

**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](mailto: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.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015-September 29, 2017
<b>Authorized Representative Name:</b>	Shannon DeWitt
<b>Authorized Representative Phone:</b>	(865) 992-8038
<b>Authorized Representative Email:</b>	<a href="mailto:Sdewitt@utk.edu">Sdewitt@utk.edu</a>
<b>Recipient Organization Name:</b>	University of Tennessee
<b>Project Title as Stated on Grant Agreement:</b>	Union County Farmers Market
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15 FMPPTN0064
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Maynardville, Tennessee
<b>Total Awarded Budget:</b>	\$86,301

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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:

\_\_\_\_\_

1. 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.

**The purpose of increase attendance and consumer participation in the Union County Farmers Market near a low income, low access area to benefit Farmers and Consumers. Union county, Tennessee has a population of 19,109. The median household income in Union County is \$32,810 compared to that of \$42, 715 for the rest of the State of Tennessee (2010 U.S. Census). Twenty four percent of families in Union County live below the poverty line (U.S Census Bureau, 2009-2013). From these statistics, Union county is a small county with lower than average median income. In the rural setting of Union County, many people raise and sell fruits and vegetables to supplement their income. The Union County Farmers Market could provide marketing, customers, and a safe place to sell produce, meat, and other farms products for residents who primary source of income is farm revenue and for part-time farmers**

- i. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff.
- ii. **Objective 1: Hire qualified Market Manager**
  - a. **Progress made:** Market Manager was hired May 16, 2016
  - b. **Impact on the community:** One new job in a low income area was created. The Market Manager set up special events, coordinated newsletters, marketed new products and vendors, and guided the summer intern.
- iii. **Objective 1: Hire Summer Intern**
  - a. **Progress made:** Summer Intern was hired April 15, 2016 and the 2<sup>nd</sup> intern was hired April 21, 2017
  - b. **Impact on the Community:** A summer intern learned about Farmers Markets, Regulatory Requirements, and Extension as a career over the Summer of 2016. The summer intern created a directory of Farmers Market vendors, created a weekly newsletter, wrote newspaper articles for the Farmers Market, contacted media sources to post the Farmers’ Market events on community calendars, helped organize a Corn festival with kids submitted Agriculture entries such as corn, vegetables, and arts. The 2016 & 2017 summer intern conducted a mid-season Financial analysis comparing sales in the current year to previous years.
  - i. **Purchase Uniform for Market Manager-**
    - a. **Progress made:** Purchased 4 shirts for the market manager
    - b. **Impact on the community:** Customers were able to identify the Market Manager for questions and programs.
  - ii. **Visit Asheville, NC Farmers’ Market**
    - a. **Progress:** Unfortunately, this objective was never met as a group
    - b. **Impact on Community:** The Extension Agent and two board members visited the Asheville, NC market for separate reasons. The funding allotted for this expense was

used to send more farmers to the Pick TN conference and provide travel funds for the Extension Agent, Farmers' Market Manager, and Interns to travel to market the UCFM

- iv. **Objective 2:** Contract with Tax accountant to set up 501C3 Status
  - a. **Progress Made:** The Union County Farmers Market is set up as a State of Tennessee Charter Non-profit organization. It will still need to obtain full 501C3 Status by the Federal Government
  - b. **Impact on the Community:** The Union County Farmers Market was able to open a checking account in order to support the Market's Ability to accept SNAP benefits for vendors who do not have their farms set up for SNAP benefits. By March of 2017, the UCFM officially has their 501C-3 status from the IRS. We are in process of receiving approval to accept food stamps as a Farmers'
- v. **Objective 3:**
  - Purchase supplies**
    - 2. **Progress made:** Purchase tents, tables, yard signs, electric cooking skillet, food sampling centers, grill, wireless printer, printer, picnic tables, pens, tablet computer, copy paper, clip boards, toilet paper, paper towels, and propane tanks.
      - i. **Items not purchased:** Computer desk and chair- no need b/c there was an extra in the office space the market manager used. Also, children sand tables could not be placed for maintenance issues. County Mayor suggested park benches would be needed for customers to rest while visiting the market. Funds were used for additional tables, tents, park benches for the location.
    - 3. **Impact on the community:** the above listed supplies were necessary to operate, advertise, assist small/new vendors, and customers for the farmers market to grow and expand. These items also decreased the labor the market manager uses to set up the market each week.
  - i. **Contract with Lawn Care for green space**
    - a. **2016 Progress made:** Since the UCFM had to move locations, they new location does not require landscaping fees. Union County Government provides the landscaping free of charge. The budget was amended to use \$1350 first allotted for lawn care to use on additional marketing (\$850) and to add an awning to the leased trailer (\$500).
    - b. **2017 Progress made:** Since the UCFM had to move locations, they new location does not require landscaping fees. Union County Government provides the landscaping free of charge. We are in process of applying to amend the budget to request to use the funds for additional marketing.
    - c. **Impact on the community:** in 2016, The UCFM was able to add a second billboard on the Main Highway leading into our rural county from the neighboring Urban county. As a result, the market had more customers who stated they saw the billboards and drove fifteen miles to visit the UCFM. For 2017, we are using matching from another organization to pay for the extra billboard.
  - ii. **Objective 3: Lease Trailer**
    - a. **Progress made:** The contract with Smoky Mountain Trailer Sales to lease a trailer until 10-31-2017 was completed 7-15-2016.
    - b. **Impact on the community:** The leased trailer has been an excellent addition to the UCFM. Supplies, including tents, tables, chairs, a grill, and more have been more accessible.

**Objective 4: Conduct Customer Surveys**

c. **Progress made:** 50 surveys were completed

d. **Impact on the community:** Surveys returned indicated customers would like for the UCFM day and time to be changed. The new date/time is Saturday morning from 9 am to 1 pm

iii. **Objective 5: Bill Board Advertisement/Producer Training/Food Demonstrations/Tastings**

**4. Billboard Advertisements**

i. **Progress made 2017:** The billboards are ordered and in place, but the market has no opened for the year yet.

ii. **Impact on the community:** In 2016, The billboards drew customers to the UCFM. Over the course of the season many people would state they were out for a Saturday drive and decided to make the UCFM a destination. New customers increased sales for vendors and profitability of their farm

**5. Food Demonstrations and tastings**

i. **Progress made:** Partnered with Farmers Market Fresh Program to hire a part time Farmers Market Program Assistant to provide food tastings each week for in season produce. Eight food tastings were offered during June, July, August, and September.

ii. **Impact on community:** 130 people tried samples of fresh producer. 90 % indicated they would be more willing to try new fruit/produce.

**6. Producer training & development**

i. **Progress Made:**

a. In 2017, 5 producers and the Market Manager attended the pick Tennessee Conference in Nashville, TN. This meeting was a collaborative effort between multiple agriculture organizations. Educational sessions and tours were offered.

b. In 2016, **The UT Extension Agent, UT Extension Market Manager, and two Union County Farmers Market Board of Directors attending this training.**

ii. **Impact on community:** 3 Producers attended the 2017 Pick TN conference as UCFM Board of Directors members in order to promote their businesses and benefit the market by expanding their products. They Market Manager attended the TN Association of Farmers Markets meetings. Information gained: deadlines for SNAP matching funds, methods for more effective marketing, non-profit organization set up information, and reaching out to more SNAP beneficiaries. For the 2017 Pick TN Conference in Knoxville, Tennessee, Four leaders of the Farmers Market were updated on new regulations, marketing, and guidelines for Farmers Market in Tennessee

**7. \*NEW Objective 2: Education of staff and producers**

i. **Progress Made:** The Extension Agent and a Board of Director Member attended the Farmers Market Manager Training conducted by the University of Tennessee Center for Profitable Agriculture.

ii. **Impact on Community:** The Extension Agent and Board of Director member were educated on Rules, Requirements, and Regulations across USDA and State of Tennessee Guidelines for Farmers Markets. The USDA FMPP Grant awarded to the Union County Farmers Market incurred no cost for this training.

- iii. **Progress made:** Two producer workshops were conducted in Union County to educate producers on grant funding for value added agriculture and new and beginning farmer grants.
  - iv. **Impact on community:** 34 producers increased their knowledge of grants available to them through the USDA, TN Dept of Agriculture, and NRCS
- 2. Annual organizational and training meeting**
- i. **Progress made:** UCFM vendors met December 2016 to discuss needs of the market for 2017.
  - ii. **Impact on the community:** During the annual vendors meetings and subsequent Board of Directors meetings, the need for a winter market was established. As a result, 3 monthly winter markets were held.
- 8. Develop educational materials**
- i. **Progress made:** Educational materials were disseminated at the Farmers Market booth, by email, and through social media.
  - ii. **Impact on the community:**The Newsletter was compiled each week to market vendors and produce, educate customers on seasonality of produce, and draw customers to the market with special programs and entertainment. Over 60 newsletters were published over the timeline of the grant. Educational materials were disseminated at the Farmers Market fresh booth with recipes and safe food preparation and preservation.
- 9. Gap Training**
- i. **Progress made:** GAP trainings were offered for all vendors. Unfortunately no one signed up, so the course was deferred to the online version provided by Cornell University Extension.
  - ii. In 2017, as a result of no vendors registering for the GAP training, the Extension Agent hosted a workshop with a meal provided to vendors on post harvest food safety.
  - iii. **Impact on community:**
    - a. In 2016, One vendor is converting to organic production from conventional
    - b. In 2017, 14 producers attended the workshop on post harvest food safety. All producers reported an increase in knowledge as a result of the workshop
- 10. Annual Organization & Training Meetings**
- a. **Progress made:** The Union County Farmers Market Board of directors established an official 501c3 organization and set up policy to support producers ability to offer more products to customers by allowing
  - b. **Impact on community:** Twelve meetings were held averaging four hours apiece with approximately three to five Board of Directors members present totaling 180 hours of volunteer times at the rate the volunteer sector sets of 23.56 per hour for 2015 (Volunteer Section, 2015). Volunteer time donated to the Union County Farmers Market is \$4240.80 in value
- ii.

**Objective 6**

- 1. Mail posts to market the Union County Farmers Market

- i. **Progress made:** Post cards to advertise the market were mailed in April 2017 and July 2017
  - ii. **Impact on the community:** The postcards drew customers into the market. Multiple costumers reported the post card as their first knowledge of the farmers market and made their first visit in 2017
2. **Distribute Insulated bags to customers**
- i. **Progress made:** Distributed 110 insulated coolers bags to customers
  - ii. **Impact on the community:** Customers returned to the market with the bags and the Extension Agent observed customers carrying the bags around the community
3. **Meet the farmer event**
- i. **Progress made: Hosted a farmer breakfast made with locally produced foods in April 2016 in partnership with Union County Chamber of Commerce**
  - ii. **Impact on the community:** The month of May 2016 was the largest volume of sales for the Union County Farmers Market ever
4. **Develop UCFM webpage & regular update for the market**
- i. **Progress made:** the Union County Farmers' Market website was developed and updated. Additionally, as times changes and social media has a larger presence, resources were directed to increase page like
  - ii. **Impact on the community:** Union County Farmers Market Facebook page doubled their "likes" from 579 to 1030
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.
- iii. Number of direct jobs created: **3 (1 market manager and 2 summer interns)**
  - iv. Number of jobs retained: **Union County Government and TN State University agreed to create a full-time permanent job for an Extension Agent as a result of the increased sales to the Union County Farmers Market impacted by the Market Managed supported by the USDA FMPP.**
  - v. Number of indirect jobs created: **10 new vendors starting selling produce from their small home gardens**
  - vi. Number of markets expanded: 1
  - vii. Number of new markets established: 0
  - viii. Market sales increased by
    - a. In 2016, **\$9,692** and increased by **69%**
    - b. In 2017, sales increased by an additional **\$4,790**, and an additional **19%**
  - ix. Number of farmers/producers that have benefited from the project: 30
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?  
**Our customer base expanded to a population from a nearby larger city. Customers from the northern part of Knoxville, TN made up 30% of our customer base. Increased marketing via billboards increased visits from this customer base.**
4. Discuss your community partnerships.

- c. Who are your community partners? **University of Tennessee Agriculture and Natural Resources Department (UT ANR) University of Tennessee Farmers Market Fresh Program (UT FMF)**
  - d. How have they contributed to the overall results of the FMPP project?
    - 1. **UT Minority Student Internship Program provided matching funds to hire a full-time summer intern in 2016 & 2017 totaling \$6,000 matching**
    - 2. **UT FMF provided funding to hire a part time Farmers Market Fresh Program Assistant to provide nutrition education and food tastings at the market.**
    - 3. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?  
**A full time summer intern will have twenty more hours per week to contact additional vendors, visit farms, promote the market with additional advertising, and contribute to increasing market vendors, customers, and sales by increasing visibility and marketing. The Farmers Market Fresh Program Assistant will provide nutrition education and food tastings to help customers try new healthy fresh foods.**
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
- i. **A full time summer intern will have twenty more hours per week to contact additional vendors, visit farms, promote the market with additional advertising, and contribute to increasing market vendors, customers, and sales by increasing visibility and marketing.**
  - ii. **The Farmers Market Fresh Program Assistant will provide nutrition education and food tastings to help customers try new healthy fresh foods.**
6. Have you publicized any results yet?\*
- i. If yes, how did you publicize the results? **Yes.**
    - i. **Results were presented in November 1, 2016 in Knoxville, TN.**
    - ii. **Partial results were presented at the National Association of County Agriculture Agents in Salt Lake City, Utah in July 2017**
    - iii. **Results were reported to the Union County Government**
  - ii. To whom did you publicize the results? **Extension Agents in Tennessee, Extension Agents from across the United States, and County Commissioners and elected officials.**
  - 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).

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, a survey was conducted to evaluate customer satisfaction with market time, location, and products offered for sale.**
  - ii. What feedback was relayed (specific comments)?
    - i. **“Hiring a Farmers Market Manager will help our Farmers Market grow in vendor and customer numbers.” – Farmers Market Vendor**
    - ii. **Surveys returned indicated customers would like for the UCFM day and time to be changed. The new date/time is Saturday morning from 9 am to 1 pm**
    - iii.
  
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?
    - i. If yes, how much was generated and how was it used to further the objectives of the award? **No**
  
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).
  - ii. **We have no negative experiences with the USDA FMPP grant. Reporting was reasonable and efficient. I might recommend a different reporting format, such as an adobe document that is editable instead of a MS Word Document. But that would be a very small and insignificant issue. I feel like it would make report look neater.**
  - iii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: **Becoming familiar with University of Tennessee fiscal policies on spending grant money was a long, slow process. This was such a grand opportunity to provide resources to a small, struggling farmers market. It took some extra time at the beginning of the grant to learn to how spend money abiding by both the USDA and University of Tennessee policy. This was the most difficult portion of the grant. That being said, it was a great learning opportunity, and resulted in tremendous impact.**
  - iv. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
    - a. **If possible, use a contractor for music expenses if approved.**
    - b. **Music was a great addition to the market, but we are unsure it increased attendance or purchases at the Farmers’ Market. Programs and musical entertainment that brought children to the market**

**increased participation and sales at the Farmers' Market. Our corn festival brought the largest crowds and largest sales days, both days were marketed with social media and had multiple vendors with youth centered activities and exhibits.**

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.

**The Union County Farmers Market will continue work together as a community organization to grow opportunities for farmers and fresh, healthy options for consumers. In 2018, we have planned to partner with AARP to provide the Fresh Savings program which will double SNAP dollars spent at the Farmers' Market. Also, in cooperation with Union County Government and Tennessee State University, a new Extension Agent will be hired in 2018 to work with the Union County Farmers Market. The permanently funded Extension Agent will maintain the level of commitment to marketing and promoting the market.**

**The USDA FMPP 2015 grant made significantly large impacts on the community of Union County. Community partnerships were formed with Union County Government, multiple small businesses, and the Family and Consumers sciences department at the University of Tennessee with the Farmers' Market Fresh Program. The grant placed \$54,000 into the hands of small farmers and businesses in an economically depressed, strike force county. Market sales increased by 76% in 2016 and by an additional 30% in 2017. Four seasonal jobs were created, and as a result of the impact, one full time permanent job was created.**

- i. 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 greatest contribution this grant had on the UCFM was a dedicated market manager. Our manager could have work 40 hours per week, but we only budgeted for 20. Our next goal is to hire a full time person to work on our farmers market. Their goals would be marketing, organization of vendors, promotion of special events, and most importantly educating our vendors on improving their food safety practices and their profitability.**