

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

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	April 01, 2016- September29,2016
Authorized Representative Name:	Judy Yarbrough
Authorized Representative Phone:	336-349-1099
Authorized Representative Email:	jyarbrough@ci.reidsville.nc.us
Recipient Organization Name:	City of Reidsville
Project Title as Stated on Grant Agreement:	Market Square Farmer's Market
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-NC-0108
Year Grant was Awarded:	2014
Project City/State:	Reidsville NC
Total Awarded Budget:	50,000

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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- 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: To improve access to fresh produce for low income populations by advertising the Market Square Farmers’ Market in Reidsville, NC.**

a. Progress Made:

- We now own our Market Link Terminal and pay the monthly fee for the data service. This equipment allows us to take Snap/EBT Cards along with Credit and Debit cards. By having this service we have increased yearly our sales at the market along with the customer base, especially in our low income customers .
- Our marketing plan for the season was placed. However, we did not use the full funds in radio and printing. Explanation follows on why those funds were not completely spent.
- TV ads ran mid-April and through the end of September. The target area was the Piedmont Triad of North Carolina with a concentration in Rockingham County. We utilized a national network and a local station for these ads.
- Billboards ran in Reidsville, Eden and Madison areas of Rockingham County . Ads were also placed on our local mobile billboards located on our County SCAT bus system. This transportation service serves Rockingham County with transportation throughout the county during business hours every week, and it has a drop off location at our Market. These ads ran throughout the entire grant period. The SCAT system serves our target market of lower income and senior community.
- Continuous newspaper ads ran April – September in the local newspapers and special sections of the paper
- Rack Card Brochures were redesigned and printed in English and Spanish. We passed them out throughout the community but what we found is most people do not want brochures. We were not successful in getting all of the brochures given out to all EBT customers in the county through social services. We were successful in reaching all kids in the school system by passing out bookmarks to all children enrolled in school
- Radio ads were placed on several different stations through September. We were also featured on a monthly local radio show highlighting the market and our EBT program. But we did not spend all funding here as well

b. Impact on Community:

- The impact on the community has been significant, as seen through the increased sales, the number of customers coming to the market, especially low income customers and the number of increased vendors since the beginning of the grant. In 2015 our

SNAP/EBT sales at the market increased by 50% over the previous year. For the 2016 season our SNAP/EBT sales increased by 48%. Surveys conducted by the UNC Snap Ed program noted that of the people surveyed 100% were aware we accepted SNAP/EBT, which means the word is out there in the community. Also through this survey and one conducted through RAFI we learned that our customer base impacted the ethnic groups served by our market and have increased our market share in the African American and Hispanic community. 35% of our customer base is African American while about 2% are Hispanic. We do need to work on increasing the Hispanic community more.

Goal/Objective 2: To promote the Market's capacity to accept federal nutrition benefits for low income populations:

a. Progress Made:

- As outlined through this grant advertising was done on a continuous basis for the promotion of the SNAP/EBT program at the market. All ads and brochures centered on the SNAP/EBT aspect of the Market along with promoting fresh, healthy eating while supporting our local farmers and entrepreneurs. While we produced a brochure in Spanish this year we don't think that we have reached that market effectively. We have not been able to find the niche market for that segment of the population to promote the program.
- Partnerships built with University of North Carolina Center for Health Promotion and Disease prevention and the Rural Advancement Foundation International has been a huge success and has contributed to the growth of the market through their efforts to promote, create logos, conduct surveys and track our SNAP/EBT sales. One very interesting result of UNC's efforts is we learned that the SNAP customer prefers to refer to their benefits as EBT not SNAP. Therefore we really promoted EBT over SNAP.
- We were able to promote the market to 16,000 students in Rockingham County through the printing of bookmarks which went home with each child enrolled in our school system. This reached a huge segment of our low income population.
- Because of our promotion of SNAP/EBT the Market enrolled to accept WIC serving families with infants and small children, again reaching the low income community. We were the number 1 market in the county for WIC redemption.
- Our message was seen and heard for 15 months over the last two years to promote the acceptance of SNAP/EBT at our Market.

b: Impact on Community:

- Based on our average monthly customers, 35% are SNAP eligible. In 2015 our estimated SNAP Customer was 20% That's a 15% increase and an overall increase from the

beginning of the grant of 32% as the base in 2014 was 2%. This program has not only increased our customer base but has changed the demographics of the market. Based on surveys conducted throughout the 2016 season, customer ages are from highest to lowest,

- 41-65
26-40
Over 65
18-25
- Because of the partnerships that have been built we now have viable numbers for tracking and can get a true picture of our customer base.
- With an increase in the number of SNAP/EBT customers at the market and the number of sales then there is certainly an increase in the number of low income families eating healthier.
- With the Fresh Buck incentive program it allows customers to use their EBT card at the beginning of the month and the fresh buck tokens at the end of the month when their benefits have run out. Therefore allowing for the customer to purchase healthy options longer during the month.
- From 2007 until 2015 Rockingham County was rated as a Tier 1 County. As Tier one we had a high population that is under served in many ways, including high unemployment, high poverty rates. This program has greatly impacted the ability for those families and individuals to have access to healthier food options. In 2016 we moved to a Tier 2 county because our median household income increased and our unemployment rate improved.
- Our EBT sales increased by 59% over last season. It has been a continuous increase since the 2014.

Goal/Objective 3: To increase support of local farmer's and the local economy by increasing market sales by accommodating SNAP benefit customers.

A: Progress made

- Because of the grant funding, we had more farmer's sign up to vend at our market. This year we added three more vendors who had heard about our market and how well the other farmer's' were doing so they came to sell their goods While these 3 new vendors did not accept EBT because they did not sell fresh fruits and vegetables they still added value to the market and allowed for expansion along with increasing total sales at the market That gave us a total increase since the beginning of the grant of 11 new vendors which is over a 65% increase in the number of vendors participating in the market. We

have also had an increase in local households with extra garden goods coming out to sell their overage at the market. While these vendors usually came once or twice and did not get into the token program, but it allowed for more fresh fruits and vegetables to be available at the market.

- The overall sales at the market increased 60% over last year and from the inception of the grant have increased over 80%. That in itself confirms the grant was successful!

b: Impact on the community

- Because of this grant funding and the building of awareness for the market and the acceptance of SNAP/EBT we have built and grown relationships with other community organizations. It has grown our sales at the market not only through the acceptance of EBT but through the acceptance of WIC.
- Since this is the final report for this grant funding, the progress made has been exceptional. This funding has allowed the market to build a name in the community and beyond as a growing Farmer's Market offering a variety of fresh fruits and vegetables, along with building relationships in the low income community.
- The partnerships built alone through this grant funding has contributed tremendously to the progress of our market.
- In the past we were not able to track the sales nor serve the low income community. This grant has allowed us to do that and to do it well. We look forward to continuing the path we are on and building even more partnerships.
- It has also help to build our market as a hub for downtown on mornings that the market is in operation. People gather and it has given us opportunity to offer special programming around healthy eating.

d. Impact on Community:

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:** 1

b. **Number of jobs retained:** 1

c. **Number of indirect jobs created:** 39

This number includes the jobs that were indirectly impacted by this grant, such as the Market Square Manager, the Finance Director, employees with the Radio Stations, TV Stations, Billboard Companies, printing companies, and our SCAT Transportation system, along with the farmer's that participate in the program. It also includes the employees that are involved in our partnership programs through Rafi and UNC Snap Ed.

d. **Number of markets expanded:** 2 This had a direct impact on the expansion of the Market Square Farmer's Market and because of our program and its success; it was modeled at the Madison Mayodan Farmer's Market.

Number of new markets established: N/A

e. **Market sales increased by \$60,000** and increased by 60%.

EBT Sales increased this season by 59% over last season.

f. **Number of farmers/producers that have benefited from the project:**

21

Percent Increase: 9%

f. 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? Yes we had an increase in the number of low income families served and an increase of over all customers. Our sales with EBT increased by 59% over last season and our total sales at the market itself increased by 60%.

g. Discuss your community partnerships.

Who are your community partners? Rockingham County School System, The Rockingham County Health Department, Kate B Reynolds Charitable Trust, Reidsville Area Foundation, Rural Advancement International Association, UNC Snap Ed Program and the Rockingham County Partnership for Children.

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

- Our grant with Rural Advancement Foundation International (RAFI) that matches SNAP/EBT purchases with a double buck program expired at the end of the market this season. The double buck program will match what the SNAP customer purchases. ie.. A customer purchases \$5 of tokens for SNAP/EBT, we will give them \$5 for a total of \$10. This program will match up to \$20 a day. . However due to the success of the program and because we do serve a high % of low income families, RAFI has ecided to fund us again for 2017. Which means we will continue increasing our sales to the low income community,
- The market had also received a \$30,000 grant from the local Reidsville Area Foundation to fund the Market Assistant position through 2016. This is the staff member that accepts the SNAP/EBT and WIC payments along with assisting in the events planned at the market to promote the SNAP/EBT program. We had funding left over from the grant so the foundation is allowing us to use that funding for the 2017 season and there is enough to cover that position for another year.
- The UNC Snap Ed program has assisted us through surveys and tracking of our SNAP/EBT sales along with logo development. This has given us very viable information that we can use in obtaining future grants and to track sales at the market, They are also providing us with \$2000 in funding for the 2017 season which we will use to promote the market on the local TV Station.
- The Kate B. Reynolds Charitable Trust continues to support our efforts through their leadership in the organization of community health organizations to work on the common goal of promoting health and wellbeing in our county especially to the low income population. This

connection has allowed us to meet many others in the community concerned with the health and wellbeing of our community therefore building even more relationships and connections for our market,

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

- The Reidsville Area Foundation gave us grant funding for our employee position of FM Assistant this grant from them was set to expire in 2016 however we did not use all the funds and they are allowing us to use remaining funding to continue to pay the position in 2017-18. Therefore we can still offer SNAP/EBT services along with credit/debit and WIC. With the main focus on the promotion and acceptance of the SNAP program.
- By extending the funding for the Fresh Bucks program through the 2017 season allowing us to continue to double the EBT purchase for fresh fruits and veggies up to \$20 a day.
- Keeping organizations involved in the health and wellness of the community connected.
- Giving us funding for the 2017 season to continue to promote the SNAP program through local Television.

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

i. Have you publicized any results yet? No, we have just received all our numbers back from surveys and from the Farmers.

a. If yes, how did you publicize the results?

b. To whom did you publicize the results?

c. How many stakeholders (i.e. people, entities) did you reach?

We will be sending out to all stakeholders our numbers from this season.

*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).

j. Have you collected any feedback from your community and additional stakeholders about your work? Yes

a. If so, how did you collect the information? One on one conversation and through the surveys done at the market.

b. What feedback was relayed (specific comments)? This comment is from our grant funder for the FM Assistant Position and a key stakeholder in the Health and Wellness of our community, The Reidsville Area Foundation.

“Judy, thank you so much for this succinct and impressive progress report. Clearly, things are going really well on this project. I'm glad we have been able to be one of the supporters of it.

I'm looking forward to hearing about the 2017 season now! What a great job the City (read: you) has done with this."

Jen Nixon

Director, Reidsville Area Foundation

Budget Summary:

- a. 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
- c. Did the project generate any income?
 - i. If yes, how much was generated and how was it used to further the objectives of the award? Not income for the project but increased sales at eh market itself and SNAP/EBT Sales

k. Lessons Learned:

- 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).

Lessons Learned:

- The impact of this grant in our community is far reaching. We have been able to promote this market throughout our county and region through this advertising. It has increased our sales in the past two years by nearly double. In the past we were not able to target and reach the low income community as a matter of fact unless you had cash you could not shop at the market. This has opened an entire new customer base while fulfilling a great need in our community by getting fresh fruits and vegetables in the hands of the low income community.
- It has built relationships that did not exist before and through those relationships many programs have been started to benefit the market and the low income community
- It allowed us to increase our vendors participating at the market because the word is getting out that our market is successful.
- We are reaching a large segment of African Americans that we were not able to reach before.
- While all forms of advertising are good, because of the growth in the digital marketing in the last two years it would have been beneficial if the grant had been written to cover that aspect of advertising. Almost everyone has a cell phone and that is how a lot of people get the news.
- It was hard for us to reach the Hispanic population. We were not able to really even reach the markets much less penetrate it some of the advertising should have been placed with Hispanic medias.
- Brochures are a nice thing to have, but printing of brochures and things are not popular in this age. People do not like to take paper with them. Less money should have been devoted to printing

- Social Media is a huge market and again we did not include any form of advertising digitally.
- We did create Facebook page for the market and it has brought people to the market. There was no cost associated with that.

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

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

- Monthly tracking of advertising placed is necessary. Because meetings with advertising representatives was done yearly you can lose track of where you are in the allocating of funds, especially when you are working with a grant that runs more than one year.
- From our end we should have told representatives how much money we had to spread over the two year period. Which we did in most cases but when it came to radio we wanted to use different stations and therefore lost track of where we were and had funding left over
- As stated above print is really going by the wayside so we would look at allocating those funds in a digital direction.

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.

As stated above we plan to continue our partnerships which have increased programs and sales at the market along with providing a much needed service to our low income community. We will look for other funding to retain our market manager after 2017 so we can continue the snap/ebt program along with the credit and debit. We will continue to accept WIC and to offer events at the Market focused on healthy eating. Cooking demos were a good avenue for the famers and we plan to encourage them to continue on that course as it increases their sales as well. We will work on a digital campaign for this next season as it is the inexpensive form of advertising and has a good ROI.

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? N/A



Thru October
Tues., Thurs., Sat.
7 am-1 pm

Farm Fresh & Homemade!

Gladly Accepting SNAP/EBT



DOUBLE
Your EBT Benefits up
to \$20 per day!!

Fruits • Veggies • Herbs • Greens • Baked Goods • Honey • Eggs
Local Artisans • Plants • Events Throughout the Year

Credit/Debit accepted. WIC Farmer's Market Vouchers also accepted.

336-349-1099 • www.reidsvillenc.gov

farmer's MARKET

DOWNTOWN REIDSVILLE

Farm Fresh & Homemade!

NOW THRU OCTOBER

Tues., Thurs., Sat. 7 am-1 pm



**Fruits • Veggies • Herbs • Greens • Baked Goods • Honey • Eggs
Local Artisans • Plants • Watch for Events Throughout the Year**

Credit/Debit accepted. WIC Farmer's Market Vouchers also accepted.

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SNAP/EBT**

DOUBLE

**Your EBT Benefits up
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farmer's MARKET

DOWNTOWN REIDSVILLE

Farm Fresh & Homemade!



SEASON OPENING MAY 7th

Tues., Thurs., Sat. 7 am-1 pm

*Watch for Events
Throughout the Year!*

FUN MARKET HIGHLIGHTS!
Local Live Music
Local Chef Cooking Demos & Tasting

Credit/Debit accepted.

WIC Farmer's Market Vouchers also accepted.

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**Gladly Accepting
SNAP/EBT**



**Fresh Bucks Double
Your EBT \$\$\$s**

farmer's MARKET

DOWNTOWN REIDSVILLE



OPEN MAY THROUGH OCTOBER

Tuesday, Thursday & Saturday 7 am-1 pm

Watch for special events
each month.



Farm Fresh & Homemade!

Credit/Debit accepted.

WIC Farmer's Market Vouchers also accepted.

**Gladly Accepting
SNAP/EBT**



**Fresh Bucks Double
Your EBT \$\$\$'s**

More information: **336-349-1099 • www.reidsvillenc.gov**



**OPEN
THROUGH
OCTOBER**

Tuesday, Thursday & Saturday 7 am-1 pm

**Gladly Accepting SNAP/EBT
Double Your EBT Benefits up
to \$20 per day with
Fresh Bucks tokens!!**



WIC Farmer's Market
Vouchers accepted.

We Accept
Credit/Debit

Farm Fresh & Homemade!

reidsvillenc.gov





farmer's
MARKET
 DOWNTOWN REIDSVILLE

SEASON OPENING

MAY 7, 2016 7:00 AM
 to 1:00 PM
 Farm Fresh & Homemade!

For more information, 336-349-1099
www.reidsvillenc.gov

See our ad on page ? for details

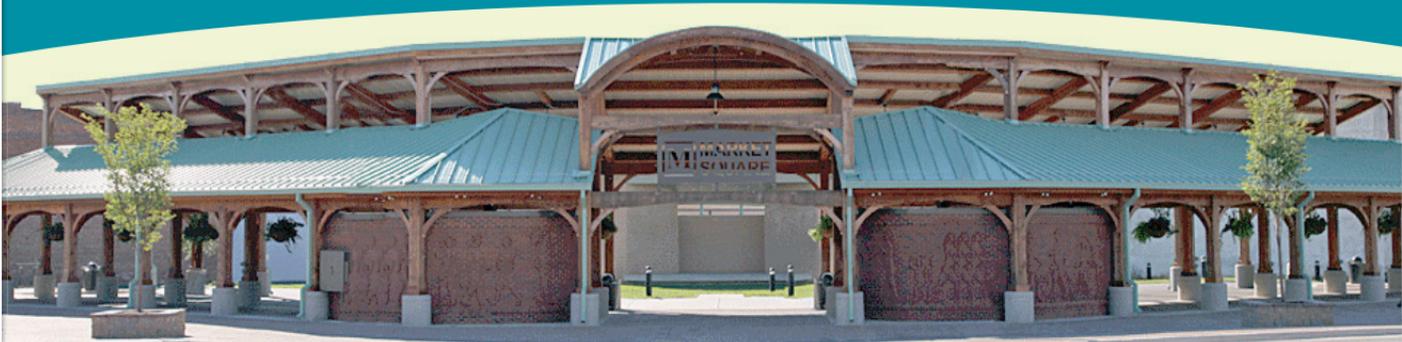


**Gladly Accepting
 SNAP/EBT**




**Fresh Bucks Double
 Your EBT \$\$\$'s**

Fresh Produce • Herbs • Eggs • Baked Goods • Honey • More!



MARKET OPEN THROUGH
OCTOBER

Tuesday, Thursday & Saturday 7 am-1 pm

Gladly Accepting SNAP/EBT
Double Your EBT Benefits up to
\$20 per day with Fresh Bucks tokens!!

WIC Farmer's Market Vouchers also accepted.

Stay healthy while supporting your local farmers and entrepreneurs.



reidsvillenc.gov

farmer's
MARKET
DOWNTOWN REIDSVILLE

**SEASON
OPENING**



MAY 7th, 2016 • 7 AM-1 PM

FUN MARKET HIGHLIGHTS

Local Live Music

Local Chef Cooking Demos and Tastings

**Farmer's Market Open May through October
Tuesday, Thursday & Saturday 7 am-1 pm**



**Watch for
special events
throughout
the season!**

Credit/Debit accepted. WIC Farmer's Market Vouchers also accepted.

For more information, call

336-349-1099 • www.reidsvillenc.gov

Farm Fresh & Homemade!

***Gladly Accepting
SNAP/EBT***



***Fresh Bucks Double
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**EAT
HEALTHY!**

*Farm Fresh &
Homemade!*

**Gladly Accepting
SNAP/EBT**

***Double Your
EBT \$\$\$s with
Fresh Bucks!***

MAY - OCTOBER

Tue. Thur. Sat. 7am-1pm

For more information call:
336-349-1099

reidsvillenc.gov



Tokens purchased at market information table using your SNAP/EBT, credit or debit card. Tokens used at the vendors.

EBT USERS ONLY: *Double your SNAP \$s up to \$10 per day at the market with Fresh Bucks. Valid only for fresh produce and fruit. See Market Manager for details!*

