

**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>	
<b>Authorized Representative Name:</b>	Lisa W. Gray
<b>Authorized Representative Phone:</b>	802-728-2007
<b>Authorized Representative Email:</b>	randfarmmarket@yahoo.com
<b>Recipient Organization Name:</b>	Randolph Farmers Market
<b>Project Title as Stated on Grant Agreement:</b>	Increase Vendor and Customer Participation
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPVT0066
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Randolph, VT
<b>Total Awarded Budget:</b>	68,895

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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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.

- i. Goal/Objective 1:

Advertising: Help our local farmers by advertising to a broader area in an effort to increase sales and income to that farm. They in turn can then continue providing quality locally grown products to our consumers.

a. Progress Made: 1) Our local newspaper, The Herald of Randolph, is a weekly newspaper. They printed ads for all our special events and also sent out a monthly event calendar supplement. This supplement outlined what was going on at the market every week for that particular month. We also took advantage of any promotions The Herald of Randolph had going on. This ended up having the Randolph Farmer’s Market exposed to our local community and also outlying towns (3000 papers distributed 4+ times each month). 2) We also chose to use Facebook for weekly advertising . “Boosting” our post cost extra money when we chose to expand our ad to a 50 mile radius when we were doing special events. This happened at least 2 times each month. We also used Facebook to “spotlight” our vendors and their products. 3) Six days before the Saturday market, the Town allowed us to put up banners we had made on the Main Street - street lights, this totaled 10 (5 on each side of the street). The day of the market we put up another banner directing people to where the market is located. 4) All of our promotional items have the Randolph Farmers Market logo on it and we were able to sell several items. 5) We were able to hire a local teen to post both our special events flyer and our Calendar of Events flyer in local business such as the library, gas station, pizza shop, grocery store etc. 6) We were able to create a website that had updated information of The Randolph Farmers Market, including our Calendar of Events, as well as pictures we had permission to post.

b. Impact on Community: I believe local businesses were impacted by our advertising efforts. We tried to use as many local business as possible. The Herald of Randolph did all the newspaper related advertising (ads, distributing supplements). Beacon Printing in Randolph, Vermont made all copies of all the Calendar Events we had distributed. Rule Signs of Randolph, Vermont made all our banners and road signs. Silver Screen printed in White River Jct., VT did our T-shirt, Hats and Hoodie printing. A local teen was hired to put up flyers in local businesses around Randolph. As far as impact on our vendor I believe all this advertising helped create a larger crowd than in the past. The increase was obvious from the very first market

- ii. Goal/Objective 2:

Farm to Market Produce: Provide our consumers with a variety of fresh produce that has been picked at its peak of flavor, freshness and nutritional value. You

can't get this freshness from grocery store produce. All produce loses its nutritional value the longer it is stored.

a. Progress Made: Our produce vendors had dwindled to 1 before we received the grant. At the end of the 2<sup>nd</sup> grant year we were up to 5 local produce vendors. Word had gotten around on how much the market had changed and how more people were attending which I attributed to more produce vendors wanting to participate in our market and were happy they did.

b. Impact on Community: We had such a huge increase of customers. The local vendors were able to have a profitable days at the market and the consumers had a wide variety of quality produce to choose from.

iii. Goal/Objective 3:

Food Demonstrations: Provide demonstrations with tips on preparing, storing and cooking farm fresh food. Our consumers will learn there is so much more out there than what they see in a grocery store.

a. Progress Made: We were able to do simple demonstrations at least twice a month, whether it be food or other products from our farmers. All demonstrations started at 10:00a and were only required to last an hour; however most were longer than that given questions and answers and giving out samples. Some of the food demonstrations included: Summer salads such as; Artichoke Spinach Orzo Salad, Asparagus, Arugala and Pasta Salad; Herbed Red Potato Salad and Kale and Quinoa Salad. Recipe cards were given out to anyone who wanted one. Each year we purchased strawberries and maple syrup from our vendors and made maple walnut ice cream and strawberry ice cream ahead of time and then at market we prepared the ingredients and used an old fashion crank ice cream maker, then gave out the premade ice cream in small sample cups. For all food demonstrations we purchased what we could from our fellow vendors.

In addition to food demonstrations we were also able to provide demonstrations on different farming products such as: 1) We had a wool demonstration. A lady vendor brought her sheep one day and sheared them, another lady demonstrated how to dye wool and how to spin it into yarn. 2) We had a beekeeping demonstration and how honey is made. Additionally the same family would bring a small enclosed glass frame where you could see the bees in action making honey. Each week their 3 sons would answer questions for anyone who stopped and asked about it. 3) One vendor brought his cider press and pressed apples for cider and gave away samples. 4) We had a series on how to make and repair cane chairs and; 5) We had a professional chef come and carve pumpkins that were donated by one of our vendors. We also purchased pumpkin carving kits for the kids to carve their own pumpkins.

b. Impact on Community: Customers were able to go home with new knowledge on how to cook and prepare several dishes using local products that could be bought right at the market. No matter what we demonstrated there was always

a crowd of approximately 15-20 people who observed and then we had the shopping customers who would stop in to get free samples of whatever was made. The demonstrations that involved other products were also well attended again around 15 people at a time. There was a lot of interest in this and lots of questions. People of all ages attended these demonstrations. It was good to see the children get involved to see how the food they eat is prepared as well as the process in which those products come to market.

iv. Goal/Objective 4:

Educational Activities: Provide an educational activity tent where youth can gather and work on projects that directly relate to farming and nutrition. Our youth are our future farmers, consumers and parents. It all starts with educating our children.

a. Progress Made: We were fortunate to have two lovely ladies run our education tent. They provided education demonstration on most of our market day. These are just a sample of what they put to together for our Farmer's SHED (Small Hands Education Destination) Tent: 1) A Seed to Market Program where children/adults could take home seeds they received from the market to plant at home. At the end of the market season we asked participators to bring their produce to the market to either show as a demonstration or if they had a good yield they could sell their produce at the market at no charge to them. We had several children bring back their produce but mostly as a demonstration. 2) Ready, Set, Seeds - Hands on games and activities with seeds and also "Sprout House" to take home. 3) Flower Power - Give your flowers extra growing power with a fairy to watch over them. "Flower Fairies" were made and taken home to "help" flowers grow. 4) Lemons are Not Red Fruits and have seeds too. Become a fruitologist. 5) Be A Friend to Trees - Trees are all around us and have many purposes. Experiment with many sensory objects to make a tree to take home. Each family received a free live tree. 6) Plants Can't Sit Still - Learn how to move like a plant and make a wild flower seed bomb. 7) Caterpillar Power - Did you know that caterpillars go on an amazing journey of transformation? Take home a caterpillar kit and watch the transformation. 8) Bees are Architects Too - Bees build amazing homes. We made bee charms and had a free book giveaway. 9) Farm Machinery Mayhem - Farm machinery helps us to grow our food more efficiently. Tractors were made and taken home. This is only a small sample of what these ladies did for our Farmer's SHED Tent.

b. Impact on Community: The above activities were well attended by both children and adults. Learning about the many facets of what makes a farm/farmer was invaluable. It was important to learn that not only do farmers have produce; a farmer can also be about raising bees and getting honey, tapping trees to make maple syrup and how you can shear sheep and use their wool to produce yarns which can be used for clothing and other products. Participants also learned how nature helps farmers, for example different types of insects and the impact they have on plant growth.

v. Goal/Objective 5:

Entertainment: Provide live entertainment to our customers while they shop and engage with other community members. We would like to get the community feel of small town back. Providing a fun place to be once a week with your family, friends and community members if key in making this happen.

a. Progress Made: We were able to have live music at every market with a variety of genre. We started with a few names we used in the past (4 +/-) and now our entertainer list includes over 20 people. Our entertainers were asked to arrive in time to set up and start playing by 10:00a until the end of market 1:00pm. 2) In addition to live music we also had line dancers come and demonstrate line dancing to our customers. We would usually have 5-8 people participate in learning the dance. 3) Each year we have a Dog Days of Summer dog show where proud owners would bring their dogs and have them do some simple commands, this was very low key but a lot of fun. Our last dog show we had 13 participants. 4) Each year at the end of the season children from 4-H would show their steer and answer questions from our customer, we would also do Cow Pie Bingo while the steer were there. We could usually get 20 people to participate in this; 5) In the heat of summer we would have a dunk tank where people could purchase chances to dunk the volunteer and 6) On opening day of each year we had pony rides for the children. We provided this at no charge so that all the children could participate; and 7) We had a face painter almost every week at the market for kids...and adults if they wanted. This was a huge success with the children, we had our regulars that came every week. We averaged 10-12 children each week. Sometimes parent would shop while their child was having their face painted, it worked out well for everyone.

b. Impact on Community: Entertainment was a huge part in making the market a success. People loved coming to shop and then sit down at tables we provided, get some food and listen to the music. We had several occasions where people just got up and danced. In the past we were not able to provide entertainment on a regular basis and many people commented on how great it was to have music at the market each week. I feel this was a huge draw in bringing people to the market each week, our weekly regulars, people from word of mouth and out of towners. The increase of customers this brought to us was key in making our vendors have a profitable market day/season. There was a well known disabled gentleman that lived in the town over who would walk to the market each week with his guitar. He loved playing his guitar and singing. He was allowed to do his performing when our entertainers took breaks. We also noticed how people on Facebook would share our event information and comments would be posted. We also posted pictures on our Facebook page (with permission). All the entertainment we provided was well received and made the market a fun place to be for all ages. We were very proud to observe our vision for the market coming to life. Our goal was to provide a wholesome place for community members to gather and I believe we achieved that.

vi. Goal/Objective 6:

Promotions: To sell promotional items such as t-shirts, hats, water bottles etc. as a way of increasing income to the market. All profit made on the sale of these items will be put back into advertising efforts on the market's behalf.

a. Progress Made: We were able to purchase several promotional items with our logo on them from a local vendor. The profits of these sales were added to our market's operational account. Our biggest sellers were the T-shirts, hats and coffee mugs. We sold an average of 20 T-shirts, 10 hats and 20 coffee mugs for each year. All profits made from promotional items will be put toward future entertainment and advertisement.

b. Impact on Community: One impact I hadn't thought of when purchasing promotional items was how many people I would see in the community wearing a Randolph Farmer's Market T-shirt or hat. This usually started a conversation about the market, and always with positive feedback. I'm sure if other people were seeing them as well it would spark conversation to those who may not have known about the market and what it has to offer. Profit on these items will help future markets so we can continue to advertise and provide entertainment to our customers. Both advertising and entertainment were a huge part of what made our market a success and we want to be able to continue to provide that in future years. I believe this will be a sustainable endeavor.

vii. Goal/Objective 7:

Transportation: To provide transportation to our market for consumers in a unique and memorable way.

a. Progress Made: We were able to hire a retired gentleman to pull our market wagon with his pick up during market hours and a local teen to be the wagon helper to assist riders on and off the wagon and also make sure people were riding safely. We had a route where people could be picked up if they wanted to go to the market and/or just a fun ride around town from the market and back.

b. Impact on Community: All of the above was accomplished, and more. Our wagon driver would pick up anyone who flagged him down for a ride. In addition he would also go off route to drop people off at different destinations (ex. and elderly lady heading to the dentist). I strongly believe people in our community loved this. Of course the wagon had a long banner on each side saying "Randolph Farmer's Market".

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: 6
  - ii. Number of jobs retained: 2
  - iii. Number of indirect jobs created: 4
  - iv. Number of markets expanded: 1
  - v. Number of new markets established: 0

- vi. Market sales increased \$10,000 the first grant year (2016) which is an increase of 20% from the previous year without the grant money. The second grant year (2017) we saw an additional increase of \$2,000 in sales.
- vii. Number of farmers/producers that have benefited from the project: 8
  - a. Percent Increase: 200%

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?

We did not evaluate our increase in customer base on groups. It was mostly a visual thing. The vendors we had in the past when customer participation was low, commented on how better their sales have been and how many people are coming to the market. It was a NOTICEABLE difference. We also keep an excel sheet of weekly vendor sales (which are given to us anonymously) and that showed a 12k increase from the previous 2 years that we did not have the grant.

4. Discuss your community partnerships.

- i. Who are your community partners?

The Town of Randolph, VT  
 The Gifford Hospital in Randolph, VT  
 The Herald of Randolph  
 The Randolph Rotary Club  
 Beacon Printing

- ii. How have they contributed to the overall results of the FMPP project?

The Town of Randolph allowed us to hang our banners and put up our signs and also gave permission for our wagon to run on each market day.

The Herald of Randolph did all our newspaper advertising and contacted us directly with any promotions they had that would help grow our customer base.

The Gifford Hospital in Randolph, Vermont allowed us complete use of their green. In addition they provided us storage, water and electricity and also the use of their bathrooms.

The Rotary Club invited us to do a presentation at one of their monthly meetings so we could explain our plans and changes for the Randolph Farmer's Market.,

Beacon Printing printed all of our Calendar of Events, they also delivered these supplements to The Herald of Randolph at no additional charge to us.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

All of these community partners have indicated they are happy to help us in our future endeavors.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Wagon Driver – Our retired wagon driver showed up on all weeks that it wasn't raining. He went above and beyond what we expected of him and was also able to interact positively with our community members.

Wagon Assistant/Local Advertising – We had a very responsible, reliable, friendly and charming teen age boy assisting people on and off the wagon and maintaining safety during the ride. This same teen also did advertising by bicycle or by foot of hanging flyers at local business and helping to hang and take down the Main Street banners.

Education Tent Coordinator – We had two ladies for this job. One in 2016 and the other in 2017. They were both instrumental in creating fun and educational projects for children, and also adults if they choose to participate. There was always a crowd in this tent.

Market Manager – Crucial in the every day running of the market. She dealt with customers and vendors and made sure everything was organized and ran smoothly.

Grant Manager – The Grant Manager was responsible for all purchases and keeping track of the budget and it's specific categories. Also doing all required paperwork to report back to our funder. The Grant Manager also did the Treasurer's role at the same time.

6. 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?

\*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 used Survey Monkey and Facebook to do a poll on both vendors and customer feed back.
- ii. What feedback was relayed (specific comments)?

Wagon Rides – "My children love riding on the wagon, this was a nice addition to the market."

Entertainment – “I love the variety of music you have had. I hope this can continue.”

Education Tent – “The Education Tent is always our first stop. My son really likes the projects.”

Comment on Vendors – “Great selection of produce, something new each week.”

Comment from Vendors – “This location is great. We get much more foot traffic than in the past.”

Demonstration Tent – “Our family enjoyed the ice cream day, brought back memories of when I was a kid and we had a crank ice cream maker.”

Special Events – “My son LOVES horses, the pony ride made his day.”

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? Yes
  - a. If yes, how much was generated and how was it used to further the objectives of the award? \$2,100 was made in 2 years from selling promotional items. We used funds to purchase more promotional items, do more advertising and provide additional entertainment.

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).

A positive lesson learned was that if you provide a place for community to gather, they will! Advertising and music was key in having a robust gathering every Saturday. All these things helped our vendors increase their sales.

I don't find any negative outcome of receiving this generous grant, my worry is being able to maintain the quality market we have been able to prove with sufficient funds. Our hope is that we can maintain vendor and customer interest which in turn can at least provide entertainment every week.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

I believe we achieved everything we set out to do and got more than we expected in return.

- 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:

It is important to have a group of people who are willing to volunteer their time to help with the planning and implementation of a good market. It is a huge job for just 1 or 2 people. They have to want the market to succeed and not just for a monetary gain.

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 hope is to be able to continue providing a fun atmosphere for the community to gather. It was great to see people visiting on the picnic tables, listening to music and even dancing at times. Having this kind of market makes people want to participate (both vendors and customers). The benefit for the community is developing relationship and also the children seeing what a wholesome environment looks like. The benefit to our vendors is the increase in customers and income. I don't anticipate we can maintain everything we have been doing in the past two years with the grant money, but I am sure we can still make this a fun place to gather on Saturdays. We already have people's interest and I am sure they will continue to come to our market.

- 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?

As I mentioned I feel strongly that if we can still advertise and provide entertainment every week, our market will be a success.