

**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:	Lisa Ramsey
Authorized Representative Phone:	330-219-7024
Authorized Representative Email:	Lisa@tnpwarren.org
Recipient Organization Name:	Trumbull Neighborhood Partnership
Project Title as Stated on Grant Agreement:	Farms Accessing Resources for Marketing
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-OH-0138
Year Grant was Awarded:	2014
Project City/State:	Warren, Ohio
Total Awarded Budget:	\$96,733

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: _____

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: Measure the social and economic impact of the market on the community.

a. Progress Made:

Social and economic impact surveys were administered at the market during the 2015 and 2016 market season throughout the months of July, August, and September. In 2015, surveys were administered by the Mahoning Valley Organizing Collaborative under the supervision of Trumbull Neighborhood Partnership staff. The results of this survey were released at the end of the 2015 season. In 2016, the surveys were administered by Youngstown State University’s Regional Economic Development Initiative (YSU REDI) and their findings were presented in a report that was delivered to TNP in October of 2016. The findings from both years were published in the Warren Farmers Market Strategic Plan 2017 – 2019 which was released electronically on the Trumbull Neighborhood Partnership (TNP) website and promoted on social media. Additional promotion of this document will occur in early 2017 when we start planning the market for the 2017 season.

b. Impact on Community:

In 2015, 120 Warren Farmer’s Market customers, 94 residences, and 13 local businesses were surveyed. (The 2nd performance report contained the detailed information on these surveys, [this report is available at http://warrenfarmersmarket.org/wp-content/uploads/2016/01/Warren-Farmers-Market-2015-Report.pdf](http://warrenfarmersmarket.org/wp-content/uploads/2016/01/Warren-Farmers-Market-2015-Report.pdf).) Through the 2016 market studies, there are several noteworthy findings that can quantify the impact of the WFM on the surrounding community. The surveys included a specific set of questions for customers, vendors, and nearby businesses. There was a total of 103 completed surveys with 76 customer responses, 14 vendor responses, and 13 responses from nearby businesses. Key findings from the 2016 market surveys include:

1. Customer Surveys

- 68% of respondents attend the market at least once per month
- 44% of customers spent between \$11-\$20 per visit
- 86% of all customers surveyed were satisfied with the variety of products offered
- Customers travel to the market primarily by car (86%)
- 12% of customers walk from their nearby place of residence or employment.
- 45% of all customers surveyed attended the live educational cooking demonstrations that focused on eating “in season”

2. Vendor Surveys

- 85% of vendors felt there was a strong sense of community.

- 86% of vendors indicated that they often have repeat customers.
- 29% (4) of vendors are located within the city limits of Warren.
- Vendors from outside Warren travel between 8 to 30 miles to reach the market.

3. Surrounding Businesses

- 60% of business respondents felt that the location of the market had a positive impact on their business operations.
- 60% of business respondents felt that the increase in pedestrian traffic during the time of the market benefitted their business in some way.
- 50% of businesses reported to have customers that previously visited the Farmers Market that same day.

ii. Goal/Objective 2: Hold educational and networking programs and technical support for farmers.

a. Progress Made:

The Ohio State University Extension Agricultural Educator is currently offering technical assistance to help Campbell's Herb and Veggie Patch. The goal is to create a composting system that is large enough to provide soil additives for an Urban Farm utilizing waste collected on site but still contained as not to create a nuisance for neighbors. Technical assistance included a site visit that took place on September 26, 2016. The composting system is planned to be installed in Spring of 2017. OSU Extension, under a partnership with TNP, will provide technical assistance on proper use and maintenance of the system over the next year effectively continuing the efforts launched under this FMPP award.

In 2015, technical support was provided to the urban farm by Elsa Higby of GROW Youngstown for seed selection, garden planning, growing methodologies, marketing, pricing, season extension. Nick Avila, and independent horticulturist/experienced urban farmer took over the role of technical support/mentor and provided technical assistance in the selection, site placement, and set up of a hoop house designed to provide season extension growing for the urban farm.

Also in 2016, technical assistance was provided to Warren Food Forest. This urban grower is preparing to install an orchard and berries plants in vacant lot near Downtown Warren. FARM staff assisted the grower in the writing of two grants for start up funding – both of which were successfully funded.

In both 2015 and 2016, TNP hosted a Farmer Mini-Conference. A collaborative group of participants worked to develop the agendas and reached out to local farmer's to encourage attendance. Planning partners included TNP, Youngstown Neighborhood Development Corporation, Lake-to-River Food Co-op, and the Ashtabula Local Food Council. Presenter include Birdsong Farm, Trumbull County OSU Extension, and Footprints Farm). Topics include building soil health organically, integrating berry production, food trends, and finding markets.

b. Impact on Community:

Through the support of FMPP funded technical assistance, the first urban farm in Warren was launched. This farm continues to serve as a model for urban growers and community gardens looking to take produce to market. Workshops will be held to show other urban farmers how to install and use a similar composting system at their farms.

The mini-conferences served both rural and urban growers by hosting workshops with valuable technical assistance on growing topics, information on how to connect growers to the local farmers market, and by serving as powerful networking opportunities.

iii. Goal/Objective 3: Produce outreach/marketing materials and events to increase domestic consumption of local produce at the Warren Farmer's Market.

a. Progress Made:

In 2015, we purchased Adobe Creative Cloud Software so that TNP's in house graphic designer could create printed materials for the Warren Farmer's Market including larger posters. We mailed out 16,750 flyers with Warren City Water Bills (City Utilities Dept. paid postage, we only needed to provide the flyers) and sent home 2,563 flyers with Warren City Schools Pre-K-5 students. Posters were placed in local businesses primarily near the market. Three billboards featuring local farmers were created "in house" to advertise the market and were placed by Lamar Advertising in 3 high traffic areas within the city. Also created in house was the Warren Farmer's Market website (www.warrenfarmersmarket.org) which is continuously updated with photos taken throughout the market season and content provided by the WFM Market Manager. This website was created in 2015 and overhauled in 2016 as needed to reflect the needs of the market based upon feedback from both vendors and the general public.

A videographer was commissioned to make 5 short videos for the market. One video was a general advertisement for the market and four "Know Your Farmer" style videos featured our local farmer vendors. Each of those videos shared the story of the farm and the farmers while connecting them to the Warren Farmer's Market. The videos were shared via our new market website, on social media, and through our email listserv (MailChimp campaigns).

During the 2016 WFM season, three Vendor Spotlight videos and one commercial highlighting all the weekly vendors were created to promote the market and local agriculture. The WFM also worked to perform outreach to increase the consumption of local produce by:

- Providing free weekly transportation to and from the market each week with a special focus on Trumbull Metropolitan Housing sites, which offer housing to low income residents in the city of Warren, addressing a repeatedly identified concern about access to the WFM and the Double Your Dollars/SNAP Program that is provided.

- Distributing a weekly email newsletter with information about that week's WFM and featured a list of vendors that would be selling their produce at market.
- Generating a subscriber-based weekly reminder text message service to remind people about the market
- Continuing maintenance of the WFM website which includes information about the Double Your Dollars/SNAP Program. The website is currently under construction for the 2017 season and will continue to be a vital communication tool.
- Designing and distributing a flyer promoting the WFM and some of our incentives for low income shoppers, with over 2,500 flyers passed out to students, grades K-5th, at Warren City Schools and LaBrae Local Schools.
- Distributing over 200 flyers that advertised the WFM and its Double Your Dollars/SNAP Program to 20 medical offices throughout the city.
- Distributing over 1000 flyers to different housing communities including, but not limited to, Warren Heights and Tod's Crossing.
- Creating and distributing 1,000 rack cards

b. Impact on Community:

The 2016 videos were released through the WFM Facebook Page and shared through our partners. Links to these videos were also included within our weekly market newsletter. Vendor Spotlight videos that were created in 2015 were also shared on the WFM Facebook Page during the 2016 market season. These videos were viewed a total of 3,207 times per Facebook's analytics. The newsletter was sent out using MailChimp every week to remind people about the market and the vendors that would be participating. This was viewed on average 332 times each week.

iv. Goal/Objective 4: Conduct strategic planning to improve the market for vendors and consumers

a. Progress Made:

In August 2015 the first WFM Community Input meeting was held. In attendance were 21 community attendees representing federal/county/local government agencies, private institutions, schools, non-profit organizations and farmers. This meeting was followed by a second meeting in November 2015. In attendance were Jenna Amerine, Trumbull County Health Department; Gianna Cioffi, Lake-to-River Food Co-op; Molly Toth, YWCA of Warren; Matt Herbruck, Birdsong Farm; Kathy Zook, Eastgate Regional Council of Governments; Adam Gregory, Fine Arts Council of Trumbull. The objectives of the meeting were to establish a vision and mission statement for the Warren Farmer's Market, complete an assessment of the strengths and weaknesses of the market, a logistic assessment, market day programming assessment, community and communications assessment, vendors and supply, assessment, goal planning – short and long term, etc. The steering committee guide is enclosed. A summary of the input is in enclosed as well. Short-term goals were identified and were assigned to committee members.

Two meetings were held in August of 2016, the purpose of these meetings was to discuss long-term goals and objectives for accomplishing those goals. In

attendance at these meetings were Kristin Riley (AmeriCorps Vista), Jenna Amerine (Trumbull County Combined Health District and Trumbull County Creating Healthy Communities), Amanda Accordino (Creating Healthy Communities Trumbull County Intern), Rick Price (GardenView Acres), Nicole Richards (GardenView Acres), Adam Gregory (Fine Arts Council of Trumbull County), Lee Beers (Ohio State University Trumbull County Extension), Lisa Ramsey (TNP), Bethany Manzel (30 Mile Meal Mahoning-Shanango), Carol Cambridge (Community Member), Sarah Braun (TNP Board Member), and Jessica Sowers (Body Bliss Connection LLC).

b. Impact on Community:

Through these meetings and the meetings held in 2015, long term and short term goals for the WFM were discussed. These discussions led to the creation of the WFM Strategic Plan 2017-2019 which includes, but is not limited to, the history of the market, incentives we offer for shopping at the market, information on the community we serve, and long term goals/objectives that will guide the market in the coming years.

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: 2
- iii. Number of indirect jobs created: 15
- iv. Number of markets expanded: 1
- v. Number of new markets established: 0
- vi. Market sales increased by \$3,204.00 and increased by 177%.
- vii. Number of farmers/producers that have benefited from the project: 18

a. Percent Increase: 55%

Percent increase of sales for the WFM from 2014 to 2016 is calculated from the SNAP EBT Sales totals due to the methods used for collection of sales data which are outlined more in question 9 Item ii.

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?

In the beginning of the 2016 Warren Farmers Market season, outreach was performed at both the Grace AME Health Fair and the Warren African American Achievers Festival, to get the word out about the Warren Farmers Market and incentives we offer to shoppers. These were very large events in the city of Warren, both of which were heavily attended by the African American population. As a part of TNP's Garden Resources of Warren Program which also operates the WFM, there were a series of GROWing Health and Wellness classes with a market incentive held in a low income/low access community, there was a 67% redemption rate on gift certificates provided to participants for attending all of the classes in the workshop series, which focused on the message of eating healthy, purchasing local produce, and eating in season. Through the research of TNP, transportation has been identified as an issue for low income/low access populations and TNP has worked in coordination with a local church, Second Baptist Church "A House of Hope," to provide a shuttle that stops at local housing communities that have been identified with access issues due to income and/or age.

4. Discuss your community partnerships.

i. Who are your community partners?

Primary

- Body Bliss Connection LLC
- Lake to River Food Co-Op
- Mercy Health
- Ohio State University Extension Trumbull County
- The Trumbull Memorial Health Foundation
- Trumbull County Combined Health District and Creating Healthy Communities
- City of Warren

Secondary

- Second Baptist Church “A House of Hope”
- Trumbull County Wellness Committee
- Trumbull County Soil and Water Conservation District
- Trumbull Family Fitness
- Trumbull County Farm Bureau
- Youngstown State University Regional Economic Development Initiative (REDI)

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

- Body Bliss Connection LLC helps the WFM by providing nutritional info and healthy recipes that use the foods that are in season at the market at the first market of the month.
- Lake to River Food Co-Op helps to promote the WFM and its vendors through advertising. They also work with Mercy Health to administer the Fruit and Vegetable Rx Program.
- Mercy Health are the providers and funders the Fruit and Vegetable Rx Program which is a voucher program for individuals that are at high risk for malnutrition and have a chronic illness. Program participants receive a voucher for \$20 that can be spent at the WFM to purchase fresh fruits and vegetables once a month.
- Ohio State University (OSU) Extension Trumbull County offers technical support to vendors through classes and workshops. These include topics from pest control to direct sales of farm products and cottage foods.
- The Trumbull Memorial Health Foundation provides funding for the WFM “Double Your Dollars” Program
- Trumbull County Creating Healthy Communities has worked to promote the WFM and to distribute our promotional materials at a variety of public events.

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

TNP has applied to the Trumbull Memorial Health Foundation’s grant program so that we may continue to offer the Double Your Dollars SNAP EBT program. In coordination with Trumbull County Creating Healthy Communities, the WFM is on the waiting list to provide the Women, Infants, and Children (WIC) Food and Nutrition Service at the WFM. Trumbull County Creating Healthy Communities will also provide promotional funding to advertise a series of pop-up markets to be held in a targeted low income/low access community in the Summer 2017 season. The Mercy Health Vegetable Prescription Program will also be available to eligible participants in 2017 at the WFM. TNP has been awarded the Community Food Projects grant from the United States Department of

Agriculture to continue our research and promotion of local foods in the city of Warren.

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

There were contractors used to conduct the work around the FMPP award. Vendor spotlight videos were created by Margaret Thompson who is a professionally trained videographer. Her contribution to the project added a level of professionalism and design to the live action promotional materials that TNP alone would not have been able to achieve. Ohio State University Extension Trumbull County offered their expertise around the composting system to be created at Campbell's Herb and Veggie Patch as mentioned in Goal 2. They worked to design the system and will continue to offer technical support and training around the system in 2017. Youngstown State Universities' Regional Economic Development Initiative worked as a contractor to provide all the survey work that was completed at the market as defined in Goal 1. Their work on the project was extremely important as they were an outside entity that provided unbiased survey mechanisms that we can continue to build on in coming years.

6. Have you publicized any results yet?*

Yes, we have started to publicize the WFM Strategic Plan 2017-2019

- i. If yes, how did you publicize the results?

The strategic plan is available at <http://tnpwarren.org/wp-content/uploads/2016/11/WFM-Strategic-Plan-2017-2019.pdf> on the TNP Website in the form of a PDF and was posted on social media.

- ii. To whom did you publicize the results?

We have publicized the results to the general public through various social media outlets. These posts were also sponsored as to reach a larger local audience.

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

Approximately 3,900

*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?

Yes, feedback has and will continue to be collected about local foods and the WFM.

- i. If so, how did you collect the information?

Public opinion on the market was collected by the YSU REDI through surveys performed at the WFM and mentioned under Goal 1.

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

When customers were asked, "How might the Warren Farmer's market be improved? (In general, marketing, layout, events, etc..)" some responses were,

- "Outdoor restrooms or restrooms for patrons to access, local business collaboration"
- "Bigger is better"
- "More vendors"
- "Advertise more - newspaper -radio – billboard"
- "Easier parking"

- “Looks good - keep expanding”
- “I was pleased to see so many new vendors and patrons this year and hope to see the market continue to grow.”
- “More fun things to do with kids”

When customers were asked, “What types of products would you like to see added to the market?” some of the responses seen multiple times in the survey were:

- Fruit
- Baked Goods
- Beverages
- Berries

8. Budget Summary:

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

9. 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).
One lesson learned through the administration of this grant that will not only save money but lots of time as well is to make sure there is more than one contact that knows of your project/grant at a partner organization. This is an insurance policy that if one person moves on to another project or leaves the community/organization entirely, that there is still another person that can help move the project forward. It is hard to build new partnerships from scratch with vendors, contractors, and partners and doing so takes time, which could be much better invested into the project itself. The more people that know about goals and objectives for the project, the easier the job if someone from the project moves on.
- If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
The methods used to collect sales information at the market did not allow for a full analysis. In 2015 and 2016, sales were measured at the end of the market season through a survey that was sent to participating vendors. In both years, we did not have 100% of vendors reporting. In the future, the plan is to require vendors to report their sales anonymously each week using the “fish bowl method.” Vendors will be given a small piece of paper where they will be able to self-report their sales anonymously by placing said paper in a fish bowl at the end of their market day. These totals will then be reported in whole as total sales for the market. This will ensure better data collected for future analysis to better measure the growth of the market.
- Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

Providing technical assistance to farmers and farm based businesses can be difficult, if you do not have a demand for such support it would be best not to include such support as part of the project. If you do have demand for technical support, be sure that the contractors you hope to use to supply that technical support have established protocols and a history of providing the technical support that is needed. Farmers we worked with through the project seemed to not need help on their farms but more so with selling and marketing themselves. Future projects may want to take this under consideration as this seems to be a trend we discovered through the course of the project.

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.

A press release announcing the WFM Strategic Plan will be released in early 2017 to start the early promotion process for the 2017 market. This will help TNP reach more prospective vendors and remind customers that there will be a market in 2017. Through discussions at various meetings that have taken place during the course of this project, transportation has been identified as an obstacle to food access. The WFM is centrally located in the city of Warren along the WRTA Warren Express Bus Route and TNP also provides transportation in partnership with a local vendor. This transportation brings people to the market every week and focuses on areas of this city that are considered low income/low access and are not serviced by the current public transportation system. The WFM is expanding to service a community that is currently experiencing food access issues through a series of monthly "pop-up" markets to be held within a community that is considered a food desert. These will be small markets serviced by a small number of vendors but vital to providing more opportunities to connect community members with their food producers. The WFM is also working to provide the WIC Farmers Market Program as a payment option in an effort to promote local foods among individuals that may not be able to otherwise access or afford such items, these will also be accepted at our monthly pop-up markets. As stated earlier, the WFM will continue to offer the Double Your Dollars Program which allow SNAP and EBT users to purchase double their money (up to \$15 in 2017) to purchase fresh, local, Ohio-produced, SNAP-approved foods.

- 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?
TNP is currently undertaking a year-long Community Food Security Assessment (funded through the United States Department of Agriculture Community Food Projects Competitive Grants Program) which is using established methodologies to further explore issues around food access, food insecurity, and the effects of food deserts in the city of Warren, Ohio. The outcomes of this study will inform TNP's programming and partnership decisions regarding the organization's continued role in increasing food access, mitigating the impact of food deserts, and helping build a robust local food economy. The WFM would also like to offer more marketing support in future years, shifting from just basic technical support which was part of this project. TNP plans to

provide WFM market vendors with professional images captured by the graphic designer/photographer we have on staff, but we would like to extend that offering to include small business/marketing support which will help increase overall sales for vendors that participate in the WFM.

Join us weekly for
LOCAL, FRESH, & HEALTHY food in the
Warren community!

Tuesdays
at Courthouse Square
June - October
3:00 pm - 6:00 pm

Free Parking at
Franklin Street Parking Deck

Featuring:

-  Cooking Demos
-  Yoga
-  Dancing
-  Mindfulness
-  Nutrition Education
-  Music
-  Family Friendly Activities

Get *more* fruits and vegetables
when you spend your
**SNAP OHIO DIRECTION
CARD DOLLARS** at the
Warren Farmer's Market

It's easy with Double Your Dollars! For example, if you
spend \$10 from your Ohio Direction Card at the market,
we give you another \$10 to buy fresh fruits
and veggies grown locally.

Available while funding lasts.



**SNAP
EBT**



find us on facebook

WARRENFARMERSMARKET.ORG