

FARMERS' MARKET AND LOCAL FOOD PROMOTION PROGRAM (FMLFPP)
Final Performance Report

The final performance report summarizes the outcome and activities of your FMLFPP award objectives. Failure to submit acceptable closeout reports for an existing grant within 90 calendar days following the grant end date may result in exclusion from future AMS grant opportunities.

This final report will be made available to the public once it is approved by FMLFPP 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 due within 90 days of the project's performance period end date (as noted in box 15 of your grant agreement (AMS-33), or sooner if the project is complete. The report must be typed single-spaced in 11-point font, not to exceed fifteen (15) 8.5 x 11 pages (excluding existing Final Performance Report form content). For example, if the Final Performance Report form is six (6) pages before you begin entering your project information into the form, your report may be up to 21 pages (6 pages + 15 pages).

Provide answers to **each question** and all applicable outcome and indicators as it applies to your project. If you are unable to provide a response explain why. It is preferred that you email your completed performance report to your assigned FMLFPP Grants Management Specialist to avoid delays. In case of any extraordinary reason a faxed report can be accepted; please notify your assigned Grants Management Specialist to inform about your submission.

Report Date Range: <i>(e.g. October 1, 2016 -September 30, 2017)</i>	September 30, 2015 – December 31, 2018	
Date Report Submitted	December 27, 2018	
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15-FMPP-MO-0052	
Recipient Organization Name:	Randolph County Caring Communities	
Project Title as Stated on Grant Agreement:	Depot Park Farmer's Market	
Authorized Representative Name:	Brian Williams	Diane Richardson
Authorized Representative Phone:	660 263-7173	660 676-1246
Authorized Representative Email:	caringcomm@rcccpmo.org	depotparkmarket@gmail.com
Year Grant was Awarded:	2015	
Amount of Award:	\$85, 225.80	

FMLFPP 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, audiotope, 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.

Executive Summary—In 200 words or less, describe the project’s need, purpose, goals, and quantifiable outcomes:

The initial goals of the Depot Park Farmer’s Market was to increase the vendor and consumer outreach and knowledge of the activities and benefits of having a local fresh produce available in the Moberly and surrounding areas. To increase the diversity of food options thereby engaging more vendors and attracting a diverse consumer base; developing sustainability strategies to strengthen infrastructure systems and daily operating practices of the market; and engaging in continuous data collection, quality improvement and evaluative practices through strong outreach, education, collaboration, retention and community engagement.

Over the course of the grant period, methods to achieve these goals were evaluated and processes to adjusted to better meet the desires of the vendors and consumers. The needs addressed were to meet the deficit of local residents unable to find fresh, healthy and affordably priced produce and complimentary products.

Goals were to develop a physical farmer’s market site that would provide a venue for entrepreneurial experience and promote fresh, locally grown, healthy produce and handmade or handcrafted products to Randolph County and the surrounding area. Another goal was to expand educational opportunities to adults and youth alike. Also to recruit the hobby gardener, small farmers, ranchers, craftsman and more to build their businesses.

1. Please provide the approved project’s objectives:

Objectives		Completed	
		Yes	No*
1	Expand Number of Consumers	X	
2	Expand Hours of Operation	X	
3	Expand Hours of Operation	X	
4	Establish Family Oriented Venue that Serves the Needs of All Ages	X	
5	Increase in Favorable Attitude Towards Shopping at the DPFM	X	
6	Improve Skills in Preparing and Preserving Fresh Produce	X	
7	Administer and Analyze Customer Satisfaction Surveys	X	

**If no is selected for any of the listed objectives, you must expand upon this in the challenges section.*

2. List your accomplishments for the project’s performance period and indicate how these accomplishments assisted in the fulfillment of your project’s objectives. Please include additional objectives approved by FMLFPP during the grant performance period, and highlight the impact that activities had on the project’s beneficiaries.

Accomplishments	Relevance to Objective, Outcome, and/or Indicator
Increased Community Engagement by visiting elementary school, assisted living residence, Community Kitchen, Women’s Shelter, Westside Neighborhood including local Men’s Home.	Activities are related with our Goal to Build Capacity by engaging with a diverse consumer base, Objective B

Provided training and skill development for additional market coordinator	Increased number of new consumers and repeat consumers primarily due to knowledge of produce, preparing and preservation of produce and ability to answer questions regarding produce. Coordinator became the face of the Market and was adept in setting up and managing the market. Enhanced personal marketability skills and improved vendor and consumer Market experience
Increase in youth vendor participation	Improved family oriented venue that served the needs of all ages
Participated in annual Community Outreach Day three consecutive years	Community Outreach
Developed relationship with local men's correctional facility	Over 9,000 pounds of fresh produce was harvested by the local correctional center and donated to the Farmer's Market for consumer distribution throughout the County.
Incorporated a series of books and materials appealing to youth to introduce children and families to farming and farmer's markets and to promote local agri-tourism.	Promote agri-tourism and engage youth and families. Exposed consumers to local offerings.

3. Please list any challenges experienced during the project's period of performance. Provide the corrective actions taken to address these issues.

Challenges (Issues)	Corrective Actions and/or Project Changes (s)
Lack of venue facilities to shelter and protect vendors and consumers from inclement weather and excessive heat	Provided canopies, tables and seating for vendors, staff, volunteers and consumers to protect the delicate produce from the elements and provide a safe environment for participants and attendees
Lack of onsite, publically accessible restrooms	Arranged for the use of the restrooms located at City Hall within walking distance of the market site
Competitive roadside vendors	Participated in Saturday Mobile Markets
Close proximity to Columbia which has a minimum of three weekly farmer's markets that attract vendors and consumers from our community	

Vendor sales and products did not qualify for SNAP/EBT incentives	Market Bucks were offered in \$2 and \$5 increments for consumers to purchase produce and baked goods. The prison grown produce was donated to the Market, therefore, that savings was passed on to the consumer. Those who wished to make a donation were allowed to do so. Also offered vouchers to the WIC program through the Health Department.
In partnering with the Moberly Correctional Center's gardening program which restricted the selling of their harvest, several of the other participating vendors became offended as their produce sales were dramatically reduced	We purchased and offered seeds and seedlings to the vendors for produce that was not offered through the Moberly Correctional Center such as corn, potatoes and heirloom fruits and vegetables. Encouraged other vendors to sell value added items such as eggs, baked goods, jams, jellies, jewelry, soaps, body scrubs, etc.

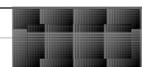
4. Quantify the overall progress on the outcomes and indicators of your project. Include further explanation if necessary.

Outcome 1: To Increase Consumption of and Access to Locally and Regionally Produced Agricultural Products.

Indicator	Description	Number
1.	Total number of consumers, farm and ranch operations, or wholesale buyers reached	60+
1.a.	The number that gained knowledge on how to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food	10+
1.b.	The number that reported an intention to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food	Unknown
1.c.	The number that reported buying, selling, consuming more or supporting the consumption of local/regional food that they aggregate, store, produce, and/or distribute	Unknown
2.	Total number of individuals (culinary professionals, institutional kitchens, entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached	3
2.a.	The number that gained knowledge on how to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	13
2.b.	The number that reported an intention to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	Unknown
2.c.	The number that reported supplementing their diets with locally and regionally produced agricultural products that they produced, prepared, preserved, and/or obtained	Unknown

Outcome 2: Increase Customers and sales of local and regional agricultural products.

Indicator	Description	Number



1.	Sales increased as a result of marketing and/or promotion activities during the project performance period.	
	Original Sales Amount (in dollars)	
	Resulted Sales Amount (in dollars)	
	Percent Change $((n_{\text{final}} - n_{\text{initial}}) / n_{\text{initial}}) * 100 = \% \text{ change}$	
2.	Customer counts increased during the project performance period.	
	Original Customer Count	30
	Resulted Customer Count	60
	Percent Change $((n_{\text{final}} - n_{\text{initial}}) / n_{\text{initial}}) * 100 = \% \text{ change}$	50%

Outcome 3: Develop new market opportunities for farm and ranch operations serving local markets.

Indicator	Description	Number
1.	Number of new and/or existing delivery systems/access points of those reached that expanded and/or improved offerings of	
1.a.	Farmers markets	1
1.b.	Roadside stands	4
1.c.	Community supported agriculture programs	2
1.d.	Agritourism activities	1
1.e.	Other direct producer-to-consumer market opportunities	3
1.f.	Local and regional Food Business Enterprises that process, aggregate, distribute, or store locally and regionally produced agricultural products	

- 1) Christos Center/Food Pantry
 - a) weekly distribution
- 2) Timber Lake Christian Church Food Pantry
 - b) monthly distribution

Indicator	Description	Number
2.	Number of local and regional farmers and ranchers, processors, aggregators, and/or distributors that reported	
2.a.	An increase in revenue expressed in dollars	Unknown
2.b.	A gained knowledge about new market opportunities through technical assistance and education programs	Unknown
3.	Number of	
3.a.	New rural/urban careers created (Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers)	Unknown
3.b.	Jobs maintained/created	3
3.c.	New beginning farmers who went into local/regional food production	N/A
3.d.	Socially disadvantaged famers who went into local/regional food production	Unknown
3.e.	Business plans developed	Unknown

Outcome 4: Improve the food safety of locally and regionally produced agricultural products.
Only applicable to projects focused on food safety!

Indicator	Description	Number
1.	Number of individuals who learned about prevention, detection, control, and intervention food safety practices	N/A
2.	Number of those individuals who reported increasing their food safety skills and knowledge	N/A
3.	Number of growers or producers who obtained on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices)	Unknown

Outcome 5: Quantify the overall progress on this outcome indicator based on relevant project activities not covered above.

This indicator must reflect the project narrative's required additional outcome indicator.

5. Discuss your community partnerships (include applicant staff and external partners).
 - i. Who were your community partners?
 - a. City of Moberly
 - Maintained market site weekly throughout the market season
 - Assisted with publicity of the market
 - b. Moberly Correctional Center
 - planted, maintained, harvested and delivered over 15,000 pounds of produce every week for two years
 - c. MU Extension provided vendor, staff and consumer training on gardening, preparing and preserving produce and marketing
 - d. Moberly Parks & Recreation
 - Included market set up during annual Fall Festival and promoted the Market

- e. Little Dixie Regional Library
 - Partnered with local MU Extension to hold gardening and nutritional workshops for adults and youth
 - f. Community Kitchen
 - Allowed the market representatives to utilize the commercial kitchen to wash produce for further distribution beyond the market dates
 - g. Alpha Media Broadcasting
 - provided free radio air time to promote the market feature on the community calendar
 - h. Randolph County Health Department
 - Assisted with vendor and staff training including the required Food Handlers training
 - Provided nutrition specialist to do special programming at the Market
 - Environmental Inspector provided crucial information for vendors and best practices for the general operation of the Market
 - Participated in three consecutive annual Community Day event, distributed information, Market Bucks and gift certificate to Market
 - i. Main Street Moberly
 - Provided an additional outlet to promote and advertise the Market
 - j. Randolph County Caring Communities
 - Through the development of the Westside Coalition, access to a neighborhood garden site, church and volunteers to expand the market by offering a Saturday morning mobile site
 - k. Grow Well Missouri
 - Representatives attended the market at the beginning of the season to distribute gardening information and seeds to vendors and consumers
- ii. How did they contribute to the overall results of the FMLFPP project?

All partners shared information with their staff, clients and potential consumers and vendors. Popularity of the Market spread by word of mouth. Many of the partners have already began asking about next year's Market schedule.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMLFPP grant?

Partners will continue to promote and distribute information throughout their networks and encourage participation.

What feedback have the partners provided (specific comments) about the results of the project?

The most profound feedback that was received this year was provided a partner, vendor and market consumer. Paraphrasing those comments, "The Farmer's Market not only helped the community provide healthier food to those without access, jumpstart brick and mortars, serve as a social location for seniors miss that personal connection, it

provided an opportunity for an individual, who, initially, felt a disconnect with any organization and lacked confidence. The Market helped him find not only a purpose but the confidence to realize he was a voice of change, a part of something he truly believes in. It also ignited his passion for connecting with community members, by talking about produce and cooking. He has found recipes for common and uncommon ingredients and continues to share this knowledge with others. He is the heart of the Market and has amplified its impact. I know this will continue in years to come. His market experience has made him a more effective communicator, a stronger leader and advocate for not only the Market, but the community it serves. The Market presented challenges that developed his problem-solving and critical thinking skills. I am proud to see that he is branching out to other parts of the community with employable skills, life experiences and empowered to be a part of a collaborative success.”

The Health Department was pleased that their WIC recipients were provided with vouchers to the market and several of their clients utilized the vouchers.

The Community Kitchen was appreciative of the produce that they received each week.

Several individual consumers remarked that they were on a fixed income and didn't feel like they could afford to purchase fresh produce in the grocery stores. They often shared recipes amongst each other and with the vendors and Market staff that was shared via social media that was used to promote the Market and encourage more to shop.

The summer school class presentation resulted in teachers and students coming to the Market. All attendees sampled the fresh produce and learned about the offerings available at the Market.

6. How do you plan to publicize the results?

The results of the Market project will be shared with the local media as well as our partners.

- i. To whom (i.e. people, entities) do you plan to publicize the project results?
 - a. Randolph County Caring Communities
 - b. Randolph County Health Department
 - c. Community Kitchen
 - d. Westside Planning Coalition
 - e. Grow Well Missouri
- ii. When do you plan to publicize the results? Spring of 2019

*If you have publicized the results, please 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?
 - a. Personal Interviews
 - b. Written Surveys

ii. What feedback was relayed (specific comments)?

Most of the feedback indicated that consumers and new vendors learned about the Market through a vendor, a friend, newspaper, social media, word of mouth and radio. Responses also indicated that most consumers were interested in purchasing fresh fruits, vegetables, baked items, jams and jellies.

8. Budget Summary:

- i. As part of the LFPP 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: Yes
- ii. Did the project generate any income?

Donations amounting to approximately \$800 were generated throughout the market season. Those donations were used to purchase seeds for the upcoming season as well as two new small tillers and one used tiller for the Moberly Correctional Center to make the planting, growing and harvesting more efficient. Some of the donations were used to provide incentives to vendors.

iii. In the table below include the total amount of **federal funds spent** during the grant performance period (**Do not** include matching or in-kind contributions):

Categories	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel:	N/A	5,000
Fringe:	N/A	172.10
Contractual:	37,250.00	37,265.90
Equipment:	N/A	0
Travel:	4,208.00	5,025.93
Supplies:	17,8000.00	15,042.34
Other:	18,220.00	14,965.63
Indirect Costs:	7,747.80	7,753.90
TOTAL:	85,225.80	85,225.80

iv. **ONLY for LFPP recipients:** Provide the amount of matching funds/in-kind contributions used during the grant performance period.

Categories	Match Approved in Budget	Actual Match Expenditures
Personnel:	N/A	N/A
Fringe:	N/A	N/A

Contractual:	N/A	N/A
Equipment:	N/A	N/A
Travel:	N/A	N/A
Supplies:	N/A	N/A
Other:	N/A	N/A
Indirect Costs:	N/A	N/A
TOTAL:	N/A	N/A

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. Vendors relying on sales as a primary source of income are competitive. It is imperative to have value added items, demonstrations and programming included with the Market to draw a wider range of consumers and make the Market worth attending.
 - b. Market Coordinators must be organized in every aspect from advertising, vendor recruitment to the physical set up.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. Coordinators should not expect a Farmer's Market to be completely self-sustaining or completely functional within two years. The supplies and equipment needed change as the Market evolves as do the types of vendors and consumers the Market attracts. Assessment, reassessment, consistency and adaptation are important for a healthy Farmer's Market.
- 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. Crucial for the market manager to be prepared to devote twenty hours or more each week to adequately recruit vendors, develop programming and properly promote the market.
 - b. Important to have consistent volunteers or staff to assist with the physical set up and displaying of market hub and donated produce;
 - c. Establish a consistent schedule for marketing strategies (i.e. interviews, press releases, social media posts, vendor profiling);
 - d. Word of mouth, public appearances and community engagement activities are the best avenue for outreach.
- iv. Discuss if and how the result of this project can be adapted to other regions, communities, and/or agricultural systems.
 - a. All communities have a segment of the population that could benefit from access to healthy food choices. A market provides and

outlet for gardeners and farmers to sell their goods and supplement their income. The resources available through Extension, the Health Department the USDA and other entities provide multitude of tips for entrepreneurial growth.

- b. A market also provides networking and social opportunities for vendors and consumers alike creating a hub for nutritional education, mental and holistic wellness.

10. Future Work:

- i. How will you continue the work of this project beyond this grant? In other words, how will you implement 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. The relationship with the Moberly Correctional Center will continue to be an invaluable benefit to the Farmer's Market. The goal for 2019 is to expand the types of produce grown through their greenhouse program to offer more options to consumers.
 - b. A second goal is to increase the number of mobile markets and road side markets throughout the Market season.
 - c. The third goal is to utilize the Westside neighborhood garden to supplement the produce available and vendor offerings. Would like to see this Market grow so that it provides a food hub for the west end of town as well as a learning environment for the community that encompasses gardening, marketing, entrepreneurial development, commerce, nutritional education and more, especially for youth.
- 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. Inclusion of the University of Missouri County Extension, Agri-Tourism and the local Health Department programming would bring an additional educational source to the Farmer's Market.
 - b. Will continue to incorporate the Spookley the Square Pumpkin and his farm friends as an attraction for youth and family to attend the Farmer's Market to incentivize school age children to engage in gardening and agri-tourism activities to inspire them to make healthy food choices and learn about where their local food sources are located.



Partial Vendor List:

2017

- Moberly Correction Center
- Coal Creek Farms
- Just Bead It
- Pink Tub Boutique
- Prim Goods
- Randolph County Health Department
- Tutt's Fresh Produce & Meats
- Windy Hill Produce
- Jehovah Witness Church

2018

- Pink Tub Boutique
- Moberly Correctional Center
- Soggy Bottom Farms
- The Nichols Homestead
- 7th Day Adventist Church
- Scott & Sandy Drummond
- Dog Biscuit Family
- Living Harvest Garden CSA
- CSA

Products included tomatoes, okra, butternut squash, zucchini squash, radishes, beets, turnips, peppers, kohlrabi, cabbage, green beans, elderberry lemonade, jellies, jams, syrup, watermelon, eggs, baked breads, muffins, cookies, frozen banana dessert, all natural soaps, lotions, body scrubs, jewelry, pumpkins,



DPFM EXPANDS TO WESTSIDE

PROPOSAL FOR SATURDAY MORNING FARMER'S MARKET

REVEREND ANN WASSMAN,

Thank you for taking the time to visit with me recently about the possibility of expanding the Depot Park Farmer's Market into the Westside neighborhood. The Market is in it's fifth year of operation and our volunteers and staff have been discussing way to expand. With the interest in the Westside Community continuing to grow, this feels like a perfect opportunity to partner with Coates Street Presbyterian Church and the community garden.

Through the partnerships we have established through Randolph County Caring Communities, the Community Kitchen, the Moberly Correctional Center, the City of Moberly, the Randolph County Health Department, Healthy Schools/Health Communities and others, the Market has become a resourceful food hub for the community. Our vendors compliment the Market with all natural, essential oil soaps, scrubs, lotions and healthy nutrients for the human body.

Currently, there are four part-time Market staffers all paid through a USDA grant for their contractual services. Two of those individuals have expressed an interest in hosting a Saturday morning Market. I would recommend these two individuals to set up and oversee the Market along with the vendors participating at your site. Additionally, I would offer a promotional campaign announcing the expansion and would designate advertising funds already secured by the Depot Park Farmer's Market to do so. I would also obtain a couple of rain barrels and compost bins to add to the garden area. The canopies, tables, chairs, signage, already owned by the Market could be made available for use at the Westend site.

We are happy to do a site visit and consult with Mr. Briggs and your board at your convenience in hopes of holding the first Saturday Market as early as July 14.

Looking forward to our partnership,

DIANE RICHARDSON

Depot Park Farmer's Market
350 Tuley Road, Moberly, MO 65270

Reach me directly at 660.676.3246
Visit our site at www.depotparkmarket.com

DEPOT PARK FARMER'S MARKET CONSUMER SURVEY

Which of the following areas were **less** than satisfactory to you today?
(Check all that apply.)

- Freshness
- Land Music
- Quality
- Food safety
- Presence of locally grown produce
- Product variety
- Price of products
- Customer service
- Accessibility of market
- Availability of parking space
- Distance to market
- Non-local products
- Cleanliness of market
- Hours of operation of market
- Presence of crafts
- Presence of flowers/herbs
- Presence of meat and poultry
- Presence of processed food products (i.e., cheese, jellies, jam, etc.)
- Presence of food for on-site consumption
- Social events/entertainment
- Presence of organic produce
- Physical appearance of market
- Method of payment at market
- Presence of nearby grocery stores
- Presence of nearby non-grocery stores
- Other (please specify) _____

Which items do you typically buy at the farmers' market? Choose all that apply.

- a) Fruits and vegetables
- b) Meat/Eggs
- c) Bread products/Bakery
- d) Dairy
- e) Processed foods (jams/pickles)
- f) Food-producing plants
- g) Other _____

How did you learn about the farmer's market? Choose all that apply.

- a) Newspaper
- b) Radio
- c) Social Media (i.e. Facebook, Website, etc.)
- d) Other _____

** Please turn over sheet and continue with survey items. **



How often do you usually shop at this market when it is open? Choose one answer only.

- a) 1 only plan to shop at the market this time
- b) Less than 1 time per month
- c) 1-2 times per month
- d) More than 3 times per month

How important are the following reasons for your decision to come to this farmers' market?

Please place an 'X' in the appropriate box for each item.	Very important	Important	Not important
To buy fresh produce			
To buy local produce			
To buy local meat/appetizability			
To support local farmers/businesses			
To take part in the community			
It is convenient for me to shop here			
To participate in activities/events			
Other (please specify): _____			

How could this farmers' market be improved?

Demographics (Optional to answer)

Ethnicity: (Choose one.)

- Hispanic or Latino
- Not Hispanic or Latino

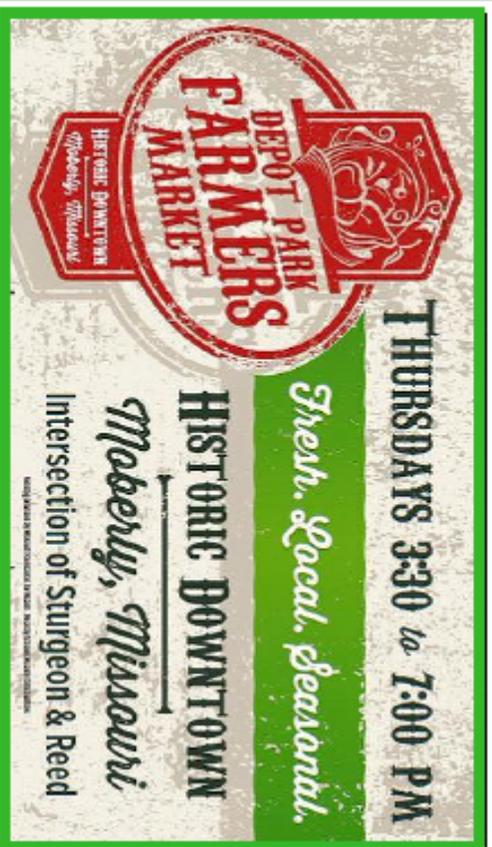
Race: (Choose all that apply.)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other

(Optional question) What is your zip code? _____

Today's Market Date _____

THANK YOU FOR COMPLETING THIS SURVEY!!!



2018 Season Opens May 24

to register online, visit:
managemymarket.com

- New Vendors Welcome Each Week ●



MOBILE MARKET
 Pop-Up Market!



FRESH PRODUCE
 Locally grown and picked
 fresh for you each week!



MU EXTENSION
 Demonstrations and
 Resources Galore!

depotparkmarket@gmail.com



diane richardson

market manager

(660) 676-1246

February 23 – Friday	Partner Meeting & Orientation	Home Care of Mid-Missouri
March	Registration	On-Line w/Manage My Market
April 7 – Saturday	Downtown Spring Stroll Autism 5K @ Rothwell Park	1 st 50 Participants Receive a DPFM Bag w/Schedule & Market Bucks
May 2 – Wednesday	Community Day @ Auditorium	Table/Handouts & Games/Demo
May 24 – Thursday	Opening Day	Farm Friends Book Give Aways
June 7 – Thursday	Wine & Shine / Classic Movie	W & S rack card Distribution
June 9 – Saturday	Moberly Towers Park	Mobile Market
June 14 – Thursday	NO MARKET	Hand out Market Bucks @ TLCC Food Pantry
June 16 – Saturday	RR Days/Auditorium East Lot	Full Market w/Smoothies & Demo
June 28 – Thursday		Farm Friends Book Give Aways
July 5 – Thursday	Wine & Shine / Classic Movie	W & S rack card Distribution
July 7 – Saturday	Moberly Towers Park OR Allendale	Mobile Market
July 12 – Thursday		Hand out Market Bucks @ TLCC Food Pantry
July 19 – Thursday		
July 21 – Saturday	Randolph County Fair	The Lodge/Pavilion
July 26 – Thursday		Farm Friends Book Give Aways
August 2 – Thursday	Wine & Shine / Classic Movie	W & S rack card Distribution
August 4 – Saturday	Downtown sidewalk Bazaar	Mobile Market
August 9 – Thursday		Hand out Market Bucks @ TLCC Food Pantry
August 16 – Thursday		
August 23 – Thursday	Kids Day @ The Market	Farm Friends Book Give Aways FFA Day (Higbee & Moberly) Safe Passage Wine Stroll – 25 th
August 30 – Thursday		
September 6 – Thursday	Wine & Shine / Classic Movie	W & S rack card Distribution
September 8 – Saturday	Moberly Towers Park	Central Plains Inter Tribal Pow-Wow (8 th -9 th) Mobile Market
September 13 – Thursday	Spookley Promotion	Hand out Market Bucks @ TLCC Food Pantry
September 20 – Thursday	Spookley Promotion	
September 27 – Thursday		
October 4 – Thursday		
October 6 – Saturday	Parks & Rec Fall Fest	Mobile Market
October 11 – Thursday		
October 18 – Thursday		
October 25 – Thursday	Closing Day	Closing Day

All dates are subject to changed based on the weather conditions. Forecasts and vendor availability Every Friday DPFM staff will sort all leftover produce at the Community kitchen for distribution to the following: Community kitchen Safe Passage Comfort House Christos Center Higbee Senior Center Every Friday DPFM staff will clean and prep produce for Community kitchen meals.