death rate from coronary heart disease is 143.9 per 100,000 while the rate for Fayette County is 181.6. In addition, 62% of Fayette County is overweight (PA: 56%).

In April 2014, according to the PA Department of Public Welfare, 22.9% of Fayette County residents were eligible to receive SNAP assistance. The 2012 American Community Survey Estimates also reveal that the percentage of persons living in poverty in Fayette County is 18.7% (State of PA: 13.1). Many more live on the edge of poverty. The 2012 U.S. Census American Community Survey estimates show that the Median Household Income, \$38,108, is the second lowest in Pennsylvania. Job competition in a county with an 8.2% unemployment rate (March, 2014 - US Dept. of Labor) is fierce.

2. 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 and have been approved by LFPP staff, 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 toward each one and indicate the impact on the community, if any.

3.

i. Goal/Objective 1:

Work with regional farmers on crop planning and source produce accordingly.

a. Progress Made:

The General Manager and the Marketing/Sales Director have made contact with local farmers in the Fayette, Westmoreland, Washington, Somerset, and Greene county locale. Together, they are inquiring about the farmers' need, ability to plant requested crops, price point, capacity, knowledge, and ability to work with the RFEC.

During the April 1, 2016 – September 30, 2016 time period, they have added the following new farms/organizations to their list of producers/growers for the upcoming growing season. Those farms include:

- Milroy Farms in Somerset, PA
- Mobilia Farms in North East, PA
- Burnt Cabins Grist Mill in Burt Cabins, PA
- Country Side Produce Auction Salisbury, PA (they work with over 20 farms in the region)

b. Impact on Community:

In outreach efforts with these farms and organizations, the General Manager and Marketing Director discussed the various benefits and services available through the Republic Food Enterprise Center. Adding these additional farms increased market presence and enabled the RFEC to offer local products. The Republic Food Enterprise Center has assorted products in a numerous locations throughout the southwestern Pennsylvania locale.

ii. Goal/Objective 2:

Work with emergency food network to collect, buy, and distribute surplus produce to the food bank network and process items into products with a longer shelf life for distribution to low income households.

a. Progress Made:

During the April 1, 2016 – September 30, 2016 time period, the Republic Food Enterprise Center partnered with Fayette County Community Action Agency, Inc. to supply 650 Community Supported Agriculture (CSA) program bags to Uniontown’s underserved communities. The program was implemented in the East End neighborhoods of Uniontown, Pennsylvania. These neighborhoods (East End, Gallatin Avenue, and LaFayette – Census tracts 42051262300 and 42051261900) are frequently identified as the most challenged areas of Fayette County.

b. Impact on Community:

29.4% of all people in Census Tract 2619 and 43.4% of all people in Census Tract 2623 live below the poverty level. A disheartening 32.5% of residents in Tract 2619 and 80.4% of residents in Tract 2623 under the age of 18 live in poverty. The average per capita income in Census Tract 2619 is \$21,237. In Census Tract 2623, it’s only \$13,274 —while Pennsylvania’s per capita income is \$28,912. These low incomes and high poverty rates are evidence of the need for increased community development efforts like this CSA program. Such efforts improve the health and quality of life of individuals, children and families who reside in the communities.

iii. Goal/Objective 3:

Work with nutrition education providers and service delivery organizations to expand education to low income residents

a. Progress Made:

During the April 1, 2016 – September 30, 2016 time period, the RFEC General Manager was able to work with local food organizations to help with ServSafe needs in the community. Additionally, Mark Swankler, General Manager, is now offering HACCP, ISO 9000:2008 (ISO 22006) Internal Auditor with Crop production to help local farmers.

b. Impact on Community:

The Republic Food Enterprise Center's General Manager, is a certified ServSafe trainer and HACCP Trainer. The General Manager has conducted several ServSafe & HACCP training classes both on and offsite. Companies receiving training include the Morgantown Hospital, West Virginia University, UPMC St. Clair, Fairbank's Bowl, US Foods, and Metz and Associates. All individuals have passed the class and been certified. In addition, all RFEC employees and entrepreneurs receive extensive on-the-job training under the General Manager's supervision. This training provides employees the skills needed to perform well.

Additionally, Mark Swankler, General Manager, is now offering HACCP, ISO 9000:2008 (ISO 22006) Internal Auditor with Crop production to help local farmers.

Hazard analysis and critical control points or HACCP is a systematic preventive approach to food safety from biological, chemical, and physical hazards in production processes that can cause the finished product to be unsafe, and designs measurements to reduce these risks to a safe level. In this manner, HACCP is referred as the prevention of hazards rather than finished product inspection. The HACCP system can be used at all stages of a food chain, from food production and preparation processes including packaging, distribution, etc. The Food and Drug Administration (FDA) and the United States Department of Agriculture (USDA) require mandatory HACCP programs for juice and meat as an effective approach to food safety and protecting public health. Meat HACCP systems are regulated by the USDA, while seafood and juice are regulated by the FDA. All other food companies in the United States that are required to register with the FDA under the Public Health Security and Bioterrorism Preparedness and Response Act of 2002, as well as firms outside the US that export food to the US, are transitioning to mandatory Hazard Analysis and Risk-based Preventive Controls (HARPC) plans.

The term "crop" includes seasonal crops (such as grains, pulses, oilseeds, spices, fruits, and vegetables), row-planted crops that are cultivated, perennial crops that are managed over a period of time, and wild crops that are not formally planted or managed. Horticultural crops provide an even broader range of types

from annual and perennial fruits, vegetables, and ornamental flowering plants to perennial shrubs and trees, and root crops.

These diverse crops require a broad range of planting, cultivating, pest control, and harvesting methods and practices. Decisions regarding planting, growing, and harvesting activities can be similar, although specific steps can be quite different when considering the range of crops.

ISO 22006:2009 gives guidelines on the use and application of ISO 9001:2008 for the establishment and management of a quality management system by an organization involved in crop production. It is not intended to change, add, or reduce the requirements of ISO 9001:2008, nor is it intended for certification.

Further down the supply chain, in manufacturing processes, the language of ISO 9001:2008, ISO 15161 (Guidelines on the Application of ISO 9001:2000 for the Food and Drink Industry), or ISO 22000 (Food Safety Management Systems – Requirements for any Organization in the Food Chain) is considered more appropriate.

The need for an ISO 9001:2008-based system containing agricultural terminology became apparent due to difficulties in the interpretation of the language of ISO 9001:2008 for crop production applications.

iv. Goal/Objective 4:

Source, aggregate, process, and sell value-added local produce and value-added food products into regional food deserts, to restaurant, schools and other institutions promoting a comprehensive response to local food access, farm and nutrition issues.

a. Progress Made:

During the April 1, 2016 – September 30, time period, the RFEC was able to recruit additional farms/organizations. Those farms include: Milroy Farms in Somerset, PA; Mobilia Farms in North East, PA; Burnt Cabins Grist Mill in Burt Cabins, PA; Country Side Produce Auction Salisbury, PA (they work with over 20 farms in the region). In addition to the new farms, the RFEC is working with Laurel Vista Farms, Hill top Growers, and Christner Farms to produce value-added products. The RFEC continues to work with Jordan Banana Company and Fredericktown Butcher Shop to enhance their respective product lines - adding more fresh local produce.

In addition, the RFEC created six new “food-related” businesses - Jones Foods, Inc.; Abundance Foods, LLC; Hawee Style-BBQ; My Pop’s Specialty Foods; Glenn’s Cookies; and Ideal Grain Free Granola.

The RFEC has expanded its own line of jarred products. All clients / entrepreneurs at the RFEC have expanded their businesses during this period. In addition, the RFEC was able to obtain another truck that will be utilized to deliver fresh produce and value added products to local farmers markets located throughout the area (including food deserts scattered through Fayette and surrounding counties).

b. Impact on Community:

The purchase, maintenance and upkeep of RFEC delivery trucks (2) has increased sales and market presence, allowing the RFEC to service clientele that are in need, especially the economically distressed food deserts (Low-Income & Low-Access Areas, as determined by USDA: Tract 42051260900 – Connellsville, Dunbar, Vanderbilt; Tract 42051263300 – Everson, Dawson; Tract 42051260100 – Fairhope; Tract 42051261401 – Fairbank, Redstone; Tract 42051260500 – Mill Run; Tract 2051262500 – Uniontown; Tract 42051261200 – Hiller).

Rachel Graper/Ideal Grain Free Granola was able to expand into Market District and Whole Foods with the help of the RFEC Kitchen. The owner - Rachel Graper - employs three additional staff to work at Ideal Grain Free Granola.

Ideal Grain Free Granola/Product Description: Ideal Grain Free Granola is a naturally delicious, grain free breakfast designed to empower your day. In an ideal world, all the delicious, convenient foods we buy would be healthy and convenient. But sadly, that is not the case. In fact, most cereals and granolas call themselves *healthy* when in fact they are full of sugars and carbohydrates. Ideal Grain Free Granola was crafted to be the best - delicious, convenient, healthy and satisfying. It's a naturally delicious blend of nuts and seeds, slow roasted in organic spices with just a touch of organic honey. Ideal granolas are grain free. That means we've left out all the cheap fillers and use only whole, high-quality ingredients. The result is a crunchy, hearty granola that is naturally low in sugar and carbs. It's Paleo-friendly, diabetic-friendly - and above all - it tastes great. The owner, Rachel Graper, employs three additional staff to work in her company.

v. Goal/Objective 5:

Acquire necessary equipment to continue to grow the RFEC project, including a delivery van to pick up produce from farmers (who often do not have the time or capacity to deliver produce to the RFEC themselves), transport produce to farmers' markets and CSA pickups, pick up and deliver produce to regional food banks, and pick up and deliver to wholesale and resale partners. Equipment purchases will also include the software and printer needed to create and print labels and barcodes for resale.

a. Progress Made:

During the April 1, 2016 – September 30, 2016 time period, vehicle lease payments, vehicle maintenance, vehicle insurance, and the purchase of a tent / canopy utilized for farmers’ markets enabled the RFEC to use a delivery van to reach more food deserts in the area and surrounding counties.

b. Impact on Community:

Utilizing two trucks in the local and surrounding communities, has increased the capacity of the RFEC to pick up produce from farmers, deliver produce to end-markets, operate markets, distribute CSA boxes, create and sell value-added foods, and ultimately better serve the regional population. This addition will allow the RFEC to expand these services into Homewood and Homestead (both food deserts) in Allegheny County.

vi. Goal/Objective 6:

Work to expand farmers’ markets throughout the Fayette County area by accepting SNAP benefits and by implementing pop-up markets in food deserts

a. Progress Made:

The RFEC has added the farmers’ market voucher program (PA Department of Agriculture – Farmers Market Nutrition Program).

The RFEC will be providing pop-up farmers markets at two new locations, 6 days per week.

b. Impact on Community:

The RFEC has added a greenhouse and seven raised beds to grow its own products. This will make RFEC produce/products available to all voucher participants, as well as the SNAP program.

During this time period, the RFEC has put in place plans to implement new pop-up farmers markets in Allegheny, Fayette, Greene, Washington, and Westmoreland Counties. This plan will allow the center to open and service 40 markets per month during the growing season.

vii. Goal/Objective 7:

Operate and expand a Community Supported Agriculture (CSA) program.

a. Progress Made:

During the April 1, 2016 – September 30, 2016 time period, the Republic Food Enterprise Center partnered with Fayette County Community Action Agency, Inc. to supply 650 Community Supported Agriculture (CSA) program bags to Uniontown’s underserved communities. The program was implemented in the East End neighborhoods of Uniontown, Pennsylvania. These

neighborhoods (East End, Gallatin Avenue, and LaFayette – Census tracts 42051262300 and 42051261900) are frequently identified as the most challenged areas of Fayette County.

Impact on Community:

29.4% of all people in Census Tract 2619 and 43.4% of all people in Census Tract 2623 live below the poverty level. A disheartening 32.5% of residents in Tract 2619 and 80.4% of residents in Tract 2623 under the age of 18 live in poverty. The average per capita income in Census Tract 2619 is \$21,237. In Census Tract 2623, it's only \$13,274 —while Pennsylvania's per capita income is \$28,912. These low incomes and high poverty rates are evidence of the need for increased community development efforts, like this CSA program, in the area.

4. **Quantify the overall impact of the project on the intended beneficiaries, if applicable. Include further explanation if necessary.**
 - i. **Number of direct jobs created:** 7
 - ii. **Number of jobs retained:** 42
 - iii. **Number of indirect jobs created:** 6
 - iv. **Number of markets expanded:** 40
 - v. **Number of new markets established:** 40
 - vi. **Market sales increased by** \$32,005
 - vii. **Number of farmers/producers that have benefited from the project:** Added 20 farmers s (A total of 53 farmers and 16 businesses)
 - a. **Percent Increase:** Farmers – 61%

5. **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?**

This is an ongoing effort that the RFEC continues to implement.

The RFEC, Fayette County Community Action Agency, and Fay-Penn Economic Development Council have established the Fayette County Food Council. The Food Council will be dedicated to the local food supply, establishing a food co-op, developing and expanding the Buy-Local program, promoting healthy eating habits and diets, and other food-related issues.

An overwhelming number of employees were unemployed prior to taking positions at the RFEC. FCCAA and RFEC will continue to work with companies and the State TANF agency to recruit TANF and low-income participants for open positions.

As previously mentioned, 5 local school districts have been contacted concerning the Farm to School initiative. In addition, the communities of the East End (Uniontown), Gallatin Avenue (Uniontown), Republic, Connellsville and Uniontown City have been targeted as areas that contain a large share of elderly and low-income individuals. These areas have been targeted as areas that will receive additional pop-up market sites and activity.

6. **Discuss your community partnerships.**

- i. **Who are your community partners?**
- ii. **How have they contributed to the results you've already achieved?**
- iii. **How will they contribute to future results?**

This is an ongoing effort that the RFEC continues to implement.

The RFEC is currently working with 53 farmers, 16 entrepreneurs/multiple businesses to source, aggregate, or produce products. Additional support for the project has been secured from the foundation community, the Pennsylvania Department of Community and Economic Development, and through local organizations and businesses. Other organizations such as Rural LISC, the Community Action Partnership, Policy Link, the Food Trust, the C.S. Mott Group for Sustainable Food Systems at Michigan State University, the PA Association of Sustainable Agriculture, California University of PA, Faye-Penn Economic Development Council, Government Contracting Office, and the Penn State Cooperative Extension. Universities including California University of PA, the Cluster, Inc., Carnegie Mellon University, and Chatham University have aided in the development of RFEC.

Mark Swankler, RFEC General Manager, is working with local K-12 schools on establishing healthy eating programs and what the RFEC can provide. The RFEC is also in the process of establishing agreements with several other partners interested in using the shared-use kitchen. Multiple other users have contacted the RFEC in regard to the shared-use kitchen. In addition, the RFEC is also working with Penn Corner Alliance and Clarion River Organic Cooperative to create value-added products, such as apple sauce, and frozen potato products to utilize overabundant crops. The RFEC is also working with Jordan Banana to aggregate and distribute produce. The RFEC, Fayette County Community Action Agency, and Fay-Penn Economic Development Council have established the Fayette County Food Council. The Food Council will be dedicated to the local food supply, establishing a food co-op, developing and expanding the Buy-Local program, promoting healthy eating habits and diets, and other food-related issues.

7. Are you using contractors to conduct the work? If so, how has their work contributed to the results achieved thus far?

The RFEC has utilized Goodwill Industries – specifically, six individuals from Goodwill's Clubhouse program to help glean fields and work in the RFEC kitchen.

8. Have you publicized any results yet? No

- i. **If yes, how did you publicize the results?**
- ii. **To whom did you publicize the results?**
- iii. **How many stakeholders (i.e. people, entities) did you reach?**

9. Have you collected any feedback thus far about your work?

Feedback from farmers, entrepreneurs, employees, supporting organizations is very positive.

- i. **If so, how did you collect the information?**
- ii. **What feedback have you collected thus far (specific comments)?**

This is an ongoing effort by the General Manager and the Sales/Marketing Director of the RFEC.

In conversations with Rita R. of Laurel Vista Farms; Larry C. of Hilltop Growers; Matt C. of Christen Farms; Jim M. of Royal Meadow Farm; Alisa F. of Emerald Valley; and Patty S. of Sana-view Farms - all have indicated their satisfaction with the RFEC - as an aggregation center; shared kitchen facility; and regional hub for farmers, grocers, restaurants, food producers, employees, nutrition education programs, consumers, and other interested individuals and organizations.

10. Budget Summary:

- i. Were there revisions to the budget during the reporting period? (As a reminder, budget changes that are substantive (e.g. changes in line items or amounts that exceed 20% of the original request) must be submitted via separate documentation by contacting LFPP staff. Changes indicated below are not approved until you have obtained prior approval.)**

- a. If so, briefly describe the reasoning if the budget line item changed by more than 20%:**

- b. Provide the date that LFPP staff provided prior approval for the revisions of a budget line item that changed by more than 20%, if applicable:**

- ii. Total amount spent during reporting period:**

Personnel:	\$52,998.19
Contractual:	
Equipment Purchases:	\$32,481.82 (Truck Lease/Expense)
Travel:	
Supplies:	\$7,977.99
Other:	
Indirect Costs:	
TOTAL:	\$93,458.00

- iii. Amount of matching funds/in-kind contributions used during the reporting period:**
\$49,193.00

- iv. Did the project generate any income? Yes**

- a. If yes, how much was generated and how was it used?**

- \$32,005 – Business Expenses including: labor, upkeep on mobile market trucks, fuel, and production supplies

11. Summarize unexpected delays or problems (if applicable). N/A

- i. State the issue(s) and the reasoning behind its/their occurrence:**
- ii. How did the issues affect timelines?**
- iii. How did the issues affect the measureable results?**
- iv. How did the issues affect the budget?**
- v. How did your organization resolve the issue(s)?**

12. What grant activities/impacts do you hope to accomplish in the next six months? In other words, what do you plan to include in your next report to LFPP staff (interim or final)? For example, if you have not made progress toward all of your goals and objectives or sections of your work plan, how will you work towards accomplishing them before the next report? 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. If there are any changes or issues that were not covered under questions #9 or #10 above, please provide that information here.

Summarize what the RFEC will try to accomplish towards meeting the goals

Business Expansion and Addition of New Jobs

The RFEC intends to continue building its capacity, increasing its reach, generating employment opportunities, expanding/creating businesses, and working to ensure more people have access to affordable, healthy foods. This work includes:

The Beginning Farmer & Rancher Program: The RFEC is currently seeking funding from the Beginning Farmer and Rancher Development Program to develop and offer education, training, outreach and mentoring programs to enhance the sustainability of the next generation of farmers.

Increased Transportation Means: The RFEC purchased two vehicles. These vehicles help the RFEC to provide a broader audience with access to fresh, affordable foods. These vehicles will not only be used to transport food between farmers, the RFEC, producers, and EMOs; they will also be put into service as mobile farmers' markets. These mobile markets will be designed to traverse the county, stopping at multiple locations on pre-determined schedules to offer farmers' markets to underserved communities. In 2017 RFEC mobile markets will be in community 6 days a week (Fayette, Allegheny, Green, and Washington).

The Cool Room: The RFEC installed a 6,000 feet of insulated space into a 'cool room' for the processing and storage of product. Currently, the RFEC's existing cool space is at capacity and new partners are inquiring about using additional space. By converting this existing space, the RFEC will be able to increase its capacity and serve more clients.

The Hoop House: With funding from a local foundation, the RFEC has implemented an on-site hoop house. The hoop house allows the RFEC to grow microgreens and herbs—two products that are not commonly grown locally throughout the region. Through the hoop house, the RFEC incubates produce until it is hearty enough to be transplanted into boxed gardens on-site where it will grow to maturity. Having the raised beds gave RFEC access to redeeming the USDA Farmer Market Vouchers.

The Buy Local Program: The RFEC has worked directly with the Herald Standard newspaper to implement the "Buy Local" program, a program designed to encourage participants and consumers to purchase items locally and support local vendors.

Retail Site: The RFEC has and will continue to explore the possibility of implementing a retail store on site. This store would offer fresh, local produce and the many products created at the RFEC to provide consumers with a completely local, healthy shopping outlet. It is expected that the retail store will be

opened by the end of November, 2016 – providing two to three part-time positions and one full-time position.

Recruitment

The Marketing / Sales manager will devote 50% of his time to outreach efforts, including the recruitment of producers, farmers, entrepreneurs, and others that will utilize the shared kitchen facility, warehouse, aggregation center, and available educational opportunities such as the ServSafe course offered during the year. Newspaper articles/ads, radio advertisement, social media, mailings. etc. are also scheduled.

Target Neighborhoods

The communities of the East End (Uniontown), Gallatin Avenue (Uniontown), Republic, Connellsville and Uniontown City have been targeted as areas that contain a large share of elderly and low-income individuals. These areas have been targeted and have received additional pop-up market sites and activity.

SNAP

Through the efforts of the new Marketing / Sales manager , outreach to possible SNAP recipients will take place through expanded pop-up market and CSA efforts, flyers, targeted mail offerings through the US Post Office, social media, radio advertisement, newspaper ads/articles, customer visits, sales calls, etc.

Self-Sustaining Enterprise

The Republic Food Enterprise Center (RFEC) is a non-profit, taxable social enterprise developed for the purpose of creating economic prosperity in the region for farmers and its employees by anchoring the regional food system in operating principles of sustainability and accessibility. The RFEC partners with regional growers and suppliers to provide a platform for joint ventures in the food products arena and it is a goal of the organization to become self-sustaining during the course of the next few years of operation. Because of the nature of the RFEC, long-term viability for its programs, including the Republic Farm to School Program, is certain. Local farmers are desperately searching for a way to get their fresh, locally grown produce into the hands of local residents and school districts. School districts are equally desperate to have locally grown fresh fruits and vegetables made available on their daily menus. Local retailers are also searching for a way to gather, process, and distribute fresh products through their stores. The RFEC provides opportunities not only for local farmers and school districts, but also for the many low-income residents of Fayette County, who will be eligible for employment opportunities at the RFEC and with the Republic Farm to School Program.