

## 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 LFPP staff 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 30, 2014 – August 31, 2016
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<b>Recipient Organization Name:</b>	Tyonek Tribal Conservation District
<b>Project Title as Stated on Grant Agreement:</b>	Develop Local Food Business Enterprise for Tyonek Farm and Alaska Native Producers
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-AK-0001
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Anchorage, AK
<b>Total Awarded Budget:</b>	\$83,290

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: \_\_\_\_\_

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

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: Goal – Increase domestic consumption and access to locally produced food products in rural Alaska Native Villages. Objective 1 – Provide technical assistance to Tyonek producers utilizing Tyonek Garden as a demonstration to duplicate efforts in rural Alaska Native Villages.
    - a. Progress Made: During the project period, TTCD worked closely with partners and community members to increase production at the Tyonek Garden and to increase use of local vegetables in Tyonek. Detailed progress toward tasks is listed below under ‘final tasks completed.’
    - b. Impact on Community: Through this project, community members in Tyonek had increased access to Tyonek grown, local, fresh vegetables. The lessons that we learned through continued development of the Tyonek Grown program with LFPP support will be shared with other Alaska Native communities interested in gardening. For more details, see examples below under ‘final tasks completed.’
  - ii. Goal/Objective 2: Goal 2 - Develop new market opportunities for Tyonek and Alaska Native Farms serving a local market. Objective 2 – Develop a local food enterprise distributing agricultural production from Tyonek Garden incorporating traditional Alaska Native cultural practices.
    - a. Progress Made: During the project period, TTCD in cooperation with our partners developed several new market opportunities for the Tyonek Garden, in Tyonek, Beluga (a community connected to Tyonek by road), and in Anchorage. TTCD also developed several conservation practices utilizing local materials to enhance the Tyonek Garden and to provide examples to other Alaska Native communities. Detailed progress towards tasks is listed below under ‘final tasks completed.’
    - b. Impact on Community: Through this project, TTCD was able to make Tyonek Grown produce available through increased distribution in Tyonek and surrounding areas. TTCD developed conservation practices and shared this information through various formats with other Alaska Native communities and with the public in general. For more information, see examples below under ‘final tasks completed.’

Final tasks completed:

1. Collaborate with state and tribal partners to develop conservation practices and education materials - **Sept 2014 – Aug 2016** – Related Goals/Objectives 1 & 2.
  - a. Progress Made:
    - TTCD staff and partners worked with the community to develop a Tyonek Garden Committee composed of community members. The committee provided guidance on future garden planning and efforts
    - Developed new partnerships and enhanced existing partnerships with multiple organizations to increase capacity of the Tyonek Garden and Tyonek Grown programs
    - Partnered with Alaska Native Tribal Health Consortium (ANTHC) to develop logo for promotion of program

- b. Impact on Community:
    - By enhancing old partnerships and developing new partnerships, many improvements were made to the Tyonek Garden that led to increased capacity and increased production, as well as increased availability of local, fresh produce in Tyonek
    - The Tyonek Grown logo has been used for promotional materials, including stickers for vegetable sales, and can be used by community members to publicize garden events
2. Enhance TTCD's website to share implementing conservation practices and education material – **Sept 2014 – Mar 2015** – Related Objective: 1.
- a. Progress Made:
    - Throughout the project period, TTCD shared information about the Tyonek Garden on TTCD's website and on TTCD's Facebook page. TTCD staff increased garden related posts on the Facebook page and used this as a vehicle to publicize sales and events. This was also used as a way to share educational materials and videos covering conservation practices.
    - TTCD monitored social media traffic through the number of followers. At the beginning of the grant period, TTCD's Facebook page had 124 followers, and at the end of the grant period we had 350 followers.
  - b. Impact on Community: Community members engaged with TTCD through the Facebook page to ask questions about gardening and to learn about local veggie sales and garden events. Publicizing sales through the Facebook page increased community members' access to locally grown veggies in Tyonek.
3. Develop 5 conservation practices using local resources - **Sept 2014 – Jul 2016** – Related Goal/Objective: 1.
- a. Progress Made: TTCD developed 5 conservation practices at the Tyonek Garden, including seed starting, crop rotation, seed saving, compost production, and local nutrient additions through wood ash.
  - b. Impact on Community: By developing these conservation practices, TTCD staff and Tyonek community members were able to implement these practices at the Tyonek Garden (see task 6).
4. Develop and share educational materials on farming practices to be duplicated by rural Alaska Native Farmers and Producers - **Dec 2014 – Aug 2016** – Related Goal/Objective: 1.
- a. Progress Made:
    - Program booklet developed to promote program. This booklet briefly describes each aspect of the Tyonek Grown Program. It describes the organizational structure, the youth involvement, current marketing strategies, distribution goals, and current educational opportunities. It is used for outreach for the program itself but also for marketing purposes for customers interested in how their food was grown.
    - Shared two videos on TTCD's Facebook, one sharing the story of the Tyonek Garden, the other sharing information on how to grow plant starts
  - b. Impact on the Community:
    - The Tyonek Grown program booklet has increased awareness of the Tyonek Garden both within the community of Tyonek and in the larger statewide community
    - Several other communities have approached TTCD about starting their own community garden with the Tyonek Garden as an example of a successful project
5. Recruit, hire, and train student interns to operate Tyonek Garden - **Mar - Oct 2015 & 2016** – Related Goals/Objectives 1 & 2.

a. Progress Made:

- In 2015, TTCD recruited and hired 5 summer youth interns to work at the Tyonek Garden under the direction of a TTCD's Conservation Director
- In 2016, TTCD recruited and hired 2 summer youth interns, and created a new position for a garden supervisor
- All Tyonek Garden seasonal staff received hands-on training and in 2016, the garden supervisor and interns participated in a week-long orientation

b. Impact on the Community:

- TTCD provided local jobs to youth residents, as well as one adult resident, and increased the capacity of local residents to manage the Tyonek Garden
- Additional training/orientation for youth interns improved skills of interns for garden management

6. Implement conservation practices on Tyonek Garden - **Mar - Oct 2015 & 2016** – Related Goal/Objective: 1.

a. Progress Made:

- Plant Starts: TTCD worked with Tebughna School students each year to plant starts from seed in the school and grow these into young plants that could be planted directly into the soil at the Tyonek Garden. TTCD worked with the Tebughna School to develop a video showcasing this practice.
- Crop Rotation: TTCD developed a 5 year crop rotation plan for the Tyonek Garden, and utilized this plan to rotate crops in 2016.
- Seed Saving – In 2015, TTCD collected seeds from 6 crops, processed the seeds, and stored them. These seeds were then planted at the Tyonek Garden in 2016.
- Compost Production – TTCD worked with youth interns to compost local materials to develop high quality compost that was used in 2016 plantings and will be used in 2017 as well.
- Local Nutrient Additions – TTCD worked with community members to collect wood ash from residents' wood stoves. This wood ash was then used as to add nutrients to the soil at the Tyonek Garden.

c. Impact on the Community:

- Growing plant starts indoors early in the season allows for earlier harvests in Tyonek.
- Long term crop rotation plan will ensure long term soil health and protection from diseases.
- Seeds saved will be used to plant in 2017, will save on costs and work to provide consist products.
- Compost produced in 2016 can be used to add nutrients to soil in 2017, save on cost of fertilizers.
- Using wood ash as a nutrient addition involves community members and saves on the cost of purchases.

7. Document and share implementing the conservation practices on Tyonek Farm- **Mar 2015 – Aug 2016** – Related Goal/Objective: 1.

a. Progress Made:

- TTCD developed and shared two videos about the Tyonek Garden
- Videos, as well as photos and information about conservation practices, was shared on Facebook page

- Information on practices shared in garden booklet
- b. Impact on the Community:
- The videos and the booklet provide resources and tools for Alaska Native Villages such as Tyonek to grow and consume local food.
8. Create and implement a development and marketing strategy to create a Tyonek Food Business Enterprise - **Sept 2015 - May 2016** – Related Goals/Objectives: 1 & 2.
- a. Progress Made:
- Developed a marketing strategy for the next five years for Tyonek Garden based on current and future promotional strategies, products, goals, and target markets
  - Set up new markets and set up access to EBT/SNAP program
- b. Impact on the Community:
- The marketing strategy includes methods to increase access and consumption of local food to include supporting the EBT/SNAP programs.
  - Marketing strategy provides goals and methods of increasing revenue for the next five years. This will allow for TTCD to quantify if the garden is successful.
9. Provide technical assistance to inform local food enterprise of funding opportunities to support and enhance farming practices - **Sept 2014 – Aug 2016** – Related Goal/Objective: 2.
- a. Progress Made:
- Researched methods of increasing revenue and programs that will support and develop the local food program such as the Value Added Producer Program, accepting SNAP benefits, selling to the school and restaurants. Provided information on the steps needed to increase revenue or find program support
- b. Impact on the Community:
- Increasing revenue and supporting the program allows for TTCD to continue to develop enhance local farming practices useful and relevant for rural Tribal communities and Alaska Native Villages.
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.
- a. Number of direct jobs created: 8. For the 2015 summer season, TTCD hired 5 youth interns. For the 2016 summer season, TTCD hired 2 youth interns and 1 garden supervisor. All positions were filled by Tyonek tribal members.
  - b. Number of jobs retained: 3, TTCD retained these staff positions through LFPP support
  - c. Number of indirect jobs created: 0
  - d. Number of markets expanded: 2. At the start of this project, TTCD sold produce at the Tyonek Garden through weekly markets and in Anchorage at the Tyonek Native Corporation offices on a sporadic basis. Both markets were more formalized and had increased sales as a result of this project.
  - e. Number of new markets established: 4. TTCD sold produce to the Tebughna School to be used in school snack, sold produce at the Cook Inlet Region Inc. building, sold produce at the Cook Inlet Tribal Council, and sold produce at the Tyonek Tribal Center on a weekly basis.

- f. Market sales increased by \$5,669.25 and increased by 100% when comparing this project period to previous two years (September 30, 2012 – August 30, 2014). Prior to this project, Tyonek Garden was not generating revenue from sales.
  - g. Number of farmers/producers that have benefited from the project: Through this project, TTCD directly involved 40 youth participants (including interns and students) in both 2015 and 2016 in farming activities at the Tyonek Garden. About 40 adult community members benefitted from the program by utilizing vegetables from the Tyonek Garden, but not as direct producers/farmers. In 2016, TTCD hired a Tyonek resident as a Garden Supervisor, to implement day to day tasks at the Tyonek Garden and to supervise youth interns. Not only did the Garden Supervisor learn through on-the-job training how to manage the Tyonek Garden, she also utilized her new skills to set up her own farm at her home, including a small high tunnel and chickens.
    - i. Percent Increase: Although the number of individuals that participated in food production at the Tyonek Garden remained roughly the same, the level of involvement and degree of participation from individuals increased.
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?

TTCD expanded our customer base in multiple ways. TTCD began providing vegetables to the Tebughna School for school snack in August 2015, through funding from the Tebughna Foundation. TTCD also installed a refrigerator in the Tyonek Tribal Center to provide an opportunity for community members to purchase vegetables grown at the Tyonek Garden from Monday-Friday during business hours, instead of just during weekly markets held at the Tyonek Garden. TTCD also reached out to community members to make people more aware of opportunities to purchase Tyonek Grown food, and continued to hold sales in the TTCD office in Anchorage.

4. Discuss your community partnerships.
- a. Who are your community partners? TTCD's community partners for this project included the Tebughna School (k-12 school in Tyonek), the Native Village of Tyonek (Federally Recognized Tribe), the Tebughna Foundation (nonprofit), Cook Inlet Region Incorporated, Cook Inlet Tribal Council (nonprofit), Conoco Phillips Alaska, the Alaska Farm to School Program (nonprofit), and the Alaska Native Tribal Health Consortium (ANTHC).
  - b. How have they contributed to the overall results of the LFPP project?
    - i. Tebughna School: Teachers and students grew vegetable starts, volunteered over the summer, and assisted in harvesting of vegetables. The school also utilized Tyonek Grown veggies through their snack program.
    - ii. Native Village of Tyonek (NVT): NVT is the owner of the Tyonek Garden, and TTCD serves as manager. NVT has a Garden Committee that provided project support throughout the reporting period. NVT employees also assisted with selling vegetables during business hours at the Tyonek Tribal Center and distributed produce to community members through the Elders Lunch Program by preparing meals for elders using Tyonek vegetables.
    - iii. Tebughna Foundation: The Tebughna Foundation purchased veggies from TTCD to serve at the Tebughna School through the snack program.

- iv. Cook Inlet Region Incorporated (CIRI): CIRI provided a space to hold several vegetable sales in Anchorage in 2016, and assisted in getting the word out about the Tyonek Garden
  - v. Cook Inlet Tribal Council (CITC): CITC provided a space to hold a vegetable sale in Anchorage in 2016, and assisted in getting the word out about the Tyonek Garden
  - vi. Conoco Phillips Alaska: Conoco Phillips provided match funding for this project that helped to cover the cost of project deliverables
  - vii. Alaska Farm to School Program: This program provided a food safety workshop to TTCD and assisted in outlining a food safety plan in 2015 that was implemented in 2016
  - viii. Alaska Native Tribal Health Consortium (ANTHC): ANTHC assisted in developing the Tyonek Grown logo
- c. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant?
- i. Tebughna School: We will continue to work with the Tebughna School to engage students in all aspects of the Tyonek Garden
  - ii. Native Village of Tyonek: NVT will continue to provide direction and feedback on the Tyonek Garden. NVT will also continue to utilize fresh vegetables in meals for community elders and will assist with future produce sales in Tyonek.
  - iii. Tebughna Foundation: The Tebughna Foundation will continue to serve as a local partner and assist with food distribution
  - iv. Cook Inlet Region Incorporated: CIRI will continue to partner with us to provide a location for vegetable sales in Anchorage
  - v. Cook Inlet Tribal Council: CITC will continue to partner with TTCD to provide a location for vegetable sales in Anchorage
  - vi. Conoco Phillips Alaska: Conoco Phillips will continue to provide financial support to TTCD for Tyonek Grown program activities in 2017
  - vii. Alaska Farm to School Program: TTCD will continue to seek input from this organization on food safety and other aspects of gardening
  - viii. Alaska Native Tribal Health Consortium: TTCD will continue to work with ANTHC to publicize the Tyonek Grown program
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?

Erin Hoffman of Innovative Funding collaborated with staff to complete the marketing strategy identifying marketing goals, promotional strategies, and target markets for Tyonek Garden for the next five years. She also provides technical assistance providing information on funding resources and leveraging funds to further support local food production. Lastly Erin completed all the financial information in the reports, tracks project expenses, revenue, and match expenses.

Have you publicized any results yet?\* Yes

- a. If yes, how did you publicize the results? TTCD has shared videos, TTCD's annual report photos, and the Tyonek Grown program booklet through TTCD's website, social media, and at conferences. TTCD has also publicized results through our newsletters which are sent to District residents and partners.

- b. To whom did you publicize the results? Community members, stakeholders, partners, as well as other Alaska Native communities and the general public
- c. How many stakeholders (i.e. people, entities) did you reach? TTCD emailed the annual report to 190 individuals representing 45 organizations. TTCD mailed newsletters to all District residents quarterly throughout the project period. In addition, TTCD monitors the number of individuals reached through social media, Facebook. At the end of the reporting period, TTCD's Facebook page was "liked" by 350 individuals, therefore, a minimum of 350 individuals/organizations receive posts and updates. However, TTCD has record that the gardening video posted on TTCD's Facebook page in March reached 444 people, and the How to Grow Seed Starts video posted on TTCD's Facebook page in August reached 415 people.

\*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).

Materials enclosed:

- Tyonek Grown Booklet
- 2016 TTCD Annual Report
- How to Grow Vegetable Starts video
- Tonya Kaloa Gardening video

6. Have you collected any feedback from your community and additional stakeholders about your work?
  - a. If so, how did you collect the information? TTCD conducted a survey to Tyonek residents at the garden markets and tribal center to receive input on which markets were preferred.
  - b. What feedback was relayed (specific comments)? 50% of the individual's surveyed preferred to buy food at the garden market, while the other 50% preferred the tribal center market. There were also comments about lack of money and not knowing when or where to buy food. This identifies marketing needs and opportunities that we addressed by allowing for SNAP benefit use and by continuing to advertise on Facebook, fliers, and going door to door.
7. Budget Summary:
  - a. 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:
  - b. Did the project generate any income? Yes, \$5,669.25
    - i. If yes, how much was generated and how was it used to further the objectives of the award? All funds generated were used as match funding to accomplish grant deliverables.
8. Lessons Learned:
  - a. 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).

One major change that occurred as a result of this project was the hiring of a local resident as the garden supervisor in 2016. The garden supervisor not only supervised youth interns but played an important role in managing overall garden tasks, with assistance from other TTCD staff. This improved the overall efficiency of the program by saving on travel costs and increasing capacity to deal with day to day issues by having more flexibility and availability with an employee living close to the garden. We also learned about the importance of increased communication with Tyonek residents regarding availability of produce and location and time of sales. Another positive lesson learned was the importance of having multiple ways for those interested in purchasing veggies to make their purchase. By setting up a way for customers to purchase veggies using debit cards and through the SNAP program, sales increased in 2016.

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

All goals and outcome measures planned for this project were achieved during the reporting period.

- c. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

During our administration of this project, we learned that it would be beneficial for TTCD, as an organization, to improve our evaluation methods and metric tracking. In particular, we now plan to improve methods for tracking the number of participants involved at the Tyonek Garden to prevent under-estimations. Taking a closer look at evaluation methods and measures of success would most likely be beneficial for others wanting to complete a similar project.

#### 9. Future Work:

- a. 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.

Each task completed through this LFPP project has provided valuable insights, and has led to strategies that we will continue to utilize in the Tyonek Grown Program to have positive community impacts. In particular, Tyonek Garden staffing, strategies for increased revenue, and conservation practices that have led to increased production will be continued beyond the performance period.

Through this LFPP grant, we have been able to develop and improve our staffing structure at the Tyonek Garden to incorporate more local involvement. During the summer of 2015, TTCD employed 5 youth interns that were supervised by TTCD's Anchorage-based Conservation Director. In 2016, the TTCD Conservation Director hired and trained a Tyonek resident to serve as the Garden Supervisor and manage 2 youth interns to complete tasks at the Tyonek Garden. This change has not only reduced TTCD's travel costs, but has helped us to achieve our goal of greater local involvement. In 2017 and beyond, we plan to continue to work with a Tyonek resident in the Garden Supervisor position, and to increase the management aspect of this position.

TTCD staff developed a marketing plan for the Tyonek Grown program as part of this grant. Over the next several years, TTCD will implement this plan to increase revenues and explore avenues for additional markets.

The five conservation practices implemented through this project increased the level of production at the Tyonek Garden. TTCD will continue to utilize these conservation practices in the future, as well as develop additional practices as needed to benefit the Tyonek Garden and the community that utilizes the Garden.

- b. 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?  
Based on lessons learned through this project, TTCD will pursue the following next steps for future activities:
- Develop additional community surveys to better understand how the Tyonek Garden can best meet community needs
  - Develop additional marketing materials, including t-shirts and signs, utilizing the Tyonek Grown logo developed through this project
  - Implement the newly developed marketing plan
  - Improve evaluation measures and tracking system to better measure the impacts of the Tyonek Garden and Tyonek Grown program
  - Continue to train Garden Supervisor and increase responsibilities of this job to include overall planning and management of the Tyonek Garden
  - Hire and train youth interns in 2017 and beyond