

**Local Food Promotion Program (LFPP)
Final Performance Report**

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market 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 LFPP 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 LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

| | |
|--|---|
| Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i> | September 30, 2014-March 31, 2016 |
| Authorized Representative Name: | Martha C. Page, Executive Director |
| Authorized Representative Phone: | 860-296-9325 x102 |
| Authorized Representative Email: | mpage@hartfordfood.org |
| Recipient Organization Name: | Hartford Food System, Inc |
| Project Title as Stated on Grant Agreement: | Hartford Mobile Market-Bringing Fresh, Local Fruits and Vegetables to Low-Income Hartford Neighborhoods |
| Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i> | 14-LFPPX-CT-0034 |
| Year Grant was Awarded: | 2014 |
| Project City/State: | Hartford, CT |
| Total Awarded Budget: | \$100,000 |

LFPP 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. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

The Hartford Mobile Market comprises four components: a) operation of the mobile vending unit; b) nutrition education and related health education/screenings; c) evaluation; and d) development of manuals and reports for scale-up and replication. A primary objective is for sales revenue to cover the operations component of the HMM after the pilot period. The goals of the project include:

- i. Goal/Objective 1: Benefitting local and regional food producers by increasing access to/intake of fresh, locally and regionally produced agricultural products in low-income Hartford neighborhoods;

- a. *Progress Made:* Produce and other farm products offered on the HMM have been purchased at wholesale prices from a variety of sources, including vendors at the Hartford Regional Market and directly from local Connecticut farms. The produce from the Hartford Regional Market includes a variety of products from areas that are within 400 miles of Hartford, including: Massachusetts (apples), New Jersey (cabbage, collard greens, kale, and sweet potatoes), New York (apples), Ontario (Carrots), Pennsylvania (apples, mushrooms), and Quebec (beets, cabbage, carrots). The produce and goods sourced from Connecticut farms include a large array of products, including: Apples, asparagus, beets, Brussels sprouts, carrots, cabbage, cauliflower, corn, eggplant, greens, herbs, honey, lettuce, okra, onions, pears, peppers, plums, potatoes, radishes, turnips, watermelon, and yams. From December 2014 through May 2016, 27% of farm products has been sourced from farms within 400 miles of Hartford. Furthermore, 19% of our produce has been purchased from Connecticut farms, facilitated by the Northeast growing season. This figure will rise again significantly by the end of summer 2016, when the mobile market is able to source the majority of its produce locally.

Our producer survey collected responses from a majority of our providers used in the 2015 operation year, although there are a handful of responses that we are still working towards collecting. Overall, the majority of our producers indicated that selling to the mobile market had increased their farming income, potentially reduced their market leftovers, and introduced them to new business opportunities. The survey was also able to illuminate the fact that we work with mostly small farmers with varying levels of dependence on their farming income.

Wholesale produce from 9 local farms has been sourced through the Hartford Regional Market. Produce has also been purchased directly from fourteen Connecticut farms, including: Bussa Orchards, Brown's Harvest, Community Farm of Simsbury, Connecticut Valley Farms, Deercrest Farms, Four Root Farm, Keney Park Sustainability Project, Gotta's Farm, Grow Hartford, Gresczyk Farms, Holcomb Farm, Stonewall Apiary, Urban Oaks Organic Farm, and Zarella Farms.

- b. *Impact on Community:* As noted in our prior reports, the sale of local items on the HMM is beneficial both for local and regional food producers and for Hartford residents who are our clients. There are few sources of affordable, fresh and local produce in the neighborhoods where the HMM operates; this service provides a unique opportunity for residents to purchase local and regional produce in their neighborhoods. We do not capture income status of HMM customers. However, the HMM is EBT certified and SNAP sales have increased steadily since market launch. Between December 2014 and March 2016, \$3,163 in SNAP benefits was spent on the mobile market, representing 8.8% of total sales. An additional \$11,656 in incentive coupons provided by community partners was spent on the mobile market during this time, representing 32.4% of total sales. Furthermore, the HMM is approved to accept senior farmers' market nutrition program (SFMNP), and WIC farmers' market nutrition program (WFMNP) as

LFPP Note:
Federal funds were not used for the purchase of food, since this is not an allowable cost. Payment requests were specified as personnel, travel, promotional material and all other allowable costs.

additional forms of currency. Between June and October 2015, \$4,091 was spent on the mobile market using these additional forms of food benefits. We are looking forward to another robust use of these benefits in summer 2016. The SNAP benefits, CVV, SFMNP, WFMNP, and coupons for low-income shoppers indicate that at least 52.1% of sales on the mobile market are made by low-income shoppers. The introduction of an incentive program for SNAP benefit shoppers in October 2015 has specifically helped to increase SNAP usage on the mobile market. Between October 2015 and May 2016, approximately 200 incentive coupons have been distributed with a redemption rate of 86%. The HMM was previously approved to accept WIC cash value paper vouchers (CVV) and received \$368 in vouchers during this project. However, Connecticut is transitioning to an e-WIC system that does not currently allow wireless access. We will pursue recertification in 2017.

- ii. Goal/Objective 2: Assessing the economic sustainability and food system impact of HMM.
 - a. *Progress Made:* Tracking of sales and customers continues to occur at each stop and in aggregate; data continue to indicate we are covering the costs of the produce with sales, while the other costs of operation are still being subsidized. Satisfaction surveys for Mobile Market customers were administered with results indicated below. Satisfaction and impact assessment for producers were administered with results as indicated earlier. The operations manual for the mobile market has been developed, although refinement and adjustments will be an ongoing process. A copy of the manual is available upon request. In addition, the project team worked with a group of University of Connecticut MBA students during the winter and spring of 2016. The MBA group visited the HMM and reviewed our tracking and operational protocols. They have provided the project team with their findings and a series of recommendations to promote economic sustainability. Another source of support and information on sustainable operations has been a regional Mobile Market operators Users group, which meets periodically to share information and issues for group input.
 - b. *Impact on Community:* In total, 1,184 clients received nutrition education at the Hartford Mobile Market. Many also participated in food tasting activities. Nutrition education consisted of lessons based on the following topics: 1) Planning your meals with My Plate; 2) Eating healthy on a budget; 3) Reading food labels for healthy food choices; 4) The 4 steps to keeping your food safe from bacteria; 5) Being Active. Participants received bilingual materials with the 10 tips educational series from My Plate website: <http://fnsweb01.edc.usda.gov/healthy-eating-tips/ten-tips.html>, and vegetable recipes from the "Farm to the Table" recipe book developed by the Hispanic Health Council and UConn Cooperative Extension in 1996. Food tasting activities were conducted at several mobile market stops with high success, with more than 90% of clients who said that they would prepare the recipe at home and more than 80% rating the recipe as very good to excellent. We collected demographic data of participants who voluntarily filled out a form with their information. Based on data from 1141 participants who provided information, almost 70% were female, 62% were SNAP recipients, with a mean age of 43. 56% were Hispanic and 33% Black or African American.

Market customer satisfaction data was collected two ways a) a satisfaction survey with customers leaving the Hartford Mobile Market (HMM); and as part of six-week follow-up surveys with participants of the Nutrition Education, Access and Texting (NEAT) study, which promoted consumption of fresh produce and use of the HMM through text-messaging and provision of coupons redeemable at the HMM. Satisfaction Surveys were conducted as part HHC's sub-contractual commitments related to the USDA Local Food Promotion Program grant to the Hartford Food System. HHC developed the protocol and instrument for the survey,

obtained IRB approval, and piloted it with 26 HMM customers. Based on the pilot, protocol and instruments were modified, and IRB approval was obtained for the modified protocol. In total, 102 surveys were completed with customers of the HMM upon leaving the bus. One qualification related to the satisfaction survey data (N=102) is the following: While significant methodological planning was invested in assuring that respondents were interviewed only one time, and we are reasonably certain that this was the case, the nature of the survey methodology made it impossible to be absolutely certain that there are no repeat survey respondents.

The Nutrition Education, Access and Texting (NEAT) study assesses the enhanced benefit of linking SNAP-Ed Nutrition Education participants to a PSE (policy, system, and environment) that enables adherence to educational messages. Project NEAT is a randomized controlled trial that uses texting and HMM coupons with the intervention group to promote consumption of fruits and vegetables and use of the HMM. Baseline and six-week follow-up surveys are conducted. The follow-up surveys contain questions about use of the HMM and satisfaction with the HMM. At the time of this report, follow-up surveys had been completed with 71 NEAT participants of which 41 had visited the HMM. The two sources of satisfaction data combined offer information on a total of 143 HMM customers. Overall, satisfaction with HMM service, produce and prices was very positive. Results are summarized in the two tables below.

Satisfaction Survey Satisfaction Ratings

| | Poor N (%) | Fair N (%) | Good N (%) | Excellent N (%) | N/A N (%) | Missing N (%) |
|---|---------------|---------------|---------------|--------------------|--------------|------------------|
| Quality of products | | 3 (2.9) | 34 (33.3) | 65 (63.7) | | |
| Staff helpfulness and friendliness | | 2 (2.0) | 13 (12.7) | 87 (85.3) | | |
| Variety of products | | 7 (6.9) | 54 (52.9) | 41 (40.2) | | |
| Prices | | 13 (12.7) | 46 (45.1) | 42 (41.2) | 1 (1) | |
| Location | | 5 (4.9) | 31 (30.4) | 66 (64.7) | | |
| Ease getting on and off bus | 4 (3.9) | 8 (7.8) | 31 (30.4) | 45 (44.1) | 13 (12.7) | 1 (1) |

Project NEAT Satisfaction Results

Table 2. Customer satisfaction among NEAT participants buying produce at the HMM

| | |
|---|-----------------------------|
| At the HMM: | Agree with statement (N=41) |
| I was treated well by the people providing the services. | 93% |
| I was able to find the fruits that I like to buy for my family. | 93% |
| I was able to find the vegetables that I like to buy for my family | 93% |
| I find the prices of the food reasonable | 95% |
| I find the quality of the produce good to excellent | 90% |
| Likely to recommend the HMM to a family or friend | 100% |
| Overall satisfaction with the HMM services satisfied/very satisfied | 93% |

- iii. Goal/Objective 3: Developing relationships with organizations in the target neighborhoods to ensure the integration of the HMM into those neighborhoods and to foster a sense of community ownership of the HMM. Objective will be measured by the number of community organizations that host a regular or one-time market stop and the impact at each stop.

a. *Progress Made:* Since the mobile market began operating, it has made weekly market stops at seventeen different locations: Hispanic Health Council/WIC office, the Connecticut Children’s Medical Center Primary Care Center, Phillips Metropolitan CME Church, Billings Forge Community Works, Community Health Services, Charter Oak Health Center, the Asylum Hill Boys and Girls Club, the Blue Hills Boys and Girls Club, the Wilson-Gray YMCA, Trinity College, Chrysalis Center, Immanuel House, Simpson Waverly Classical Magnet School, Capital Preparatory School, Stonington Acres Apartments, Heaven Skate Park, and City Hall. Some of these stops are seasonal in nature, so the current menu of weekly stops has changed to support changing needs/opportunities. The community partners that host stops have supported the HMM in several ways, including promoting the HMM to their clients and offering incentives for purchases. Sales data at each stop is tracked to measure the impact of each stop. Analysis of the data has resulted in schedule modifications (e.g., change of day or time) or, in one case, to a discontinuation of the stop due to ongoing very poor sales results.

b. *Impact on Community:* Working closely with community partners has been essential to the development of the HMM. Since the start of HMM operations in 2014, existing relationships have been strengthened and new relationships have been established to support the development of the HMM in the target neighborhoods. At many stops that have been consistent from the beginning of market operations, there has developed a group of “regular” customers that shop frequently on the market.

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: 5
- ii. Number of jobs retained: N/A
- iii. Number of indirect jobs created: TBD
- iv. Number of markets expanded: N/A
- v. Number of new markets established: 11 current Mobile Market sales locations
- vi. Market total sales increased from \$23,333.00(12/14-09/15) to \$36,004 through March 2016. From October 2015 to March 2016, the gross sales from the HMM program totaled \$ 12,671. The average monthly sales during this time period were \$2250. Winter monthly sales are significantly lower than warm weather months, so we expect the monthly totals to have seasonal patterns.
- vii. Number of farmers/producers that have benefited from the project: 14 Connecticut farms, from which the HMM purchased products directly, and 9 other local farms, from which products were sourced through the Hartford Regional Market
 - a. This represents a 100% increase from the project inception and a 15% increase from the prior report.

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?

The premise for this project has been to reach neighborhoods and residents in Hartford who have insufficient access to local fruits and vegetables. . Our project stops are in our target neighborhoods and include two FQHC’s, a WIC office a hospital outpatient clinic, Boys and Girls Clubs, senior housing, and others, all of which serve a low-income population. We are EBT certified and are authorized to accept FMNP coupons (for Connecticut grown produce). SNAP sales have increased steadily since market launch. HMM Stop sponsors have also frequently made vouchers and coupons available to

increase the use of the market for their clients. During 2016, we have introduced a number of weekend stops that we believe will enable us to reach residents who are not available on weekdays. We are also introducing a new SNAP incentive that will allow SNAP-using customers to increase their incentive value with more frequent use of the market. This frequency incentive will be cross-applied with the farmers market that we operate.

4. Discuss your community partnerships.

i. Who are your community partners?

In addition to our project partner, Hispanic Health Council, and our local government partners (the City of Hartford and the State Department of Agriculture), our community partners include the organizations that support Hartford Mobile Market stops and the local producers who supply much inventory. We have also been supported by our other funding partners, such as Harvard Pilgrim Healthcare Foundation, Hartford Hospital, NBC Universal Foundation, MassMutual, and the Bank of America.

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

Our project partner, Hispanic Health Council, conducted evaluation in partnership with Yale University and SNAP-Ed. Our Mobile Market hosts offer publicity and often fund coupons to attract community members to try the service. Hartford Hospital is working with us and Hispanic Health Council to develop a “produce prescription” program that will use the HMM as a supplier. The State Department of Agriculture sponsored the FMNP pilot program. The City and our funding partners have provided both publicity (including media coverage), connection with other projects for sharing of experience and best practices, and practical support such as bus parking.

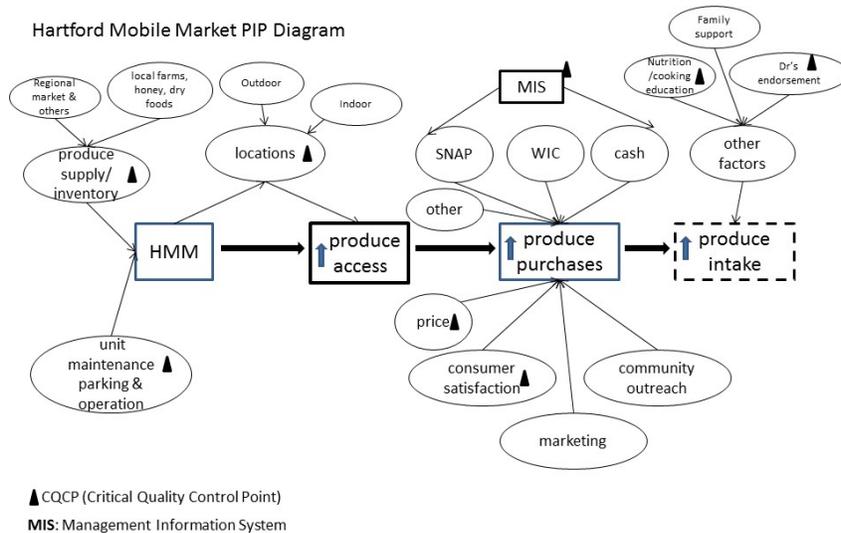
i. How will they continue to contribute to your project’s future activities, beyond the performance period of this LFPP grant?

We expect the above contributions to be ongoing. We also continue to receive new invitations and requests to have the Hartford Mobile Market as a presence at local health-focused events or as a topic for panels and symposia. Within Hartford, we view this capability as part of an overall effort to increase access to local fruits and vegetables for underserved residents, including cross-promotion of the Hartford Mobile Market with area Farmers Markets.

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

We subcontracted with the Hispanic Health Council for evaluation of the Hartford Mobile Market impact, as well as nutrition/nutrition benefit outreach based on the Mobile Market. The main process evaluation of the Hartford Mobile Market followed a Project Impact Pathways (PIP) approach. The PIP analysis resulting from extensive consultations among key stakeholders is summarized in the Figure. In brief, the primary goal of HMM is to improve access to fresh produce in neighborhoods in Hartford that historically have had little access to these healthy foods. It is expected that increased purchases of produce at the HMM will be a reflection of this increased access. As a starting point, the HMM operation requires having a well-adapted functioning mobile unit that is well maintained. The operation also requires an optimal supply and inventory of a variety of produce to offer to potential clients. The adequate selection of HMM stops in the community is a key step to ensure that HMM increases access to produce in the areas most in need. For the HMM to meet its primary objective, it’s crucial for target community members to know when and where the HMM stops. To achieve this goal there needs to be social marketing approaches that include culturally sensitive community outreach is needed to promote the use of the HMM. The ability of HMM to sell produce depends on accepting, in addition to cash, SNAP EBT, WIC cash value voucher CVVs, WIC farmer markets coupons and other coupons distributed by diverse groups. Having an adequate level of sales is expected to reflect the level of consumer satisfaction with HMM that is likely to be strongly influenced by the variety and pricing of the produce.

Monitoring sales requires a user-friendly management information system that can break down sales by payment source and type of produce sold. Although HMM’s primary goal is not to increase produce consumption in and by itself, the HMM stakeholders recognize that additional partnerships involving nutrition education, health care facilities endorsement of HMM and strengthening social support are likely to actually help achieve this key public health goal.



The HMM operation key PIP steps and critical quality control points described above were monitored and discussed by the HMM steering committee to address challenges as they emerged. Five PIP-driven steering committee meetings took place over the lifetime of the project. The key findings from the PIP process evaluation are described below.

Overall, during its first 1 1/2 years of service, HMM operated successfully across seasons. HMM was able to sell a diversity of produce and accept and process diverse payment methods including SNAP EBT, WIC Cash Value Vouchers, WIC farmer market, Senior Voucher and local coupons. As shown in section 1 of this report, HMM met the key administrative and process and process goals specified in the original proposal. As expected, sales were lower during the winter than during the other seasons. Also there were specific logistic challenges that emerged during the winter including lack of space for HMM to park at assigned stops because of snow accumulation and the need to bring the produce down from the HMM to an indoor facility connected with the stop. All unsold produce had then to be re-loaded back into the HMM adding to the workload of the HMM staff.

HMM stops were cancelled and new ones added based on client attendance and sales data, illustrating that data driven decisions were made and at the same time the need to carefully monitor the HMM operation at each stop. During the lifetime of the project it was not possible to develop an electronic system MIS that could help easily monitor sales by HMM stop, produce type and payment method. Instead HM staff had to capture this information using a “paper & pencil” approach and then enter into excel. Although there were strong efforts made to tracking reliably sales data, it is strongly recommended that HMM continues working towards developing an efficient MIS to keep track of sales and allow for making timely decisions regarding inventories and stops without placing too much burden on the HMM staff.

Overall, HMM was able to maintain a critical mass of produce inventory year round, indicating that between local and non-local produce sources available in the Hartford area it was possible to sustain the HMM operations year round even though as expected amount of sales varied quite a bit across seasons (much lower during the winter months). An important process outcome was the decision by the steering committee to find a cold storage facility to ease the problem the HMM was facing regarding lack of space for strong the produce needed to run a smooth HMM operation.

Regarding the operation and maintenance of the HMM, the unit functioned reasonably well as illustrated by the fact that there were relatively few days where the unit was out of commission due to mechanical failures. Also, staff and consumers found the retrofitting of the unit to be adequate although during the winter months staff did convey the fact that sometimes the unit was too cold inside. This was addressed by introducing a portable heater inside the unit. When days were unduly cold then permission was requested from the partner sites at each stop to bring the produce inside their facilities.

Each stop partner was responsible for distributing flyers indicating the HMM schedule and promoting its use. The bilingual flyer was constantly updates as locations were dropped or added or schedules were changed and it was also posted in the Harford Food System website. Occasionally the HMM was also promoted through Spanish radio and TV channels. A survey done with HMM consumers suggested that the vast majority of clients are learning about HMM through word of mouth indicating that marketing and community outreach approaches may need to be strengthened substantially.

Regarding the self-sustainability of the HMM the PIP process showed that the amount of sales originally proposed was unattainable and that operations such as HMM need to rely on external grants and/or coupons donations form philanthropic organizations and community institutions. The options to increase amount of sales involve increasing number of transactions and/or increasing the amount of money per transaction. As a start, during the lifetime of the project, the HMM was strongly encouraged to strengthen its marketing and community outreach approaches and to develop an evidence-based pricing strategy that is appropriate for the low income target audience that HMM has. In terms of this recommendation a major outcome was the fact that the HMM steering committee was able to secure SNAP-Ed funding to test the impact of a marketing strategy involving providing coupons and text message reminders for their use at the HMM to SNAP recipients. That study is likely to help HMM improve their volume of clients and sales in the target areas.

The HMM steering committee identified several opportunities for assessing HMM consumer's satisfaction (see results in Question 1 of this report). Overall consumers had a very positive experience at HMM and made specific recommendations such as more marketing, more produce variety, more stops around Hartford, more access to coupons to use it, and more space within the unit. These recommendations are very consistent with the PIP process evaluation findings.

The HMM service attracted attention from potential partners, including health care providers and nutrition educators. An important decision made during the PIP process was to offer nutrition education at HMM under the auspices of the HHC SNAP-Ed program to increase the likelihood that not only the acquisition, but also the consumption of fruits and vegetables, increases among the target low-income families. The HMM SNAP-Ed approach is based on increasing basic nutrition knowledge as well as practical knowledge on how to consume fruits and vegetables by themselves and as part of healthy mixed dishes or beverages that meet the participants food preferences. In a very successful partnership, hundreds of low-income HMM customers received instrumental "hands on" nutrition education during a

9-month period. In addition, diverse community organizations partnered with HMM providing produce vouchers for specific use at the HMM.

A key outcome from the PIP evaluation process is the fact that with the development of a detailed HMM operations manual, the Hartford HMM can be replicated and adapted elsewhere. The operation manual addresses the following topics, among others: logistical operational aspects of HMM unit, diverse payment/incentive protocols, and inventory procurement/tracking.

In conclusion, with the exception of amount of sales goals, the Hartford Mobile Market exceeded its expectations. The HMM was able to operate year round, to increase access to produce in very disadvantaged communities, and to establish strategic partnerships to increase the reach and likelihood of the operation becoming sustainable. This PIP process evaluation strongly indicates that HMM is logistically sound and with strong community roots. The HMM operations manual developed based on this experience is a major experience and evidence-based contribution that can benefit others who wish to replicate and adapt this successful experience to the needs and wants of their communities.

6. **Have you publicized any results yet?*** The HMM service has been publicized.
- i. If yes, how did you publicize the results? We have not yet formally publicized results of this specific grant project. As noted in prior reports, the launch and ongoing operation of the Hartford Mobile Market has received significant media coverage, for example this <http://wnpr.org/post/mobile-food-markets-grow-around-connecticut> and this <http://www.courant.com/news/connecticut/hc-hartford-mobile-market-0423-20150519-story.html>. We also publicize results through participation on panels and other speaking engagements, including a workshop at the national Wholesome Wave incentives conference and a potential panel appearance at the upcoming national FNS conference. We have also reported informally to Foundation funders on the overall service and results, but not specifically on the local food impact.
 - ii. To whom did you publicize the results? We have only reported as noted above. The overall capability is continually publicized city-wide, regionally, and more intensively in the neighborhoods served by the Mobile Market stops.
 - iii. How many stakeholders (i.e. people, entities) did you reach? We estimate that several thousand people have been reached by overall publicity.

***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).** Examples are enclosed and are also part of the attached Business Plan and Operations Manual documents.

7. **Have you collected any feedback from your community and additional stakeholders about your work?** As noted earlier, we have conducted surveys of market users and producers. Results are indicated above. We also surveyed stop sponsors for their feedback and suggestions.
- i. If so, how did you collect the information? As noted, most of the feedback from all constituents has been positive. The service is appreciated by customers and stop sponsors; generally, producers are positive in that it offers another and a new market (albeit a small one) for their products. Media publicity has been positive, as well.
 - ii. What feedback was relayed (specific comments)? Consumer survey results are tabulated in Q1 above. Producer surveys are also referenced. Many surveyed clients offered reasons for shopping and returning, ranging from freshness to convenience, the selection, impact on health and the support for local farmers, among others.

8. Budget Summary:

- i. As part of the LFPP 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? Yes, the project generated sales income.
 - a. If yes, how much was generated and how was it used to further the objectives of the award? \$36,004 in sales through March 2015 was used for produce inventory purchases and other market operations.

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).

The evaluation results detailed above, as well as the Business Plan and Operations Manual, provide insight into how the Mobile Market was established and how we believe it will achieve sustainable success. Embedded in these documents are the results of lessons learned, which are many. Areas of learning that we can highlight include:

- a. In a community with fresh food access challenges, such as Hartford, a service such as the Mobile Market can help fill a fresh food gap and help connect producers to new markets for their goods.
- b. Small fruit and vegetable producers appreciate the opportunity to reach these customers.
- c. Year-round operations have strong seasonal factors that need to be accounted for.
- d. Achieving true financial sustainability will be difficult.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving. Goals have been met, except for financial sustainability. The Business Plan addresses this.
- 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: The Business Plan and Ops Manual provide extensive administrative details on set-up and operations.

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.

It is our intention to continue this project indefinitely as part of Hartford Food System's overall programming. Throughout this report, we have referenced the impact to the community and to the producers. We expect that to continue and grow. Our monthly sales have been steadily increasing through a combination of process refinement, better storage, and more stops. The Market has become a food system "fixture" with regular and new clients, and is supporting several employees. To maintain this, and until or even if we achieve operational sustainability, we will continue to solicit grant and other funding to support the program.

- 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?

We will be working on further evaluation to help improve the program, including determining if it is possible to understand the actual change in fruit and vegetable consumption related to this project.