

FY 2014

\$16,300 to the Hawaii Farm Bureau Federation, Kunia, HI, to educate consumers on and promote Hawaii-grown and produced items at the Hawaii Farm Bureau Federation's Kapiolani Community College (KCC) Saturday Farmers' Market.

**Final Report**

## 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 – September 30, 2016
<b>Authorized Representative Name:</b>	Brian Miyamoto
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<b>Recipient Organization Name:</b>	Hawaii Farm Bureau Federation
<b>Project Title as Stated on Grant Agreement:</b>	Hawaii Agriculture Education and Promotion Program
<b>Grant Agreement Number:</b> <i>(e.g. 15-FMPPX-XX-XXXX)</i>	14-FMPPX-HI-0054
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Kunia, HI
<b>Total Awarded Budget:</b>	\$16,300

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. Goals/Objectives

- i. To educate consumers on identifying locally grown fruits, vegetables, meat, seafood and flowers and to teach practical ways of using them.
  - a. Progress Made:

The demonstrations were an excellent vehicle to encourage active participation and engagement by farmers' market consumers.
  - b. Impact on Community:

Consumers had the opportunity to learn how to utilize local products and ingredients. They also had the ability to engage in discussions regarding the local produce. Most importantly, they got to know the farmers and vendors and learned valuable lessons that they could use at home. In turn, the consumers were able to expand their knowledge of agriculture and the importance of our farmers' market.
- ii. To sell locally grown farmers' product and to expose farmers to consumers in a personal way.
  - a. Progress Made:

Through the demonstrations, our vendors were able to network, connect and market their products.
  - b. Impact on Community:

Prior to the Hawaii Agriculture Education and Promotion Program demonstrations, members of the public waited outside for the start of the Kapiolani Community College (KCC) Saturday Farmers' Market anxious to buy their weekly products. Prior to markets' opening the public was not engaged with local farmers and vendors. On the days of the program demonstrations, market attendees were greeted with a two tent set up with banners and signs indicating that a Hawaii Agriculture Education and Promotion Program demonstration was being held on that day. With the use of the HFBF sound system, HFBF staff, farmers, and volunteers, we made the audience aware of the educational demonstration for that day, highlighting which products would be used in the program.
- iii. To involve the culinary and the horticulture communities in HFBF's Farmers' Market at KCC and expose them to locally grown products.
  - a. Progress Made:

The chefs and horticulturalist that participated in the demonstrations, as well as consumers, left the KCC Saturday Farmers' Market with a greater appreciation for local products that Hawaii farmers produce. Information on how local products are being used by some of Hawaii's top chefs in Hawaii Fusion Cuisine was also shared. Consumers were able to engage with Hawaii farmers and received a local recipe to take home to try the demonstrated dish on their own. Both local consumers and visitors participated in the demonstrations and each demonstration highlighted a new local farmer with a unique Hawaii Product.
  - b. Impact on Community:

The successes of the demonstrations were measured by the positive feedback from the local customers and visitors and the influx of returning customers to the KCC market. We also received feedback from vendors who expressed an increase in sales and an interest from their customers about their farm and their farming operations demonstration days.

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-Coordinator
  - ii. Number of jobs retained: 1-Coordinator
  - iii. Number of farmers/producers that have benefited from the project: 12
  
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 had a diversity of consumers attend the demonstrations (local, west bound and east bound visitors). Our vendors provided a variation of products that appealed different groups of people.
  
4. Discuss your community partnerships.
  - i. Who are your community partners?  
 Kapiolani Community College (KCC), Shin Ho from Ho Farms, Beekeeper John Dalire from Hawaiian Honey Bee Coop, Dean Okimoto from Nalo Farms, Dominic and Shawn Kadaooka from Waimanalo Country Farms, Lisa Bowden from Hawaii Pineapple Company, Lyndsey Haraguchi of W.T Haraguchi Farm and Hanalei Taro Company, Matt Bowden from Once Again Hawaii, Kihene Hawaiian Herbal Teas, Rose Tsuru form Kauai Coffee Company, Carly Miller from Madre Chocolate, Garren Kawamata from Kawamata Farm, Chef Daisuke Hamamoto of Aracinos Restaurant, Chef Hardy Kitnsner of Michel's Restaurant, and the Japan Travel Bureau.
  - ii. How have they contributed to the overall results of the FMPP project?  
 Our partners provided additional food samples and educational materials for the consumers. In addition, they helped with the distribution of flyers advertising the project.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?  
 By providing the space for similar events of exposure to occur, our partners will continue to want to contribute and promote our project's future activities.
  
5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? None.
  
6. Have you publicized any results yet?\*
  - i. If yes, how did you publicize the results? None
  - ii. To whom did you publicize the results? None
  - iii. How many stakeholders (i.e. people, entities) did you reach? None

\*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?

We distributed comment cards following the demonstrations by noting negative and positive remarks and additional comments for improvements.
  - ii. What feedback was relayed (specific comments)?

HFBF determined from the comments cards that the public had an overall “Good” to “Excellent” impression of the program. Many customers requested that HFBF continue hosting educational demonstrations at the KCC Farmers’ Market.
  
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? No.
  
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).

Overall, the project was a success. Through our great working relationship with our local farmers and chefs, we were able to showcase agriculture demonstrations that highlighted Hawaii’s bounty of local agriculture products.
  - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

In order to attract more consumers to the Hawaii Agriculture Education and Promotion Program demonstrations, we should move the Agricultural Demonstration start time from 8:00 am to 7:45 am. Many of the farmers’ market customers purchased their goods first and then came to the demonstration, sometimes missing a portion of the demonstration.
  - 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:

With a high number of tourists that attend the KCC Farmers’ Market, we should establish a stronger partnership with the visitor industry, especially from tour companies that use the KCC Farmers’ Markets to promote additional activities as part of their vacation packages. The tour companies currently bringing their clients to the KCC Market include the Japan Travel Bureau (JTB) and JALPAK. In addition, the Hawaii Visitor and Convention Bureau (HVCB) and the Hawaii Tourism Authority (HTA) are potential resources of support. By providing a language interpreter and doing more advertising by distributing promotional material targeting the visitor industry.
  
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.

From the response of the participants, we should consider hosting demonstrations at our other farmers' market locations to expand the educational outreach that the KCC demonstrations were able to achieve.

11. 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? None.