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:

Report Date Range: *(e.g. September 30, 20XX-September 29, 20XX)*	October 1, 2016 through February 28, 2017
Authorized Representative Name:	Layne Cozzolino
Authorized Representative Phone:	715.544.6154
Authorized Representative Email:	layne@farmshed.org
Recipient Organization Name:	The Central Rivers Farmshed Inc
Project Title as Stated on Grant Agreement:	Local Food Buying Club and Community Kitchen
Grant Agreement Number: *(e.g. 14-LFPPX-XX-XXXX)*	15LFPPW10131
Year Grant was Awarded:	2015
Project City/State:	Stevens Point, WI
Total Awarded Budget:	$95,817.00

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?
X 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.

- Goal/Objective 1: Expand avenues for consumers to affordably, easily, and conveniently access local and sustainable food options

  a. Progress Made: The winter of 15/16, we surveyed past members and gained feedback that led to necessary revisions to the Local Food Buying Club (LFBC) operations in order to streamline processes and correct issues that came up during the first year. We also developed relationships with 6 additional farms and added 18 additional products to the year 2 LFBC order form. We evaluated 2015's trial runs of food processing with the CPS Cafe and developed a line of 4 acidified food products that were made on a small scale (100 of each) for sale at the winter market. This allowed us to turn our attention to a newly developed vegetable freezing project that fits more in line with the operations of the LFBC. In partnership with the five, USDA Certified Organic, CSA farms in the LFBC, Farmshed placed a bulk order of ten different produce items alongside the Farmshed member orders to the club. When the product came in throughout the growing season, member product was distributed weekly and Farmshed product was processed into 1 lb. bags of "Frozen Assets" which had been sold in memberships and are currently being sold at the area's winter farmers market. Distribution of the frozen shares began 11/17/16 and ends 3/23/17, right in time for Wisconsin's growing season to begin again. The member orders for the LFBC were delivered between June and November. In addition to distributing shares, Frozen Assets, along with the four canned, "Handpacked Harvest" products, are now available for sale at the new Stevens Point Area Winter Farmers' Market.

  The following chart outlines what and how much local food product was delivered to Farmshed during the 2016 growing season:

Product Delivered During Growing Season	Quantity (lbs. except corn, maple syrup, and raspberries)	Product Delivered During Growing Season	Quantity (lbs. except corn, maple syrup, and raspberries)	Product Delivered During Growing Season	Quantity (lbs. except corn, maple syrup, and raspberries)
Beans	755	Daikon Radish	25	Peppers - Hot	40
Beets	465	Eggplant	60	Peppers - Sweet	595
Broccoli	685	Garlic	77	Potatoes	890
Brussel Sprouts	115	Basil	24.25	Raspberries	36
Cabbage	730	Herbs	40.65	Rutabagas	90
Carrots	885	Kholrabi	180	Shallots	35
Cauliflower	638	Maple Syrup	48	Squash - Summer	515
Corn	2320	Mushrooms	75	Squash - Winter	1110
Cranberries	60	Onions	890	Tomatoes	1835
Cucumbers	160	Peas	25	Turnips	140

TOTALS	11,139.90 lbs. of Produce - 2320 ears of Corn - 48 quarts of Maple Syrup - 36 pints of Raspberries

b.

c. Impact on Community: All of the projects in the Local Food Buying Club are focused on two specific things, supporting small scale farmers and extending the growing season in Central Wisconsin. In year two, we have increased participation of farms 5 to 11 and community members from 25 to 36. The Frozen Assets program made 70 community shares of frozen vegetables available in two sizes, full and half. The full share includes 10 deliveries of 10 lbs. of food for a total of 100 lbs. A half share includes 5 deliveries of 10 lbs. of food for a total of 50 lbs. of food. There are no other competitors in our market selling local frozen vegetables, which means this is a new avenue for people to access local food.

- Goal/Objective 2: Build a learning community around food preservation for year-round local eating

d. Progress Made: Farmshed Kitchen Coordinator developed a toolkit that provides written resources to all club members about food storage and preservation. We also scheduled processing workshops that began in July and ran through December with community instructors. These were be open to the public and offered at a reduced rate to members of the Local Food Buying Club. The schedule and registrations are outlined below:

Date	Workshop	# of Registrations
August 7th	Tomato Processing	11
August 8	Pasta Making	10
August 16	Dehydration	10
August 22	Pasta Making	10
August 23	Pickling Cucumbers	10
August 28	Baby Food Making	7
September 29	Freezing	1
October 23rd	Pressure Canning Workshop	11
November 13th	Whole Hog Breakdown	6
November 12th	Meat Smoking Workshop	10

e. There was abundant opportunities to learn about food preservation in the Farmshed kitchen during the grant beyond the workshops. Frozen Assets processing began in July and members were immediately offered the opportunity to reduce the cost of their share by helping with processing. The following chart outlines each product processed during the reporting period and the volunteer participation.

Processing Week	Product	Number of Volunteer Shifts Filled
July 21-22	Summer Squash	2
August 2-5	Beans	10
August 9-12	Sweet Corn	9
August 17-26	Tomatoes	3
August 29-31	Sweet Corn	7
September 5-7	Sweet Corn	3
September 8-9 and 12-14	Peppers	5
September 19-21	Broccoli	2
September 26-29	Potato	4
October 10-12	Winter Squash	6
November 1-4	Broccoli	4
November 8-12	Cauliflower	8

November 21-23	Carrots	4

f. Impact on Community: The availability of resources both written and through workshops enabled community members to expand their knowledge base while also building connections to both Farmshed and their local farmers. The different topics helped provide people with special interests a starting point for preservation. The workshops also provided people with transferable skills they could take home and put to use. The workshop environment introduced people to a network they can remain in touch with, beyond the instructor, including the other attendees. All of our workshops received high scores on attendee satisfaction based on the evaluations.

With Frozen Assets processing days, members or volunteers who participated were refunded $10 from the cost of their share or given $10 in product. This made the cost of participating more affordable in exchange for reducing Farmshed's labor costs. A win, win for all parties.

- Goal/Objective 3: Document and expand participation in the local food economy

g. Progress Made: Records are being kept via Google Drive (for committee collaboration) and QuickBooks. The project is tracking number of participants, farms, sales, lbs./number of products sold, and payments both from participants and to farms. The three year plan outlines growth goals as well. Below is a chart of the payouts to farms during the reporting period:

Product Delivered During Reporting Period (4/16 through 9/16)	Paid During Reporting Period (4/16 through 9/16)
Cutler Country Comfort	$199.50
East Slope Farm	$1698.50
Field Notes Farm	$256.25
Glacial Lake Cranberries	$108.00
Half Moon Hill	$99.00
Joan Arnold Farm	$979.25
Krista Engelhardt	$60.00
Lonely Oak Farm	$2474.25
Mielke's Farm	$1083.50
Stoney Acres Farm	$7058.75
Uncle Mike's Maple Syrup	$672.00
Whitefeather Organics	$7685.25
TOTAL	$22374.25

The chart below outlines the current inventory of 1lb bags of Frozen Assets as of 2/28/17:

Frozen Assets Inventory	Starting Inventory after Processing	Current Inventory	% Sold
Beans	425	0	100.0%
Broccoli	372	32	91.4%
Carrots	165	23	86.1%
Cauliflower	269	61	77.3%
Corn	407	52	87.2%

Garlic Scapes	94	72	23.4%
Peppers	379	42	88.9%
Potatoes	438	97	77.9%
Tomatoes	787	136	82.7%
Strawberries	19	0	100.0%
Summer Squash	354	26	92.7%
Winter Squash	357	0	100.0%
TOTALS	**4066**	**541**	**86.7%**

h. Impact on Community: The new Frozen Assets CSA program is an innovative solution to the limited WI growing season. This marks the first line of frozen, local vegetables available to the community. These are being sold through shares (full and half) and in limited quantities at the new Stevens Point Area Winter Farmers Market. A total of 66 shares were sold out of the 70 available the pilot season.

- Goal/Objective 4: Support small, local, diversified farms

i. Progress Made: The pilot year, Farmshed worked with five farms in the LFBC. This past year, 7 farms were added by the end of the season. The Central WI Farm Fresh Atlas, a free local food guide Farmshed produces annually, was used as the outreach tool to farm listees. If interested, a farm completed a survey about their farming practices that was reviewed by the LFBC committee. Then farms were interviewed and references were checked. All farms from the first year returned and reported high satisfaction on our end of year survey. They appreciate the guaranteed sale and ability to plan around the winter orders. Both the LFBC and FA focus specifically on increasing sales for small farms. Of the 12 farms that participated, 5 of them provided organic vegetables for the FA program.

j. Impact on Community: The ability to offer farms more opportunities to sell their products adds to their long-term success. The club also schedules meet and greets between farmers and community members, which adds to the connectivity of the network.

- Goal/Objective 5: Grow and add value to Farmshed membership

k. Progress Made: In late 2012, Farmshed's first membership structure was developed as a way to create a revenue stream that helps support Farmshed's operations. Over the past three years, as programming has diversified, member benefits have been added. The LFBC is an example of a benefit. To be a member of the club, you must first become a Farmshed member. In 2015, $420 was collected in member fees, this increased to $810 in 2016. Other benefits include reduced workshop, rental, and event admission rates.

l. Impact on Community: Farmshed's long-term ability to help promote local food and small scale farming will have compounding impacts. Land use will continue to be maintained by families, not corporate interests. Diversified practices will enhance the quality of the land and reduce negative

outcomes of soil degradation and water quality. Community members will be more connected to their food and neighbors.

- Goal/Objective 6: Create an income stream that will support the community kitchen

m. Progress Made: Late winter and early spring 2016, the Farmshed ED and kitchen intern worked on the diversified kitchen business model. It was approved by the board in early April '16 and enabled us to hire a Kitchen Coordinator. The plan calls for further investment in year two and self-sufficiency by year three. The plan includes workshops and retreats, kitchen rentals, and value-added, local food product sales. In June, Greg Petz, was hired as our Kitchen Coordinator to oversee all aspects of the community kitchen. His activities include running workshops, the LFBC, kitchen rentals, and FA. These activities bring money into the organization that supports his position while benefiting the area's producers and the community at large.

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
    ii. Number of jobs retained: 1
    iii. Number of indirect jobs created: 4
    iv. Number of markets expanded: 2 (Local Food Buying Club and Farmshed Membership)
    v. Number of new markets established: 2 (Frozen Assets and Handpacked Harvest)
    vi. Market sales by Farmshed increased to $23,212.32 from $1,867.36; a 1,257.5% increase
    vii. Sales to the farms increased to $22,374.25 from $7,296.60; a 306.6% increase
    viii. Number of farmers/producers that have benefited from the project: 14
        a. Percent Increase: 120%

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? During the grant period, the kitchen was an outlet for the incubation of a women-run, Jamaican restaurant. They rented the kitchen two days a week (Mondays and Saturdays) November 2015 - February 2016 to test recipes and grow a customer base. They ordered storage produce from the LFBC and worked with another Farmshed farmer to source goat meat. They have now opened their brick and mortar business.

    Another example comes from the start of FA. During the process, we allowed a community member to shadow our work. He was interested in seeing how we were going to take an idea into the implementation phase. He was interested in the process of starting a worker-owned/ run cooperative focused on food processing. So the experience in the Farmshed kitchen, gave him transferable skills he can take into that endeavor.

    Since launching Frozen Assets, we have been able to donate product to the Salvation Army Hope Center, the only homeless shelter in Stevens Point. The frozen produce has been prepared and served by Farmshed volunteers in a meal we organize there monthly.

4. Discuss your community partnerships.
    i. Who are your community partners?

The farmers and our members are the largest partners. We are also serving a restaurant in the community called PJ's. They are a LFBC member and placed the largest order of product. We deliver there weekly and are featured on their menu.

ii. How have they contributed to the results you've already achieved?

This project would not be possible without the network we have been building for more than 10 years. It takes a long time to create the relationships necessary to have trust among all involved and know that this type of endeavor can work. That is the main key to this project's success. In addition, most of our partners do an awesome job cross-promoting the work Farmshed is doing. They do this by handing out literature at farmers markets and in their CSA boxes as well as on social media.

iii. How will they contribute to future results?

I mentioned the trust built among the community members and farmers. As an intermediary, Farmshed has the responsibility to maintain open communication between all parties and leverage those relationships when problems arise. There are expectations set between all parties concerning the risks associated with farming. This enables us to work between the farmers and community members to work things out when necessary.

5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? We hired local companies, Point Heating and Cooling and Bauer Electric to complete the kitchen hood install. We also used FirePro for the fire suppression system in the kitchen. The freezer was installed by Stretch Equipment out of Wausau who worked through many difficulties alongside us due to the location of the install. They were a pleasure to work with and very supportive of the project. The progress on the kitchen has increased the visibility of the project and the interest we are receiving from others to use the facility.

6. Have you publicized any results yet?*
   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?

LFBC pilot year 2015 results were shared:

- Local Food Summit on January 14-15 2016. Estimated 20 people in attendance.
- During a presentation at the 2016 LFBC Info Session on 2/16/16 with close to 30 attendees.
- At 2016's "LFBC Meet and Greet" on April 14th at Farmshed. Estimated 25 people comprised of members and producers.

2016 LFBC results have been shared:

- At the LFBC info sessions 2/13 and 2/21. A total of 6 people attended
- In the Blooming Prairie Grant application
- In an email update to 37 LFBC member, 11 LFBC producers and several info session attendees

*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).

Link to Google Drive Folder with supporting materials:
https://drive.google.com/open?id=0B0JsZy-oSIihN2MwRFNYZ1ptOGc

7. Have you collected any feedback from your community and additional stakeholders about your work?
    i. If so, how did you collect the information?
    ii. What feedback was relayed (specific comments)?

An end of year satisfaction evaluation (included in the Google Drive materials) was released online to all Local Food Buying Club and Frozen Assets participants as well as the participating farmers. Paper copies were also made available during members' final pickups. We also openly invited feedback with every reminder and FA newsletter sent throughout the distribution season.

Frozen Assets survey comments:
General Comments:
"I like that the veggies were cleaned, cut, and packaged--so user friendly!"
"We love Frozen Assets! It's like having your own sous chef!"
"This is a great program that more people should utilize--I'm very pleased."

Answers to "What were your favorite aspects of the Frozen Assets program?":
"To be able to have fresh, organic veggies during the winter months."
"The fact that all the processing is done for me and I have good veggies in winter!"

LFBC survey comments:
"This was my first year. First, I was impressed with the quality. Second, I enjoyed the fact that I could choose to order excess produce later in the season as it became available. Third, I enjoyed sharing the bounty with my friends and family."
"We loved coming up with different ways to process and prepare all the foods when they arrived. It was also helpful to know how to store the garlic to sustain shelf life; we still have some that's in great shape!"
"This was my first venture in local foods. I'm looking forward to it next year as well."
"Meeting new people and learning new things. It was a season of great personal growth."
"The great produce and supporting local food growers who I know work very hard to provide healthy sustainable food for our community."
"The Farmshed team was easy to connect with via email as needed, and we loved being able to support local farmers by enjoying their awesome food."
"Quality of produce and knowing that I was supporting local farmers"

8. 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: X
    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? $31,835,40 was generated by the project. The funds are being used to:
            1. Support the Kitchen Coordinator position
            2. Create promotional materials to promote the project
            3. Purchase product from local farms to process

4. Purchase supplies for the continuation of the project

9. 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).

This grant provided us with the resources to launch a successful community kitchen. It gave us time to thoroughly plan out what needed to be done, create schedules of processes, communicate to the public, work directly with local farms, and promote the launch of new products not available in Central Wisconsin before now. As referenced above, the feedback we have received from our members about both the LFBC and FA has been overwhelmingly positive.

Though successful, this project was not without its kinks along the way. During the growing season, we had one farm that delivered less than ideal quality of produce and one that didn't deliver product at all for the members of Local Food Buying Club. We overcame these challenges by redistributing product to other farms and in rare cases providing refunds to members. Refunds were a last resort, because we felt it was important to fulfill the orders placed with other farms in the club whenever possible.

For Frozen Assets, there were a few products that were delayed due to growing conditions which caused fluctuations to our production schedule. In addition, the producer of the cauliflower moved the crop to a new location this season as experienced stunted growth. This meant that we did not receive the entire order of cauliflower. Unfortunately, due to the lateness of the season, no other farms could fill in the order, so instead we ordered carrots from the same producer and processed them into Frozen Assets. Thankfully, we had made it clear to the FA shareholders that this type of change could happen due to the nature of the program, so there were no complaints about the addition of carrots to the FA line up of products.

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

The initial grant was written with a greater emphasis on partnership with the staff and student employees of the CPS Cafe at the University of Stevens Point. While CPS continues to be a supporter of the project, their role has been limited due to changing the line of value added food products being produced in the Farmshed kitchen. When the grant was written, we planned to start a line of canned products, but after trial runs, recipe testing/approvals, and more planning, making canned products as the major food processing project for the grant proved to be cost prohibitive and less flexible due to current Wisconsin food laws. As a replacement line of products, we developed Frozen Assets and minimized the amount of canned products we would produce. From CPS's perspective, there was less of a challenge and educational opportunity for dietetic students in producing frozen products compared to the more scientific process of canned goods. Therefore, the student involvement was limited for class credit and became volunteer oriented.

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:

Proper record-keeping is an essential part of having a successful project. This includes documenting:

- Orders from members: initial quantities, quantities delivered
- Orders to farms: initial quantities, quantities delivered, changes to quantities, redistribution of quantities to fulfill an outstanding order, amounts of $ owed
- Food processing: starting weights, ending weights, amount of waste, hours to process, # of people participating per shift
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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.

Farmshed is excited to expand upon the activities from the LFPP grant over the next several years. At this time, we have made the following projections which are outlined in the chart below for increasing sales and participation in the LFBC and FA in 2017. Based on feedback from our farm partners and community members, there is much potential for growth within these programs, especially Frozen Assets.

LFBC Program Impact	**2015**	**2016**	**Proposed for 2017**
Number of Producers	5	12	9
Number of Club Members	25	36	40
Food Ordered (lbs.)	6252 lbs.	13,544 lbs.	18,000 lbs.
Food Ordered ($)	$9,200.00	$22,000.00	$30,000.00

FA Program Impact	**2016**	**2017**
Number of Producers	5	4
Number of Shares sold	66	100
Food Ordered through LFBC	5,768 lbs.	9,550 lbs.
Amount Paid to LFBC	$8,231.00	$14,087.50
Total finished product	4,019 lbs.	6350 lbs.
Product Distributed through Shares	3,200 lbs.	5,000 lbs.
Product Distributed through Retail	819 lbs.	1,350 lbs.

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?

Farmshed will be specifically concentrating on wholesale accounts in the coming years. We know that continued growth will lead to a need to expand the capacity of our freezers or rent space from a food storage warehouse. At this time, that presents some challenges because of the volume of product necessary to work with that type of facility. Based on our initial research, these facilities accommodate businesses with a much higher volume than we currently produce. Since everything is palletized, the volume is necessary to account for the time it takes the warehouse staff to manage the loads within the facility. These time constraints caused by dealing with the volume of smaller businesses can discourage facility management from wanting to develop those working relationships. Developing guidelines for working with cold storage facilities and helping small producers and facility management understand each other's constraints, might go a long way in making these relationships more viable.