

Farmers Market Promotion Program 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:	Rachel Nawrocki
Authorized Representative Phone:	505-326-4245
Authorized Representative Email:	r.nawrocki@capacitybuilders.info
Recipient Organization Name:	Capacity Builders, Inc.
Project Title as Stated on Grant Agreement:	Tse Daa K'aaan Community Farmers Market
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPNM0044
Year Grant was Awarded:	2015
Project City/State:	Farmington, NM
Total Awarded Budget:	\$98,952.57

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: _____; Email: _____; Phone: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. *State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.*
 - i. *Goal/Objective 1:* Annually at least 15 local farmers will participate as a vendor at the Tse Daa K'aan (TDK) Community Farmers Market.
 - a. *Progress Made:* 17 local farmers participated as vendors in Year 1 and Year 2 TDK farmers markets.
 - b. *Impact on Community:* The Tse Daa Kaan community of farmers now has a set location at which to operate. 17 local producers are familiar with location, set up, take-down protocols, and what is expected of them in terms of sales, marketing, pricing, and being a regular vendor at a local market. Additionally, the community of Tse Daa Kaan, and surrounding areas now know that in the summer months, fresh, locally-grown, Navajo-grown produce is routinely available at the Tse Daa Kaan Community Farmers Market.
 - ii. *Goal/Objective 2:* Annually, at least 15 local farmers will participate in 10 training events focused on increasing their efficacy in farmers' market success and participation.
 - a. *Progress Made:* 17 farmers participated in 8 training events in Year 1, and in 21 training events in Year 2. Training events included:
 1. Jan. 2016 - Project introduction. Seed ordering, cultivar comparisons. Vegetable seasonality and vocabulary.
 2. Feb. 2016 - Setting up your record keeping system. Part 1: Tracking Expenses.
 3. March 2016 - Four Corners Ag Expo.
 4. April 2016 - Cover cropping. Seed orders.
May 2016 - Good Agricultural Practices. Harvest and Post Harvest handling techniques.
 5. June 2016 - Trip to Albuquerque to study farmers markets and visit Minor Morgan's farm.
 6. July 2016 - Vegetable pricing strategies and marketing. How to set up and manage your booth. Recordkeeping part 2: Income
 7. July 2016 - Marketing principles. Let's take our marketing to the next level.
 8. August 2016 - Cooperative fall planting: Let's help each other do the fall planting. New Mexico Organic Farming Conference Sessions
 9. (Albuquerque, NM, February 17th – 18th 2017). Breakout Sessions ("training events"):
 - a. Got Weeds; Small Tools; Grafting Orchard Trees; Cost Sharing Opportunities; Building (A) Statewide Network of Small Organic Farmers to Meet Demand of Institutional Markets; Pest ID Your Veggies.
 - b. Chile; Greenhouse Basics; Saving NM Apple Varieties; Soil Samples; Employees and the Laws You Need to Know; Beneficial Bugs and Your Operation.
 - c. FSMA Means Whaaaaat to Your Operation?; Carbon Sequestration in Practice; Interpreting Soil Samples Results (A); Managing soil fertility in high-production organic agriculture; Trellising; Hops.
 - d. Flowers; Certification – All You Need to Know; Cover Crops and Soil Health – A Critical Connection; Beekeeping; Business Planning; Why Every Farmer Needs a Microscope
 - e. Rainwater Harvesting; What Are the Programs and How Do I Get Involved?; Medicinal Herbs; A Field Guide to Producing Compost Tea that Meets FSMA Standards; Large Acreage (A); Grapes
 - f. Tomatoes/the Love Fruit; Potato/Potato/Potatoes; Blue Corn; Seeds in the Future; Dairy; Salinity and Plant Stress
 10. New Mexico Farmers' Marketing Association's 19th Annual Conference held on March 9-11 in Santa Fe, NM. Breakout sessions ("training events"):

- a. Boot Camp - Everything You Need to Know to Run a DUFEB Program, led by Denise Miller: Those new to managing Double Up Food Bucks,. Learn how to apply for an EBT machine, how to get and keep track of tokens, how to handle reporting procedures, what to do with 1099s, what exactly is an audit, and all the basics you need to become a DUFEB champ.
- b. Market Basics: Everything You Need to Know about Managing a Market, led by Sarah Grant. There are many things new market managers need to know before the season starts, such as how and when to register their market with the NMFMA, how to apply for NMFMA funding, how to collect market data, and more! This session is critical for new market managers!
- c. Evaluating Goals and Strategic Marketing Basics, led by Denise Miller: If you're new to managing a market, or want to re-think marketing strategies to develop a strong customer base and integrate your market into your community, a little planning goes a long way. Using our "Growing with Goodness" workbook, learn how to develop a marketing plan that makes sense for your market.
- d. WIC and Your Market, Martin Miller, New Mexico Department of Health: Given the importance of the WIC and Senior Farmers' Market Nutrition Programs to our community and to farmers, during this session, Martin explains how the 2016 season went, and how we can collectively make the 2017 season as strong as ever.
- e. The NMFMA at Work! Led by Denise Miller & Christina Keibler Learn more about what is happening at the NMFMA this year including: Membership Survey Results; Farmers and Grower Cooperatives joining the NMFMA; Food Safety Trainings — Why, Where, and How to Get Vendors Excited; Marketing Workshops — How can we make the most of these for your vendors, customers, and your market in 2017; New Association Software — MemberLeap; Why Our New "Dispute Resolution" Should be Added to Your Annual Vendor Packets

11. Market Day Training Events:

- a. 7/8/2017: Basic Market Management Roles
- b. 7/15/2017: Developing and Enforcing Effective Farmers Market Rules
- c. 7/22/2017: Understanding Liability Insurance
- d. 7/29/2017: Vendor Recruitment
- e. 8/5/2017: Market Budgets
- f. 8/19/2017: Customer Satisfaction
- g. 8/26/2017: Conflict Management
- h. 9/2/2017: Fundraising for Farmers Markets
- i. 9/9/2017: Building a Market Community
- j. 9/16/2017: Media: Newspapers, Radio and Social

b. *Impact on Community:* The workshops have fostered a sense of unity and purpose among the farmers and has resulted in interest in better farming methods, like use of cover crops and soil testing, and in farm management skills, like income tracking, product pricing and placement, and selling techniques.

iii. *Goal/Objective 3:* Weekly, at least 150 shoppers will purchase produce at the Tse Daa K'aaan Community Farmers' Market

a. *Progress Made:* On average, 247 shoppers purchased produce at each market.

b. *Impact on Community:* Tse Daa Kaan is located on a busy highway in the Northwest corner of New Mexico, where drivers typically exceed the speed limit, travelling at least 60 mph, or more. In the past, shoppers would have stopped in the highway right-of-way through the months of July, August and September, to get out of their cars on this busy road to purchase produce from road-side vendors. These 3,000 shoppers now all have a much safer place, off the highway, and well protected from speeders. Access to fresh locally produced fruits and vegetables, plus

improved economies for farmers are among other important items positively impacting the TDK Community.

- iv. *Goal/Objective 4:* Annually, participating local farmers will increase their annual income compared to baseline income from 2014, by 40%. (Benchmark: Average weekly earnings per participating vendor are \$312.48. By the end of the 2017 market, vendors will have earned at least an average of \$437.47 per week.)
 - a. *Progress Made:* Average weekly earnings of market vendors in 2017 increased by 47% to \$461.20.
 - b. *Impact on Community:* Increased incomes for producers in Tse Daa Kaan are an economic boon to the community. On the Navajo Nation, weekly incomes exceeding \$400 in the summer are very rare.
 - v. *Goal/Objective 5:* Annually, the Market Manager and a local farmer will attend the NM Farmers Market Association Market Managers Conference.
 - a. *Progress Made:* The Market Manager and 5 local farmers attended the NM Farmers Market Association Market Manager Conference in 2016. The Market Manager position was vacated by Kim Jones in early February, 2017. Local farmers attended the NM Farmers Market Association Conference while considering assuming the Market Manager role.
 - b. *Impact on community:* Four local farmers attended the conference and report having learned much about market management, particularly with respect to marketing and promotion.
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:* 5 part-time, seasonal jobs were created on local farms in Tse Daa Kaan. Farmers have learned much about the value of selling produce at farmers markets this year, and are no doubt eager to plant and harvest much more, next year. It is estimated that additional seasonal help will be required for planting and harvesting operations.
 - ii. *Number of jobs retained:* Not measured
 - iii. *Number of indirect jobs created:* Not measured
 - iv. *Number of markets expanded:* 1
 - v. *Number of new markets established:* None – although planning on at least two new markets in nearby communities has started.
 - vi. *Market sales increased by \$9,563.60 (55%) over Year 1.*
 - vii. *Number of farmers/producers that have benefited from the project: 24*
 - a. *Percent Increase:* 41% from Year 1 to Year 2
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?* Using radio advertising, ample road signage, social media posts, and email blasts, the project expanded its customer base, and appealed to producers and consumers alike from as far as 50 miles away.
4. *Discuss your community partnerships.*
- i. *Who are your community partners?*

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

Tse Daa K’aan Chapter House
Tsehootsooi Medical Center
Tse Daa K’aan Economic Development, Inc.
North Valley Organics
The Permaculture Provision Project
San Juan College
Fort Lewis College
The Daily Times
Southwest Land Services
Northwest New Mexico Council of
Governments
Dibé Nitsaa

Nenahnezad Chapter
Rural Community Assistance Corporation
Arizona Public Service
Shiprock Cooperative Extension
Amazing Parties
Higgins Farms
Resource Associates
ACT Investments
COPE – Community Outreach Partner
Education
Indian Health Services – Northern Navajo
Medical Center

- ii. *How have they contributed to the results you’ve already achieved?* Our partners assist in myriad ways, from supporting the market as shoppers, promoting our market at their workplace, connecting the market manager to training events of interest, to advising on means by which to address the disconnect between today’s young people and the land. Tse Daa K’aan Chapter, in particular, makes meeting and market space available for the farmers market Board, free of charge, and also stores market supplies for free, as well. Additionally, COPE, through its Fresh Fruits and Vegetables Prescription Program, accepted the TDK Market as an approved vendor. Physicians in the area are encouraged to “prescribe” healthy foods to their patients, and give these patients vouchers with which local produce may be purchased.
- iii. *How will they contribute to future results?* They will continue, much as they have, to support the project’s goals and objectives. Indian Health Services is in the planning phase of creating a market right at the hospital, as well.

5. *Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?* No.

6. *Have you publicized any results yet?* No. Results to be published upon approval of Final report.

- i. *If yes, how did you publicize the results?* We will publish via press release.
- ii. *To whom did you publicize the results?* n/a
- iii. *How many stakeholders (i.e. people, entities) did you reach?* n/a

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**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). Items attached to original submission.*

2. *Have you collected any feedback from your community and additional stakeholders about your work?*
Yes. We talk informally with our farmers about what they like and don't like regarding our workshops.
 - i. *If so, how did you collect the information?* Navajo farmers, especially those who are older than 60, have difficulty with English since it is their second language. Most of the farmers in our project fall into that category. None of our farmers are younger than 40, as best we can tell. Navajo farmers, especially women farmers, which are the majority of the farmers in our project, are not particularly forthcoming with opinions, particularly in a group setting. Possibly they are shy naturally, or they are restrained by cultural barriers, or historical trauma. It's not easy to know. Thus, to truly understand their feelings and perspectives you have to talk to them individually, and only after they know you and trust you do you have a chance of really learning what they are thinking. Navajo farmers are also not very adept at filling out surveys or forms, and written evaluations are not something we have wanted to require. We've seen on multiple occasions in other circumstances where farmers just check every box on a form and leave no comments. Thus, in order to solicit feedback that is useful and honest, we have worked on developing trust with our project participants and creating an environment conducive to providing honest feedback. Most of the feedback we get is from the "younger" farmers, who are the most culturally adept in both the Anglo and Navajo worlds. It is often the case that the farmers about 40 years old that speak Navajo will talk to the older farmers in Navajo about what we are learning or experiencing, providing a very valuable means of supplementing explanations. We remain really grateful to the "younger" farmers for providing this valuable bridge of communication.
7. *What feedback have you collected thus far (specific comments)?* We have learned that sitting and listening to lectures is not that effective, especially when there are no handouts. Visiting other farmers is really valuable. Providing lots of handouts is important so that there is opportunity later on to slow down and absorb information.
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
 - a. *If yes, how much was generated and how was it used to further the objectives of the award?* 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. TARGETED MARKETING IS CRITICAL: to farmer market success, and older, less modern marketing activities remain critical in rural/tribal communities. It's easy to think that everyone is connected to Facebook, but they aren't. It's easy to

think that everyone has internet access – but, they don't. And, in tribal communities, there are many households that lack not just internet access, but ELECTRICITY. Therefore, when hosting a farmers market on Tribal lands, consider all potential customer connection possibilities. Yes, advertise on the radio (in all applicable languages). Do advertise online to catch young consumers. Advertise at health clinics and schools. But also, go door to door and hang notices of the market on door knobs, post flyers at laundromats and other natural community convening centers, as well.

- b. FOCUS ON IMPROVING FARMERS UNDERSTANDING AND USE OF BENEFIT PROGRAMS: Farmers in rural/isolated tribal communities really hinder their ability to serve their community through their lack of interest in leveraging SNAP, DUFB, FVRX and other kinds of benefit programs. Our farmers did not and do not want to spend any effort on leveraging these kinds of benefit programs for their farms. It would be very, very good to collaborate with a few farmers to learn to use these programs and simultaneously, figure out new ways to reduce the farmer/vendor-burden.
- ii. *If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:* Outcomes were achieved.
- 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:* Rely on your project officers for support, and communicate with them often. They're a tremendous resource and so invested in the positive outcomes resulting from the programs they manage.

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.* Moving forward, and without federal support, the Tse Daa K'aan Farmers Market will continue. We have land donated for near-permanent use, plus volunteers excited to continue the market during the 2018 growing season. Capacity Builders appreciates the investment of the Agricultural Marketing Service in our community and we look forward to many happy, productive years, moving forward. Because of the TDK Farmers Market, Capacity Builders is now an advising partner in three new markets on the Navajo Nation. We are additionally collaborating with SNAP authorized retailers to create a DUFB-like innovation specific to Navajo that seeks to mitigate particular challenges for farmer/vendors.
- ii. *Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?* Future investments in Farmers Markets should enable farmer/vendors to retain SNAP authorization to create ongoing-purchasing opportunities at every farm, not just at centrally-located markets.

TSE DAA KAA COMMUNITY



FARMERS MARKET

W. Highway 64 North Mile Post 28 1/2 ☆
4 Miles East of Shiprock
8 views
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Farmer's Market Area

📍 Market Area



Made with Google My Maps



HAWAIIAN FARMERS MARKET
HAWAIIAN COMMUNITY



FARMER'S
MARKET

T'SE D'AA K'AAN CHAPTER

FARMER'S MARKET



**SLOW DOWN
FARMER'S MARKET**

T'SE D'AA K'AAN CHAPTER

COMMUNITY

FARMER'S MARKET

**FARMERS
MARKET**



**FARMERS
MARKET**



**SLOW DOWN
FARMER'S MARKET**

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