

FY 2014

ProMedica Toledo Hospital

Lucas County Food Desert Project, Improving Senior Access to Locally Grown Produce

\$44,060 to ProMedica Toledo Hospital, Toledo, OH, to increase direct marketing and access to agricultural commodities from local producers to low-income seniors and food desert populations.

[Final Report](#)

**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>	September 30, 2014-September 29, 2016
Authorized Representative Name:	Barbara Petee
Authorized Representative Phone:	419-469-3894
Authorized Representative Email:	barb.petee@promedica.org
Recipient Organization Name:	ProMedica Toledo Hospital
Project Title as Stated on Grant Agreement:	Lucas County Food Desert Project, Improving Senior Access to Locally Grown Produce
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-OH-0134
Year Grant was Awarded:	2014
Project City/State:	Toledo, OH
Total Awarded Budget:	\$44,060

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: Allen Gallant; Email: allen.gallant@promedica.org; Phone: 419-291-5342

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 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: Address the availability of local, healthy foods throughout Lucas County which will support the local agricultural producers and increase the availability of reasonably priced food**
 - a. Progress Made: The project expanded an existing mobile market produce program developed by Toledo Seagate Food Bank.
 - b. Impact on Community: Before the funding from USDA, the Seagate Farm Market provides fresh, locally grown produce to low income seniors at 16 sites, primarily by visiting housing complexes and senior centers. The expansion increased the sites to 20 sites in an effort to reach additional individuals in need. Fresh local produce was purchased weekly and as needed throughout the week. Farmer’s Market coupons, WIC coupons, EBT card, and cash were all accepted.
 - ii. **Goal/Objective 2: Increase fruit and vegetable consumption in food deserts throughout Lucas County**
 - a. Progress Made: By providing education specific to the needs of the senior population who face significant health risks, the project encouraged the consumption of more fruits and vegetables and increases the nutritional health of those who participate.
 - b. Impact on Community: The project purchased produce from local producers with the aim to supply a range of fruit and vegetables at low cost to the communities without access to shops selling fresh produce. The items were sold at a comparable or lower price than at a supermarket. The produce bought directly from the local producers in the area allows consumers to eat healthier, local food for reduced rates.
 - iii. **Goal/Objective 3: Increase knowledge surrounding the importance of healthy eating as well as easy ways to incorporate healthy foods into a regular eating pattern, and address barriers to healthy eating**
 - a. Progress Made: The project provided nutrition education by a registered dietitian at the various mobile sites on a regular basis.
 - b. Impact on Community: Clients enjoyed spending time with the dietitian to gain additional nutrition information and recipes. Educational program activities included:
 1. “Make Half Your Plate Fruits & Vegetables” signs posted in Mobile Market to support the healthy eating messaging in the Mobile Market
 2. ProMedica’s Dietitian attended 38 of the Mobile Market stops throughout the season. Most sites were visited once at the beginning as well as once at the end of the season. Healthy recipes and handouts were promoted, with a focus on how to prepare vegetables.
 3. Healthy recipe booklets that focused on fresh fruits and vegetables were offered to customers free of charge.
 4. Recipe tastings completed at the Mobile Market on 3 different days (6 sites) – Squash Apple Casserole, Spaghetti Squash, and Apple Carrot Salad Recipes

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: 2
 - ii. Number of jobs retained: 0
 - iii. Number of indirect jobs created: Not applicable
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$4,144.25 and increased 108.5%.
 - vii. Number of farmers/producers that have benefited from the project: 2
 - Percent Increase: 100%

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 collaboration with the Toledo Seagate Food Bank, ProMedica Toledo Hospital is working to close the gap between getting fruits and vegetables from local producers into the hands of the senior population where it is needed most and not readily available.

4. Discuss your community partnerships.
 - i. Who are your community partners? Toledo Seagate Food Bank
 - ii. How have they contributed to the overall results of the FMPP project? The project expanded an existing mobile market produce program developed by Toledo Seagate Food Bank.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? The mobile market will continue into the future through various monetary donors until the time that the market becomes self-sustainable.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? The mobile Seagate Farm Market buys fruit and vegetables from local producers and sells the items on a designated route three days a week traveling to underserved food deserts throughout Lucas County. Toledo Seagate Food Bank's mobile market brings fresh fruit and vegetables to seniors in areas that may not otherwise have adequate means to acquire fresh produce.

6. Have you publicized any results yet? No, we have not publicized results.
 - i. If yes, how did you publicize the results? Not applicable
 - ii. To whom did you publicize the results? Not applicable
 - iii. How many stakeholders (i.e. people, entities) did you reach? Not applicable

7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information? From time to time special requests were taken from customers for the next visit, further forming trusting relationships with customers. While at each Mobile Market stop, the dietitian set up a nutrition table displaying recipes and handouts. As individuals stopped by the market, the dietitian would talk with customers about making healthy eating choices and encourage

customers to take healthy recipe cards and healthy eating handouts. The dietitian offered suggestions for preparing fruits and vegetables in different ways and also prepared and provided recipe tastings for customers to try new, healthy recipes. In previous years, many customers were unfamiliar with how to prepare winter squash, summer squash, okra, and eggplant, so these were the vegetables that the dietitian focused on promoting.

- ii. What feedback was relayed (specific comments)? Many of the seniors were very excited about the market coming to their location. Some would be waiting outside on the sidewalk for us to arrive. We heard from several seniors that if we did not come they would have no other way to get fresh local fruits and vegetables. A few seniors did a little canning and freezing so they could continue eating the produce long after the growing season. We also saw many seniors sharing larger items like watermelons, cantaloupe, cabbage and squash. If there were special requests for different vegetables we would do our very best to have the request on our next visit. Overall the mobile market was very well received at every location.

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? Market sales more than doubled from previous years. Sales for 2014 were \$3820.25 and in 2015 they were \$7740.78. Sales for 2016 were \$7964.50

We do not really count the people we serve but would suspect that we served twice as many as the year before.

- If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:

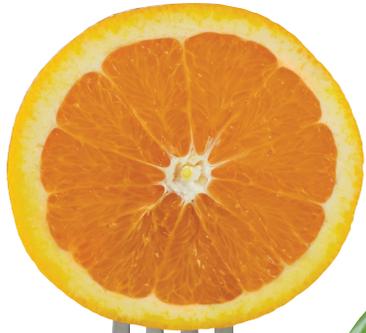
- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed). Customers enjoyed when healthy recipe tastings were offered, and it encouraged several customers to try different types of squash that they had not prepared before. The recipe tastings were, however, more challenging to prepare due to the time restraints of the dietitian, but would be beneficial to include again in the future as possible.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: An objective stated that we would increase stops to 28 however, we are only reporting that there were 20 stops made bi-weekly. This year the 20 locations was a time concern. Now that we have worked through a whole season we would like to have three stops every day. The truck kept our produce fresh so we did not have to worry about the heat of the afternoon like we have in the past. In the past if we stayed out past noon we lost a lot of produce to the heat.
- 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: Not applicable.

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 mobile market is very well received in the community. It is our hope to continue to increase the number of stops and that the market becomes totally self-sufficient. We will continue to raise the funds needed to keep the market on the road for years to come.
- 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? Not applicable.

Make Half Your Plate

Fruits & Vegetables



There are so many ways to eat **Fruits & Vegetables** every day.



Tomatoes, carrots, celery, and onions are key to this whole-grain **Spaghetti and Quick Meat Sauce**, paired with broccoli florets. Finish with warm **Roasted Pears and Vanilla Cream**.



Flavorful herbed green beans and roasted potatoes round out this **Smoky Mustard-Maple Salmon**. For dessert, enjoy a fruit, granola, and yogurt parfait.



Pineapple, carrots, and tomatoes add tang to this **Sweet and Sour Pork**, served with a colorful salad. Finish with nonfat frozen yogurt.



Enjoy the crunchy, juicy goodness of apples and grapes in this **Chicken Waldorf Salad**, served on mixed greens and topped with low-fat dressing. End your meal with **Blueberry-Lime Yogurt**.

Find these recipes and more ideas at ChooseMyPlate.gov

