

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015 – September 29, 2017
Authorized Representative Name:	Mr. Stanley S. Pasley
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Recipient Organization Name:	Williamsburg County, SC
Project Title as Stated on Grant Agreement:	Williamsburg County Farmers Market, AgriTourism and AgriBusiness Project
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPSC0031
Year Grant was Awarded:	2015
Project City/State:	Kingstree, SC
Total Awarded Budget:	\$99,959.00

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

X Same Authorized Representative listed above (check if applicable).

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

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: To establish linkages with existing vendors and farmers to formalize their participation in the mobile Farmers Market.

- a. **Progress Made:** After much effort and many contacts, the FMPP staff was able to get up to six (6) farmers/producers to participate in the markets, and two crafters. The 2017 markets included the returning farmers/producers, crafters and more customers than in 2016. There was a 131% increase in customers from 2016 to 2017.
- b. **Impact on Community:** The Community was very receptive to the Farmers Markets while the markets provided an outlet for the farmers/producers to sell their produce, and the community welcomed the opportunity for fresh locally grown fruits and vegetables. The community was made aware of the four (4) conveniently located markets via announcements and ads in the local newspapers, flyers, announcements in churches, County

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Newsletter, word-of-mouth and sidewalk signs at each market location during the opened markets.

II. Goal/Objective 2: To increase community education and direct participation in the local producer-to-consumer mobile Farmers Market.

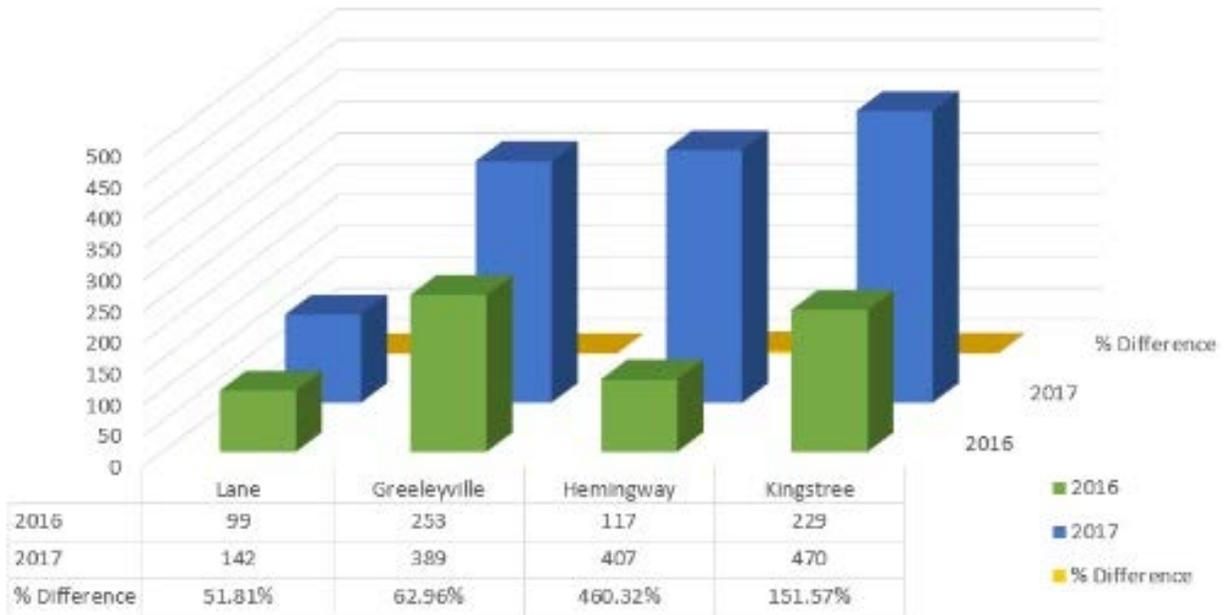
Progress Made: Williamsburg County is one of several counties in SC where senior citizens over 60 years old may qualify to receive SCDA \$25.00 vouchers to purchase fresh fruits and vegetables at farmers markets, and the WIC program offers vouchers to young mothers to purchase fresh fruits and vegetables at local farmers markets. Visitors and consumers to the markets were offered tastings, samplings, recipes and educational information on the healthful benefits of eating fresh fruits and vegetables through partnerships with Clemson University and SCDHEC. Too, 33 Head Start students attended the Hemingway market on September 15, 2016 and experienced the market first-hand. The Project Director provided them fresh fruits to sample and consume via the Head Start staff. An aggressive campaign prior to and during the 2017 markets engaged the farmers/producers in workshops and encouraged them to include their friends, family and neighbors to visit and support the markets. During the markets and at other opportunities throughout the County, there were educational sessions on eating healthy, food samplings and food preparation by Clemson University’s ‘Expanded Food and Nutrition Education Program’ and SCDHEC. Promotion and advertising of the markets were an ongoing process via flyers, newspapers, newsletters, in person, church announcements, social media and the link on the Williamsburg County web site, etc.; the marketing efforts were increased during the markets. On the day of the Senior Voucher distribution in 2016 and 2017 (June 15, 2017), the FMPP staff was on site passing out flyers and sharing the info on the four (4) Williamsburg County Farmers Markets. Lots of efforts were employed to entice the residents to the markets to use their WIC and Senior Vouchers. The goals were to increase market attendance by residents and increase vendors and producers’ participation. The community impact is awareness of the markets with ongoing educational sessions on healthy eating, food preparation and samplings.

Impact on Community: The community impact was awareness of the markets with ongoing educational sessions on healthy eating, food preparation and samplings. The community has been very receptive to the Farmers Market concept, the convenience of having one of four located in their neighborhoods and were excited about the convenient access to locally grown produce along with participating in the healthy eating sessions that were held at the markets. After an annual assessment of the SC Farmers Markets, in September 2016, the Williamsburg County Farmers Markets model is being shared statewide. Per Suzette C. McClellan of SCDHEC, “They went from almost not being in the directory to being promoted as a best practice model – a mobile manager to operate multiple markets. Great job Williamsburg!”

Williamsburg County Farmers Markets Customers

Locations	Customers 2016	Customers 2017	Customers’ Total
Lane	99	142	241
Greeleyville	253	389	642
Hemingway	117	407	524
Kingstree	229	470	699
Location Totals	698	1,408	2,106

Market Customers



III. Goal/Objective 3: To develop a brochure identifying existing Agritourism sites in Williamsburg County.

a) Progress Made: The AgriTourism brochure has been created and distributed to the Williamsburg HomeTown Chamber, the Development Board Office, County offices, SCDHEC, and included in informational packets at meetings, etc. After much research and investigating, there are eight AgriTourism sites/events featured in the brochure for Williamsburg County.

b. Impact on Community: The impact is an awareness of and an appreciation for local and convenient AgriTourism venues in which the community can enjoy, in addition to the tourists. The anticipated impact will be financial gain for both the participating farms and other businesses in the county, and educational gain and exposure to the attendees.

AgriTourism Brochure attached

IV. **Goal/Objective 4. To develop an Agribusiness network to expand and local and regional food distribution and generally to promote food industry growth in Williamsburg County:**

- a. **Progress Made:** The Director identified and communicated with three (3) food distribution centers for the farmers/producers. They are the Pee Dee Agriporium Food Hub in Marion, SC; GrowFood Carolina in Charleston, SC; Federation of Southern Cooperatives, and local grocery stores. Through this entire process and via monthly meetings, the farmers were kept informed and strongly encouraged to utilize these resources. The Williams Vineyard & Farm has utilized two of these resources and distributed produce through GrowFood Carolina and the local grocery stores.
- c. **Impact on Community:** The community of producers is positively impacted the most with having additional major markets to distribute their produce, expand their markets and increase their revenue.

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:** 3
- ii. **Number of jobs retained:** 0
- iii. **Number of indirect jobs created:** 0
- iv. **Number of markets expanded:** Markets were expanded into four communities – Tuesdays in Lane, Wednesdays in Greeleyville, Thursdays in Hemingway and Fridays in Kingstree. In prior years, there have been intermittent markets in Kingstree and Hemingway.
- v. **Number of new markets established:** Two new markets were established in Lane and Greeleyville which are considered ‘food deserts’.
- vi. **Market sales** in 2016 for four (4) markets June – September were \$5,395.48 and in 2017 sales totaled \$7,862.12, which was an increase of \$2,469.64 and 45.8%.
- vii. **Number of farmers/producers that have benefited from the project:** 6
 - a. **Percent Increase:** From farmers/producers participating in 2016 to 2017, the numbers were the same. 0% change.

2016 Market Sales Totals

Market Locations	WIC Vouchers	Senior Vouchers	Cash	Total
Lane	5	120	427	\$ 552
Greeleyville	0	295	1,624	\$1,919
Hemingway	90	150	741.50	\$ 983.50
Kingstree	0	414.50	1,506.47	\$1,940.98
Total	\$ 95	\$979.50	\$4,298.97	\$5,395.48

2017 Market Sales Totals

Market Locations	WIC Vouchers	Senior Vouchers	Cash	Total
Lane	40	85	698.00	\$ 823.00
Greeleyville	110	365	1,864.82	\$2,339.82
Hemingway	165	440	1,521.33	\$2,126.33
Kingstree	230	400	1,922.97	\$2,552.97
Total	\$545	\$1,290	\$6,007.12	\$7,862.12

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, In addition to the general community, a main focus of the market was achieved by providing a convenient resource for the senior voucher recipients and WIC participants to utilize their vouchers at the Markets and encouraging everyone to eat more fresh fruits and vegetables, and nutritious foods. (See graph and charts above).

4. Discuss your community partnerships.

i. Who are your community partners? The community partners included Williamsburg County Government, Williamsburg County DHEC, SCDHEC, SCSU 1890’s Program, Clemson University, Global Producers, and Federation of Southern Cooperatives.

ii. How have they contributed to the overall results of the FMPP project? They suggested farmers and producers that participated in the markets and assisted in promoting the markets. Both SCDHEC and Clemson University sponsored and featured the healthy eating and nutrition sessions at the local markets.

III. How will they continue to your contribute to your project’s future activities, beyond the performance period of this FMPP grant? On an ongoing basis, Williamsburg DHEC continues to provide their programmatic workshops and speakers; SCSU 1890’s Program continues to provide training sessions and workshops for the producers and farmers. Clemson University continues to provide food preparation and samplings at the various meetings and events throughout the County. The Federation of Southern Cooperatives continues to provide transportation, registration and accommodations to their annual meetings where educational workshops and sessions are provided to farmers and producers. All of the community partners will continue to contribute with the same

activities in the future, and possibly more activities.

5. **Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?** No contractors were utilized.
6. **Have you publicized any results yet?*** For the market months of June – September, daily market statistics were gathered and shared via written reports with Williamsburg County Economic Development Office, representative of SCDHEC and Williamsburg County Grant Office on a monthly basis. A public presentation was made before the Williamsburg County Council and they received the AgriTourism brochure, flyers, etc. *
 - 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?** Market customers totaled 610 persons in 2016 for all four locations for the months of June – September. The market customers totaled 1,408 for 2017, an increase of 131%. The news of the markets reached the entire newspaper audience of two local newspapers, church audiences, flyer recipients, etc., which we estimated to be 15,600 persons. Too, info on the market was linked to the Williamsburg County’s web site for access to the public wanting more info on the markets.
7. **Have you collected any feedback from your community and additional stakeholders about your work?** Feedback was received at all four (4) market locations on all four days of the week.
 - i. **If so, how did you collect the information?** The Market Manager and Ag Admin Specialist, verbally communicated with the market attendees and recorded their input and comments.
 - ii. **What feedback was relayed (specific comments)?** The attendees all complimented the market and its purpose. They were pleased with the quality of the produce. In Lane, the attendees were pleased with the convenience and not having to travel 12 miles to utilize their vouchers and have access to fresh produce. In Greeleyville, not only was the local community appreciative of the convenience, but travelers to and from Myrtle Beach and the Grand Strand were most complimentary and stated that this was the only farmers market between Manning and the MB area. In Hemingway, the WIC voucher recipients stated that they appreciated the opportunity to conveniently utilize their vouchers in their community. Otherwise it was going to be difficult to travel 20+ miles to use the vouchers. In Kingstree, on one market day, one attendee spent \$200.00.

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?** No income was generated.
 - i. If yes, how much was generated and how was it used to further the objectives of the award? N/A.

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 main success was operating four markets in four locations throughout the county and being convenient to most communities. The Ag Admin Specialist and Market Manager were mobile and travelled, operated and oversaw each market at all locations. The Director visited the markets on a continual basis to ensure the high standards were being met and to interact with the attendees. For these efforts, the Williamsburg County Farmers Markets received statewide recognition. The only negative was getting more farmers and producers to sell at the markets.
- ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:** As a consideration for Goal/Objective 1, research was done to initiate SNAP and credit/debit cards for the markets for year two, 2017. Year one had its challenges in confirming market locations, recruiting farmers/producers to participate and getting farmers into the required training to accept the WIC and Senior Vouchers. Efforts were underway in 2017 to initiate SNAP and Healthy Bucks, but the added cost for the monthly maintenance and other associated costs made it prohibitive to do so.
- 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 undertaking requires a staff with farming/gardening experience and a passion for a healthy lifestyle. Our staff met these criteria and related to the farmers well.

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:** Because of the budget constraints of Williamsburg County and the inability to locate funding for the markets, the part time paid positions for the Farmers Markets ended when the FMPP grant funds ended. However, the participating farmers/producers loudly expressed their interest in continuing the markets at two or three of the locations in 2018 and beyond. Efforts are continuing to locate funding to continue the efforts and record the number of attendees, farmers and the continued benefits of the markets.
- 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?** To expand on ideas and activities for the Williamsburg County Farmers Markets, the Director visited and interacted with Farmers Markets in other locations to include Lee County and Blythewood, SC, etc. The Director and/or staffers hosted attended meetings to expand their market knowledge. I would

strongly recommend that in all instances, communication and visitations among markets are a plus.