

FY 2014

\$36,678 to Neighborhood Development Services, Inc., Ravenna, OH, to increase advertising and outreach efforts and improve operations of the Ravenna Farmers' Market.

**Final Report**

## Farmers Market Promotion Program 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](mailto: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.

<b>Report Date Range:</b> <i>(e.g. October 1-March 31, 20XX)</i>	March 31, 2015-September 29, 2016
<b>Today's Date:</b>	10/08/16
<b>Authorized Representative Name:</b>	Erica Sadaj
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<b>Recipient Organization Name:</b>	Neighborhood Development Services, Inc.
<b>Project Title as Stated on Grant Agreement:</b>	Farmers Market Promotional Program
<b>Grant Agreement Number:</b> <i>(e.g. 15-FMPPX-XX-XXXX)</i>	<b>14-FMPPX-OH-0135</b>
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Ravenna, OH 44266
<b>Total Awarded Budget:</b>	36,678.00

### 1. Summarize the community need for the grant work:

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.

2. This project addresses the goals of the Farmers Market Promotion Program, which include: increasing consumption and access to local and regional agricultural products and developing new product opportunities for ranch and farm operators. NDS' Ravenna Farmers' Market will address these goals with outreach efforts, advertising and marketing to increase access and consumption of locally produced products. Additionally, we hope to improve market opportunities for local farmers by increasing attendance at local markets and ensuring the financial stability and continuation of the farmers market. Finally, NDS hopes to increase consumption of local agricultural products by informing and educating residents regarding the health and financial benefits of purchasing directly from produce.
  
3. 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 and have been approved by FMPP staff, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). For each item below, qualitatively discuss the progress made toward each one and indicate the impact on the community, if any. You may add additional goals/objectives if necessary.

**Goal/Objective 1: Increase the residents' access to and consumption of locally produced agricultural products by offering fresh, affordable produce from local farmers.**

i.

a. Progress Made:

**b. Because the decision was made to move the market back to Downtown Ravenna, access became greater for the elderly population as well as the many people employed at the County and City level. It gives people the opportunity to visit the market during their lunch hour or when they have a break. Through using "traffic ads." Both in print and on the web. We also sent weekly emails to County employees listing attending vendors and food truck menu items. With the increase of cooking demonstrations and healthy eating presentations from the Health Department, it helped to increase the attendance of the local residents.**

c. Impact on Community:

**d.**

**Goal/Objective 2: Maintain and improve market opportunities for local farmers by improving the market and ensuring its continuation.**

ii.

a. Progress Made: In 2015 we decided to move the location of the market to Downtown Ravenna, providing an increase in shoppers and an increase in visibility. We also intend to approach other markets, to hopefully get more vendors and ensure we are not conflicting times of the market so that the vendors can be at all the markets in the community.

b. Impact on Community:

c. This has served the community greatly, in that more people that do not have access to public transportation, can simply walk to the market. It has also increased the

likelihood that vendors will consistently be at the market weekly, knowing their sales will be good.

**Goal/Objective 3: Inform and educate residents regarding the health and financial benefits of consuming locally produced products.**

iii.

**a. Progress Made:** We invite the Health Department to attend to do different demonstrations. We are also working with various community service agencies; **WIC, Family and Community Services, University Hospitals to assist in providing and delivering presentation and demonstrations on overall healthy eating and living habits.**

**b. Impact on Community:** We **have not begun our season yet. But in the past, people really enjoyed these types of demonstrations. We hope to increase the volume and bring something different to the market every week in 2016.**

4. Quantify the overall impact of the project on the intended beneficiaries, if applicable. Include further explanation if necessary.
  - i. Number of direct jobs created: 18
  - ii. Number of jobs retained: N/A
  - iii. Number of indirect jobs created: N/A
  - iv. Number of markets expanded: 0
  - v. Number of new markets established: 1
  - vi. Market sales increased by \$2000.00 and increased by 100%.
  - vii. Number of farmers/producers that have benefited from the project:
    - a. Percent Increase:
5. 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 are attempting to do so by sending applications to various new farmers, as well as sharing flyers and other outreach materials to different community groups, WIC, Hospitals, Family and Community Services, Housing Authorities and many of our own tax credit multi-family and single family properties.
6. Discuss your community partnerships.
  - i. Who are your community partners? The City of Ravenna and the Health Department.
  - ii. How have they contributed to the results you've already achieved? They assist us with the leg work of putting up banners and signs as well as advertising the market on their own information; brochures, websites, social media. The Health Department does the same but also sends out email blasts to every Portage County Employee, to alert them of the market time and vendors. This happens weekly.
  - iii. How will they contribute to future results? They will continue to provide these outreach efforts that have proved to increase our number of attendees, particularly during our 12pm-1pm hour (which is the employee lunch hour).
7. Are you using contractors to conduct the work? If so, how has their work contributed to the results achieved thus far? No

8. Have you publicized any results yet? We have not published results, yet.
  - i. If yes, how did you publicize the results?
  - ii. To whom did you publicize the results?
  - iii. How many stakeholders (i.e. people, entities) did you reach?
  
9. Have you collected any feedback thus far about your work? Yes
  - i. If so, how did you collect the information? Through Surveys and meetings with the vendors and public surveys through facebook
  - ii. What feedback have you collected thus far (specific comments)? Specifically, the people and vendors are thrilled with the new location, which moved from the local hospital parking lot to a downtown parking lot in Ravenna. That is probably the biggest thing of the 2015-2016 season(s).
  
10. Budget Summary:
  - i. Were there revisions to the budget during the reporting period? (As a reminder, budget changes that are substantive (e.g. changes in line items or amounts that exceed 20% of the original request) must be submitted via separate documentation by contacting LFPP staff. Changes indicated below are not approved until you have obtained prior approval.) **There were revisions to the previous budget, nothing over 20%. Please refer to final budget report.**
    - a. If so, briefly describe the reasoning if the budget line item changed by more than 20%: No
    - b. Provide the date that LFPP staff provided prior approval for the revisions of a budget line item that changed by more than 20%, if applicable:
  
  - ii. **Total amount spent during reporting period: \$17, 094 (Final Payment)**
  
  - iii. Amount of matching funds/in-kind contributions used during the reporting period: 0
  - iv. Did the project generate any income? NO
    - a. If yes, how much was generated and how was it used?
  
11. Summarize unexpected delays or problems (if applicable). N/A
  - i. State the issue(s) and the reasoning behind its/their occurrence:
  - ii. How did the issues affect timelines?
  - iii. How did the issues affect the measureable results?
  - iv. How did the issues affect the budget?
  - v. How did your organization resolve the issue(s)?
  
12. What grant activities/impacts do you hope to accomplish in the next six months? In other words, what do you plan to include in your next report to FMPP staff (interim or final)? For example, if you have not made progress toward all of your goals and objectives or sections of your work plan, how will you work towards accomplishing them before the next report? 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. If there are any changes or issues that were not covered under questions #9 or #10 above, please provide that information here.

Our intentions were to see the market grow and flourish, we were able to increase outreach using social media and partnerships with the city, county and health department. By using email blasts, e-letters and social media, we have been able to promote not only the market but the vendors as well. We placed ads in the local newspaper called traffic ads, which are specifically selected to be in the most popular sections of the newspaper i.e., under the weather section, ads were also placed on the local newspapers website, capitalizing on the group of people who utilize the web to get their news, producing and passing out flyers to local businesses as well as other farmers markets also helped with visibility and outreach. Also, visiting with local community groups, libraries, hospitals, fitness centers, Family and Community Services, the Health Department and WIC to help improve the vitality of our market. Increasing the signage and wayfinding pieces to better alert the community of the event has been effective. We have taken what we learned last season, with input from the farmers and community of things we can do to help make it a more successful market, and these specific things fit. The ability to network and have the vendors network on our behalf has been invaluable.