

**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>	September 30, 2015-September 29, 2017
Authorized Representative Name:	James M. Caldwell
Authorized Representative Phone:	419-242-5000
Authorized Representative Email:	jcaldwell@toledofoodbank.org
Recipient Organization Name:	Toledo Northwestern Ohio Food Bank
Project Title as Stated on Grant Agreement:	Mobile Market in NW Ohio Rural Counties
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPPO-OH-0057
Year Grant was Awarded:	2015
Project City/State:	Toledo, OH
Total Awarded Budget:	\$90,364.00

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: *Relieve food insecurity***
 - a. **Progress Made:** The Mobile Market, or Harvest Market, now operates in Fulton, Henry, Williams, and Defiance counties serving food insecure individuals and families. Plans continue for the Mobile Market to be in all eight counties served with site selection for Sandusky County currently in progress.
 - b. **Impact on Community:** Fulton, Henry, Williams, and Defiance county residents now have access to our Mobile Market in which they can purchase healthy food items at an affordable price or through the state of Ohio’s SNAP program. Not only did we create access to SNAP, we implemented a double up program for SNAP users.
 - ii. **Goal/Objective 2: *Improve healthy dietary awareness, skills & behaviors***
 - a. **Progress Made:** The Market implemented a cooking demonstration with the assistance of the SNAP-Ed program as a result of our partnership with the Ohio State University Extension. The demonstrator is available to discuss healthy food choices on an individual basis with shoppers, increasing the use of produce provided at the market. Recipes are distributed that coincide with the produce available on Market days.
 - b. **Impact on Community:** Families and individuals receive direct access to fresh produce and alternatives for preparing produce in the effort to encourage healthy eating.
 - iii. **Goal/Objective 3: *Improve the food landscape in the neighborhood***
 - a. **Progress Made:** Expansion of the Mobile Market took place in Fulton County. With plans underway to provide access to the Market in Sandusky County in early 2018.
 - b. **Impact on Community:** The Market expansion improved the direct access to healthier food options in the communities visited. With the closing of the local IGA in Fulton and Williams Counties we continue to see new shoppers as well as maintain current shoppers.
 - iv. **Goal/Objective 4: *Increase community’s capacity for local and regional fruits & vegetables***
 - a. **Progress Made:** Continuing to connect with local farmers to improve access to fresh locally grown produce.
 - b. **Impact on Community:** The Mobile Market provides its customers with consistent fresh produce through its local sources. In addition, with the cooking demonstrations and the variety of fresh produce, distribution of produce has increased to where at times we run out of 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: 1
 - ii. Number of jobs retained: 2

- iii. Number of indirect jobs created: 0
- iv. Number of markets expanded: 1
- v. Number of new markets established: 1
- vi. Market sales increased by \$4,600 and increased by 100%.
- vii. Number of farmers/producers that have benefited from the project: 12
 *This is the number of current farmer partners the Food Bank works with for its produce distributions
 - a. Percent Increase: 0%

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?

Our customer base expanded to include the rural Latino population, senior adults residing in senior living communities, new shoppers residing in low income housing locations, and additional SNAP recipients. Our program has seen many of these individuals and families specifically at our market days in Williams and Defiance counties. The additional SNAP recipients have been outreached via the Ohio Department of Jobs and Family Services' Farmers Market Directory. Volunteers have gone door to door in residential complexes inviting residents to visit the mobile market and see what it has to offer.

The Market continues to see grandparents with their grandchildren and their adult children.

4. Discuss your community partnerships.

i. Who are your community partners?

Over the last several months the Food Bank has continued to work with community partners such as the Jobs and Family Services' county offices, County Department of Health offices, Northwest Ohio Community Action Commission, United Way, Food Bank Food Pantry members, Maumee Valley Guidance, and other local agencies.

Our largest partner is the Northwestern Ohio Community Action Commission (NOCAC). Together, we have established various partnerships with organizations in each of the counties we service. Our host sites where the Harvest Market operates are the Department of Developmental Disabilities' Enrichment Center, Clinton Circle Apartments, Clay Meadows Apartments, and Liberty Center School's Spring Sports Complex.

In addition to the aforementioned partners the market works with churches, schools, and hospitals as well as social service entities such as Department of Aging, ability centers, senior centers, the Ridge Project, WSOS Community Action Commission, and OSU Extension Offices to assist us in promoting the Harvest Market to their clients and community members.

ii. How have they contributed to the results you've already achieved?

Our community partners have largely contributed to the results of our program. We rely heavily on our partners to promote the services of the market. Our partner sites have purchased advertisements in their local newspapers on behalf of the Harvest Market, emailed social media blasts, and included information about the market in their organization's newsletters. The Food Bank has also held community meetings to inform residents about the Harvest Market. Furthermore, our partners have recruited volunteers to assist on market days.

Examples of community assistance include:

Defiance County schools passed out flyers to students and emailed families of the school district, announcing Harvest Market dates in March and April, 2017.

The National Honors Society students at Montpelier High School in Williams County and the Defiance County Veterans have provided significant volunteer support for the market, as well as Hebron Ministries, which hosts a monthly market distribution location in Defiance.

Clinton Circle, in Defiance County, advertises the market and recruitment for volunteers in their monthly newsletter mailed to all tenants, promoting access to healthy foods right at their doorstep.

iii. How will they contribute to future results?

All partners and member agencies have agreed to continue supporting the Market by sharing dates and locations of distributions, by posting flyers, mailings, and sharing on their social media pages. Some agencies provide transportation to Market for their clients. We believe the Market will continue to show positive results in the future resulting from significant support from our community partners, families, and individuals participating in the Harvest Market.

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?

i. If yes, how did you publicize the results? We have distributed a Harvest Market Progress Report to stakeholders of the mobile market initiative. This Progress Report has been available to those who are community partners and funders specific to the project.

ii. To whom did you publicize the results? Stakeholders of the mobile market initiative.

iii. How many stakeholders (i.e. people, entities) did you reach? 367

*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?**

Shopper surveys were distributed to customers to better understand their needs and the products they would like have made available at the market.

ii. **What feedback have you collected thus far (specific comments)?**

Thus far, the surveys have helped us learn the types of shelf stable product and fresh produce shoppers are interested in. The surveys have also helped us understand which market locations are preferred by our shoppers.

We also work with our partner sites communicating via email and phone as to the market day and needs of the location. We have been investigating the best days and times of SNAP users for greater impact on market participants.

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: 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).**

i. **Positives-** Providing nutrition education, in cooperation with the Ohio State Extension SNAP-Education program, in the form of recipes and cooking demos added a positive experience for our shoppers. Prior to doing so, many shoppers were unaware of how to prepare and cook with some of our healthier items offered. Being able to provide nutrition education on site at our markets has allowed our shoppers to take advantage of additional produce and shelf-stable items and exposed them to a healthier lifestyle.

Negatives: The biggest change we currently face is scheduling the Market for optimum shopping. We have found that locations with a higher concentration of SNAP usage would be greater served by having the Market visit their location earlier in the month when they first receive their monthly SNAP benefits.

ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:**

In regards to implementing the Market in all eight counties, the greatest difficulty is locating a partner site to host the Market. The size of the vehicle, parking, and the

ability to hold the market indoors in the event of inclement weather are draw backs for partnerships.

We had hoped to utilize “Double Up Food Bucks” through the Fair Food Network or “Produce Perks” through Wholesome Wave, but due to a shortfall in these funding sources, we needed to secure other funding through alternative sources and implement our own program.

There were difficulties with utilizing producers/farmers outside of our current sourcing system. The availability of produce and/or the cost of the produce prevented expansion that was suitable to meet our needs.

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:

One of the most notable impacts on the success of our Market was dependent upon the locations and host sites chosen. There is a big difference between our sites where there was immense community buy-in and support of our program and those that were willing to offer us a location, but did not fully invest in the program. So, the biggest lesson learned is to make sure that there is full community involvement and collaboration with your project as this is one of the most necessary things to achieving a successful program.

10. Future Work: 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.

The Mobile Market, or Harvest Market, is looking at opportunities to expand into additional counties within the Northwestern Ohio service area. It is our hope that the expansion will have a positive impact in the communities the Market visits by providing the new locations access to healthy food options. As we continue to expand, plans to incorporate the nutrition education program will also continue to be included at existing locations and new sites.

11. 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 next step is to continue to reach out to the remaining counties for placement of a market site. We will be implementing an urban site in the spring/summer of 2018.