

## Farmers Market Promotion Program (FMPP) Final Performance Report

The final performance report summarizes the outcome of your FMPP award objectives. 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 your assigned grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-720-4152; Fax: 202-720-0300

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014 – September 29, 2017
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<b>Recipient Organization Name:</b>	Florida Department of Agriculture and Consumer Services (FDACS), Division of Food, Nutrition and Wellness (FNW)
<b>Project Title as Stated on Grant Agreement:</b>	Florida Farmers Market Community Development Project
<b>Grant Agreement Number:</b> <i>(e.g. 15-FMPPX-XX-XXXX)</i>	15FMPPFL0145
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Multiple Cities (FMNP participating counties), Florida
<b>Total Awarded Budget:</b>	\$75,000

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: Research participating markets
    - a. Progress Made: Consultants from Market Umbrella were hired and a conference call was conducted October 29, 2015 between FDACS and Market Umbrella to discuss initial work plans and structure of survey questions for identified markets in the participating counties. Market Umbrella visited 5 FMNP market sites in November 2015 and 5 FMNP market sites in December 2015. An in-person meeting was conducted in Tallahassee, Florida on November 20, 2015 to discuss the November 2015 farmers market visits. A conference call was conducted on December 4, 2016 to discuss December 2015 farmers market visits. A conference call was conducted December 17, 2016 to discuss farmers market visits and survey development (please see attachment 1 for market visit research results).
    - b. Impact on Community: Market visits completed by Market Umbrella provided extensive research of the structure, environment, and clientele of the markets to appropriately adapt the content for the surveys. The market visits served as the foundation for the development of the data collection tools (surveys) for the project. The data collection tools examined the social culture at markets between diverse populations in an effort to develop innovative market strategies for each community as it relates to food promotions.
  - ii. Goal/Objective 2: Develop and conduct market surveys
    - a. Progress Made: The survey creation and data collection capacity building involved adapting the three evaluation tools of Market Umbrella for use by the FDACS, FNW. Market umbrella tailored its NEED (Neighborhood Exchange Evaluation Device) (a tool for generating social capital impact at farmers markets) and FEED (Food Environment Evaluation Device) (a tool for generating human impact studies) for farmers markets. The tools assessed the participating counties and markets to examine buying behaviors of market goers and community impact of the market. Market Umbrella staff developed custom NEED survey questions and custom FEED survey questions, as well as developed a coding guide and data collection protocol for the questions. Surveys were conducted during 2016 FMNP operation in the months of April 2016 through July 2016. Market Umbrella hosted three separate training webinars to each market data collector on the dates of April 25, May 25 and June 27, 2016. These trainings were provided prior to each data collector conducting surveys.

The intent of the webinars was to instruct data collectors on how to accurately conduct the surveys used in the project. During the trainings, the data collectors were able to provide their feedback on survey administration and survey content to Market Umbrella. They surveys were conducted using paper and pencil. Data collectors provided survey participants with an incentive item for their participation in the survey. FDACS contacted each survey site to receive permission to conduct the survey and to receive information on peak times when foot traffic was high. Farmers market patrons were surveyed at a total of 19 farmers markets, 3 roadside stands and 8 intercept locations. Sites were selected based on the markets ability to accept FMNP and/or SNAP. A total of 615 surveys were conducted.

- b. Impact on Community: The market surveys served as the primary data collection tool for the project to study consumer buying, with an emphasis on the buying behaviors of low-income populations receiving federal nutrition benefits. The surveys examined the social culture at markets between diverse populations in an effort to develop innovative market strategies for each community as it relates to food promotions.
- iii. Goal/Objective 3: Develop market manager and vendor trainings
  - a. Progress Made: Katie Harris, the Farmers Market Training Consultant, worked in conjunction with FDACS to develop four separate farmers market manager trainings. A conference call was held on August 29, 2016, with Market Umbrella, Katie Harris and FDACS to discuss preliminary survey data findings and initial training material development. Market Umbrella worked to analyze the data based on the project's training needs. The initial data report was ready for FDACS FNW review October 10, 2016. Katie Harris developed four market manager trainings and one market vendor training utilizing the data findings received through the project surveys, as well as her expertise. The training was developed in a format that will allow ease of use by future entities when hosting additional trainings throughout Florida and/or other states.
  - b. Impact on Community: By studying the data, FDACS FNW and other entities are better able to examine constituency needs. This has and will continue to assist farmers markets in increasing and retaining local client base, as well as increasing vendor sales to achieve higher consumption of local produce in the community.
- iv. Goal/Objective 4: Implement market manager and vendor trainings.
  - a. Progress Made: Katie Harris, the Farmers Market Training Consultant, worked in conjunction with FDACS to develop four separate farmers market manager Workshops. A conference call was held on August 29, 2016, with Market Umbrella, Katie Harris and FDACS to discuss preliminary survey data findings and initial training material development. Market Umbrella worked to analyze the data based on the

project's training needs. The initial data report was ready for FDACS FNW review October 10, 2016. Katie Harris developed four market manager trainings and one market vendor training utilizing the data findings received through the project surveys, as well as her expertise. The training was developed in a format that will allow ease of use by future entities when hosting additional trainings throughout Florida and/or other states.

b. Impact on Community: A total of 50 individuals attended the Market Manager trainings. A total of 110 individuals attended the vendor trainings. Those individuals for both trainings included market managers, market vendors, UF/IFAS Extension employees, and other community stakeholders involved with farmers markets.

v. Goal/Objective 5: Promotional farmers market materials

a. Progress Made: Promotional materials were ordered and delivered to each of the market sites that participates in the Florida FMNP.

Promotional materials were selected based on data collected during surveys and recommendations from the Farmers Market Training Consultant. Survey results stated the number one reason customers shop at markets is to support locals. Surveys results also stated that consumers purchase items at farmers markets based on quality and the uniqueness of the item. Promotional items purchased and shipped directly to farmers markets included "I love farmers markets" shopping bags and recipe cards for local products. These items are intended to provide continuous promotion of local farms and farmers markets, as well as highlight the fresh produce available for purchase at the local farmers markets in Florida. Growers received a copy of the "New Farmers Market Book 2<sup>nd</sup> Edition" and a copy of the vendor training presentation. This book was recommended by the Farmers Market Training Consultant as a tool that will help farmers develop their brand, grow their business, and connect to the community. Each WIC agency that participates in FMNP received a set of farmers market children's books. These books will help foster a connection between the low-income population that receive farmers market nutrition benefits and their local farmers. Promotion development through market-hosted events and advertisement in the community utilizing a portion of the promotional items is scheduled to occur in the 2017 FMNP season.

b. Impact on Community: Strategic promotional efforts have and will continue to increase awareness and use of farmers markets in the community to encourage shopping for local produce. Children, buyers, vendors, and markets have all been included in the promotional efforts of FDACS FNW in order to increase knowledge, appreciation, and use of farmers markets in Florida.

vi. Goal/Objective 6: Community stakeholders

- a. Progress made: FDACS FNW connected with community stakeholders during each market manager training . During these trainings, collaborative partnerships were leveraged with the intent to increase vendor and consumer access to farmers markets , as well as develop solid relationships with stakeholders in each community pertaining to the disbursement and use of the promotional materials. FDACS FNW continues to collaborate with the Florida Department of Health, Florida Department of Elder Affairs, Florida Organic Growers, and UF/IFAS County Extension for the successful administration of Florida FMNP.
- b. Impact on the community: The increased and lasting partnerships with community stakeholders, have and will continue to target local community groups, individuals, and organizations, affected through the promotion of farmers markets.

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, 20\_\_). Include further explanation if necessary.

- i. Number of direct jobs created: Six
- ii. Number of jobs retained: Two
- iii. Number of indirect jobs created: Results are pending the conclusion of the 2017 FMNP season October 21, 2017.
- iv. Number of markets expanded: Results are pending the conclusion of the 2017 FMNP season October 21, 2017.
- v. Number of new markets established: Results are pending the conclusion of the 2017 FMNP season October 21, 2017.
- vi. Market sales increased by \$ and increased by %. Results are pending the conclusion of the 2017 FMNP season October 21, 2017.
- vii. Number of farmers/producers that have benefited from the project: Currently, 113 farmers/producers have benefited.
  - a. Percent Increase: Final results are pending the conclusion of the 2017 FMNP season on October 7 2017

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?

Results are pending the conclusion of the 2017 FMNP season on October 7 2017

4. Discuss your community partnerships.

- i. Who are your community partners? ? Farmers market managers, college campuses, UF/IFAS, and Florida Organic Growers (FOG).
- ii. How have they contributed to the overall results of the FMPP project? Farmers market managers assisted Market Umbrella staff during the market research visits by providing insight on customer base, market operations and community environment. Farmers market managers accommodated the project work by

allowing the data collectors to survey patrons as they exited the markets. Farmers market manager assisted the data collectors in finding the most ideal location to conduct the surveys at each selected farmers market. Additionally, surveys were conducted at Florida State University, University of Florida, University of West Florida, Pensacola State College, Chipola College, Northwest Florida State College and Gulf Coast State College. The college campuses assisted the data collectors by allowing surveys to be conducted on campus. The Farmer Market Manager and Vendor trainings were held at ten local UF/IFAS Extension offices. Extension and FOG assisted in the promotion of the trainings.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? Farmers market managers and vendors have received training exclusively tailored from the data collection results obtained during Objective #3. The trainings have facilitated in the development and improvement of FMNP markets by providing market managers with the knowledge and skills necessary for future development and continued success of their market(s). UF/IFAS Extension and FOG have agreed to assist in future strategic planning to promote farmers markets utilizing the unique data collected through this project.

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

Yes. Market Umbrella conducted extensive research on the structure, environment, and clientele of the markets to appropriately adapt the content for the surveys. Market Umbrella developed survey questions by customizing their "NEED" and "FEED" tools to adapt the needs of Florida's farmers markets. Market Umbrella analyzed the survey results, and the analyzed data was used to develop the market manager and vendor trainings. Three groups of data collectors were hired to conduct the market and intercept location surveys. Each group worked in a designated region of the state. Each member of the three groups participated in the webinar training conducted by Market Umbrella on proper methods of conducting surveys. A Farmers Market Training Consultant was hired to develop the market manager and vendor trainings which she created from the data received from the survey results. The Farmers Market Training Consultant hosted four separate market manager trainings specifically in the communities where the surveys were administered. FDACS FNW hosted ten market manager and vendor trainings using PowerPoints created by the Farmers Market Training Consultant. These trainings occurred in conjunction with the annual FMNP vendor trainings.

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

  - i. If yes, how did you publicize the results? The results received from the farmers market surveys were publicized via an email platform by FDACS FNW. In addition, the results of the surveys have been publicized and are continuously available for public viewing on the Florida Department of Agriculture and Consumer Services webpage.

- ii. To whom did you publicize the results? Results were publicized to the Florida Department of Health, Florida Department of Elder Affairs, local IFAS/UF Extension offices, FOG, farmers market managers, farmers market vendors, the FMNP administrators in the Southeastern region, as well the general public accessing the FDACS FMNP webpage daily.
- iii. How many stakeholders (i.e. people, entities) did you reach? Currently, 154 and projected to be over 200 once all the make-up trainings are complete for FMNP. Based on current webpage data, we anticipate over 1,000 unique page views where the data will be publicized on our webpage.

\*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 been collected.
- i. If so, how did you collect the information? FDACS FNW emailed a training evaluation survey to all attendees of the 2017 farmers market manager and vendor trainings.  
 What feedback was relayed (specific comments)?  
 “The presentation was clear, engaging, and practical. We appreciated the survey data as well as specific examples to illustrate strategies”  
 “Very well presented and easy to engage with others”  
 “Great job! I thought the workshop presented a great overview and was very authentic in nature, giving lots of practical examples. In the future, I would encourage the participants to speak more that best practices at the local level are shared whenever possible. Every community and every market is different!”

8. Budget Summary:

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
- ii. Did the project generate any income? No.
  - 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. Draw from 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). Prior to conducting surveys, FDACS FNW contacted each survey location to obtain crucial information (i.e., peak times, high foot traffic times) with the intent to use this information to schedule data collectors only during most beneficial periods occurring at each Farmer’s Market. The surveys were conducted by separating

the market sites into three separate regions and pairing each survey group with a particular region. By only completing one region at a time, as well as, allowing each region to have an entire month to administer the surveys, this method allowed for a positive result as it permitted easy management of the survey administration. Initially, FDACS FNW did not propose a request that data collectors provide feedback on their experiences at each Farmer's Market. However, after completion of conducting surveys in each region, a discussion occurred between one member of the data collector group and FDACS FNW to receive feedback on the project. Florida FMNP requires each grower to attend a mandatory training for participating in the program. This mandatory training was used as a platform to conduct the vendor training that the Farmers Market Training Consultant developed. Due to the FMNP trainings being mandatory, FDACS FNW experienced a high number of participants who could attend the farmers market training. The farmers market manager trainings were not tied to a mandatory training, therefore, attendance for the market manager trainings was significantly lower. Conducting the community intercept surveys proved to be a challenge as many of the places we desired to conduct the surveys had a strict "no solicitation" policy. Therefore, majority of the community intercept surveys were conducted at college campuses as they allowed the survey on their property.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: N/A
- 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:  
Administration of the data collector trainings with Market Umbrella allowed a clear understanding of the survey contents and project expectations. Through the data collector trainings, the data collectors were able to ask questions and offer suggestions prior to conducting the surveys. Communicating throughout the project with the market managers of the markets where the surveys would be conducted helped obtain an optimal level of survey results. Incentive items were provided for the data collectors to provide to survey participants, which helped maximize participation in the surveys. In addition to providing the data reports developed by Market Umbrella, FDACS FNW scanned each individual taken from the project to provide to farmers market managers and vendors.

#### 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.

By developing the knowledge and skills to increase and retain multiple client bases at the market, the market vendors can increase their sales, while consumers will achieve a higher consumption of locally grown produce. With the tools provided by FACS FNW, farmers market vendors and managers will be able to obtain additional data at their markets through customer surveys tailored to their market. Improved market development and promotion will both increase sales at the local markets, as well as increase participation of WIC recipients receiving benefits through the WIC FMNP. By utilizing the data gathered from the studies, farmers markets will be better able to meet the needs of low-income customers. In 2014, 124,664 pregnant, breast feeding, non-breast feeding women, and children were issued farmers market benefits to shop for local fresh fruit and vegetables. Only 51,112 redeemed those coupons. There are more than 73,000 potential customers that can be serviced by working to expand market capabilities to meet these customer's needs. In 2014, the FMNP redemption rate was 41%. The results are variable, but at a minimum, a redemption rate of at least 50% is expected. This minimum 9% increase in redemption equals a minimum increase of \$10,440 in revenue for the market vendors. Each coupon that the WIC FMNP clients receive is a \$4.00 value and is in booklets of \$20.00. Depending on the qualifications, families may receive up to two booklets.

- 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?

For future work relating to this project, I would recommend looking at the differences in rural and urban markets in relation to consumer buying behaviors and market development and promotion. By obtaining data that is unique to rural and urban markets, this will help these drastically different market environment implement effective promotion and increase their customer base.