

**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:	Denise Dawson
Authorized Representative Phone:	616-656-5323
Authorized Representative Email:	dawsond@ci.kentwood.mi.us
Recipient Organization Name:	City of Kentwood
Project Title as Stated on Grant Agreement:	Establishment and Promotion of the Kentwood Farmers Market
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPMI0082
Year Grant was Awarded:	2015
Project City/State:	Kentwood, MI
Total Awarded Budget:	\$43,142.00

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: _____

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: Marketing and advertising
 - a. Progress Made: A professional flyer has been updated and distributed to local agencies and businesses. This flyer has also been translated into three other languages to advertise to more members of the local community. Our website has been updated with our current information and our social media is updated multiple times a week. In addition, a new double sided market banner was purchased and is posted during market hours to bring in traffic from the road. As well as, a local radio ad that played every Friday before the Market. We were also able to purchase promotional items like tote bags, magnets and buttons. These items were used to encourage customers to get to the market early via promotions like ‘First 50 customers to the market will receive a goodie bag!’
 - b. Impact on Community: We are able to market and advertise to non-English speaking members of our community as well as English speaking community members. We have had an 8% increase in customer counts from the 2016 market season. The market has become an established family activity for many community members.
 - ii. Goal/Objective 1: Apply and Participate in WIC Project FRESH
 - a. Progress Made: We have applied and have been approved to participate in this food assistance program for the duration of this grant. Each season we have received an updated training manual.
 - b. Impact on Community: More people in need have access to fresh fruits and vegetables. This has also increased the revenue for our vendors that can participate in food assistance sales. Over the duration of this grant we have processed \$863 in WIC Project FRESH coupons. We plan to continue to participate in this program. Not only does it help customers get more healthy foods, it increases vendor sales.
 - iii. Goal/Objective 1: Apply and Participate in Senior Market FRESH
 - a. Progress Made: We have applied and have been approved to participate in this food assistance program for the duration of this grant. Each season we have received an updated training manual.
 - b. Impact on Community: This will give seniors more access to Michigan grown fresh fruits and vegetables. Over the duration of this grant we have processed \$474 in Senior Market FRESH coupons. As mentioned with WIC Project FRESH we plan to continue to participate in this program as well.
 - iv. Goal/Objective 1: Apply and Participate in Double Up Food Bucks
 - a. Progress Made: We have applied and have been approved to participate in this food assistance program for the 2016 and 2017 market seasons. In addition, we have participated in various training webinars for this program. Tracking documents and spreadsheets have been maintained in order to comply with reporting requirements for the administrators of this federal program.
 - b. Impact on Community: This program will allow our SNAP participants to double their benefits for Michigan grown fresh fruits and vegetables to increase the

amount of produce they can purchase. DUFB will also allow customers to purchase plants that produce fruits or vegetables this year. We have processed \$1,074 in DUFB tokens during the 2016 and 2017 market seasons. This program is essential for many of our low income customers. If Federal funding allows we hope to continue to provide this type of food assistance in the future.

- v. Goal/Objective 2: Update and review Farmers Market Policies and Procedures
 - a. Progress Made: Our policies and procedures are reviewed and updated at the end of each season. The documents are then distributed to vendors in the Spring, prior to the opening of the market. In addition, any changes that are required by MDARD are also included in our policies to make sure our vendors are aware of any new regulations.
 - b. Impact on Community: Our market will be managed properly in accordance to the updated policies and procedures. Vendors are aware of our rules and regulations and this helps create a good market atmosphere. By creating a welcoming market atmosphere we will retain more customers because of their enjoyable experiences.
 - vi. Goal/Objective 1,2,3: Maintain Market Manager Certification
 - a. Progress Made: I have attended Michigan Farmers Market Association (MIFMA) webinars and conferences to maintain my Market Manager Certification. Our MIFMA membership is up-to-date. I have the required CEU's to renew my Market Manager Certification in 2018.
 - b. Impact on Community: Our market has access to training opportunities and information that will lead to the success of the market. The market will also be up-to-date on current trends and will be able to provide these opportunities to the community.
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: 1 part time market manager
 - ii. Number of jobs retained: 1 part time market manager
 - iii. Number of indirect jobs created: 7 vendors had to hire additional staff to attend the Kentwood Farmers Market
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$4,389 and increased by 76%. These numbers reflect our food assistance sales from 2015-2017. Individual vendor were contacted regarding their vendor sales. Many farmers are willing to share their food assistant sales, but seem to be hesitant in sharing their regular sales information. The farmers that were willing to share information stated that their regular sales have increased anywhere from 25-50% depending on the market day, weather and other area events.
 - vii. Number of farmers/producers that have benefited from the project: 14
 - a. Percent Increase: This is an 18% increase from our vendors during the 2015 and 2016 season. We are expecting this number to continue to increase.
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? We were able to

utilize our marketing materials to advertise in different areas of the community. We were able to do this by having our flyer translated into three different languages, in addition to English. We were also able to expand our customer base with a local radio ad that played the day before every market for the 2017 season. As well as a new banner that was placed near the road during market hours. Due to these marketing efforts we saw an increase in diversity among our customers and vendors. As mentioned before we have seen a 76% increase in food assistance sales from our first season.

4. Discuss your community partnerships.
 - i. Who are your community partners? Kent District Library, MSU Extension and Kent County 4H
 - ii. How have they contributed to the overall results of the FMPP project? The Kent District Library provided fun activities for children and families during many markets. This created a feeling of community with our customers. We were also able to advertise the Market at the Kentwood Library Branch which created a draw for many of our customers. MSU extension and Kent County 4H provided fun education activities.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? We will continue these partnerships into future market seasons.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? We utilized a contractor to translate our market flyers into other languages. This brought in more customers and created a more dynamic market.
6. Have you publicized any results yet?* Yes
 - i. If yes, how did you publicize the results? We posted a 2016 and 2017 Farmers Market recap on our social media. These documents were also sent to vendors to show information about the market. In addition, the recaps were used in a presentation to the Parks and Recreation Commission meeting as well as a City Commission meeting.
 - ii. To whom did you publicize the results? Social media followers, customers, vendors, city commissioners, parks and recreation commissioners, and residents.
 - iii. How many stakeholders (i.e. people, entities) did you reach? Based on our social media followers we estimate that we reached over 2,000 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 collected information via dot surveys at the markets and an electronic survey.
 - ii. What feedback was relayed (specific comments)?

I am not always able to get there on Saturday. I wish there was enough interest to have it an additional day.

I would love to see a few more vendors there.

Love being able to support local businesses. Very convenient to get to from my neighborhood.

Would love to see more vendors, with more robust offerings. The couple times I went it seemed like there was very slim pickings.

I love having the market as an option

Keep it up

I would love to see the market continue to grow in the years ahead!

I love picking up fresh goods so close to home and hope the market is able to expand as the years progress. Thank you for all your efforts

I love having the market so close to my house. I hope it continues in the future. It is a great asset to the Kentwood Area.

Might be nice to have more shelter from unfortunate weather, but otherwise a cherished family activity for us every weekend!

So glad that we have a farmers market here in Kentwood now and I don't have to drive to Fulton Street or Downtown Market!

Need more farmers and less "vendors"

I would like to see it grow with more vendors.

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? Yes
 - a. If yes, how much was generated and how was it used to further the objectives of the award? \$6,174 in vendors fees from 2016 and 2017. This income was used to off-set operating costs of the market.

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). Positives: Customers enjoyed our promo items (market tote bags, buttons, and magnets). During special event days we would offer a free market tote bag with other promo items to the first 50 customers. This would encourage people to get to the market early. MIFMA (Michigan Farmers Market Association) is a great resource for new markets. This organization is very helpful and I would recommend any new market in Michigan to attend their certificate program, conferences and webinars to gain more knowledge. Negatives: We learned that other nearby special events greatly impact our customer attendance. More marketing and advertising needs to occur to get more customers during these events.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: goals and measures were achieved. We were able to expand the market and offer a variety of food assistance, as well as increase customer counts.
- 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: Know your community and what kind of marketing avenues will be the best value. Flyers and portable signage worked well for our low income community, but the radio ads had less of an impact.

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. Marketing and advertising of the market will continue. Food assistance programs that continue to be funded (SNAP, DUFB, WIC Project Fresh and Senior Market Fresh) will be accepted. Slowly growing our vendors and customers will be our goal for years to come. With this growth, we expect local vendors will be able to hire more staff.
- 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? Future activities include: developing a Market Intern position and sponsorship packages, creating more partnerships with local businesses, and working with local organizations to advertise the market at their special events.

2017 MARKET RECAP



Featured a variety of goods

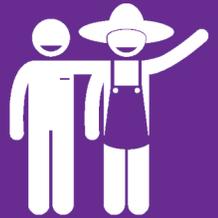


from produce, breads, honey, cookies, soaps, crafts, coffee, and meat

\$1,933

Food Assistance Sales

Accepted SNAP, Double Up Food Bucks, WIC Project FRESH coupons, Senior Market FRESH coupons



8% increase in customers



15 Vendors participated in the market



WHAT OUR CUSTOMERS SAID:

"Love being able to support local businesses. Very convenient to get to from my neighborhood."

"I would love to see a few more vendors there."

"I love having the market as an option."



WHAT OUR VENDORS SAID:

"I was very happy with the market this year. Thanks for letting me be a part of it."

"It is a nice market."

"Thank you for allowing small farm owners to sell their produce and thank you for another great year."

