

**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, 2015 – September 29, 2017
Authorized Representative Name:	Josh Roe
Authorized Representative Phone:	785-564-6707
Authorized Representative Email:	Josh.Roe@ks.gov
Recipient Organization Name:	Kansas Department of Agriculture
Project Title as Stated on Grant Agreement:	Kansas Farmers Market Toolkit
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-KS-0048
Year Grant was Awarded:	2015
Project City/State:	Manhattan, KS
Total Awarded Budget:	\$98,549.00

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: Alexis Wright; Email: lexi.wright@ks.gov; Phone: 785-564-6755

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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: Create fillable templates for farmers’ market managers to use in advertising their market. The templates will include posters, ads, table tents and other layouts to help managers create appealing, professional materials at an affordable price.
 - a. Progress Made: The templates have been created and posted to our website. The templates have been featured in our Farmers’ Market Network newsletter, shared at four regional farmers’ market workshops, and at the Kansas Farmers’ Market Conference.
 - b. Impact on Community: Many market managers shared their initial excitement about the templates. During the 2017 market season visits, several market managers voiced their frustration in finding the templates online and being able to edit them without the proper software. Some managers found them easy to use and very helpful. To ensure the templates are accessible and easily edited by a wide range of software, we have made the templates available in other formats and directly emailed them to market managers who could not initially access the files.
 - ii. Goal/Objective 2: Purchase outdoor signage and promotional materials for 20 farmers’ markets, including 10 in low income areas
 - a. Progress Made: Signage and promotional materials were provided to the 20 markets during the 2016 summer market season.
 - b. Impact on Community: Upon our visits to the recipient markets, it was determined that the promotional materials were helpful to many of the markets. The canopy tents provided markets with an easily identifiable location where market goers could look for information about the market. The signs, banners, and promotional items gave the market a professional look and feel and helped them appear organized to the consumers. Market managers were very appreciative of the materials received. In some scenarios, not every piece of equipment worked for every market. For example, some markets were located on concrete lots, so it was difficult for them to use the feather banner which stakes into the ground.
 - iii. Goal/Objective 3: Purchase hand-washing stations and sampling materials for use with chef demonstrations and sampling at markets to show how to cook with fresh fruits, vegetables and proteins.
 - a. Progress Made: Hand-washing stations and sampling materials were provided to the 20 markets during the 2016 summer market season.
 - b. Impact on Community: During the 2017 market season market visits, many of the market managers shared that the hand washing stations were not the most helpful equipment purchased. While they appreciated the hand washing stations for doing sampling events when water was required, they found the stations to be heavy, cumbersome, and difficult to store and transport. Because of this, many of the markets were not using the stations except in the case of a sampling event at their 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, 2017). Include further explanation if necessary.

- i. Number of direct jobs created: 3
- ii. Number of jobs retained: 6
- iii. Number of indirect jobs created: 50+
- iv. Number of markets expanded: 2
- v. Number of new markets established: 1
- vi. Market sales increased by \$insert dollars and increased by insert percentage%.

a. This data was difficult to collect. Many vendors at farmers' markets were unwilling to share their sales information with us. We were able to collect soft results from some vendors who stated "we sold out of every vegetable we had one market day," and others simply quoted "yes, sales have increased." We were able to obtain specialty crop sales data from one market for January through August of 2017, during the period they began utilizing grant materials. Their total gross sales for that time period for specialty crop vendors was \$43,391.50. Some of those specialty crop vendors also sold other items as well, including art, baked goods, eggs, and honey. The market did not keep their sales records for specialty crop vendors for the prior year, so they are unsure if there was an increase, decrease or constant in their sales throughout the course of this grant period from 2015 to 2017.

- vii. Number of farmers/producers that have benefited from the project: 300+
 - a. Percent Increase:

The market managers found the above information difficult to quantify. All 20 markets stated they felt the grant materials received benefitted their market in traffic and in ease of management. However, due to other factors, they were hesitant to say that the growth of their markets and jobs related to their market were directly caused by this grant. The market managers felt that there were other factors affecting their growth including their efforts to use the SNAP and Double Up Foodbucks programs, as well as other changes they had made from previous market seasons including location, market rules, and different management. The markets were able to provide softer data such as: "The supplies provided made my job easier. Being a volunteer, and a vendor at the market, this really helped our market be more organized," "The supplies we received created the opportunity for a job at our market because we have had increased sales and traffic. However we do not have the funds to pay anyone at this time," "While we would have continued with the employees we currently have regardless of the grant, the grant increased their work load due to the extra traffic to the market," "Our market sales increased by three fold since we started using the new materials."

After this grant was accepted, KDA had multiple staff changes and a new employee took over management of the grant on three separate occasions. Upon the most recent transition in 2017, it was realized that the data to calculate the economic impact of the farmers' markets and jobs retained or created had not been collected at the start of the grant. Therefore, we had no initial data on market sales or job creation and retention to compare current data to. We also discovered that the markets had never been provided with a tool to track their sales data. Although we attempted to collect sales data for the 2017 market year, the markets were not willing to provide this information and were unaware it had been expected of them upon receiving the grant. The list of market vendors was never collected at the beginning of the grant. Upon request for a list of vendors when writing the final report in 2017, markets were unwilling

to provide a list. The information we did have available was included in the original final report and was obtained by polling market managers on the status of jobs directly related to the market (employed by the market) and indirectly related to the market (market vendors).

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?
 - i. The Syracuse and Liberal markets felt that they had definitely reached new populations. The Salina market manager stated that they had expanded their customer base by 100%. Colby and Leavenworth markets were able to gain new businesses. The Topeka market started a guest business spot where they invited a member of the community in to share about their business and sell at the market. They felt this built partnerships in the community and increased awareness in new areas of town where the market was less known.
4. Discuss your community partnerships.
 - i. Who are your community partners?
 - a. The ten pre-selected farmers' markets including: Belleville Farmers' Market, Garnett Farmers' Market, Sheridan County Farmers' Market, Leavenworth Farmers' Market, Capitol Midweek Farmers' Market, Emporia Farmers' Market, Hiawatha Thriftway's Farmers' Market, Pittsburg Farmers' Market, Liberal Community Farmers' Market and Old Town Farmers' Market.
 - ii. How have they contributed to the overall results of the FMPP project?
 - a. The ten pre-selected farmers' markets are not only in low income/low access areas, but are also registered with the Kansas Department of Agriculture's Central Registration of Farmers' Markets. These markets are all existing markets with a standing relationship with the Kansas Department of Agriculture. They have all either participated in previous Farmers' Market Workshops or the Kansas Farmers' Market Conference and also received copies of the Food Safety for Kansas Farmers Markets Guide. Each year these markets are required to renew with the Central Registration.

Since the application process, we have developed a closer relationship with the additional ten farmers' markets. This has provided a great forum to sharing opportunities, workshops and food safety information.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
 - a. The selected markets are now more engaged with the Kansas Department of Agriculture and From the Land of Kansas. The materials have provided them with an increased presence and boosted morale. Moving forward, the markets will assist us in gathering economic data to report as metrics.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
 - i. No, all work was performed by the Kansas Department of Agriculture, Division of Agriculture Marketing Staff.
6. Have you publicized any results yet?* Yes
 - i. If yes, how did you publicize the results? The market toolkits were discussed at farmers' market workshops throughout the grant period. Updates on the grant progress and

completion was published on our social media accounts. The final results of the grant will be shared at the 2018 Farmers' Market Workshops in February 2018.

- ii. To whom did you publicize the results? Farmers' market workshop attendees and social media followers.
- iii. How many stakeholders (i.e. people, entities) did you reach? Farmers' Market Workshops: 235; Social Media Follower: 1,168

*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?
 - i. If so, how did you collect the information? Ag Marketing staff visited each of the 20 markets to see first hand the use of the grant materials and visit with the market manager and vendors of the market.
 - ii. What feedback was relayed (specific comments)? Please see section 9i for feedback comments.
- 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 income was generated.
 - 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. The feedback we received from the recipient markets was mostly positive. The market managers were grateful to have materials to use to promote their markets. The challenge with these materials were to store them, set them up, and keep them well maintained. As most market managers are volunteers, and many are also vendors at the farmers' market, having extra supplies to set up at every market created a heavy load for one person. Storage was also a challenge for many markets as they do not own any storage space or have the funds to rent space. Transporting materials from storage spaces that were borrowed from other community organizations posed difficult as managers, some elderly, were loading and unloading bulky supplies by themselves. Another challenge that was presented was the Kansas wind. All materials had to be weighted down. This often meant not using the materials for fear of damaging them, or creating homemade weights as the markets did not have funds to purchase weights. Materials that were especially appreciated by the markets were the sampling materials, aprons, shopping bags, and tablecloth. These items were not difficult to transport and store, and allowed markets to have branded items that helped them look and feel organized to customers. The usability of the

larger materials such as handwashing stations, signs, and canopy tent varied widely from market to market. Some were able to utilize them and said the materials made the whole market more successful. Others faced challenges with these supplies and struggled to use them on a regular basis. Many markets were able to get creative in how they used their materials, such as using the signs indoors at a community area such as the public library to advertise the market, rather than at the market itself. Other markets used the signs and banners on a major road through town to attract those driving through to their market, which was located in a more secluded area. One market overcame their challenges transporting and storing materials by leaving a trailer at the market location to store materials and advertise the market all week long. All markets felt that the materials had helped their market in some way by increasing traffic to the market, increasing visibility in the community, or helping the market function in an organized and professional fashion. The ability to have the equipment to promote their farmers market to the public, in conjunction with other programs such as SNAP dollars and Double Up Foodbucks pushed their markets to grow, expand, and reach new customers. The biggest piece of feedback we gathered from visiting the markets was that each market is different. They all have individual situations. In the future, we think grants that take into account the individual needs and challenges of each market will allow for even more success.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. The goals and outcomes were achieved. The biggest challenge in reporting on the grant was gathering specific information, particularly regarding sales at the market. Having markets sign an agreement before receiving the grant, agreeing to share sales information may be helpful to others in similar situations.
- 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:
 - a. Collecting input from each individual market on what supplies they do and do not need prior to purchasing and providing supplies would be more successful. While one market may find a handwashing station invaluable, another market may not find it useful at all. Understanding each markets individual and unique situation would allow grant writers to provide the best supplies for that markets' situation. After this grant was accepted, KDA had multiple staff changes and a new employee took over management of the grant on three separate occasions. Upon the most recent transition in 2017, it was realized that the data to calculate the economic impact of the farmers' markets and jobs retained or created had not been collected at the start of the grant. Therefore, we had no initial data on market sales or job creation and retention to compare current data to. We also discovered that the markets had never been provided with a tool to track their sales data. Although we attempted to collect sales data for the 2017 market year, the markets were not willing to provide this information and were unaware it had been expected of them upon receiving the grant. The list of market vendors was never collected at the beginning of the grant. Upon request for a list of vendors when writing the final report in 2017, markets were unwilling to provide a list.

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. We plan to continue to work with the recipient markets to help them utilize the supplies received and increase traffic at their markets through other resources provided by the Kansas Department of Agriculture.
- 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?
 - a. Again, we recommend gathering feedback from markets before purchasing supplies as each market is unique and has different needs. We also recommend having the market sign an agreement before receiving materials, stating that the materials are for the markets use, not for the use of individuals involved in the market and that they will report sales numbers as a requirement of the grant.