

## 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](mailto: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.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 2014 – June 30, 2016
<b>Authorized Representative Name:</b>	Adam Seitz
<b>Authorized Representative Phone:</b>	814-308-4600
<b>Authorized Representative Email:</b>	<a href="mailto:adam@pennsmault.com">adam@pennsmault.com</a>
<b>Recipient Organization Name:</b>	Penns Mault
<b>Project Title as Stated on Grant Agreement:</b>	Pennsylvania Grown, Pennsylvania Malted, Pennsylvania Brewed: Building a premium market opportunity for Keystone farmers and brewers by filling the farmer to brewer malt-processing gap
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-PA-0151
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Spring Mills/Pennsylvania
<b>Total Awarded Budget:</b>	95,270

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: Build farmer capacity to grow malting barley varieties in PA**

- a. Progress Made:

1. 2015 PSU malting barley variety trial data has been published for public access, and the 2016 variety trials are underway (soon to be harvested).
2. The 2016 barley harvest is underway. To date, at least one farmer’s barley harvest has met malting requirements and has been purchased by Penns Mault. All other contracted barley has yet to be harvested, or is in the process of being tested to determine if it meets malting requirements.
3. 2016 farmers are in the process of being surveyed with regards to agronomic practices implemented. Several of the plantings/farmers were visited during the growing season, and the remaining were communicated with during the growing season.

- b. Impact on Community:

1. The PSU malting barley variety trial data as published in the PSU Small Grain Performance Report can be used by farmers to select appropriate malting barley varieties for planting.
2. Penns Mault worked with 11 farmers to grow over 100 acres of malting small grains to be harvested in 2016. All of these farmers received seed for free, as it was provided by Penns Mault. So far, one farmer’s approximately 600-bushel harvest has been purchased by Penns Mault for a premium of over 3.5 times the value of feed-grade barley. All other plantings have not yet been harvested, or are in the process of being tested for malting quality.
3. The information from farmer surveys, farm visits, and communications with farmers will be used to produce a PA Malting Barley Grower Resource, which can be used by farmers considering malting barley production and practices.

- ii. **Goal/Objective 2: Implement a malt production system**

- a. Progress Made:

1. In the process of purchasing remainder of equipment and completing setup of the malthouse. Modifications to the cheese vat that was purchased as the combined steeping, germination, kilning vessel in order to be used as the main malting vessel are in progress. The process of completing the malt house/malting system has been delayed due to health concern outlined in the 3/25/2016 grant extension request (approved 3/28/2016), and in question 11 below.
2. Penns Mault registered with the Pennsylvania Department of Agriculture.

- b. Impact on Community:

- 1 & 2. The setup of the malthouse will serve as an example for other aspiring maltsters. Will also result in a production system capable or

producing malt from PA-grown barley, which will allow brewers to sell the resultant beer for a premium, resulting in an unknown number of jobs retained for breweries. The setup of the malt house/establishment of a malt production system has also directly created one job for Penns Mault. Additional jobs will likely result for Penns Mault after the grant-funding period.

iii. **Goal/Objective 3: Provide extension to PA farmers, aspiring maltsters, brewers, and the general public.**

a. Progress Made:

1. See Goal/Objective 1(a)(1) above regarding PSU variety trials/published performance report.
2. Penns Mault conducted a seminar titled, "Growing and Marketing Small Grains for the Emerging Local Malting Industry" at The Pennsylvania Association for Sustainable Agriculture's 25th Annual Farming for the Future Conference in February.
3. Have been collecting agronomic data, yield data, etc. to be used in a PA Malting Barley Grower Resource publication.
4. The grain testing protocol published by Penns Mault (detailed in previous progress report) has been publicized in a new PSU production resource – "Malting Barley in Pennsylvania".

b. Impact on Community:

1. See Goal/Objective 1(b)(1) above regarding PSU variety trials/published performance report.
2. Approximately 20 farmers attended the seminar to learn about growing and marketing small grains for the emerging malting industry in PA.
3. The PA Malting Barley Grower Resource can be used by farmers interested in growing malting barley in PA to consider agronomic factors impacting malting barley production.
4. The Penns Mault grain testing protocol has been accessed by over 20 individuals – 9 farmers, 2 educators, 4 members of the public that identified as beer consumers, 2 brewers, 3 agricultural professionals, and 3 maltsters/aspiring maltsters.

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: 1 – Job at Penns Mault
- ii. Number of jobs retained: 12 – based on the farmers contracted with in 2015 and 2016.
- iii. Number of indirect jobs created: 11 - based on the projected number of employees provided by aspiring maltsters that have toured Penns Mault's malthouse. This is based on the number of employees they anticipate once fully operational.
- iv. Number of markets expanded: 0 – none of the 2015 crop met malting requirements. However, this number will go up, as the 2016 season has already produced malting quality barley.
  - i. Number of new markets established: 0 – see above response.
  - ii. Market sales increased by \$0 and increased by 0%. See above response.

- iii. Number of farmers/producers that have benefited from the project: 12
  - a. Percent Increase: 1,200% (worked with a single farmer prior to the grant project). This figure only takes into account the farmers Penns Mault is contracted with, and does not consider the farmers that benefit from extension services provided by Penns Mault.
  
- 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?  
Not yet, as malt has yet to be processed.
  
- 4. Discuss your community partnerships.
  - i. Who are your community partners? Pennsylvania Association for Sustainable Ag (PASA) and PSU.
  - ii. How have they contributed to the overall results of the LFPP project?  
In addition to those activities reported in previous performance reports, PSU continues to conduct malting barley field trials, and recently published a new “Malting Barley in Pennsylvania” production resource. Penns Mault held a seminar on malting and producing malting barley at PASA’s Farming for the Future conference.
  - iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this LFPP grant?
  
- 5. Have you publicized any results yet?\*

  - i. If yes, how did you publicize the results? However, the grain testing protocol generated through this grant was publicized in PSU’s “Malting Barley in Pennsylvania” production resource. It is estimated that the publication publicizing the resource will be accessed by 100+ individuals.
  - ii. To whom did you publicize the results?
  - iii. How many stakeholders (i.e. people, entities) did you reach?

\*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).

  
- 6. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information? Yes – see previous performance reports. Additionally, requested surveys from individuals attending the seminar held by Penns Mault at PASA’s Farming for the Future conference. Surveys were completed on a voluntary basis. Also, over 20 surveys were obtained from individuals accessing the previously described grain testing protocol on Penns Mault website.
  - ii. What feedback have you collected thus far (specific comments)? See previous performance reports. Additionally, respondents from the PASA seminar indicated that if a farmer, they are likely to try growing malting barley, and if a consumer, they are likely to seek beer made with local ingredients. Brewers accessing the grain testing protocol indicated they would likely use locally grown/produced malt if it was available (7.4 average response on 0-10 likelihood scale). Beer consumers accessing the grain testing protocol indicated they are likely to seek out beer made with local ingredients over non-local ingredients (7.2 average response on 0-10 likelihood scale).

If so, how did you collect the information?

7. 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?
  - a. If yes, how much was generated and how was it used to further the objectives of the award? No

8. 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).

If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: It did not impact measurable outcomes. The only outcome that will no longer be completed is extension efforts at PSU AG Progress Days. However, Penns Mault has conducted additional extension via a PSU malting barley field day and a PASA conference seminar as what would have been conducted at PSU AG Progress Days. Additionally, Penns Mault hopes to set up a similar exhibit at PASA's 2017 conference for extension as what would have been conducted at PSU's 2016 AG Progress Days.
- ii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

9. 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. Will be unable to.
- 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?