

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

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2014 – September 29 2017
Authorized Representative Name:	Lily Kesselman
Authorized Representative Phone:	516.418.6355
Authorized Representative Email:	lily@southbronxfarmersmarket.com
Recipient Organization Name:	The South Bronx Farmers Market, Inc.
Project Title as Stated on Grant Agreement:	South Bronx Farmers Market Marketing
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	#14-FMPPX
Year Grant was Awarded:	2015
Project City/State:	The Bronx, NY
Total Awarded Budget:	\$40,717.13

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

Same Authorized Representative listed above (check if applicable).

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

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

The South Bronx Farmers Market connects producers of local agricultural products with residents of the poorest Congressional district in the United States and uses outreach, strategic marketing, and training to encourage these new consumers to spend wisely, cook confidently, and eat healthier food. Having had a successful pilot year in 2014, this project seeks to expand the Market’s reach and impact during the 2016 season.

- i. Goal/Objective 1: Sell to 250 local consumers per week.
 - a. Progress Made: We were unable to do accurate shopper counts so we relied on our sales totals to illustrate increase shopping at our market. Our total sales volume increased a significant 79% from 2015 to 2016.
 - b. Impact on Community: Increased consumption of fresh, local food and produce.
- ii. Goal/Objective 2: Increase yearly SNAP/EBT transactions from 390 to 500 from 2015 - 2016
 - a. Progress Made: We increased SNAP/EBT Transactions to 485 for 2017 – just 15 transactions shy of our goal. We still increased SNAP/EBT transactions by over 50% in just one year.
 - b. Impact on Community: Increased healthy food purchases and consumption, increased Health Bucks distribution and increased farmer produce sales.
- iii. Goal/Objective 3: Increase yearly workshop attendance from 650 to 800
 - a. Progress Made: We succeeded in increasing workshop attendance to 1296. Much of this increase was due to the addition of Farmers’ Market Kids – a free nutrition and cooking workshop for children and caregivers provided by the New York City Department of Health & Mental Hygiene. Normal Stellar Markets participants increased from 559 to 735 at 86 Workshops
 - b. Impact on Community: More adults and children learned new cooking and food preparation techniques. Participants also received Health Bucks to spend so participants could increase their healthy food access and this also increased produce sales from our farmers.
- iv. Goal/Objective 4: Increase farmer participation from 5 to 8 farmers weekly
 - a. Progress Made: We had 9 vendors throughout the season; one was an urban farm that participated every other week; one was a local baker that could only participate during the summer and the rest participated almost every week.
 - b. Impact on Community: More fresh local produce and locally-made products were available to the community. Also, an increase in available grocery items increased SNAP/EBT sales as well as Health Bucks distribution.
- v. Goal/Objective 5: Increase overall sales for each of our five farmers by 15-20%.

Progress Made: We increased overall sales volume by 79% from \$22,061 – \$39,537

 - a. Impact on Community: Increased consumption of fresh, local food and produce.

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: 4
 - ii. Number of jobs retained: 5
 - iii. Number of indirect jobs created: 3
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$17,479 and increased by 79% from 2015 – 2016.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase:

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

Yes. We conducted a thorough bi-lingual door-to-door marketing campaign in 8 New York City Housing Authority (NYCHA) buildings surrounding the farmers market. According to NYCHA the average household income for NYCHA residents is \$15,803 and 73% of residents live 30% below the Average Median Income of \$60,903. We thought this was an important population to target as they are on a housing subsidy and likely to also receive food subsidies. They live within 6 blocks of the market and could easily shop at the farmers market.

Our two-person marketing team visited 1305 apartment units, spoke with 296 residents in person. 95 of these residents were aware of the farmers market while 202 residents were unaware. The marketing team placed bilingual (Spanish & English) postcards for the market under the 1305 doors that were unanswered and handed out flyers to the 296 residents they spoke with and invited them to shop at the market. The team also informed shoppers that our farmers accepted SNAP/EBT and also explained the Health Bucks incentives for shoppers. The marketing team consisted of our SNAP/EBT manager and Market Assistant who recognized some new shoppers from their marketing efforts.

4. Discuss your community partnerships.
 - i. Who are your community partners? BronxWorks, New York City Department of Health & Mental Hygiene (NYCDOH); St. Jerome’s Church; Boriquen Court; Just Food; Edible Bronx Magazine; The Bronx Museum of the Arts, BloxTV; Local public and charter schools; local churches; Local restaurants and eateries
 - ii. How have they contributed to the overall results of the FMPP project? Partnerships contributed significantly to the overall results of our market. Partnerships assisted us in the following ways:
 - Partners hosted our market and allowed us to store not only our market tools but also the supplies for our Stellar Markets program.
 - Free advertising in local media outlets in exchange for distribution of materials at our market
 - Increased market outreach via email and social media
 - Funded and executed free health, nutrition and community cooking classes for children and adults in the neighborhood
 - Distribution of Health Bucks to workshop participants and market tour participants
 - Funded off-site cooking demonstrations to attract new shoppers

- Created and shared media content to increase online marketing and outreach
 - Hung posters and/or put out our bilingual postcards
 - Hosted a holiday market where our farmers and bakers could increase holiday sales
- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? All of our partners are interested in continuing to support our market. We have had positive feedback from NYCDOH and they want to continue to host 3 cooking and nutrition workshops each week. Local non-profits continue to share our market information and email blasts and social media efforts. BronxWorks funded 5 off-site cooking demonstrations in the neighborhood and looks to host more in 2018. Local schools and churches want to bring more shoppers for market tours in the upcoming seasons. The Third Avenue Business Improvement District is working to help us add a new market venue in 2018 in one of the busiest pedestrian intersections in New York City. Local restaurants are shopping at our market more regularly and placing orders with farmers and producers. Some have stated they would like to increase their local food purchases in upcoming seasons.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Our contractors included a payroll company that was vital to keep our staff paid on time and our paperwork to a minimum. This did take time setting up but it enabled us to not have to run the deductions in-house as we do not have a staff accountant. We also hired a photographer and videographer which helped us with our media outreach and we now have stock images on a Google Drive for writers and editors that might want to include us in their editorial features.
6. Have you publicized any results yet?* No
- i. If yes, how did you publicize the results?
 - ii. To whom did you publicize the results?
 - iii. How many stakeholders (i.e. people, entities) did you reach?
- *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?
- i. If so, how did you collect the information? We conducted market surveys to our market shoppers throughout the market season.
 - ii. What feedback was relayed (specific comments)? Most shoppers felt that the market was an important resource in the community. Shoppers also stated they would like to see more fruit at our market. Over half of all shoppers surveyed stated they tried new ingredients that they had never purchased before as a result of shopping here.
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: X
 - ii. Did the project generate any income? Yes

a. If yes, how much was generated and how was it used to further the objectives of the award? The market held our first online fundraiser with the non-profit partner In Our Back Yards (IOBY) and was accepted into the Healthy Neighborhoods Challenge to raise funds to open a second day – Wednesdays – in 2017. The challenge provided matching funds and we were able to raise just over \$10,000 to help offset our personnel, marketing and promotional material costs. This enabled us to operate twice a week where we regularly had 3 – 5 vendors during the mid-week day. This also helped increase programming as local non-profit partners and schools brought tour groups during the week. Many local non-profit staff are unable to host tours during weekends so being open during the week allowed partners to bring new shoppers, distribute Health Bucks and increase sales overall.

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). The bi-lingual banners along 138th Street right in front of our market were well received and a daily reminder to our community that we are open twice a week. Many shoppers said they learned about the market from the banners and they were an important marketing strategy. We were able to hire both a SNAP/EBT manager and an Assistant Manager and have them paid a living wage bi-weekly. We relied on volunteers our first season and we needed dedicated staff members to manage the operations and facilitate SNAP/EBT sales and having paid staff streamlined the entire market day. The market is labor-intensive with setting up of tents and tables, marketing materials, vendor management, customer service and sales and our staff was an essential element to our market's success.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: In 2015 we came slightly below our projected goal for SNAP/EBT transactions but our growth was significant through 2017 with over 700 transactions in 2017. Also our overall sales growth boomed from just over \$22,000 in 2015 to over \$69,000 in 2017 thanks to more vendors, more shoppers and more market activity.
- 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: This project was labor intensive and our Market Director spent more hours than budgeted due to increased paperwork and having never administered a FMPP grant. I think new grantees might want to increase their projected time to be spent on administration as there is a bit of a learning curve. This was however time well spent and we are lucky that the Market Director had the extra time to spend on the project and increased vendor participation revenue helped offset that cost. Also, I think I would have budgeted 2 years for some marketing materials such as the banners because they were so effective.

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. This market is moving forward and we have been approached by other community groups to start additional markets nearby. Our vendors are doing well and we have so many compliments about our staff – vendors feel like they are being taken care of and that we listen to them and take action. This is essential for all markets – not just new ones. Every location has a different population, ethnic base and foot traffic. Each market needs to listen to shoppers and vendors to help increase satisfaction for all. What works at one market may not work at another. We look forward to hopefully growing and creating a slowly-growing network of markets. We were able to create 3 part time jobs directly but our vendors also hired additional staff as well to harvest as well as sell at our market. Also we were able to support our farmers with applications for funding opportunities and one of our farmers received a New York State grant to fund the build of a hoop-house to extend the growing season as well as purchase farm equipment. We always look for funding opportunities for our farmers and 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? Our community is a rather tricky neighborhood due to the extensive poverty as well as health outcomes. With that, there is much to be improved within our community and this market was viewed as a major improvement in food access and community food education. Our market was open and staffed rain or shine so shoppers knew they could always rely on us. We do feel that building stronger partnerships and informational infrastructure with community health groups including Women Infants Children (WIC) offices would be extremely helpful. We were told by several WIC office staff members they could not post market information in their waiting room and offices but their materials did include our market information and hours of operations. If we could have a strong connection with the dieticians and clinicians we could do more to improve the percentage of WIC clients that participate in the program. WIC staff was often helpful and enthusiastic but we would like to ensure all local WIC offices were able to visit the market a few times over the season. Also we would like to get our city officials and elected officers more involved in farmers markets in general. We did have Melissa Mark-Viverito – the head of New York City Council – attend several times but more elected officials would bring more attention to the communities they serve.