

**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:	Mona Lang
Authorized Representative Phone:	906-228-9475
Authorized Representative Email:	mlang@downtownmarquette.org
Recipient Organization Name:	City of Marquette Downtown Development Authority
Project Title as Stated on Grant Agreement:	Downtown Marquette Farmers Market Promotion and Enhancement Project
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPPMI-0083
Year Grant was Awarded:	2015
Project City/State:	Marquette, MI
Total Awarded Budget:	\$71,290.00

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: Increase customer attendance to the market by promotion of the market using television, radio, print media advertising and social media.*
 - a. Progress Made: The Downtown Marquette Farmers Market was promoted: on three local television stations; TV 6, Local 3 and WNMU Public Television, two local newspapers; a monthly ad in the Marquette Monthly and a weekly dedicated market page in the daily Mining Journal during the market season. The “Market Page” was a full page-full color production which included a recipe each week featuring what was being harvested. The page also highlighted different market vendors each week. Additional print media advertising included two publications with statewide distribution. We purchased 12 double faced banners to hang from light poles leading to the market location. Social media engagement was made using Face Book posts, creating videos and boosting posts.
 - b. Impact on Community: The community was more aware of the Downtown Marquette Farmers Market and as a result, attendance increased by 60% during this grant period.
 - ii. *Goal/Objective 2: Increase farmers/growers income and opportunities to expand their products.*
 - a. Progress Made: As a whole, farmers/growers reported that their incomes have increased by 18% during this grant period and their opportunity to expand their products also expanded.
 - b. Impact on Community: The impact on the community is that the farmers of the central Upper Peninsula are able to successfully continue farming and six new farmers have started selling at the Downtown Marquette Farmers Market. This increases the availability of fresh produce grown within the central Upper Peninsula to area residents, visitors, and to local independent restaurants.
 - iii. *Goal/Objective 3: Provide a more comfortable market environment and support the expansion of the Winter Market season by providing outdoor heaters to allow vendors and customers to be outside during inclement weather.*
 - a. Progress Made: Heaters were purchased and are used during inclement weather.
 - b. Impact on Community: The heaters provide a much more comfortable shopping environment for outside shopping throughout the season. Customers stay at the market longer when they are comfortable, and this allows them the opportunity to shop more. The heaters allowed us to expand the number of vendors participating in our winter market by providing a favorable environment.
 - iv. *Goal/Objective 4: Increase the customer base of people who qualify for food assistance such as Supplemental Nutrition Assistance Program, Fair Food Network’s Double Up Food Bucks, Hoophouses for Health, Market FRESH and Project FRESH by additional promotion and outreach.*
 - a. Progress Made: Our Market Manager worked with local agencies; Marquette County Health Department (distributes WIC Project FRESH vouchers), Michigan

State University Extension (distributes Senior Market FRESH vouchers), Community Action Board of Alger and Marquette County (operates Head Start), Marquette Alger Regional Education Support Agency (operates SNAP Educations), YMCA (operates child care centers for people who qualify for food assistance) to reach the customer base of people who qualify for food assistance.

b. Impact on Community: Provided an opportunity to everyone, regardless of income level, access to healthy locally grown food. This benefits households eating habits and hopefully long-term health. Farmers respond to the increased customer base by increasing their production. Following national trends, the number of households within this demographic has remained the same.

v. *Goal/Objective 5: Increase awareness of local agricultural products by providing food demonstrations.*

a. Progress Made: This was one of the most fun projects of the grant, providing a way for customers to taste the fabulous food grown in this region. During the 2016 market we hosted five food tasting/demonstrations, more than double the food demonstrations from 2015 and we increased the tasting/demonstrations to 11 during the 2017 market season. Tastings and demonstrations ranged from a variety of fresh raw fruit, ways to use herbs in food preparation, tasting the many varieties (and colors) of tomatoes, winter squash, to some of the farmer vendors showing how they prepare the food they grow. Also, local chefs demonstrated how they incorporate local produce in the dishes they prepare at their restaurants.

b. Impact on Community: The community was able to taste a diversified range of food prepared by local chefs, nutritionists and market vendors. Providing an opportunity for customers to experience the food that is available at the market increases their purchases of fresh, local food.

vi. *Goal/Objective 6: To build a loyal customer base by providing training to farmers in social media usage to help increase customers' awareness, on a consistent basis, of the farmers' products that are available at the Downtown Marquette Farmers Market.*

a. Progress Made: We conducted two training sessions to Market vendors dedicated to using Face Book and Instagram.

b. Impact on Community: Customers who use social media can engage directly with the market vendors to preorder products, verify selection and quantities of products and in general get to know the farmer. This keeps customers attending the market on a regular basis and helps increase market vendors income.

2. *Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date September 20, 2015, the start of the award performance period, to September 30, 2017, the end of the award performance period. Include further explanation if necessary.*

i. Number of direct jobs created: 10, this is the number of vendors new to the market.

ii. Number of jobs retained: 94, vendors (not new), cashiers and market manager

iii. Number of indirect jobs created: 129 (296 employees in 2017- 167 employees 2016)

iv. Number of markets expanded: 1

v. Number of new markets established: 0, none were planned with this project.

vi. Market sales increased \$502,986 during the grant period, a 41.25% increase.

vii. Number of farmers/producers that have benefited from the project: 296, 77% 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?* Yes. See goal IV in section 1. The Market Manager visited a play group at the Marquette Alger Regional Educational Support Agency to talk to the parents about food assistance availability at the market and brought the snack that day. All of the snack food was purchased from the market, so the children and their parents could taste what is available at the market. Market promotional materials was distributed to the parents to give them a visual reminder to shop at the market. A new restaurant opened in downtown that sources some of its produce from market vendors.

4. Discuss your community partnerships.
 - i. *Who are your community partners?* Community partners are: Michigan State University Extension, Community Action Board of Alger and Marquette County, Marquette Alger Regional Education Support Agency (MARESA), Marquette Food Co-op.
 - ii. *How have they contributed to the overall results of the FMPP project?* These community partners have contributed to the overall successful results of the FMPP project by providing important contacts with identified households and food demonstrations that highlighted seasonal produce to help increase farmers sales.
 - iii. *How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?* Michigan State University Extension, Community action Board of Alger and Marquette County and Marquette Alger Regional Education Support Agency will continue to be the primary contact link with the food insecure households. Michigan State University Extension will continue to attend the market to provide nutritional education, Marquette Alger Regional Education Support Agency and the Marquette Food Co-op will continue to provide food demonstrations at the market.

5. *Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?* We hired a group of students to conduct customer surveys and customer counts, following the accepted standard from Oregon State University Extension. The surveys provided data for customer spending patterns to help gauge potential vendor income change. The customer counts provided data on market attendance. We also contracted with the Michigan Farmers Market Association to conduct an economic impact study of our market. The study results provided much needed data and insight into the local economic significance of our market.

6. *Have you publicized any results yet?* * Yes.
 - i. *If yes, how did you publicize the results?* Public Presentation at a televised meeting.
 - ii. *To whom did you publicize the results?* Results were presented to the public at a Marquette City Commission meeting.
 - iii. *How many stakeholders (i.e. people, entities) did you reach?* 45 in attendance but the results of those watching live are difficult to measurable.

*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?* Customer surveys were conducted four times throughout the season. Vendors were e-mailed.
 - ii. *What feedback was relayed (specific comments)?*
Vendor Comments:
 - “458% increase overall, or 183% increase per event”
 - “A significant increase of sales due to the Alternative Payment options offered through the Downtown Marquette Farmers Market. We also participate in the “Hoophouses for Health” Program. These programs not only help low income individuals have access to healthy local food, it also helps farmers by providing additional revenue that wouldn't be present without the programs. These programs bring people and revenue into the market. The food demonstrations offered at the markets also improves sales after people sample the products. There is a lot of marketing for the market both in print and on social media that increases the customer base at the market. Collectively, all of these additions have improved our sales as a farm.”
 - “Thanks for great season, and yes I did well and had room for expansion and new products. Appreciate the great opportunity as a vendor, it has really helped my business and earning potential.”
 - “I appreciated the social media workshop and hope to do more with it next summer, I feel it's a valuable marketing tool that I could've utilized better!”
“I had never posted and now about 1x/month. Boosted posts reached out to more people across the central U.P. and made them aware of the DMFM.”
“as far as increased income and the opportunity for expansion, definitely yes”
 - “I have had an increase in income and have expanded my product line from inquiries and suggestions from people who have been at the market to buy my product”
 - “You do an amazing job of making the market a fun place for vendors and the people who come here to shop. I am impressed with the food programs available here for healthy food. It's all amazing!
 -
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. Generating income was not an intended objective of this project.
 - 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).* Promoting the market is important to reach customers. Reaching certain potential customer demographics requires more than television or print media. When the objective is to reach households who qualify for food assistance maintaining a strong partnership with community agencies who have regular contact with those households is important.

Food demonstrations/tasting increase sales of the demonstrated product.
Helping educate market vendors on use of social media helps increase loyal customer base and vendor sales.

- 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:* Make sure to put the interim report due dates on your calendar to submit them in time. Review your stated objectives regularly to make sure you are keeping appropriate records throughout the grant.

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.* The goals of this grant were to increase shoppers, of all income levels, at the Downtown Marquette Farmers Market and thereby increase farmers income and opportunities to expand their products. These goals were met and as a result, four additional farmers have applied for and have been accepted into the "Hoophouses for Health" program which increases the number of "Hoophouses for Health" participating farmers to ten. Over one-third of the farmers at the Downtown Marquette Farmers Market have dedicated some of their food crop to increasing the customer base of food insecure households shopping at the Downtown Marquette Farmers Market. The "Hoophouses for Health" program requires a five-year commitment by farmers to participating at the market. We will continue to promote the market and encourage the vendors to promote their participation in the Downtown Marquette Farmers Market through social media and community partners.
- 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?* The Downtown Marquette Farmers market has been contacted with a local health care provider to explore the concept of a creating a Prescription for Health style program for our area. This program would have the potential to increase the customer base at the market.

Downtown Marquette Farmers Market 2017 Season Summary



- 91 Vendors
- Average Customer Attendance = 2,121
- Daily Market Sales = \$55,146
- Season Market Sale = \$1,721,000
- Supplemental Nutrition Program = \$18,302
- Market Operational Costs = \$56,492
- USDA Farmers Market Promotion Program Funds = \$71,290
- Ten “Hoophouses for Health” participating farmers
- Certified Market Manager
- MDARD Inspection and Food Demonstration License Recipient
- “Best of Lake Farmers Market” – *Lake Superior Magazine*





Economic Impact Analysis

Downtown Marquette Farmers Market

Michelle Gagliardi
MIFMA Special Projects Associate

Michigan Farmers Market Association (MIFMA)



Mission: MIFMA advances farmers markets to create a thriving marketplace for local food and farm products

Vision: MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support

www.mifma.org



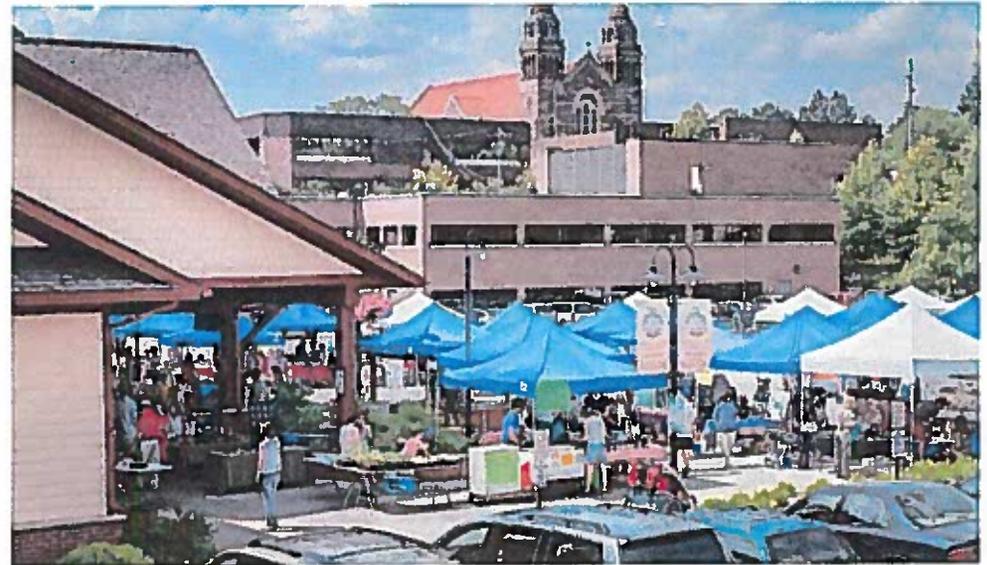
Introduction

- USDA Rural Business Development Grant
 - Economic Impact of Michigan Farmers Markets
- 7 markets in 6 communities
 - Marquette, Menominee, Port Huron, Traverse City, Boyne City, Munising
- 2016 Market Season
- Benefit participating communities by giving markets data to make future decisions about expansion, the addition or enhancement of facilities, and job creation



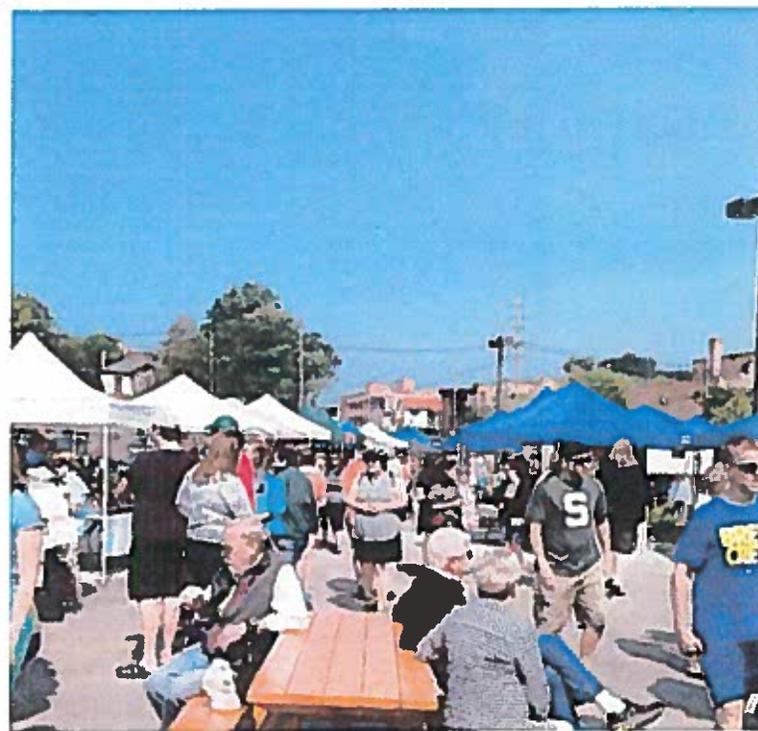
Downtown Marquette Market Profile

- **Since:** 2007
- **When:** 9 A.M - 1 P.M Saturdays, May-Dec.
- **Where:** Marquette Commons (112 S. Third St)
- **Style:** Pop-up in shared building – Producer-Only
- **Management:** paid, full-time staff
- **Number of Markets throughout season:** 29
- **Average number of weekly vendors:** 32
- **Total number of vendors throughout season:**
 - 54 (peak season), 25 (off-peak season), 86 (total)
- **Average number of customers each day:** 1,643
- **Types of currency accepted:**
 - SNAP, DUFH, WIC FMNP, Senior FMNP, Hoophouses for Health, cash, credit/debit



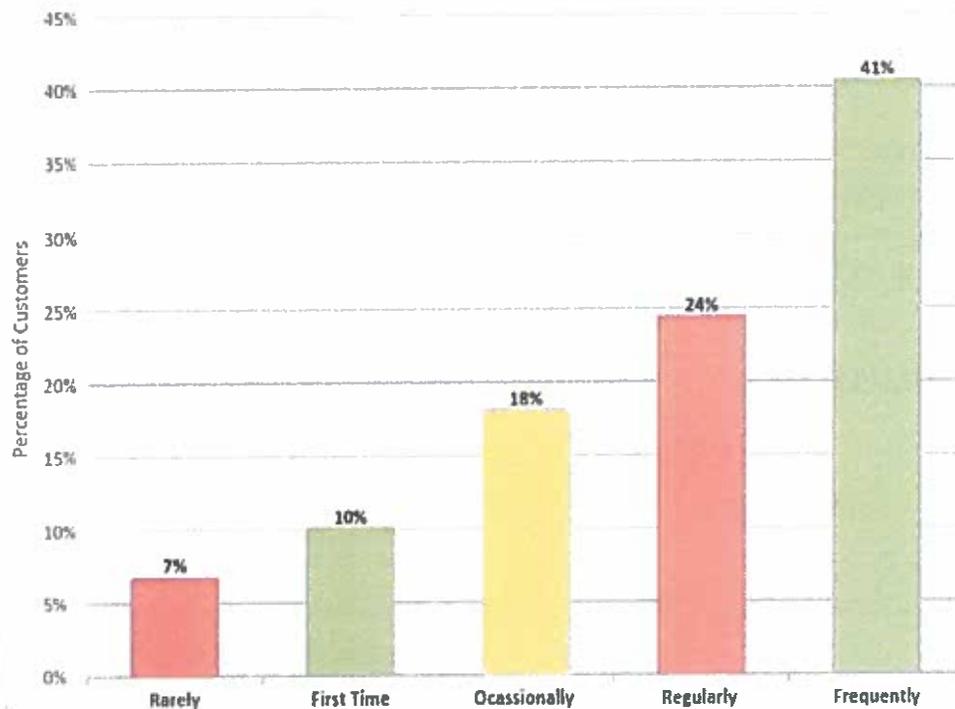
Customers

- **67%** of 230 visitors came from the Marquette zip code
- Remaining 79 visitors came from **33 different zip codes**
 - 15 of those visitors from outside MI
- **73%** of those surveyed came to the area specifically for the market
- **68%** plan to do additional shopping, eating, or other activities in the area on the day they visit the market



Customers Cont.

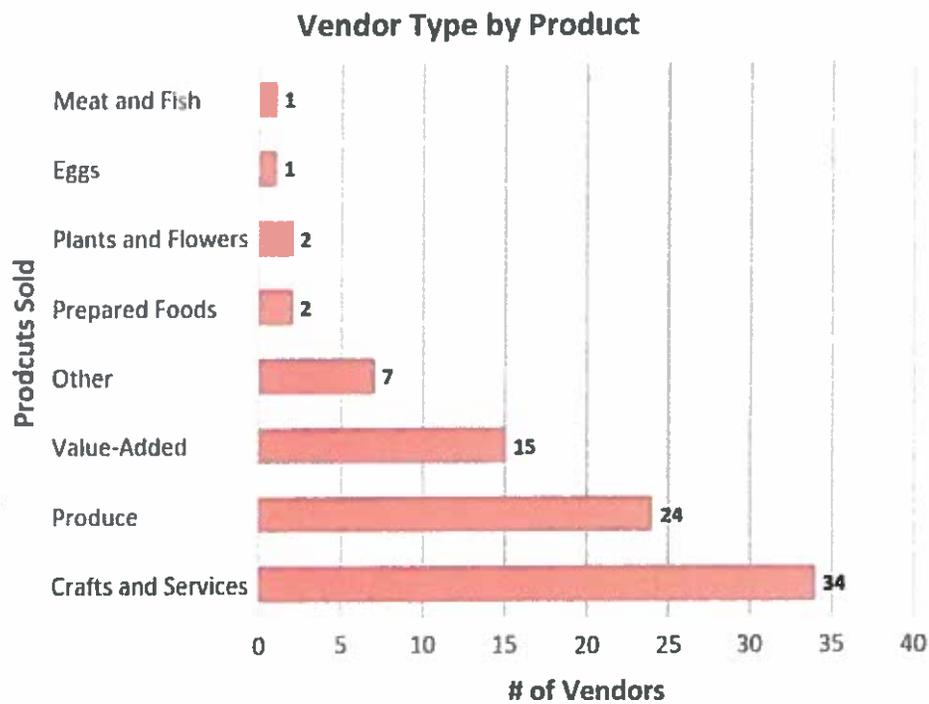
Customer Frequency of Market Visits



- Average customer count per day: 1,643
- Estimated annual customer count: 47,647
- 67% of customers purchased produce
 - 35.3% purchased prepared foods like
 - 27.2% purchased plants and flowers
- 41% of customers surveyed shop frequently (weekly or more)



Vendors



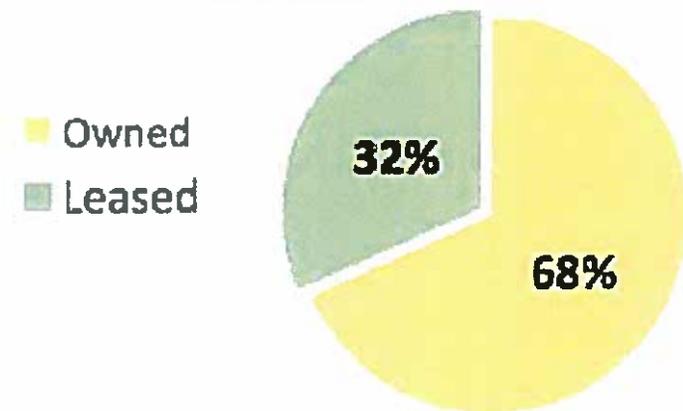
- **Fee:** Flat-rate vendor fee
- **Average Number of Vendors:** 32
- **# of SNAP Eligible Goods:** 52
- **Average # of miles traveled to market by vendors:** 26.2 miles
- 30% of the the total vendors are woman-owned business
 - 46% of the farm vendors are woman-owned



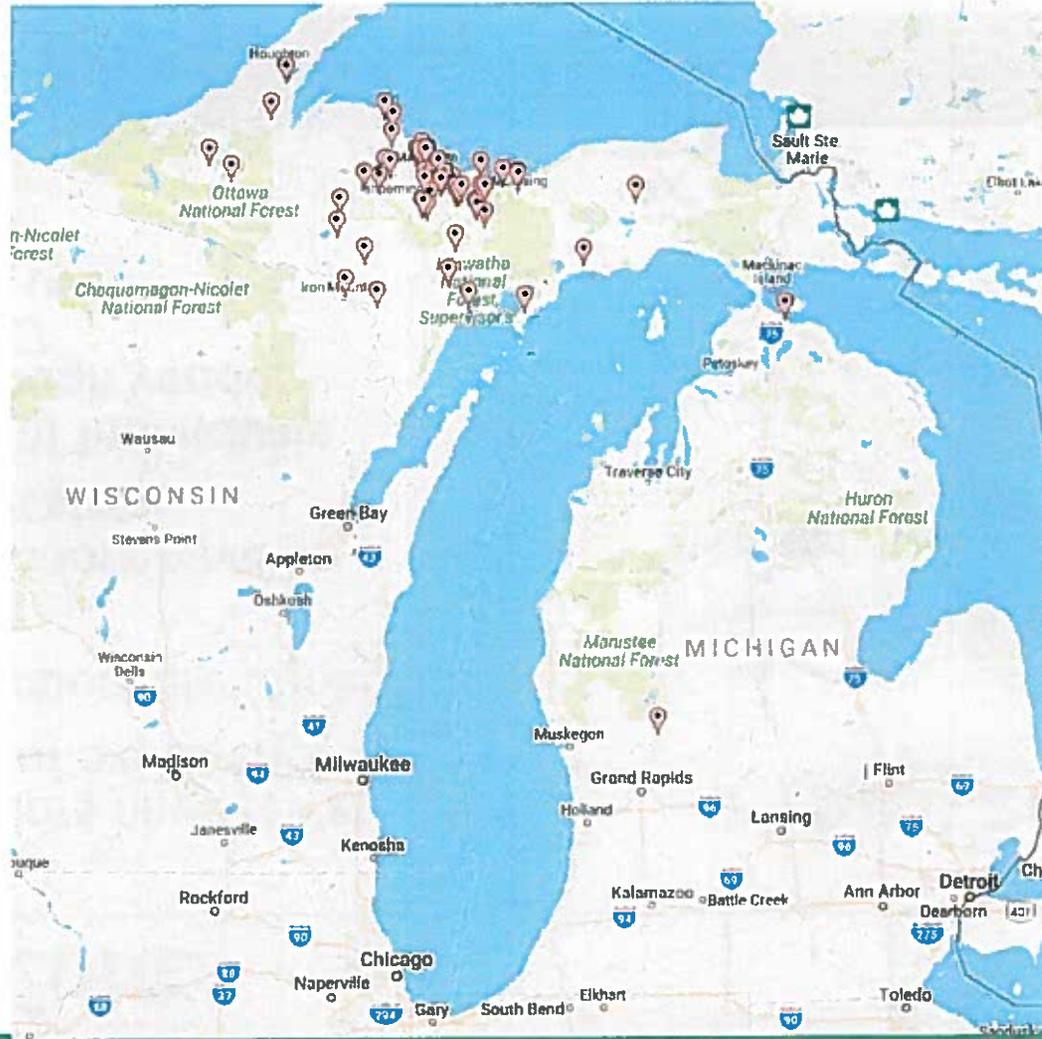
Vendors Cont.

- 13 of the vendors have fewer than 10 years of experience
- 10% of the vendors are under the age of 35
- 7% of farm vendors have an Organic certification
- **Total number of individuals employed through vendor businesses: 167**
 - Year-Round: 130
 - Seasonally: 37

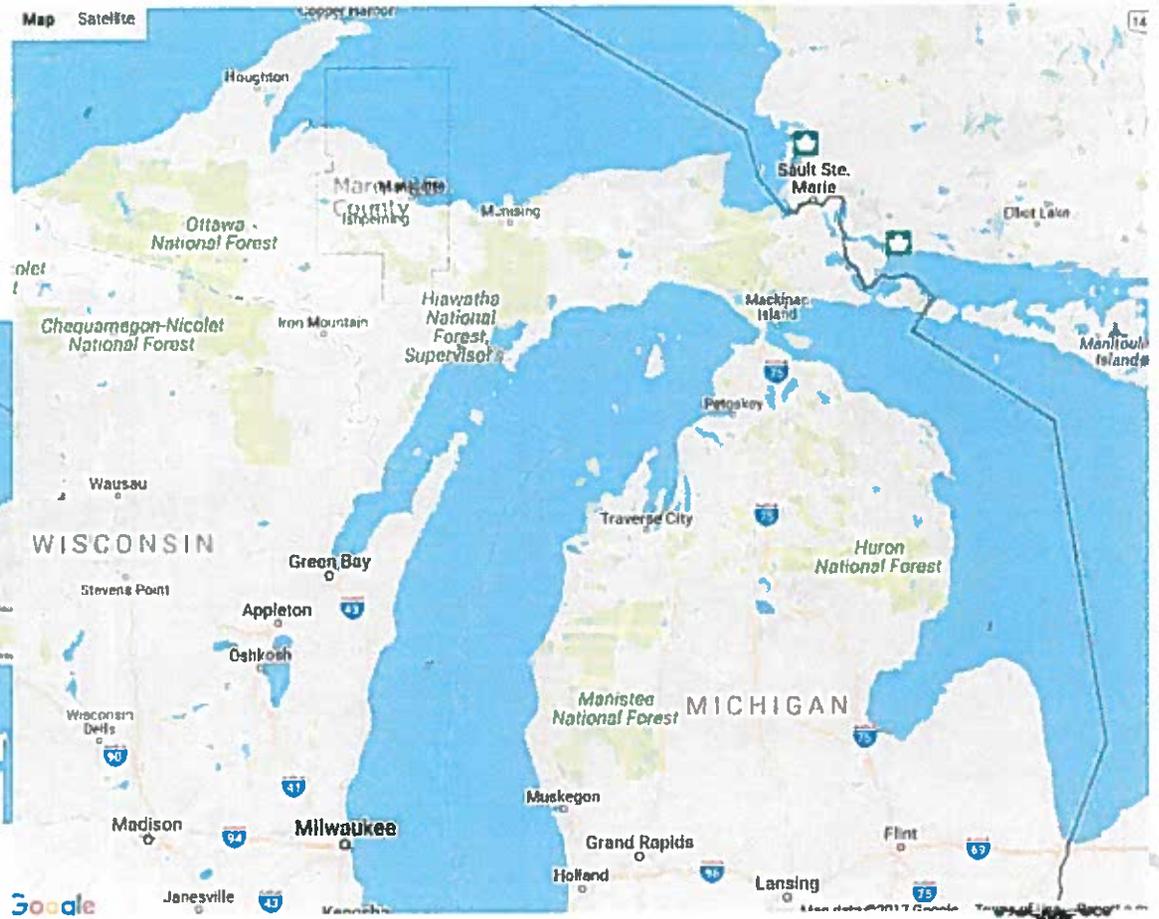
Terrace
Chart Area



Vendor Map:



Customer Maps



Moving Forward:



- MIFMA as a resource
- Utilize information and share:
 - Local Community
 - Market Customers
 - Board of Directors
 - Vendors
 - Potential Vendors
 - Funding Opportunities





Thank You

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