

**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>	September 30, 2015 to September 29, 2017
<b>Authorized Representative Name:</b>	Kristina Adelsberger
<b>Authorized Representative Phone:</b>	(740) 623-8914
<b>Authorized Representative Email:</b>	localbountycoshocton@gmail.com
<b>Recipient Organization Name:</b>	Local Bounty Coshocton, Inc.
<b>Project Title as Stated on Grant Agreement:</b>	Local Bounty Coshocton: Expanding local food opportunities for consumers and producers in rural Ohio
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPP0H0032
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Coshocton, OH 43812
<b>Total Awarded Budget:</b>	100,000

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.

## Summary of the Project -

The project of Local Bounty Coshocton, Inc. did not go as planned despite the help of the FMPP grant. Local Bounty was the only year-round source for locally produced foods in Coshocton County. Local agriculture is essential to the health and vitality of a community that has suffered massive losses in manufacturing, employment, and tax revenue. The FMPP was intended to catalyze market growth including increases in producers, consumers, client visits, expenditures, and customer loyalty. Expanded days of operation were to increase availability and variety of local foods. Although through the first half of the grant many of the following objectives were met or exceeded, the second half of the grant period brought challenges in board direction, management challenges, poor sales and vendor loss. Due to the inability to expand the business enough to cover the costs of payroll and other necessary expenses, the board and membership of Local Bounty Coshocton, Inc. decided to cease operations as of October 28, 2017.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP 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: Expand Retail Operations
    - a. *Progress Made:* During the project, Local Bounty expanded operations at 5 days per week. The team of market manager and store worked well together and interacted well with consumers.
    - b. *Impact on Community:* Coshocton County had more consistent access to fresh, locally produced foods.
  - ii. Goal/Objective 2: Increase Producer Participation
    - a. *Progress Made:* Local Bounty ended the grant period with 33 vendors, a net gain from the beginning of the grant period of 7. Despite efforts to expand vendor numbers with a one-time high of 42, keeping vendors while obtaining new ones was a challenge. However, several products were added as purchased for resale by Local Bounty, such as cheese, hand-made chips, locally made sodas and local milk.
    - b. *Impact on Community:* Additional foods were made available for consumption.
  - iii. Goal/Objective 3: Increase the Customer Base
    - a. *Progress Made:* The first 12 months showed an upswing in customers with the advent of longer hours and some initial advertising and promotional help from AloNovus. The customer base seemed to reach a maximum in the second 12 months and then decline and consequently sales did not increase to a necessary level to continue covering payroll and other expenses for the store.
    - b. *Impact on Community:* Loss of locally produced food and items no longer available.
  - iv. Goal/Objective 4: Enhance Electronic Media
    - a. *Progress Made:* The website developed and maintained by the management team, assisted by AloNovus did not produce the results hoped and seemed to be of little value for increasing both sales and vendors. The Facebook page was the most successful of electronic media and the weekly newsletter was moderately so, but vendor participation in it was spotty.
    - b. *Impact on Community:* Impact expected did not occur.

- v. Goal/Objective 5: Engage Community Stakeholders
  - a. *Progress Made:* Local Bounty market manager and vendors spoke to various civic groups, including Rotary and others to reinvigorate interest and create more word-of-mouth promotion of LB in the community. Well-received, but did not seem to generate additional interest or customers.
  - b. *Impact on Community:* Community stakeholders did not respond as hoped.
  
- vi. Goal/Objective 6: Cultivate Community Contacts
  - a. *Progress Made:* See Goal/Objective #5
  - b. *Impact on Community:* None
  
- vii. Goal/Objective 7: Expand Board of Directors
  - a. *Progress Made:* At the end of 2016, two board positions were vacated due to term endings, Vice-President and Treasurer. The person in the VP position agreed to continue, but the treasurer declined to run for another term. Since that time it has been a challenge to fill the position or to find an outside person willing to volunteer to do the financial work. The board and some members, however, tried to step up in the interim to assure that all financial obligations are met until the position is filled. At the end of March 2017 a general board member resigned due to personal reasons, but was replaced with another non-vendor member of the community. The board was challenged to continue with business when the VP was badly injured in a farming accident. The president was doing the duty of treasurer as well. The board took on three new members in October in order to have the proper number of directors to close the business.
  - b. *Impact on Community:* None
  
- viii. Goal/Objective 8: Expand Education Programs
  - a. *Progress Made:* Local Bounty participated in the Kids Cooking classes again in the summer of 2017 with the partnership of the Ohio State Extension Service.
  - b. *Impact on Community:* Children in the community have been educated and entertained by this outreach program and have gained valuable knowledge of where their food comes from and the value of locally produced food.
  
- ix. Goal/Objective 9: Broaden Community Engagement
  - a. *Progress Made:* Local Bounty held a second annual customer appreciation day on July 29<sup>th</sup>, 2017. LB participated in the CECA Earth Day celebration in Coshocton, reaching over 200 people in the community with its message. There was participation in Ag First Friday in August again this year.
  - b. *Impact on Community:* These events provided an opportunity to educate and engage the public on the benefits and the availability of buying local, healthy food right in the community.
  
- x. Goal/Objective 10: Improve Customer Experience
  - a. *Progress Made:* Overall the customer experience was improved with the staff going above board to make sure customers were served properly, advised on cooking methods and health benefits, given classes, and given the weekly newsletter and Facebook posts to help plan purchases.
  - b. *Impact on Community:* Customer experience was excellent overall during this grant period for those who shopped at the store.

- xi. Goal/Objective 11: Increase Market Visibility
    - a. *Progress Made:* AloNovus continued to drive the web and print marketing programs by guiding our staff and board. Communication due to board and management challenges was a factor on not getting an effective marketing program established. Miscommunication between the grant committee, the board and management, and AloNovus created a situation of funds being requested and not utilized.
    - b. *Impact on Community:* N/A
  - xii. Goal/Objective 12: Improve Data Collection
    - a. *Progress Made:* No data collection improvement was ever made.
    - b. *Impact on Community:* n/a
  - xiii. Goal/Objective 13: Create Chef Collaboration
    - a. *Progress Made:* Chef Bob McKenna, Chef/Instructor Mike Cichon, and Chef Kristie Henderson still consistently shopped Local Bounty for their clients and events.
    - b. *Impact on Community:* Chefs exposed select market subsets and students to local foods.
  - xiv. Goal/Objective 14: Advance Agricultural Tourism
    - a. *Progress Made:* Local campgrounds gave out information on Local Bounty and the availability of local products.
    - b. *Impact on Community:* Anecdotal data of folks stopping in, especially from Lake Park due to close proximity, but was not a big sales factor.
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.
    - a. Number of direct jobs created: 2 jobs
    - b. Number of jobs retained: 0, due to closing
    - c. Number of indirect jobs created: At an overall high in the previous quarter of 42 vendors x 2/ea. = estimated 84.
    - d. Number of markets expanded: n/a
    - e. Number of new markets established: n/a
    - f. Market sales decreased in the second year of the grant. Sales from 9/30/15 to 9/29/16 were 90,803. Sales for 9/30/16 to 9/29/17 were only 71,898.
    - g. Number of farmers/producers that have benefited from the project:
      - i. Percent Increase: Data unclear.
  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? n/a
  4. Discuss your community partnerships.  
Our best community partner was the Ohio State Extension service who worked with us on the Kids Cooking Class and other projects. Other partners were the Soil and Water folks with Ag First Friday and our local chefs.
  5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? N/A
  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? NO
- i. If so, how did you collect the information?
  - ii. What feedback was relayed (specific comments)?
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.  
NOTE: The final SF-425 was submitted with a letter and check returning unused funds to the FMPP Lead, Dewell Paez Delgado by express mail.
  - ii. Did the project generate any income? N?A
    - a. If yes, how much was generated and how was it used to further the objectives of the award?
9. Lessons Learned: Lessons learned from this experience is that expanding a business is more than just having a grant to help you get started. Knowing your available customer base, doing some research on the demographics of your area is vital to knowing if your goals of expanded sales are reachable. Coshocton County has had many economic setbacks, losing much of its manufacturing base and the middle to high income families more likely to purchase these products. There was an overestimation of the customer base available to sustain a store providing locally produced items. Also, management teams and boards of directors must solve communications problems in a timely manner; this hampered the ability to do effective marketing and to run the store in the most efficient manner for Local Bounty.
10. Future Work: Although Local Bounty Coshocton was not a success and is closing, we feel it still made an impact on the community. Many people in the area were exposed to the quality and value of buying locally made, sustainably grown products and will ask for those products from other businesses in the future, hopefully insuring a market for our local producers. Also, many of the vendors who started with Local Bounty have gone on to expand their own personal markets for their products. Our involvement with the kids' classes raised the education and awareness of a future generation.