

**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](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. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015-October 31, 2017
<b>Authorized Representative Name:</b>	Leah Larsen
<b>Authorized Representative Phone:</b>	530-936-7876
<b>Authorized Representative Email:</b>	svsaturdaymarket@gmail.com
<b>Recipient Organization Name:</b>	T.E.A.C.H., Inc
<b>Project Title as Stated on Grant Agreement:</b>	Modoc County FM Infrastructure/Expansion
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPPCA0118
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Alturas, California
<b>Total Awarded Budget:</b>	\$89,732.00

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

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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: Form a non-profit organization and create a strategic plan to sustain and expand the role of the market in the local food system
  - a. Progress Made: We developed a nonprofit called Modoc Harvest that oversees the farmers markets and other local food projects. We continue to hold monthly board meetings, and have expanded our Board with the addition of 3 new board members. Board meetings are focused on financial, operational, and policy decisions for our nonprofit. It has been one year since the completion of our strategic plan. We developed initiatives based on the strategic plan with members of the board acting as “champions” for each project. The Board of Directors is in the process of reviewing and reporting on the initiatives that were identified for 2017 and developing new and or continuing initiatives for 2018. The initiatives continue to focus on the production and consumption of local food as well as strengthening our nonprofit for sustainability.

Milestones	Timeline per Work Plan	Status
Public meetings conducted, nonprofit board created. Bylaws written, IRS and California nonprofit filing complete	10/2015-4/2016	Complete 8/2016
Leadership team in place	1/2016	Complete 1/2016
Strategic Plan complete, 3-5 year organizational goals established	1/2016-9/2017	Complete 11/2016
Quarterly report on success indicators, final project report that can be used by other rural market start-ups	4/2016-9/2017	Monthly reports to Board in place. This document is the final report.

b. Impact on Community: The strategic plan has been a guiding light for us as we moved through our first full year as a new nonprofit. It has given us a base from which to work as we decide which projects to take on and which ones to pass on. Through our initiatives, the community is beginning to recognize Modoc Harvest as the organization responsible for the farmers markets and other local food projects. This recognition has led to increased participation in local food events, business and organization sponsorships, and an increase in individual donors to Modoc Harvest. In our rural community, it takes time for acceptance of new things. We feel good about the progress we have made in this short time and know it is a good sign for our sustainability in the future.

- ii. Goal/Objective 2: Hire staff to manage market educational, outreach, and operational activities year round and secure a facility to act as a meeting place and hub for local food activities
  - a. Progress Made: This was complete as of the last year and is ongoing. We did have multiple staff changes this year which caused some lost time in working towards our goals. Thanks to the one month grant extension we are back on

track. We have secured more central office/meeting space very close to one Market location, so equipment storage and meeting facilities are convenient and practical. We also partnered with our County Public Health Department and secured a second storage location for market equipment near our new farmers market location. We hired a second farmers market manager to operate our new farmers market.

Milestones	Timeline per Work Plan	Status
Deliver support for market and producers certification and benefits authorization, facility management, promotion, market day oversight, management of market-owned equipment	3/2016-10/2016; 3/2017-9/2017	Complete
Office/meeting/ storage space secured	1/2016	Complete

b. Impact on Community: The office space has been used to host meetings and classes, and represents a part-time public “drop in” space for residents and visitors to access resources for local food. In addition to market day oversight, our farmers market managers have provided vendor trainings, outreach, and general help to new and returning vendors. We hosted an end of the season gathering with all vendors and volunteers that allowed for a celebration and discussion of plans for 2018. Our staff work closely with local government officials to make sure we are in compliance with all regulations. This year with the new farmers market in an incorporated city, we had new contacts and new regulations to follow. Our market managers are known as a point contact for everything farmers market in our community. This is valuable in our rural community.

iii. Goal/Objective 3: Provide operational support to existing producers and recruit new producers, and partner with public and private entities to provide relevant producer training.

a. Progress Made: In August 2017, Modoc Harvest offered a garden tour that turned out to be very popular. It showcased 4 home and market gardens, involved 15 volunteers and 55 participants. This allowed market customers to experience for themselves where their food was being grown and visit with the growers on site. It also encouraged new gardeners and potentially new, future vendors. In early October, we partnered with the University of California Cooperative Extension to host a Food Preservation and Pressure Canning Class with the UCCE Master Food Preserver Program. It was filled to maximum capacity with 18 participants including multiple market vendors and other community members. It gave producers methods for safe food preservation and potentially value added products.

Activity	Timeline per Work Plan	Status
Recruiting of 5 new Market producers each year; Workshop series held with at least 60% of certified producers attending at least one workshop	11/2015-5/2016; 11/2016-5/2017	We opened a new Farmers Market in the County Seat, Alturas. We had 7 new vendors in 2017 and 11 returning vendors.
Attendance at California Small Farms Conference,	10/2015-9/2017	Conference complete; we

active membership in state and national Farmers Market associations		joined the California Alliance of Farmers' Markets which also includes membership with the Farmers' Market Coalition.
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b. Impact on Community: The new farmers market in the county seat of Modoc was well received by the community. It gave our returning vendors a second venue to sell their products and helped to recruit new vendors. We had a lot of support for starting the new farmers market. The local medical center helped with infrastructure. The County Public Health provided storage and promotional support for the market. A community member allowed us to hold the market on her private property, free of charge, in downtown Alturas. We were contacted by another organization in Modoc County with an interest in starting a farmers market in their small community next year. We have become a well known farmers market contact throughout the county. We believe it will continue to grow in our rural communities where farmers markets are a new thing that can bring vibrancy to a small town.

iv. Goal/Objective 4: Perform consumer engagement, outreach and education activities to strengthen the consumer-producer bond and increase market patronage.

a. Progress made: Market management partnered with Modoc County Public Health to create and hand out free samples of locally-inspired dishes made from goods available at the market. Consumers were often seen shopping with their recipe in hand that was provided along with the free samples. University of California Cooperative Extension, 4-H, and the Cattlewomen's Association all provided agricultural/food-related learning activities for kids at each market. The Market Manager also worked closely with WIC and Senior Centers to link existing and new programs for access and nutrition with the market. We had great success partnering with the Warner Mountain Indian Health Center on a voucher program for their diabetic clients. Total nutrition benefits more than doubled this year with the addition of the new market and the new tribal program. The President of our Board of Directors set up a booth at the farmers market to share information about our new nonprofit and the garden tour we hosted. Her presence helped community members to understand the mission of our organization and it created personal connections around local food.

Milestones	Timeline per Work Plan	Status
Education and promotion of Farmer's Markets resulting in increase in attendance and utilization; Farm-direct food sampling and cooking demos at more than half of markets; "Kid Zone" activities coordinated at each Market	9/2015-9/2017	All milestones complete. We had a free tasting at every other market in 2017. Kid Zone activities continue to be popular and create a market this is appealing for all ages.
Partner outreach: Regular meetings with partner organizations to combine or leverage efforts and initiatives	1/2016-9/2017	We met throughout the season with County Public Health to organize tastings and promote markets.
Volunteer outreach: Recruiting and orientation of volunteer market and support staff	3/2016-7/2016; 3/2017-7/2017	We recruited 6 new volunteers to help with the new Alturas Farmers

		Market
Advocacy for high-risk populations: Identification of opportunities, facilitation planning sessions, strategic plan in place and implemented	3/2016-9/2017	WIC, Seniors, and EBT support in place. Also partnered with Warner Mountain Indian Health on successful voucher program.

b. Impact on Community: We had 16 farmers market days in two locations with a 30% increase in visitors over last year. Many of our customers are new because of the new market location but we experienced a cross pollination effect with these new customers also shopping at the established market as well. The community showed great support of the new market in an end of the season survey only suggesting that it could improve with growth and more vendors in the future. Live music, free tastings, and kid zone activities all added to the community appreciation of the markets. Our community is in need of positive growth. The farmers markets contribution to this has been recognized by our community partners, supporters and our local government.

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, 2015). Include further explanation if necessary.

- i. Number of direct jobs created: 3 part-time jobs
- ii. Number of jobs retained: N/A
- iii. Number of indirect jobs created: None documented
- iv. Number of markets expanded: 1
- v. Number of new markets established: 1 with a second possible in 2018
- vi. Market sales increased by \$11,143 and increased by 100%.
- vii. Number of farmers/producers that have benefited from the project: 30
  - a. Percent Increase: 100% since the FMPP grant was awarded

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?

Yes, we expanded our customer base primarily by opening a new market in the county seat where there is a concentrated population and a greater ethnic diversity. We also greatly increased our native american customers by partnering with the tribe on a voucher program for their diabetic clients.

4. Discuss your community partnerships.

- i. Who are your community partners? The project team has partnered with University of California Cooperative Extension, Modoc Medical Center, Modoc County Public Health, Warner Mountain Indian Health, 4-H, Pacific Crest Federal Credit Union, the County Departments of Agriculture and Environmental Health and the Modoc High Tunnel Users Group for producer training and consumer education. It has also partnered with regional WIC, Modoc Senior Center, the Surprise Valley Chamber of Commerce, Sage Stage, AmeriCorps, Friends of the Library, The Art Center, KILN and KDUP community radio stations and local businesses like The Station and The Niles Restaurant.
- ii. How have they contributed to the overall results of the FMPP project? University of California Cooperative Extension has provided producer training and children’s activities at the market, and co-sponsored a food preservation class. Modoc Medical Center and the Pacific Crest Federal Credit Union provided financial support to start up the new

Alturas Farmers Market. Modoc County Public Health has provided promotion support and a storage trailer to get us going in our new location. Warner Mountain Indian Health has helped us reach out to the native population in our communities. The local 4-H chapter helped with the Kid Zone activities at the markets. Modoc County agencies have provided nutrition information, certification support, and food safety information and support, including providing an all-day class in food safety. The Modoc High Tunnel Users Group has co-hosted producer training. WIC has advocated and paid for Farmers Market vouchers for clients and partnered with Modoc Transportation to publicize free and low-cost transportation to the market, subsidized by donations from the community and the Surprise Valley Chamber of Commerce. AmeriCorps has set up, did youth outreach, and took surveys at the market. Friends of the Library offered by-donation gardening and cooking books at a booth at the market. Community radio stations provided free publicity, and local businesses like The Station and The Niles provided cooking equipment and supplies for “Make it From the Market” activities and offered their restrooms to market customers. With their varied support ranging from financial contributions, to employee time, to the use of their facilities for farmers markets, our community partners have greatly increased the impact of the FMPP project.

iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this FMPP grant? They have all pledged to continue their support next year. We benefit from each other and we expect our relationships to continue as we all work towards making our communities a better place to live.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? We used contractors for facilitation when we were creating our mission and strategic plan. Their work helped us to create a solid foundation for our organization. We also used contractors for graphic design and website work. These contractors developed our logo and our website. They provided us with a recognizable brand and a functional website with a donation page that is essential for our future work. In addition, we used a contractor to help set-up our financial accounting system and payroll for future staff members.

6. Have you publicized any results yet?\* Yes

- i. If yes, how did you publicize the results? Results were publicized in an end of the year Farmers Market report in 2016 and an Annual Report in 2017. We developed an educational display at the county fair in August 2016 and 2017. We also participated in the Farm and Garden Expo with an educational booth focused on growing and eating local food.
- ii. To whom did you publicize the results? We publicized them to our vendors, volunteers, and community supporters at our end of the year meetings. The Annual Report was also sent out to donors and will be published on our website. We have also attended local rotary and chamber meetings to share farmers market news. Brochures were shared at the county fair and at the Farm and Garden Expos.
- iii. How many stakeholders (i.e. people, entities) did you reach? Over the two years, approximately 3000 people.

\*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

i. If so, how did you collect the information? We did end of the year customer surveys at the Farmers Markets. We also conducted mid and end season vendor surveys electronically.

ii. What feedback was relayed (specific comments)?

From market customers:

- "Love it - Keep up the good work"
- I come to the market because "I get veggies that are grown with love and I get to visit with friends in the community".
- "Continue to expand - more vendors - as many markets as the vendors can provide"
- I come to the market to "Buy produce / Connect with the Community"
- "Builds community, love to get organic local food! It just makes us happy:)"

From market vendors regarding Alturas Farmers Market

- "I think Saturday morning would work best. It seems that the afternoons in Alturas tend to get windy. We might get more people too, as they go about their weekend errands. We want to think about parking and easy access."
- "Perhaps a better location where there was high traffic but also an inviting feel"
- "I'm still struggling with how to price things. I joined the market late, so you may have addressed this issue and I missed it. Is there a agricultural standard by region, or some such thing, that could be used? I want to be in keeping with other vendor's pricing so as not to undersell them or price myself out of the market. Also, with produce in particular, it seems like there would be variances in price depending on the abundance or scarcity of a particular item."
- "loved having a farmers market in Alturas"
- "I just want to say I appreciate everyone for what they are doing to make local food available in Alturas!"

From market vendors regarding Surprise Valley Saturday Market

- "I kind of like it the way it is. The music, vouchers for the Native Americans, the variety of vendors is nice. Somehow recruiting younger producers of fruit & veggies to participate would be great."
- "I think you have this market working great!"
- "It is great to have extra canopies, chalk boards and help with marketing products"
- "I thought that it was a successful season - my sales were good, and people were enthusiastic, and asked a lot of questions. I found the market to be fun - although sometimes too hot and/or too cold. ; )"

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: X

ii. Did the project generate any income? The project did not generate any income.

a. 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).
  - a. Free tastings at the Farmers Markets were very popular. We handed out a recipe with the sample. Many people would shop specifically for the ingredients so they could go home and make the dish themselves. It also got people talking and asking questions about local foods that were new to them.
  - b. We found out that when starting a new market and deciding on a location, it is important to think of many factors including the surface of the location. We made a mistake in having a farmers market in a gravel lot. Anyone with mobility issues, and using wheels to get around, had a hard time on the gravel. We are moving it to a new location next year. We also learned that better visibility is more important than a pretty place. We moved the other market from a beautiful park that was one block off Main Street to a closed street on the corner of Main Street and our market customers increased dramatically.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Our goals and outcome measures were achieved.
- 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: Towards the end of the project we got a lot better about a system for receipts. Start off right with a good system of scanning, labeling, and moving into a correct folder. We also learned that it is difficult to have staff changes in the middle of a grant but that is just life.

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.
 

Modoc County is very rural with dispersed population centers and a lack of access to fresh food. We will continue with the two established Farmers Markets and plan to help develop another in the next year in the small community of Adin. Our goal is for every community to have a Farmers Market within 30 miles of them. This FMPP grant allowed us to establish a nonprofit that can support new farmers markets in the future. Our community is starting to recognize our nonprofit and value the farmers markets and other local food projects. As our projects become valued in the community, we are supported and can sustain ourselves. We anticipate at least 3 farmers markets will be established in Modoc County by 2019. The market sales at the new Alturas Market will double next year with increased vendors and customers. We will be able to employ 4 part-time people in 2018 - two farmers market managers, one food hub manager, and one executive director. We valued our partnership with the native american tribe and we will continue to partner with them in the future. The voucher program will only grow in popularity as the farmers market and local food become more normal. We still have work to do on reaching out to nutrition benefit recipients but our partnerships are in place with important organizations that will help us with this. Our goal is to increase nutrition benefit use to 10% of all market sales in 2018.

- 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? Our future activities include increased outreach to nutrition benefit recipients through our partnerships with WIC, the Senior Centers, and Modoc County Public Health. We have applied for funds to match nutrition benefits used at farmers markets in 2018. Our overall focus for 2018 is to make local food accessible to everyone in our community. We will do this by focusing on matching benefits, developing community gardens, and getting local food into food banks.