

**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 st , 2015- September 30 th , 2017
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Recipient Organization Name:	Oklahoma State University- Oklahoma City (OSU-OKC)
Project Title as Stated on Grant Agreement:	Expanding Local Food Impact in Oklahoma City
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPOK0058
Year Grant was Awarded:	2015
Project City/State:	Oklahoma City, Oklahoma
Total Awarded Budget:	\$99,456.00

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: _____

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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.
 - i. Goal/Objective 1: Design and implement a consistent local marketing plan utilizing print and visual media, which includes direct marketing targeting specific demographic bases in addition to broader messaging to the general public, as well as the use of social media.
 - a. Progress Made:
 1. **Print ads were placed in a plethora of local media such as The Oklahoman, the Oklahoma Gazette, El National, and El Latino American. Visual media ads were placed on our Facebook, Instagram, and Twitter accounts.**
 2. **Utilized a t-shirt giveaway campaign.**
 3. **Continued running a text message reminder service (FarmFan).**
 4. **Developed a video that highlighted a number of our vendors, and showcased how potential customers can use their SNAP benefits .**
 5. **Sent postcard mailers to SNAP recipients in partnership with Oklahoma DHS.**
 6. **Average attendance at the market has increased significantly .**
 - b. Impact on Community:
 1. **We ran 17 ads in the Oklahoma Gazette with over 731,000 papers distributed. Our Facebook page has increased to over 15k followers, our Instagram has nearly 4,000 followers (3,956), and our Twitter has almost 1,900 followers (1,863).**
 2. **Hosted a Customer Appreciation Day where we offered free pictures with Santa and gave away t-shirts.**
 3. **The number of participants utilizing our text message reminder service (FarmFan) has grown by over 100 since our last update, with 725 people now utilizing the service.**
 4. **The Farmers Market showcase video received 121,859 views and was shared over 650 times.**
 5. **Postcard mailers were sent to 69,000 homes to educate SNAP customers on the market.**
 6. **The average head count attendance at the market has increased from 8,300 to 9,950. An overall increase of 19.9%. Comparison made between April-September of 2015 and April-September of 2017, the two-year period of the grant.**
 - ii. Goal/Objective 2: Expand the market’s community outreach efforts through promotions at community events and programs to increase public awareness.
 - a. Progress Made: **Over the course of the grant cycle we have made a concerted effort to partner with locally based organizations and programs to further our community outreach and impact.**

1. Secured local business reward program membership (Keep It Local OK). Keep It Local OK encourages Oklahomans to support local businesses by sharing promotions and special events through their social media which has thousands of friends/followers on Twitter, Facebook, and Instagram.
2. The Farmers Market Manager assisted the Oklahoma Department of Agriculture, Oklahoma Nutrition Information and Education (ONIE) Project, and the Department of Human Services with the 2016 and 2017 Oklahoma Farmers Market Conference by planning and speaking at the event about grant opportunities, marketing strategies, and establishing and managing farmers markets.
3. The Farmers Market Manager participated in a local community Health and Wellness fair hosted by YMCA in conjunction with the Oklahoma City Community Foundation.
4. The Farmers Market hosted a 20th Anniversary event with local community partners during National Farmers Market Week. We also assisted with the grand opening of our neighborhood FQHC Variety Care Clinic, which is now located on our campus next to the market.
5. Partnered three times with the Gaylord-Pickens museum on their "Third Thursday" youth summer program.
6. The Farmers Market Manager participated in the Oklahoma County 4H FoodFest event by promoting the Farmers Market and serving as a judge for the junior participant cooking competition.
7. The Farmers Market partnered with the OSU-OKC Horticulture department to host the Summer Flower Festival. We were able to bring in new market customers who came to the event to see the Plant Trials results, and offer a new experience to regular customers of the Farmers Market.
8. Continued to participate and help develop the All Things Green podcast in conjunction with the OSU-OKC Horticulture Department.

b. Impact on Community:

1. Membership in Keep It Local OK raised awareness and visibility of the OSU-OKC Farmers Market amongst local community members. Between Keep It Local OK events and the various events we hosted, we gave away 1,000 t-shirts promoting our market.
2. The Oklahoma Farmers Market Conference drew in new customers and increased local awareness of our permanent market location and hours. In addition, we assisted fellow markets and community partners by promoting healthy living and sharing experiences and strategies with fellow markets and vendors.
3. At the Health and Wellness fair we hosted a pop-up Farmers Market consisting of seven of our vendors and a managers table. In addition, we gave away t-shirts to those who attended this event.

4. **The 20th Anniversary event further established OSU-OKC Farmers Market's relationship with the health professional community, and strengthened on-campus ties.**
5. **300 participants attended the three OSU-OKC presentations at the Gaylord-Pickens Museum during their Third Thursday programming. During the three presentations we discussed seed germination, produce seasonality, and specialty crops.**
6. **The Oklahoma County 4H FoodFest event promoted balanced eating habits by highlighting USDA MyPlate nutrition guidelines, and introduced area youth and their parents/guardians to the market.**
7. **The Summer Flower Festival attracted new customers and increased local awareness of our year round permanent market location and hours. Additionally, we assisted fellow markets and community partners by sharing experiences and strategies.**
8. **The OSU-OKC Farmers Market has been featured in 35 episodes of the All Things Green podcast.**

iii. **Goal/Objective 3: Provide nutrition education to customers, offering memorable sampling experiences to educate and introduce customers to new products.**

a. **Progress Made:**

1. **The cooking demonstrations have become a staple for our customers. Vendors' sales have increased for items used in the cooking demonstrations. We hope to secure additional funding to continue this work.**
2. **The cooking demonstrations provide people with practical knowledge for how to cook fresh, healthy, and available produce. These demonstrations give our customers the confidence to try new foods and expand the flavor profile of their home cooked meals.**
3. **The recipes that are showcased can appeal to all customers, but are selected particularly with SNAP customers in mind. The recipes that are selected use reasonably priced goods, and the serving size are quantities that can feed a family.**
4. **Recipe cards with that day's demonstration were distributed at each cooking demonstration.**

b. **Impact on Community:**

1. **These demonstrations increase awareness of what products are in season, how to cook items sold in the market, and introduce customers to new ways to prepare and enjoy the market items in a healthy, fresh manner. In particular, these demonstrations showcase the preparation of fresh produce for SNAP & cash customers.**
2. **Vendors are proud to have their items showcased, and customers are often introduced to new produce items that they may have not been aware how to utilize in their home cooking. Vendors regularly sold out of the produce featured in the cooking demonstrations.**

3. **Weekly demonstrations have motivated customers to visit the market regularly, and become educated about produce and purchase new items at the market.**
 4. **The recipe cards allowed us to further showcase how to prepare goods that are readily available at the market.**
2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date. Include further explanation if necessary.
- i. Number of direct jobs created: **3**
 - ii. Number of jobs retained: **75 (indirectly) 1 (directly)**
 - iii. Number of indirect jobs created: **22**
 - iv. Number of markets expanded: **1, OSU-OKC Farmers Market**
 - v. Number of new markets established: **0 – Limited ability to add new markets due to limited farmer population and production.**
 - vi. Market sales decreased by -\$60,050.34 or -10%.

a. Sales comparison made between April-September of 2015 (6 months prior to beginning of FMPP operations at the Market) and April-September of 2017 (Final 6 months of FMPP operations).

1. **In 2015, prior to the FMPP award and the downturn in the local economy, the market reached its highest annual sales of all time.**
2. **In the chart below, note sales tapered off in conjunction with the economic downturn in August of 2016.**
3. **As a benchmark was created at the peak of markets we see a negative net sales impact during this grant period. Weather and economy were major factors in sales.**

Farmers Market Sales Summary												
SALES	January	February	March	April	May	June	July	August	September	October	November	December
2017	\$ 22,037.39	37,575.35	47,349.36	\$ 66,259.98	\$ 79,734.29	\$ 89,363.75	\$ 113,226.15	89,160.61	75,951.72			
2016	\$ 38,024.56	45,300.60	47,306.23	\$ 83,824.35	\$ 72,371.58	\$ 102,962.16	\$ 139,693.79	108,766.21	63,421.94	\$ 60,285.29	\$ 41,061.09	\$ 29,707.86
2015	\$ 45,730.84	\$ 36,506.41	\$ 55,893.43	\$ 68,817.09	\$ 98,393.17	\$ 98,223.85	\$ 105,287.80	\$ 131,030.11	72,284.82	67,783.65	38,049.85	\$ 36,807.83
% change from previous	-42%	-17%	0%	-21%	10%	-13%	-19%	-18%	20%	-100%	-100%	-100%
	The above sales figures include all EBT(SNAP) since the inception of the program in January 2015, Double Up figures are also included since inception July 2016											

- vii. Number of farmers/producers that have benefited from the project: **80 producers have benefited from FMPP over the course of the grant cycle. In September 2017, there were 51 vendors participating in the market. When the FMPP grant started in October of 2015 there were 43 vendors.**
 - a. Percent Increase: **18.6% Increase in vendor participation.**
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?
- i. **The OSU-OKC Farmers Market resides in a food desert and a high-poverty region of Oklahoma City, within the 73107 zip code. This is one of the lowest income areas in Oklahoma and has an underserved/minority population. Thanks to FMPP funding, the OSU-OKC Farmers Market has been able to market directly to this population through social media, and print advertisements. Our customer base has become increasingly diverse and indicative of the broader Oklahoma City population. There is also a**

growing baseline of SNAP and Senior Farmers Market Nutrition Program (SFMNP) recipients that regularly shop at our market.

4. Discuss your community partnerships.
 - i. Who are your community partners?
 - a. **Oklahoma Nutrition Information and Education (ONIE) Project**
 - b. **Oklahoma Department of Agriculture, Food and Forestry**
 - c. **Oklahoma Department of Human Services**
 - d. **Oklahoma Department of Aging Services**
 - e. **Oklahoma County Extension**
 - f. **INTEGRIS Hospital**
 - g. **OSU-OKC Nutritional Science program**
 - h. **Community Service Council of Tulsa**
 - i. **Oklahoma City Community Foundation**
 - j. **YMCA of Oklahoma City**
 - k. **OSU-OKC Horticulture Department**
 - l. **Variety Care Community Health Clinic**
 - m. **Community Service Council of Tulsa**
 - n. **Shape Your Future Oklahoma**
 - o. **Think Water (Dept. of Horticulture & Landscape Architecture)**
 - ii. How have they contributed to the overall results of the FMPP project?
 - a. **Our partners have contributed to our results by promotion of our market via social media, as well as by conducting cooking demonstrations throughout the summer market season.**
 - b. **Additionally, our partners have contributed to our results by providing postcard mailing lists to targeted populations to promote our SNAP and Double Up programs, thus leveraging the FMPP grant funds.**
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
 - a. **Over the course of the grant cycle, we have developed long lasting partnerships. We are continually working with our partners to cross promote, and participate in each other's events. For instance, we work with the OKC Master Gardeners on a weekly basis to provide gardening and produce seasonal information to our customers. We have a number of future events planned with our partners that will benefit all.**
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
 - i. **OSU-OKC hired Travis Tindell Media during our first interim reporting period to create a promotional video for the market. The video is used by all of our online platforms, and serves to educate the greater population about the many goods and services the OSU-OKC Farmers Market has to offer. Through Facebook alone it has garnered over 121,000 views, and the view count continues to rise.**
 - a. <https://www.youtube.com/watch?v=ZFusDmQ1-T8>
6. Have you publicized any results yet?* **Yes**
 - i. If yes, how did you publicize the results? **We have publicized results through vendor and subscriber email lists, various social media platforms, and printed handouts.**
 - ii. To whom did you publicize the results? **We have publicized the results to our vendors, customers, and community members.**

- iii. How many stakeholders (i.e. people, entities) did you reach?
 - a. **Through a combination of social media posts, email lists, and in person handouts we reached 4,700 stakeholders. The vast majority (3,100) were reached through social media.**
- 7. Have you collected any feedback from your community and additional stakeholders about your work? **Yes**
 - i. If so, how did you collect the information?
 - a. **We have collected data using two electronic surveys. One survey was customized for vendors, and the other was customized for the general public.**
 - ii. What feedback was relayed (specific comments)?
 - a. **Vendor Response:**
 1. **Amongst the vendors who responded, market growth was attributed to cooking demonstrations, the video highlight of the market, and accepting SNAP & Double Up.**
 2. **There was a general consensus that growth at the market was slow over the past year, and that further marketing was necessary to increase revenue.**
 3. **Respondents overwhelmingly said that social media advertisements, particularly Facebook ads, were the most effective marketing tool at our disposal.**
 4. **Some vendors are worried about the lack of disposable income due to economic factors and limited income of SNAP customers.**
 5. **Vendors support our efforts for community outreach through partnerships and special events.**
 - b. **Specific Vendor comments:**
 1. **“Keep up the good work. People really miss the cooking demos; I think the smell makes them buy more.”**
 2. **“I think we have a wonderful market but need more advertising maybe billboards or public radio or on city busses or television.”**
 3. **In response to the question “What activity did you feel increased the awareness of the OSU-OKC Farmers Market?” a number of vendors simply responded with “social media.”**
 4. **“Continue reaching out for different customers at different level of incomes.”**
 5. **“Special events such as fall festival, Christmas market etc with kid friendly activities and giveaways.”**
 - c. **Customer Response: Typical market customer: female, between 25-34 or 55-64, with some college-bachelor’s degree, is the household’s primary shopper, and responded as follows:**
 1. **The OSU-OKC Farmers Market has a loyal customer base with many long term shoppers. 36% of survey respondents have been shopping at the market for more than 5 years.**
 2. **Amongst respondents, the majority initially heard about the market via word of mouth or social media.**

3. **Overwhelmingly, the best way to reach our customers is via Facebook.**
4. **43% of respondents visit the market 1-2 times per month, and would come more if we were able to open more days of the week.**
5. **Vegetables are the primary item customers come to the market for, and 58% of respondents liked our market because we only allow Oklahoma made and produced products.**

d. Specific customer comments

1. **“Love the Market, everyone has always been helpful, friendly, and a pleasure to do business with. As long as our health holds up we will continue to shop the market. Thank you.”**
2. **70% of respondents said that Facebook is the best way to reach them with news about the market.**
3. **“I wish there were a greater variety of peppers.”**
4. **“I would like to see more plants for sale and more of a variety of seasonal fruits mostly but veggies also.”**
5. **“Space, it isn't stroller friendly and hard to navigate between aisles/vendors.”**

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?**

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. **Over the course of the grant, we learned that consistency is essential to overall success. It is extremely important to have vendor, customer, and administrative buy-in. By implementing a strategic and consistent media campaign we were able to show involved parties what we were accomplishing and the expansion of our community outreach.**
 - b. **Through the many and varied partnerships that have been established over the grant cycle, we are able to offer educational programming and community events for our customers. On any given Saturday, the OSU-OKC Farmers Market will have at least one volunteer or non-profit agency offering some form of educational materials, exhibits, or other opportunities to our customers. Our community outreach has grown!**
 - c. **Over the course of the grant cycle, we learned the importance of a diversified media campaign. One of the main goals of our grant was to increase awareness of the market while developing a mutually beneficial relationship with our SNAP customers. While we were able to drastically increase SNAP participation at our market, our cash sales decreased overall. Moving forward, our ad campaign needs to be more diverse. Now that we have an established SNAP customer base, our ads should not solely focus on that program.**

- d. **We are captive to economic factors, as they impact our vendors spending patterns.**
 - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. **We have been successful in meeting all the goals except the sales increase. Overall sales during the grant reporting period were slightly down. We attribute the decrease to customers spending less as a result of a downturn in the local economy that occurred during the reporting period. In central Oklahoma City near the OSU-OKC Farmer's Market, energy sector employers laid off significant numbers of high paid jobs during the grant period. Oklahoma Grocery Sales tax revenues at one point were down 9.7%. Fortunately, we have narrowed this decline with our newly implemented Double Up (SNAP Incentive) Program, funded by the Food Insecurity Nutrition Incentive Grant, which began July 1st, 2016. We believe this is largely responsible for the new customers. This decrease in sales had the ability to harm overall market morale. For this reason, it is important to set high expectations for a project, but be realistic regarding growth goals. Our original goal for cash sales increase was too ambitious, and did not factor long term trends. The financial depression Oklahoma City experienced during our grant period cannot be overstated, even though our economy is now recovering at a slow, steady pace.**
 - 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:
 - a. **Our cooking demonstrations have become a staple for our customers, with our new customers especially pleased. Vendors feel proud to have their products featured and indicate that when their products were used in the demonstration, they sold more of those items. OSU-OKC's Nutritional Science students enjoyed assisting with the demonstrations.**
 - b. **Before starting any new aspect of a project, have your goals and means of implementation worked out, and look at a five year trend.**
 - c. **It is important to plan ahead for program growth. There were a few occasions throughout the grant cycle where the SNAP program had grown to the point where additional labor was necessary to meet customer needs and demands in a timely fashion. Explosive growth can be very encouraging, but also offers a new set of challenges to overcome. Fortunately, through the University, we were able to use student workers to help with the day-to-day tasks of program implementation.**

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.

- a. **Moving forward, we will build on the success of our SNAP customer base. We will continue to nurture and grow this program by introducing more SNAP eligible vendors to increase the offerings to this segment of our customer base. At the same time, we will focus more attention to our more traditional customer base, as well as emerging markets. Due to the partnership we have established with Oklahoma City DHS and programs like the Oklahoma Nutrition Information and Education (ONIE Project), we can focus on other segments of our customer base without neglecting our SNAP customers.**
 - b. **Additional vendors are being brought on to increase the number of items available to customers and increase market revenue, so that more funds are available to the market for advertisement and customer appreciation campaigns. This will result in job retention and creation.**
 - 1. **5 jobs have been retained/created during the fall of 2017.**
 - 2. **We project an additional 5-10 jobs will be retained/created in spring 2018 through an increase of vendors at the market.**
 - c. **When additional funding is secured, food demonstrations will be established as a weekly staple. As mentioned previously, these demonstrations were well received by vendors and customers alike, added to the ambience of the market, and were important to the nutrition science students.**
 - d. **We plan to hold seasonal events that will offer the opportunity to increase our customer base, and provide unique opportunities and acknowledgement of our already loyal customer base, i.e.**
 - 1. **Summer Flower Festival and Fall Festival.**
- 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?
- a. **Further efforts are necessary to both bring back the customer base we lost during the economic downturn.**
 - 1. **Increase advertisements targeted towards a broader spectrum of consumers.**
 - 2. **A market study of “like” products to nullify consumer perception of exorbitant market prices.**
 - 3. **Marketing campaign designed to highlight cost benefits of buying local produce such as:**
 - a. **Extended shelf life and support of local economy.**
 - b. **Develop deeper ties with the customer base to improve retention and morale.**
 - 1. **68% of survey respondents said they would be interested in participating in a customer memberships program that would allow interested members increased involvement with the OSU-OKC Farmers Market. This will be explored.**
 - 2. **42% of survey respondents showed interest in attending cooking demonstrations.**
 - 3. **68% of survey respondents said they would support a food festival as a market fundraiser.**
 - c. **Continue recruiting vendors who offer diverse, niche, and quality products**
 - 1. **For the spring/summer season, have 60-70 vendors in weekly attendance to offer a wide selection of goods at various prices to our customers.**