

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food 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 FMPP 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 FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014 – September 29, 2016
Authorized Representative Name:	Leon A. Brunson, Sr.
Authorized Representative Phone:	(803) 531-6905
Authorized Representative Email:	Leon.Brunson@myfhc.org
Recipient Organization Name:	Family Health Centers, Inc
Project Title as Stated on Grant Agreement:	The Priority Project to Increase Access to and Consumption of Fresh Produce to Low-Income Residents Through Outreach to Local Churches.
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-SC-0154
Year Grant was Awarded:	2014
Project City/State:	Orangeburg, SC
Total Awarded Budget:	\$84,119

FMPP 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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State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP 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: To increase access to affordable fresh produce by expanding the customer base through outreach to churches in our rural communities.
 - a. Progress Made: More farmers were recruited this year over last year with an increase from 5 to 7. Our customer base has surpassed last year’s total.
 - b. Impact on Community: The community was made more aware of the RCFS Farmers’ Market, then in the five years of operation, through aggressive and extensive advertising. We are much more visible in local health fairs and other events, where we handed out flyers and other promotional and marketing items.
 - ii. Goal/Objective 2: To improve healthy eating through outreach and nutrition education at local churches to increase knowledge, therefore, improving consumption of fresh fruits and vegetables.
 - a. Progress Made: We have conducted 10 classes for the project year 1 and 4 for project year 2. We had collaborating agencies that came in and perform onsite trainings of healthy eating and also provided free blood pressure checks. Our onsite Nutritionist also prepared smoothie’s and other healthy snacks for the community as they participated in the farmer’s market.
 - b. Impact on Community: We surpassed the 100th mark for individuals participating in our cooking classes. As previously reported, statistics reflected that only 25% were knowledgeable about fresh food prep on pre-test and 82% became knowledgeable after post-test. Our post-test indicated that nearly 100% of participants planned to substitute unhealthy foods for healthy foods compared to only 59% pretest.
 - iii. Goal/Objective 3: Increase community awareness of the Farmers’ Market.
 - a. Progress Made: There were active live radio broadcasts with different personnel staff to promote and educate the community on the Farmers’ Market and healthy eating. The local newspaper was onsite and interviewed participants and published articles about the program and spoke on the impact it had on the community.
 - b. Impact on Community: Increased awareness. There were consumers that weren’t aware of the program. Through our marketing and promotional strategies, the community was involved locally and through surrounding areas. We were able to collaborate with churches, colleges, other local agencies.
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, 2014). Include further explanation if necessary.
- i. Number of direct jobs created: 3
 - ii. Number of jobs retained: 3
 - iii. Number of indirect jobs created: 11

- iv. Number of markets expanded: 1
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$insert dollars and increased by insert percentage%.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. On the average, about 7
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. In addition to the location of the farmers' market, we handed out flyers and promotional items and advertised in Spanish to reach our Spanish population. We did public services announcements, gave out vouchers and allowed snap participants to spend their benefits purchasing fresh fruits and vegetables. Each Friday we did a customer count from 10:00 am to 10:30 am for the entire length of the program. An average of 71 customers showed up in that half hour window. This was an increase over our prior year customer count.
4. Discuss your community partnerships.
- i. Who are your community partners?
 WSSB (radio station), Claflin University, Orangeburg-Wilkinson High School, South Carolina State University, Family Health Centers, Inc. and Clemson Extension
 - ii. How have they contributed to the overall results of the FMPP project?
 The radio station aired public service announcements that promoted our Market. Claflin University, South Carolina State University and Orangeburg-Wilkinson High School sent us volunteers on a regular basis that assisted with the actual operation of our market.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? The radio station will continue to advertise for us, the schools will provide volunteers and Family Health Centers will continue to support the Farmers Market with in-kind contributions and other forms of engagement.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? We only contracted with one entity as per our grant requirements and that is the evaluation specialist. Our evaluation specialist assisted with obtaining verifiable and sustainable metrics. She has provided us with marketing tools to record our measurable activities.
6. Have you publicized any results yet? * No
- i. If yes, how did you publicize the results? N/A
 - ii. To whom did you publicize the results? N/A
 - iii. How many stakeholders (i.e. people, entities) did you reach? N/A
- *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? Yes, surveys and interviews.

- ii. What feedback was relayed (specific comments)? The surveys were disbursed prior to and after the cooking demonstrations. The surveys were comprised of questions that specifically addressed the frequency of the customer's visitation to the market and overall satisfaction of the market. "I've been coming to the farmer's market for about two years for the great food and good prices" said one customer. The overall consensus was that the market was highly respected and very much needed in the area. Also, many of the consumers like the idea of being able to use their SNAP/EBT benefits to purchase from the farmer's market. There are many individuals wanting to know when will the program or project start back.

8. Budget Summary:

- i. As part of the FMPP 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? Yes, we received about \$60 per week for stall fees from Farmers. The money was used to purchase beverages/water for the staff, volunteers and farmers during the course of the farmers' market.

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). Overall, we had some great experiences with the program. One of the greatest things gained is that it brought people in the community together.
Lessons learned: 1) Hours of operations needs to be expanded. The participants expressed their interest in having longer hours. 2) The market needs to expand to more rural areas. 3) The community appreciated the opportunity to purchase fresh and vegetables at a reasonable cost. 4) Participants appreciated the opportunity to learn more ways of healthy eating and how to prepare healthy meals.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: I believe we met and exceeded our goals that we set for the program.
- 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 challenge or lesson learned was being able to plan appropriate and adequate times to conduct administrative duties that wouldn't interfere with the operation of the market.

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 will continue to seek external funds from other collaborating agencies, local government and federal funds to continue the farmers' market program in this rural area. We would like to remain visible in the community and expand to other sites, if

possible. Expanding to other sites could open opportunities to recruit more farmers and increase sales.

- 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? There are no recommendations at this time.