

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

<b>Report Date Range:</b>	October 1, 2015 - September 30, 2017
<b>Authorized Representative Name:</b>	Chloe Manor, Market Manager
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<b>Recipient Organization Name:</b>	Logan County Farmers Market
<b>Project Title as Stated on Grant Agreement:</b>	Grow Logan County: sustainable solutions to local food systems in the Heartland
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP- OH-0049
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Bellefontaine, Ohio
<b>Total Awarded Budget:</b>	\$99,207

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: Karla Kauffman; Email: manager@logancountyfarmersmarket.com;  
Phone: 937-833-7628

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.**
  - a. **Goal/Objective 1:** Grow our vendor base by facilitating and sponsoring paid mentorships between new farmers and veteran local farmers
    - i. **Progress Made:** Three paid New Farmer Mentorships were conducted during the life of the grant to provide resources for new growers to learn how to grow for our Market. Three experienced growers at our Market were paid to lead the mentorships at their farms and help to select the new growers they were to be paired with. These positions were filled after a competitive interview process. One mentorship was conducted during the 2016 market season (May - October) and two were completed during the 2017 Market season. All mentorships were successfully completed. One mentee began selling at our Market during the 2017 season, one will begin selling in 2018, and one unexpectedly moved to rural Northern Kentucky where she sells at the local farmers market there. These mentorships will benefit the Farmers Market in the future by providing more staple crops to our customer base which is needed as our customer numbers continue to grow. In addition, these mentees’ farming businesses will supplement and replace veteran and retired growers and provide our customers a diversity of crops and products that are available to our customer base.
    - ii. **Impact on Community:** These mentees have each developed 5-year marketing and business plans with the goal of providing food for the community through the Farmers Market platform. With the help of their mentors, they have developed their skill sets and preparedness for growing for Market. Through the

course of their mentorship, these mentees have also acted as promoters of the FMPP program, spending time talking with customers about the need for local young farmers to pursue farming for Market, and the importance of the Farmers Market Promotion Program.

- b. **Goal/Objective 2:** Educate the public by organizing and holding cooking and food storage classes
  - i. Progress Made: We held 7 community cooking and food storage classes during our 2016 and 2017 seasons. We had originally planned on holding 8 but far exceeded our attendance numbers during the first classes. Our classes ranged from instruction on site at the Market to free class offerings at local community centers and food pantry distribution drop-off sites. We reached more than 550 people and our programs ranged from oat-grinding with a bicycle to create gluten-free flour, to distributing recipes and easy meal ideas at a distribution point of our local food pantry, to teaching free jambalaya and mexican cooking classes at community centers serving low-income members of our community. We predicted 125 people attending these classes in their entirety in our grant proposal but far exceeded this goal.
  - ii. Impact on Community: Approximately 550 people participated in food demonstrations and classes during the grant project, at least 200 of which currently receive SNAP benefits and have learned how to use local ingredients to create affordable healthy meals. In addition, holding Market events and classes both at the Market and outside of Market hours has brought new people in to shop at the Market, has provided regular Market shoppers with creative ideas about how to use Market ingredients for home-cooked meals, and has created more of a “buzz” around the Market in general. We have learned from past programming as well as programming conducted through the life of this grant that the more educational activities the Market conducts, the more positive feedback we receive from the community. Market customers and community members benefited significantly from the programming we have conducted through this grant. Cooking classes, in particular, are not currently offered elsewhere in our community and participants have commented positively on the impact of this programming and have requested that similar programming be offered in the future.
- c. **Goal/Objective 3:** Connect growers with consumers by organizing farm tours and farmstead sampling:
  - i. Progress Made: 6 Farm tours were conducted during the course of the grant. We had originally planned on five but we were able to schedule one extra with the resources requested. These tours consisted of:
    1. 2016 Garlic festival, farm tour and garlic food sampling at Jandy’s Farm - serving approximately 550 people
    2. 2016 Apple orchard tour, apple tasting, & hayride at Stonyfield Orchard - serving approximately 200 people
    3. 2017 Apiary “tour” at the Farmers Market featuring Skidmore Apiaries. Since these beekeepers couldn’t host a tour of their hives on-site at their property due to bee stings and liability issues, they facilitated an educational demonstration and hive “tour” at the Market instead. This reached approximately 150 people.

4. 2017 Farm tour & tilapia sampling at Kingdom Fish featuring home-grown tilapia. The growers educated the public about how Tilapia are raised and featured greenhouses in their tour that reuse the waste from the fish tank systems to grow greens. Approximately 250 people attended.
  5. 2017 Farm tour and food tasting at Paradune Brewing Company. These local hops growers held a tour of their farm and we did food pairings using spent grains from the brewing process. Beer was for sale and food samples were free. Approximately 300 people attended.
  6. 2017 Farm tour at Kennedy Farms, an eco-farm featuring one of the young farmers involved in the mentorship. Samples of foods grown on Kennedy farms were provided. 20 people attended.
- ii. Impact on Community: As intended, the Farm tours promoted agritourism in our community and brought people together around the importance of local food. Farmers benefited from hosting educational tours and on-site food sampling by strengthening their relationships with Market customers, receiving attention from local media who featured the tours, making relationships with new potential customers, and motivating people to take part in the agricultural process. We received written and oral feedback from many participants who were inspired by viewing the growing process so intimately and learning how to apply the knowledge of the host farmers to their own growing ventures. In addition, by offering new foods that featured ingredients from local farms at these tours, customers were given examples of new ways they can use the produce they buy at the Market. We underestimated the popularity of these tours. Instead of serving 350 people, as stated in our grant application narrative, by scaling back the food offerings and providing smaller samples, and by increasing the hands-on aspects of the farm tours, we were able to reach over 1500 people with the resources provided.

**d. Goal/objective 4:** Increase local media presence.

- i. Progress Made: The 2016 & 2017 media plans were executed as specified in our grant work plan. Bi-weekly “Get to know your Farmer” ads were placed in the local newspaper and on Facebook during both Market seasons, new online advertising was run during both seasons in both the online version of the paper and the local radio’s news webpage, and ads were placed to feature farm tours. Working with a local video consultant, video interviews and footage were filmed to create 4 short videos highlighting the Market’s successes during the grant project. These videos were distributed widely on social media to promote the Market and its vendors. In addition, as a partnership with LoCo Art, a local youth arts organization, an onsite billboard/mural was designed and painted by community youth (led by a local artist) advertising the Market’s hours and vendors.
- ii. Impact on Community: Not only did we receive feedback about an increase in media presence from Market customers, but our “Get to Know your Farmer” ads received enormous praise from community members who reported enjoying learning more about the vendors they buy from at the Market. In addition, Market vendors who were highlighted in the ads reported an increase in sales and new customer presence at their booths following their ad being run. For example, a young vendor who sells gluten-free baked goods reported five to

ten new consistent weekly customers who learned of her product through their vendor highlight in the paper. Additionally, introducing video advertising engaged a new audience, allowed our social media presence to increase, and provided new visual tools to use to promote the Market. Our videos on social media received more attention and praise than any other online advertising campaign we have conducted in the past, reaching an average of 5,000 views per video. Finally, the new mural has attracted local media engagement and will be featured in the downtown shopping area for years to come.

- e. **Goal/objective 5:** Maintain paid leadership of the organization by supporting Market Manager and Project Assistant positions.
  - i. **Progress Made:** A salaried part-time Market Manager position was sustained for the life of the grant and a new position was created and successfully filled both Market seasons to assist in the organization and execution of grant-related projects. The assistant hired for both seasons was extremely effective in conducting events and educating the public about the grant and receiving feedback pertaining to grant projects.
  - ii. **Impact on Community:** One job was sustained (Market Manager) and one was created (Project Assistant). The posting and hiring of the Assistant position created buzz in the community about the grant and its' related projects and the Assistant's work during both Market seasons helped significantly leverage information about the grant project. Upon the completion of the grant project, the Project Assistant became the organization's new volunteer board president. She has also begun working as a vendor at Market selling grass-fed beef and sausage sandwiches from her family farm, replacing another long-time meat vendor who has recently retired.

**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, 20\_\_). Include further explanation if necessary.**

- a. Number of direct jobs created: 5
- b. Number of jobs retained: 1
- c. Number of indirect jobs created: 1
- d. Number of markets expanded: 1
- e. Number of new markets established: n/a
- f. Market sales increased by approximately 30%. While it is difficult to pinpoint this number exactly across the board, year-end surveys of vendors indicate a steady increase in sales across the life of the grant. The exception is a decrease in sales from 3 of our vendors who either scaled back their businesses intentionally or did not attend Market consistently during the 2016 and 2017 seasons as compared to previous years. During year one of the grant, 30% of vendors reported a significant (over 10%) increase while in year two of the grant, over 60% reported an increase of 10% or more from the previous year (15% of these who reported more than a 50% increase in sales).
- g. Number of farmers/producers that have benefited from the project: 30 producers
  - i. Percent Increase: 15%

**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?**

We have offered a SNAP token program at the Market for the past 8 years with varied success. Grant-related activities as well as non-grant related activities have greatly succeeded in increasing SNAP sales at the Market over the past two years. In addition to receiving FMPP support to provide outreach to low-income Market shoppers about the availability of SNAP services at the Market, we also received a Farmers Market Coalition grant in 2015 that provided new EBT equipment for our Market, a local electric Co-Op Grant in 2016 that offered a Double SNAP produce incentive to SNAP customers, and a small grant from the local hospital that supplemented an Incentives Coordinator position for 2017 to provide both administrative and outreach support specifically related to SNAP sales and incentives at the Market. We reached an additional 200 low-income families by providing on-site education at a food pantry distribution point that occurred during Market hours in an adjacent location as part of this grant. We offered multiple free cooking classes at community centers that provide services to low-income and at-risk populations. For instance, we offered a free Jambalaya cooking class at The Recovery Zone which is a county-funded organization offering support to low-income families struggling with mental illness and/or drug addiction. The combination of these activities and programs has greatly diversified our customer base and increased the ability for low-income customers to shop at the Market.

As a result of increased outreach and programming improvements, we have substantially increased our output to the low-income population of the county, tripling our SNAP sales between 2015 and 2017 and increasing WIC voucher sales by 90%. FMPP funds have not paid for any SNAP incentives or WIC voucher transactions at the Market. However, grant resources have enabled the Market Manager and Project Assistant to provide improved outreach to low-income sectors of the community through outreach that highlighted the availability of SNAP acceptance at the Market.

**4. Discuss your community partnerships.**

- a. **Who are your community partners?** Logan County Job & Family Services, the City of Bellefontaine Mayor's offices and offices of Public Safety, Second Harvest Food Bank, LoCo Art, Mary Rutan Hospital, Logan County Farm Bureau, Logan County Outreach Centers.
- b. **How have they contributed to the overall results of the FMPP project?** All community partners assisted us in promoting grant-related activities and events. Perhaps the most successful community partnership was a collaboration with the local Food Bank who have recently increased food distribution points in Logan County. We paired the dates and locations the food distribution truck visited Logan County with Market hours and dates once in 2016 and once in 2017. During the 2017 date, we provided direct education to families picking up food boxes about simple affordable recipes that involved local seasonal ingredients. We were able to directly reach approximately 225 unduplicated SNAP participants by providing them with information on SNAP redemption at the Market while they picked up food bank donations. This partnership has resulted in a minimum of 35 new individual/families receiving SNAP benefits shopping at Market for the first time in the past two years, 20 of which returned more than twice during the remainder of the season. Another example of a successful partnership is the work we did with local youth arts organization LoCo Art to create and produce a beautiful billboard mural advertising the Market and highlighting its vendors.
- c. **How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?** We will continue to work with all community

partners to assist with advertising, promotion, recruiting, and assessing results of this grant project. The Mary Rutan Hospital has vowed their support of next year's Market by way of a small grant, the City of Bellefontaine has guaranteed a space for the Market, and local agencies will continue to help spread the word about programs that support at-risk sectors of our community.

**5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?**

Yes. The Project assistant was a contracted position. Her work greatly impacted the results of this project. The Assistant interviewed farmers and vendors for our advertising campaign, maintained social media accounts, planned and executed onsite events on Market days, and classes and events outside of regular Market hours.

The other contracted positions include the the New Farmer mentees, the mentor farmers who hosted the mentorships, Mad River Productions, which conducted video advertising work, and payment of professional cooking class instructors. All of these contracted positions have contributed to achieving success and results of the grant. Specifically, mentee and mentor farmer stipends have contributed to the results of completing the mentorships and have begun to impact our vendor number and customer satisfaction with products offered. The payment of the cooking class instructors helped to bolster the success of our cooking classes by offering professional instruction. And the contracted work of Mad River Productions to conduct social media video advertising nearly tripled our social media engagement among facebook users and produced a new fresh face of market advertising.

**6. Have you publicized any results yet? Yes**

- a. If yes, how did you publicize the results? A report of 2016 and 2017 statistics on attendance and grant-related activities were created and shared on our weekly newsletter, to city leaders such as the mayor and city safety director, our board of directors, and on Facebook. These statistics will continue to be used to share results of grant project throughout the coming winter and into the next Market season.
- b. To whom did you publicize the results? Customers, city leaders and local politicians, the general public. An example of our yearly report from 2016 & 2017 is attached here.
- c. How many stakeholders (i.e. people, entities) did you reach? 500+

**7. Have you collected any feedback from your community and additional stakeholders about your work? Yes.**

- a. If so, how did you collect the information? Three specific events organized by the Project Assistant were conducted at Market in order to receive direct customer feedback pertaining to grant activities. Customers, community leaders, and vendors were interviewed both via written survey and on camera to gain insight as to how grant-related programs have impacted our community.
- b. What feedback was relayed (specific comments)? 75% of customers surveyed at Market in 2016 reported participating in a grant-related event during the 2016 Market season (cooking classes, farm tours) and 94% reported that they believe grant-related activities conducted in 2016 are important to the overall growth of the Market in our community. 75% of customers surveyed at Market reported they would likely take part in future farm tours and cooking classes (both grant-related). 30% of customers surveyed at

Market in 2017 they had attended or planned to attend a Farm tour during the 2017 season. Examples of comments on grant-related activities are as follows:

- i. "I love interacting with friendly people [at the Market] and it really helps our food budget to receive tokens on EBT as I am on disability and very fixed income. This was my first season and I really enjoyed it. Thank you!"
- ii. "Thank you for providing free cooking classes! No one else offers cooking classes in Logan County and the classes provided me with an opportunity to bring new creative recipes home to my family."
- iii. "Learning how to orchestrate the planting on such a large scale [through the New Farmer Mentorship] was a turning point in our summer. This helped us in our decision-making process in regard to our market garden.

8. Budget Summary:

- a. 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:
- b. Did the project generate any income? No
  - i. If yes, how much was generated and how was it used to further the objectives of the award? The project did not generate any income.

9. Lessons Learned:

- i. **Summarize any lessons learned:** Aside from a few minor budget changes throughout the course of the grant, we were able to meet almost all of our goals. The one exception is that we did not conduct one of the eight planned cooking classes. Instead, we added a farm tour, which ultimately reached more people and was a better use of time and resources. Also, one of our New Farmer Mentees got married and moved to Kentucky shortly after completing her mentorship (she did not have plans to do this when we interviewed her). Even though this was a loss for our Market, she is currently applying what she learned here and selling produce and pasture-raised chicken at a farmers market in rural northern Kentucky. Finally, we did not properly calculate fringe benefit costs, and had to draw some of our payments to the Ohio Job and Family Services from our indirect funds.
- ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:** We planned more events in 2017 than 2016. Which is why we ended up not completing one of our cooking classes. In hindsight, it would have been helpful to even out the programming equally across the two seasons.
- 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:** Our board treasurer found it challenging to balance all of the details of the grant and has offered the insight that if we were to do the project again that she would have grant funds in a totally separate account in the quickbooks system for more simple bookkeeping on her end. The drawback to this method is that we would need to request all of our funds in advance instead of reimbursement.

10. Future Work:

- a. **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.**

We will continue to build relationships with the public as the Market grows. And as customer demand for product grows, the Market will continue to find new ways to support this demand. The market has many allies and supporters in the community that contribute and will continue to contribute to Market goals. As our presence and educational output increases, we only stand to strengthen these relationships and our ability to forge new alliances. By growing our vendor and consumer base through this grant, and by expanding our contacts through outreach activities, we have reached new customers and recruited new vendors. Since the activities associated with this grant have been so successful, the Market organization should continue, to the best of its ability, to plan future Market seasons according to the successes of this past programming. One of the most profound impacts of this grant project was to reach young new growers and vendors, who not only make up a new vendor base, but have taken over leadership positions on our Board of Directors. Their leadership will continue to grow the Market in a forward and relevant direction and ensure its success in years to come. The models of advertising and outreach that we have achieved through this project have provided a template for which to strive for in fundraising and outreach endeavors in the future.

- b. 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?

Creating a sustainable fundraising structure and a detailed 5-year plan to sustain the momentum of the grant project is a crucial next-step in the Market's strategy. The Market is under new leadership both with a new Manager and new leaders on the Board of Directors. It is their job to continue to stress the importance of the Market as a community staple and to promote its relevance and importance in the health and well being of the community. Funding is our biggest challenge, as we maintain a mission to keep the Market small and affordable for our vendors. The buzz that this grant project has created will hopefully encourage local businesses and individuals to give to future market fundraising campaigns, keep a year-round part-time Market Manager on staff, and continue to hold outreach activities both within and outside of Market hours.