

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

The final performance report summarizes the outcome of your FMPP award objectives. 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 your assigned grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-720-4152; Fax: 202-720-0300

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014-March 31, 2016
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<b>Recipient Organization Name:</b>	Pacoima Beautiful
<b>Project Title as Stated on Grant Agreement:</b>	Mercado Pacoima
<b>Grant Agreement Number:</b> <i>(e.g. 15-FMPPX-XX-XXXX)</i>	14-FMPPX-CA-0029
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Los Angeles, CA.
<b>Total Awarded Budget:</b>	\$97,778.89

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

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.

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.**

**i. Goal/Objective 1:**

Conduct an on-the-ground, empirical community mapping inventory that assesses locally grown produce including fruit trees and vegetable gardens, as well as individual private residential back and front yard space as potential agricultural growing spaces.

a. Progress Made: Goal was met. 2,000 surveys were disseminated in the community via door to door outreach and at community events.

b. Impact on Community: Pacoima Beautiful received 835 unduplicated surveys.

**ii. Goal/Objective 2:**

Based on our survey findings, we will develop a culturally relevant health and nutrition marketing and educational program specifically tailored for our community that takes in consideration the demographics, local-food literacy, and health disparities of the people we seek to reach.

a. Progress Made: Goal was met. In our data collection we found that a 72% of surveyed community members are growing food. They expressed an interest in learning water saving gardening techniques, heart healthy cooking tips, food preservation, composting, green-cleaning techniques, diabetes management tips and ways to integrate physical activity into their everyday tasks. Knowing this helped staff put together a roster of speakers to conduct bi-lingual workshops and provide bi-lingual resources and referrals to low/no-cost resources that address the various health and nutrition needs of our participants. We worked with our partners in Council District 7 to create culturally competent, relevant flyers and made sure that all speakers and those interested in tabling at our events provided materials that met those criteria as well.

b. Impact on Community: The impact of our outreach was seen by the interest and continued participation of community growers and non-growing residents. The attendees were a mix of mono-lingual Spanish speakers, mono-lingual English speakers and bi-lingual English/Spanish speakers of all ages. As the program grew it also caught the attention of growers outside of Pacoima. By the third swap the program had caught the attention of residents throughout the City of Los Angeles. These residents included professionals in the fields of Urban Planning, Urban Agriculture and Architecture. To-date this program has been presented to over 300 professionals in those fields at 2 separate conferences. Staff has also presented the program at Claremont Graduate University School of Community and Global Health (CGH) to their CGH 308: Foundations of Program Planning students.

**iii. Goal/Objective 3:**

Develop the social-infrastructure necessary, through community partnerships with residents, NGO's, and businesses; policy; and local elected leadership, to implement a monthly pop-up market/food-swap, supplied by community growers, to be held at the heart of the community in the main plaza of Pacoima City Hall.

- a. Progress Made: Goal was met. With our partners at Council District 7, Meet Each Need with Dignity and Fruta y Cultura we were able to host eleven monthly pop-up/food swaps at Pacoima City Hall as part of Sustainable Saturdays. We will continue to work with our partners to program a monthly pop-up/food swap at Pacoima City Hall.
- b. Impact on Community: We proposed to hold six pop-up/food swaps through our grant period and we have held eleven and will continue to hold one swap in the area of Pacoima every first Saturday of the month. The next one is scheduled for May 7, 2016. To-date we have increased access to 1,050 lbs of homegrown produce. We aimed to have 20 growers at each swap and participation has ranged from 4-16 growers present each month. Overall we have had 40 individual growers contribute to our food swap program. The swap has also impacted the local NGO community. To-date three NGO's (El Nido Family Centers, L.A. Care and Mission Community Clinic) and one small local commercial farm (Cottonwood Farms) outside of our collaborative, have shown interest in expanding the swap program locations to their sites. We are currently seeking funding opportunities to sustain and grow the program.

**2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.**

- i. Number of direct jobs created: 1
- ii. Number of jobs retained: 1
- iii. Number of indirect jobs created: 3
- iv. Number of markets expanded: 1
- v. Number of new markets established: 1
- vi. Market sales increased by \$insert dollars and increased by insert percentage%.
  - a. Dollars were not exchanged at this market.
- vii. Number of farmers/producers that have benefited from the project: 40
  - a. Percent Increase: 4000% All farmers/backyard growers received educational opportunities and access to money saving resources in exchange for their produce.

**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?**

Through word of mouth, on-going grassroots organizing, community partners, conference presentations and social media our reach has expanded within and outside of our intended service area to other low-income/low-access populations. The ethnic make-up of our participants remained predominately Latino. In regards to new business, we caught the attention of a non-Latino commercial urban farmer in the neighborhood of Panorama City. He learned about our food swap through his City Council representative and has since donated various items to our swap. We are also working with him to develop a formal partnership. In our outreach we also surveyed 25 local restaurants to ask if they would be interested in buying from a local backyard homegrower and 24 responded "Yes". This will lead to further developing our program by working to connect homegrowers to the County certification program and then connecting the businesses to the growers once they become certified.

#### 4. Discuss your community partnerships.

##### i. Who are your community partners?

Luke Ippoliti, Director of Food Justice and Sustainability and Laura Robledo, Grow Together Coordinator, Meet Each Need with Dignity(MEND)

MEND is a local poverty alleviation social service provider. Luke has been a partner of Pacoima Beautiful for over 3 years, working to increase access to health and nutrition services in Pacoima. Through MEND's Grow Together program, families in Pacoima can have a home garden installed in their home, and also be provided with on-going training, gardening tools and seeds/seedlings. This program has resulted in increased backyard fruit, herb and vegetable gardens. When considering partnerships for the activities under the Mercado Pacoima program, bringing in MEND was a natural step to enhance our programming and promotion of local resources. MEND provides workshops on food preservation, gardening and composting to enhance monthly pop-up/food swap events. MEND staff and volunteers consistently participate in the planning, execution and informal evaluation of Mercado Pacoima pop-up/food swaps and Sustainable Saturday.

Steve List, Sylmar High School, Horticulture Program

Steve List is a community leader and local teacher. He brings his technical gardening expertise to our partnership. His knowledge of gardening and horticulture combined with his passion for working with diverse populations and age ranges added value to the Mercado Pacoima program.

Office of Councilmember Felipe Fuentes, City of Los Angeles, District Seven

Councilmember Felipe Fuentes and his staff have been leading the charge of promoting sustainability and urban gardening in local government. Their support in hosting Mercado Pacoima during Sustainable Saturday has helped provide a central location where participants feel safe and have a central meeting point. The Councilmember also hosts an urban agriculture roundtable where NGO's from across the city come together to update one another on their programming and share best practices. This roundtable spawned the creation of Sustainable Saturday.

Wendy Centeno, Chef/Owner, Guayaba Kitchen

Wendy is a local bli-lingual trained chef with roots in the Northeast San Fernando Valley. She understands the community and has a thorough understanding of how to use the ingredients that are available in our community. We look forward to continuing to work with her and learning skills that can add value to all of our nutrition programming.

Max Kaplan, Chef, El Nido Family Centers

Max is one of our newer partners. Max works for El Nido who is a partner of Pacoima Beautiful on a different program. El Nido is a wrap around service provider for families of low and extremely low income in the Northeast San Fernando Valley. The organization recently started doing more work in the field nutrition and have installed raised bed garden boxes on their property. The purpose of this is to grow food that is used in their nutrition program with participants of all ages. Max learned about our food swap and volunteered to put together cooking demos during our swap. Max is bli-lingual and has a thorough understanding of how to use the ingredients that are available in our community and how to relay the information/instruction that he provides to audiences of diverse backgrounds. We look forward to continuing to work with him and the team at El Nido.

Sandra Trinidad, Certified Nutritionist, Glow Nutrition

Sandra Trinidad is a local resident and certified nutritionist. She came to a pop-up/food-swap event to donate some produce and also told us about her work and services. She offered to host a workshop on nutrition and provide community members with healthy eating tips. At this time we are looking for funding sources that would support additional nutrition programming to further our work with her and provide increased nutrition consultation services to our community members.

Fruta y Cultura, Local community grower based juice shop

Fruta y Cultura is a local fruit and veggie juice shop that is committed to purchasing fruits and vegetables grown by growers identified through this project. While we are just now starting to get home growers educated and interested on the benefits that selling their produce can bring, the Fruta y Cultura team has experience working with the County of Los Angeles and enrolling in the County Weights and Measures program. We will continue working with them to guide interested growers through the process.

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

The Office of Councilmember Felipe Fuentes has supported our inclusive community based programming prior to the funding of this program. He and his team have led the effort to create a movement towards a more sustainable seventh district. His office was also helpful in securing event space, spreading the word via newsletters, events and social media.

The additional programming and resources that our NGO and private business partners offer, make for a more enticing market model for our community members. For our organization and community members it is important to have a market model that goes beyond food distribution. Providing education and creating access to resources is something that we take pride in doing for our community. From speaking with residents, we gathered that an open air market that offers resources similar to the ways markets in Latin America and the local swap meets/flea-markets in Latino communities do, made the most sense. The swap meet model is also familiar and culturally competent. It is accommodating to the existing community and not intended to change behavior in an exclusive manner. It is inclusive, relevant and accessible in various languages. While we do aim to spark behavior modification we are aware that in a community like Pacoima, introducing new ways of doing things is best done incrementally.

Having partnerships with local NGO's and residents that have familiarity of the food injustice issues also contributed to the success of the program. They understand the local concerns and nuances that outside partners may not understand. In order for new programs to succeed we have found that if they are not developed with the local community, they will not be well accepted. There is a level of distrust that exists in marginalized communities and it is up to the service providers to help restore it by bringing in meaningful resources and opportunities.

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

All of our partners continue to make themselves available for Mercado Pacoima. They are committed to working with us to further develop our programming and expand their role in Sustainable Saturday and Mercado Pacoima. Pacoima Beautiful is currently seeking funding to

support enhancing our partnership and sustaining the program.

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

Yes. DakeLuna contributed expertise in survey development, Geographic Information Systems and mapping. The main contractor also had good relationships in the Urban Agriculture field and brought those experiences relationships to the team. It is also valuable to have people outside of the organization to review materials and provide feedback on strategies and deployment, our contractor did that throughout the program.

**6. Have you publicized any results yet?\***

Yes. We did present preliminary data and maps during our conference presentations but we have not produced a presentation of the results. We have also shared results with our partners and are in the process of putting together a report that can be shared via our website.

- i. If yes, how did you publicize the results? In person, at conferences and meetings.
- ii. To whom did you publicize the results? Program partners, potential partners/funders.
- iii. How many stakeholders (i.e. people, entities) did you reach? 340

\*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, we provided swap attendees with an optional survey. We asked swap attendees to rate the swap on a scale from 1-10 (10 being the best, 1 being the least). We also take time to talk to our swap attendees to get their feedback in a more organic and informal manner.

- ii. What feedback was relayed (specific comments)?

From a sample of 15 surveys, our average rating was a 9/10. 13/15 people said that this program gave them access to fruits and vegetables. Community members and local food justice/food policy groups have also given us praise for taking steps to comprehensively understand the food landscape in Pacoima and build community while.

**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: X
- ii. Did the project generate any income? No
  - a. If yes, how much was generated and how was it used to further the objectives of the award?

**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).

Our organization has learned a tremendous amount over the past 18 months in terms of accessibility to fresh produce, food security issues, quality of produce at local markets, health,

developing partnerships and capacity; both through our survey and organically through conversations.

Our survey helped us capture data to further understand the physical and social landscape in our service area. We were aware that a large number of residents are growing fruit trees, vegetable plants and herbs, however we were not aware that 71% of the residents that we would survey would be growing food in their homes. Even in a time of severe drought, when lawns were left to dry out, maintaining fruit trees and vegetable plants was a priority for the community members we contacted. Program participants also mentioned their dissatisfaction with the quality of the produce at local grocery stores. While stores are usually well stocked the fruit is often over-ripe, expensive or bruised.

We learned that sharing amongst community members is already taking place using a variety of methods. The most popular method being putting excess produce in a bag and hanging it on the gate/fence. However survey participants and swap attendees said they liked having a central meeting place where they could walk to, socialize and access resources.

We also learned that our community members face challenges related to mobility and affordability that prevent them from having consistent access to fruits and vegetables and from being able to share them. The elderly population expressed difficulty in picking fruit from their trees. A larger issue for them is that of not being able to afford quality fruits and vegetables on a fixed income. Getting to and from the store is an issue that is present but one that for most of our survey respondents does get addressed.

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

We faced challenges related to outreach that also provided us with lessons learned. We set out to hire 20 surveyors to conduct surveys over a 2 month period in the community but we had to rethink those numbers because we found that it would be better to aim for 10 surveyors that could commit for a longer period of time, giving us more time to access community members and giving them more time to ask questions related to the project. Having a smaller consistent team for a longer period of time worked to extend our data collecting period and also worked well with our staff capacity.

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

The biggest lesson learned on the administration-end is related to capacity. Having 2 full-time staff to develop, plan and execute the program, a part-time staffer to coordinate volunteers and a team of 10-15 volunteers that are solely dedicated to outreach and program execution would be ideal to carry out the work that is required to replicate this program.

Having a timeline that is realistic and not too ambitious is key as well. We proposed to have the activities completed within a year, but found that 18 months was more realistic. Fortunately FMPP projects are given a 2-year timeframe.

**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 work of this project continues to move forward as it has been well received. We see the impact that our model is directly making in addressing the issues that it intended to address. Our community members have expressed tremendous gratitude and they keep coming back month after month. To date we have increased access to fruits and vegetables by swapping 1,050 lbs of produce over a 12 month period. This is produce that is also local and often comes to us by foot; making for a model that also promotes a low-carbon footprint sustainable goods movement. In a community impacted by a large presence of diesel trucks and near freeways, any way that we can reduce emissions and meet a need means multiple benefits. While we will experience a gap in funding until we hear back from funders, we are committed to continuing and expanding this work. The information that this project has provided to us is invaluable and will also help other NGO's work with their communities in a way that uplifts what they are already doing (food growing/sharing) and adds value and resources to their community.

Through the response to the outreach the potential for economic development on a small and a large scale was reinforced. We will move forward to find ways to support the certification of our local growers and their relationships with local small business. This program has also led us to explore the development of a food co-op/kitchen incubator as a community wealth building initiative and social enterprise for the organization. We currently have a proposal out to the Kresge Foundation to acquire funds for the planning of such a facility in our community.

We are grateful to the USDA for awarding us the funds for this market model. The community building that has been possible through food swapping is nothing short of amazing. In a time where technology and large corporations spend billions of dollars promoting health by way of a gadget or overpriced organic markets that import a majority of their produce, a market where community building and willingness to share is the currency is a major step towards developing healthier sustainable communities.

For the 2016-2017 fiscal year we will continue our monthly food swaps in Pacoima and also try this model in the neighboring community of Panorama City.

- 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?

No recommendations at this time. Thank you.