

**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](mailto: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.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	9/30/15 – 9/29/17
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<b>Recipient Organization Name:</b>	RiverStone Health
<b>Project Title as Stated on Grant Agreement:</b>	Selling Harvests to Advance Nutrition, Grow Relationships, and Improve Lifestyle Activities (SHANGRI-LA)
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPPMT0021
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Billings, MT
<b>Total Awarded Budget:</b>	\$87,297

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: Maia Dickerson; Email: maia.dic@riverstonehealth.org; Phone: 406-651-6403

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.

*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 access to fresh produce in a federally designated food desert by increasing the number of customers from south side neighborhoods as well as the Women, Infants and Children program (WIC) and Supplemental Nutrition Assistance Program (SNAP) recipients
  - a. **Progress Made:** Throughout the course of the grant, the Gardeners' Market staff focused on outreach as a way to increase the number of customers from the South Side neighborhoods as well as WIC and SNAP recipients. Meetings were conducted in both 2016 and 2017 in May and June to community health clinic programs and direct service public health programs at RiverStone Health to raise awareness about market offerings, including the acceptance of WIC and SNAP benefits. Posters and handbills were placed at Family Service, emergency food distribution sites, and handbills were sent home with students in Title I Schools located in the South Side federally designated food desert neighborhood, where the market is located. Staff attended South Side Task Force meetings to engage south side residents in market promotion. In 2016, targeted outreach was primarily focused in the south side neighborhood with a focus group held at a South Side Task Force community meeting to receive input on outreach to specific groups in the neighborhood. Two members also helped to canvas the area with handbills. Additionally, a mailer survey went out during the market season to all South Side residents reminding them of the market and asking to provide feedback. Although this outreach was very specific to the neighborhood where the market is located and customers were consistently highest from this neighborhood, this outreach effort needed to expand to increase WIC and SNAP participants.

Therefore, outreach efforts for the 2017 market season were concentrated on promoting the Gardeners' Market to organizations who work with those that utilize WIC and SNAP programs and to those that live in the area surrounding the market location. Market information was presented to District 7 Human Resources Development Council (HRDC) and the Office of Public Administration staff (OPA), respectively to solicit increased participation by those people receiving benefits. Market staff was also invited to distribute market information to Head Start families. These three additional opportunities were new to market staff and greatly increased the number of people either working with or participating in WIC and SNAP programs who knew about the market. During the market season, a postcard was sent out to approximately 17,000 households in the 59101 zip code which includes the south side neighborhood as well as other low-income areas. In June and July, the local WIC office distributed their farm direct benefit checks at the market to eligible customers and as further incentive, clients could enter their name in a drawing each time they visited the market throughout the market season. Additionally, a bike rack was installed at the market location in South Park; this helped to support customers that used active transportation to and from the market.

- b. **Impact on Community:** Of the 14 fruit and vegetable vendors that attended the Gardeners' Market training in May 2017, which included WIC Farm Direct training so that they could apply to accept WIC at the Gardeners' Market, all applied to become eligible vendors. While this was the same number of vendors that were trained in 2016, four vendors from 2016 did not renew and four new vendors took their place for the 2017 market, ensuring that WIC customers had ample selection. While the redemption rate for 2017 Farm Direct benefits will not be available until

January 2018, clients contributed almost \$1,500 in market sales during the 2017 market season. This is comparable to the 2016 and 2015 market seasons and we will continue to work with our WIC program on how to increase the use of these benefits at the Gardeners' Market. Additionally, across the two year grant cycle over \$1,600 of market revenue came from the use of SNAP benefits. This total does not include the \$1,500.00 of fruits and vegetables that were purchased through our "Double SNAP Dollars" program which allowed us to match SNAP dollars spent at each market up to \$10 per individual (customer uses up to \$10 in SNAP benefits and gets \$20 worth of tokens—in \$2 increments). We had funding outside of FMPP that allowed us to increase benefit associated produce purchases. Both SNAP and Double SNAP Dollars use increased from last market season, \$1,096.00 SNAP and \$950.00 Double SNAP in 2017 compared to \$600.00 SNAP and \$554.00 Double SNAP in 2016, and was slightly more than the 2015 market season. This means that the 2017 market season was the most successful to date in regards to SNAP use. Customer survey data indicates that 40% of market customers are from our South Side target neighborhood and that outreach efforts are working.

- ii. **Goal/Objective 2:** Increase vendor participation of direct farm to market sales and thereby increasing access to low priced fresh fruits and vegetables
  - a. **Progress Made:** During the FMPP grant cycle, a total of 56 produce and craft vendors were trained to participate in the Gardeners' Market, 23 in 2016 and 33 in 2017. Trainings are open to anyone that may be interested in potentially selling at the market, however, being trained does not obligate vendors to sell. There was an increase in the peak number of vendors with a total of 17 in 2017 compared to 15 from 2016, yet the average number of vendors remained the same at 11 vendors for each of the market seasons. The Gardeners' Market welcomed a total of 9 new produce and 8 new craft vendors across the two-year cycle. Some of these new vendors brought even more diversity to the market than in years past by selling local beef and honey along with their produce.
  - b. **Impact on Community:** Increase in vendor interest came from additional promotion both to targeted groups such as Master Gardeners and the public in general during 2016 and 2017. In fact, a new produce vendor stated that they learned about the market through a mailer. During vendor trainings, the foundational aspect of the market to provide fresh, affordable produce was stressed including the fact that we do not charge a vending fee so that vendors can pass that savings on to the customers. This savings in combination with new products being sold at the market, increased access to a wider variety of items for customers.
  
- iii. **Goal/Objective 3:** Create a safe, positive sense of place, in a centralized neighborhood park (South Park) that encourages healthy eating.
  - a. **Progress Made:** Market staff continues to work with the public health department's Environmental Health Services team to evaluate ways to promote fresh fruits and vegetables through sampling at the market which introduces new foods customers that they might not otherwise try, while adhering to strict food safety guidelines. One way this was successful was through implementing a Power of Produce (POP) program for youth with the 2015 FMPP funding. POP programming encouraged healthy eating through monthly educational activities about food. Youth participated in activities that explored food and food systems which included making snacks, such as salsa, with produce that was available at the market. When children participated in the activity they earned \$2 vouchers to purchase their own fresh fruits and vegetables. The vouchers were funded through a RiverStone Health mini-grant, FMPP funding was not used.

In 2016 there were three youth organizations that sold produce and provided educational activities at the market, however only one, Friendship House, had the capacity to do the same for the 2017 market season.

A new 2017 partnership included the Billings Public Library, which held a story time twice a month June – September at the market, called “Reading under the Trees”. The story time featured library staff reading books about healthy eating, growing food and physical activity to as many as 25 of the youngest market customers and their families. Wise Wonders, the local children’s museum, and Master Gardeners also held children’s activities focusing on plant growth and food systems.

The Montana State University Expanded Food and Nutrition Education Program (EFNEP) continued their partnership throughout the grant cycle, to educate adults about cooking healthy meals and to recruit customers for their “Buy, Eat, Live Better” classes.

During the 2017 market season, live music at the market was doubled from once a month in 2016 (a total of 4 times) to twice a month (a total of 8 times). Musicians from the 2016 season were invited to play again and two new musicians were scheduled to participate in 2017. Market customers and vendors often commented on how much they enjoyed the music or they asked when the next live music event would be happening.

**b. Impact on Community:** With the 2015 FMPP funding we increased market activities for families. Having a variety of children’s activities increased participation and attendance throughout the market seasons. Parents, mentioned coming to the market just to have their child participate in the POP program. The story time made good use of the park around the market area and introduced children to reading in an outdoor setting. Creating a culture where children and adult learning opportunities are alongside each other, not only encourages healthy eating for all of our market customers, but also engages market staff, vendors and other community groups.

The ability to expand music at the market provided customers the ability to interact with new musicians as well as increase their exposure to the musicians from last season. The mix of both old and new provided a variety of local artists an opportunity to get to play in public and make a small amount of money.

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:** Since September 30, 2015, RiverStone Health added one staff member (at about 0.20 FTE) to implement The Power of Produce program for the 2016 market season. Due to staffing changes for the 2017 market season, this role was taken on by two non-overlapping college interns at the same level of FTE.
- ii. **Number of jobs retained:** There are two RiverStone Health staff members that dedicate time to the market each week. These roles have been maintained throughout the duration of this grant and have proven to be of great value in growing and sustaining relationships to provide youth activities, vendor satisfaction, music, and financial consistency at the market.
- iii. **Number of indirect jobs created:** Not applicable
- iv. **Number of markets expanded:** 1
- v. **Number of new markets established:** Not applicable
- vi. **Market sales increased by \$-1,597 and increased by -8.6%.**

For the duration of the grant which included both the 2016 and 2017 Gardeners’ Market seasons, there was an overall decrease in sales by 8.6% compared to 2015 sales. Two of the main factors

that contributed to this overall decrease occurred during the 2016 market season. At that time we lost one large vendor and two community events that were held in South Park increasing market visibility and customers (see Section 9, b. for further explanation). However, market sales recovered in 2017 with annual sales of \$16,975 compared to the 2015 sales peak of \$18,572. This was a market sales increase of \$2,434.84 from 2016 to 2017, an increase of 17%.

- vii. **Number of farmers/producers that have benefited from the project:** The 2015 market season provided the Gardeners' Market with a baseline of 26 unique vendors. During the 2016 market we experienced a decrease in vendors to 23 (see above explanation). However, in 2017 we had a marked increase with 29 total vendors, thus having an overall positive number of farmers/producers that benefited from our project. In total, we welcomed 17 new produce and craft market vendors over the course of our grant cycle.

- a. **Percent Increase:** 11.6%

- 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. The Power of Produce program and additional educational activities provided by our partners, created an atmosphere of learning, which parents appreciated and came back for week after week. For the 2017 market season, we implemented a punch card incentive program through an Every Body Walk! micro-grant for customers that used active transportation to get to the market. This incentive program increased our regular customer base from Fraser Tower Apartments, a Section 8 rent-assisted housing complex across the street from the market entrance. We also kept in better contact with both the local HRDC and OPA offices by attending staff meetings in May and dropping off more handbills as needed throughout the market season. This gave the market better visibility to those that work regularly with low income populations. Our new partnership with the Billings Public Library, included market promotion on their digital entry display and handbills at the circulation desk to encourage library patrons to participate in story time and to advertise that market vendors accept WIC, SNAP, credit and debit cards as well as cash transactions. The 2016 mailer provided an opportunity to introduce the market to additional South Side residents and the 2017 mailer expanded our reach to the surrounding market areas. After the mailers went out, we saw a rise in customer attendance and people brought or referenced the mailer in conversation and evaluation.

We expanded our customer base by working with the local transportation authority and City/County Planning to increase those arriving at and leaving the market using active transportation. Our market neighborhood is characterized by fewer vehicles per household than other neighborhoods and it is important to not only normalize active transportation use, but to also encourage it for the benefit of all customers. Through the Every Body Walk! micro-grant, the market hosted the Kids in Motion trailer which services and makes small repairs to bikes. As a result, 10 bikes were repaired for customers that had no other way of getting their bikes serviced. Additionally, walking historical tours during both the 2016 and 2017 market seasons from the Western Heritage Museum brought in new customers that might not otherwise know about the market. (appears in #4 below also)

- 4. *Discuss your community partnerships.*

- i. **Who are your community partners?** Our community partners include Montana State University Expanded Food and Nutrition Education Program (EFNEP), Yellowstone County Master Gardeners (Master Gardeners), MET Bus (public transit system), City/County Planning, Kids in Motion,

Friendship House of Christian Service, Western Heritage Museum, the Billings Public Library, Wise Wonders, and the City of Billings Parks and Recreation.

- ii. **How have they contributed to the overall results of the FMPP project?** All of our partners have contributed to our goal of creating a safe, positive sense of place that encourages healthy eating, in a centralized neighborhood park (South Park). As mentioned more thoroughly above, EFNEP, Master Gardeners, the Billings Public Library, the City of Billings Parks and Recreation and Wise Wonders all provided educational activities at the market. Additionally, Parks and Recreation allowed the market to use South Park, each week, free of charge—thus helping us keep costs to a minimum and allowing us not to charge vendor fees.

MET Bus and City/County Planning have been valuable over the last two years decreasing the stigma around using active transportation to get to and from the market. Our market neighborhood is characterized by fewer vehicles per household than other neighborhoods and it is important to not only normalize active transportation use, but to also encourage it for the benefit of all customers. Through the Every Body Walk! micro-grant, the market hosted the Kids in Motion trailer which services and makes small repairs to bikes. As a result, 10 bikes were repaired for customers that had no other way of getting their bikes serviced. Additionally, walking historical tours during both the 2016 and 2017 market seasons from the Western Heritage Museum brought in new customers that might not otherwise know about the market.

- iii. **How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?** The Gardeners' Market is not only a seasonal market for customers to purchase low cost fresh fruits and vegetables, but is also a place to learn about healthy lifestyles in a fun, positive central place. The relationships that the market helps to establish in the neighborhood between customers, partners and vendors contribute to a family atmosphere. Partners and vendors contribute to the education of both young and older customers, whether it be on how to create low-cost meals, how to grow food, or the understanding the importance of healthy, active lifestyles--where customers feel empowered to ask questions, gain new knowledge and learn from others. For the 2018 market we will continue these partnerships and work to add new ones where appropriate to not only engage target populations but also to enhance neighborhood relationships as a whole.

5. **Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?** Not applicable

6. *Have you publicized any results yet?\** Yes. Results have been published with side-by-side comparisons of multiple market years to assess trends that include both pre- and post- FMPP grant funding.

- i. **If yes, how did you publicize the results?** Our results have been publicized via social media; as a presentation to stakeholders at a community celebration tied to a site visit of *Health Resources in Action*; and these results will be included in the 6 month update to the Yellowstone County, Community Health Improvement Plan (CHIP) due out in January 2018.
- ii. **To whom did you publicize the results?** Results were publicized to the general public, vendors and community groups that supported the Gardeners' Market, and multisector representatives from a variety of health and community organizations.
- iii. **How many stakeholders (i.e. people, entities) did you reach?** The Healthy By Design social media page has about 500 followers which equates to about 1,000 public stakeholders getting the results across the grant cycle. Additionally, the electronic newsletter sends out the results to

almost 500 people annually. Results are also reported as a part of community presentations to the Healthy By Design Coalition, vendors and other community groups which equate to about 50 organizations.

**\*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?** Each week we had a suggestion box for market customers to use. Monthly, we conducted customer surveys to collect information not only about market satisfaction, but also on where customers lived, how they learned about the market and how much, on average, they spent. Each year we hold a focus group meeting to collect feedback from vendors and community groups that participated in the market after the season ends.
- ii. **What feedback was relayed (specific comments)?** The feedback that we received was very positive and on target for our FMPP goals. Shoppers primarily live in the South Side, low-income neighborhood where the market is located (33% in 2016 and 51% in 2017) and 80% of respondents in both years indicated that the Gardeners' Market improved access to fruits and vegetables. In 2016, 45% and in 2017, 54% of respondents, said that they were "very satisfied" with SNAP tokens. Suggestions that customers had to improve the market included, having more vendors. Market staff will continue to actively recruit vendors. And while one customer responded that they would like to have the market stay open later into the evening, over 90% of surveyed customers indicated that they were either "very satisfied" or "satisfied" with the time and day of the market.

Through the focus group, vendors and community groups that participated in the market gave a variety of feedback. Overall, they appreciate the purpose and opportunity to sell at the market. One vendor stated, "This is our community, we don't want to go to Columbus or Hardin" (other communities outside of Billings) when asked why they participate in the market. They think that the educational activities and the positive sense of place the market brings to South Park, is a real "win-win". They would also like to see more produce vendors at the market and gave staff a contact list of people or programs that could reach new potential sellers. This list included the 4-H Extension agent as well as a local agricultural show and a radio show that is geared towards those interested in farming and gardening.

**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, not for RiverStone Health or the Healthy By Design Coalition. No vendor fees were charged and all sales belonged 100% to the vendor. This strategy was used to keep produce prices as low as possible for the consumer to allow low-income purchasers to buy as much fresh fruits and vegetables as possible. For the vendor, profit was maximized without loss of income to participation fees. Non-FMPP grant funding for the Double SNAP Dollars program further helped vendor profit by creating more purchasing power for customers. Our Market is used as an example of coalition work and the value of partnerships and has helped garner funding through the Kresge Foundation and the Everybody Walk program.
  - a. **If yes, how much was generated and how was it used to further the objectives of the award?**  
Not applicable

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. Our 2015 FMPP grant has allowed us to create a more festive environment at the market during the 2016 and 2017 and to inform customers better. During the 2016 market season we had live music once a month and this grew to twice a month during the 2017 market season. Market vendors and customers alike remarked on how much the music made the atmosphere more welcoming and encouraged people to slow down and spend more time at the market. Although we send out a weekly email newsletter and post to Facebook about upcoming events, we discovered through market surveys that most people found out about the market from passing by or word of mouth. As a result, we increased our signage at the market information booth to include what was happening that day as well as to promote upcoming events. This allowed for our customers to better plan to be at the market for special events, such as live music, POP market, and story time. Additionally, we previously had small directional signs that were hard to see while driving down the road. They were also difficult to put in the ground. With our funding we purchased larger, more colorful road directional signs. These signs are easy to set-up, sturdier, and draw more customers to the market.
  
- b. The 2016 market season saw a decrease in sales and customers from the 2015 season, due to a variety of factors, including the departure of a major vendor and two community events no longer being hosted in South Park, where our market is located. For the 2017 market season, a more intentional effort was made to reach out to organizations such as HRDC and OPA, which connects the market to low-income residents, as well as to the general population through radio PSAs and a mailer that went out to over 17,000 households in the area surrounding the market. Even with five of our 2017 markets ending early due to inclement weather, we saw total attendance increase from 2,948 (2016) to 3,516 over the market season, with two 2017 markets with an attendance of over 300 customers, a number not attained in the 2016 market season. The increase in customer attendance for 2017 has taught us that if we do not have other community events in the park nor vendors with a large customer base to draw people to the market, we need to continue to make a concerted outreach effort to engage customers from a variety of backgrounds.
  
- c. During the 2016 market season, the Gardeners' Market storage shed was demolished to create a new parking area at RiverStone Health. As a result, market materials, such as tents, tables, chairs and signage had to be moved to an offsite warehouse to be loaded and unloaded during the rest of the market season. This was not a sustainable solution for a variety of reasons; most notably because the off-site location was inconvenient to check on market inventory and added additional staff time to load and unload supplies required to operate the market from week to week. In March 2017, we purchased a small cargo trailer (not with FMPP funds) that could hold market materials and be left on site for the market season. This addition was beneficial to market staff as it decreased the loading and unloading time at both the beginning and end of the market day and placed all of the market materials in a convenient place. Unfortunately, on July 31<sup>st</sup> 2017, the trailer was stolen from the RiverStone Health parking lot at 3am as captured on a security camera. Thieves cut through both a coupler lock and a receiver lock before stealing the trailer. The trailer contained all of the market tents, tables, chairs, signs, and other supplies needed on a weekly basis. While the unmarked trailer was in a parking lot with regular

security, it should be noted that RiverStone Health is currently in the process of building a new community health clinic and is therefore a construction site. The area where the trailer was parked was close to this site and thieves may have thought that it was full of construction tools and materials stored by the contractors. Because the trailer was such a benefit to market staff, we have purchased another one (V.I.N.5M3BE0813J1079053), using FMPP funding as allowed by our USDA grant liaison, to store the market supplies. We learned important lessons that we will put into effect from this fall forward. We have ordered Gardeners' Market decals to be put on the trailer. Out of season, the trailer will be locked in a gated area. A higher quality surveillance camera has been installed to view RiverStone Health parking areas and we are looking into better anti-theft devices, such as a wheel lock, to ensure that it will not be stolen. We used insurance dollars for the contents of the trailer to re-purchase supplies lost to the theft that had previously been purchased with 2015 FMPP funding.

- ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:** Not applicable
- ii. **Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:** One of our FMPP grant goals was to create a safe, positive sense of place that encourages eating healthy and locally grown foods in a centralized neighborhood park (South Park). As part of the key objectives to making this happen, we planned to increase educational activities about local and healthy food by utilizing three community youth-oriented groups that already sold produce at the market. These children were provided an opportunity to increase leadership, personal development and responsibility through the development and implementation of peer-to-peer educational activities. During the first year of grant implementation, all three organizations participated, to varying degrees of student engagement, but were committed to developing a plan through the winter and renewed their commitment to continued participation. However, due to staffing and site changes two of the three original organizations, did not participate in year two. Market staff reached out to the area extension agent that oversees the 4-H program to see if there were other organizations that might be interested in this opportunity. However, due to timing both of the market and of the fair (which garners high levels of participation by 4-H staff and membership), we were not able to make a plan for recruitment during the 2017 market season. The remaining organization had staffing changes as well, resulting in them selling at the market, but not as much on-site garden education as in years past. They completed the activity, but there were not as many students as in 2016 and the project was not as planned out as it could have been. The main lesson learned through this process is that to implement programming with youth organizations, we need to make sure that the point person directly works with both the growing and selling aspects of the garden. This ensures that both the market and community organizers have clear points of communication and can directly problem-solve if the need arises. If turnover does occur, market staff should quickly engage the organization for plans moving forward so that the market schedule of activities are disrupted as little as possible.

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. Current staffing through Healthy By Design to run the Gardeners' Market is at capacity. To continue to grow the Gardeners' Market, we are at the very beginning stages of exploring some sort of community ownership that Healthy By Design could help support. This community ownership could be through a nonprofit or a collective group of partnerships that would not only fund, or find funding, for the market, but also manage the week-to-week operations. Having a group dedicated to market tasks could lead to innovations to increase market sales and customer access to healthy, affordable fresh produce that are currently out of reach.
- b. Creating a safe, positive sense of place in South Park will continue to be a goal not only for the Gardeners' Market but for the South Side community at-large. Through other funding, Healthy By Design is bringing stakeholders and residents together to discuss how to infuse more public art, such as murals, creative benches and wayfinding signage in and around the park.
- c. As mentioned above, outreach plays a large part in customer attendance and therefore, sales at the market. We have established community outlets for this outreach, however, our materials are currently in English-only and therefore, we may not be reaching all populations. Next season we will work to have Spanish language materials for handbills, posters and other outreach materials. We predict that this will further engage residents, bringing new customers to the market. We will also work with our community partners to evaluate if other language specific materials are needed and create them as necessary.

- 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?** In the summer of 2017, three community organizations initiated projects (a community greenhouse, container gardens and garden used by a pre-release facility for rehabilitation and educational purposes) to increase gardening in the neighborhood where the market is located. As next steps, Healthy By Design is working with these organizations to figure out where they align and if possible create a growing continuum for community members that want to sell at the Gardeners' Market. This could potentially lead to both an increase in vendor participation and new customers.

We are excited for future opportunities and would be available for any questions or dialogue regarding the content of this report or the Healthy By Design Gardeners' Market in general. Please contact Maia Dickerson, [maia.dic@riverstonehealth.org](mailto:maia.dic@riverstonehealth.org), for further information.