

**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, 2016 –December 31, 2016
Authorized Representative Name:	March 29, 2017
Authorized Representative Phone:	Jacob K. Tingle, Ed.D.
Authorized Representative Email:	210-999-8281
Recipient Organization Name:	jtingle@trinity.edu
Project Title as Stated on Grant Agreement:	Trinity University
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	#15FMPTX0020
Year Grant was Awarded:	2015
Project City/State:	San Antonio, TX
Total Awarded Budget:	\$99, 932

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: Establish a new, University-based, wellness-emphasized farmers’ market with EBT capability**
 - a. Progress Made: The Trinity Market launched on March 26, 2016. The market was operational every Saturday during the reporting period through December 10. Every market during the period had at least one wellness class, ranging from Yoga to Zumba, and during this reporting period vendors had the ability to opt in to accept our students “Tiger Bucks” as payments. We, however, were developed EBT capability.
 - b. Impact on Community: A majority of the market vendors are women or minority owned businesses. Additionally, the university food provider has - on a small scale - purchased ingredients from market vendors in menus on one day/week. This provided the opportunity for residential life staff, university wellness staff, and faculty in our Food Matters first-year experience class to have important lectures and programs focused on sustainable eating and farm-to-table / slow food movements.
 - ii. **Goal/Objective 2: Develop advertising, promotion and outreach for the market including signage, promotional materials, social media, a mobile-ready website and promotional videos.**
 - a. Progress Made: Done. The Trinity University developed a logo, a web-site, a Facebook page, and Twitter and Instagram accounts. A weekly newsletter was distributed to all Trinity faculty, students, and staff and vendors were encouraged to cross-promote the market on their own platforms. Our marketing and outreach staff also participated in a number of city-wide events, such as Siclovía (a bi-annual event in which a major road in the city is closed to vehicular traffic) and neighborhood festivals focusing on health and wellness. Additionally, on-campus and off-campus signage exists to direct traffic to the market.
 - b. Impact on Community: In hindsight, our decision to remain open every Saturday during the summer proved to be unwise for the Trinity Market. Despite an excellent marketing plan, a strong social media presence, and a weekly newsletter that reached over 5,000 (with approximately at 35% open rate). Despite that marketing push, the lack of traffic in the summer caused many vendors to stay away during this last reporting period as well. The launch of two other Farmers Markets opened within 5-mile Trinity, coupled with our inability to accept EBT and the decision to “keep the doors open” all summer proved to be insurmountable for the Market. Despite a shift of resources, hiring a ½ marketing/outreach coordinator and having significantly more money for advertising (which was spent on the local NPR station, in local foodie magazines, and other outlets identified by the university’s marketing team as appealing to the same demographic that competition, the Trinity Market never gained enough of a foothold with vendors or buyers.

- iii. **Goal/Objective 3: Create an integrated market with curricular involvement and student internships to develop market and vendor marketing program, vendor business development assistance, and educate students about farming and food issues.**
 - a. Progress Made: During this reporting period, 5 students were employed as market logistics assistants and marketing assistants. Additionally, during this reporting period, Trinity's chapter of Alpha Phi Omega (international, co-ed service fraternity), volunteers worked at every market. Through the experience, those students have developed important skills (communication, teamwork, decision-making) that will serve them well in other workplace and volunteer settings.
 - b. Impact on Community: Though the Trinity Market was unsuccessful, in the sense that it proved to be unsustainable as a weekend market, it had a huge impact to the campus community. The Trinity University Volunteer Action Committee (TUVAC) brought its community partners to the Market, which provided important opportunities to educate Trinity students on life in the San Antonio community. Additionally, the farming and cooking demonstrations provided our students and faculty with the importance of and the ability to learn how to cook with locally sourced vegetables.
 - iv. **Goal/Objective 4: Target market attendance and purchases by community members in adjacent under-served LI/LA areas.**
 - a. Progress Made: None. Perhaps most disappointing was our inability to take EBT. That coupled with transportation issues led to little progress made towards this goal.
 - b. Impact on Community: Limited-to-none at this point.
 - v. **Goal/Objective 5: Assess impact and collect and disseminate best practices of university farmers markets.**
 - a. Progress Made: As our market was only active for 9 months, we never developed an awareness of best practices of university farmers markets. With that, we do offer specific suggestions on question 9.
 - b. Impact on Community: None to date.
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: **10 students interns and/or employees, 3 PT jobs (market manager, outreach coordinator, and marketing assistant)**
 - ii. Number of jobs retained: 3
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 0
 - v. Number of new markets established: 1
 - vi. Market sales decreased by \$ \$3147.65.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent decrease: **The first market had 28 paying vendors and that increased to 35 by early June. By the end of the previous reporting period we had a steady 20 vendors, and towards the last few markets we were down to**

between 15-20 vendors.

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?

As described above, our inability to become EBT capable, transportation issues, and the Market's location on campus (parking lot with limited shade and no wi-fi) proved to be barriers we couldn't overcome. As such, we had little success reaching low income and low access populations. We are proud that more than 50% of the vendors were women or minority owned businesses.

4. Discuss your community partnerships.

- i. Who are your community partners?

a. At some point during the lifecycle of the Market the following on-campus partners were involved:

- **KRTU, the campus radio station**
- **Trinity University Police Department**
- **Experiential Learning**
- **Innovation and Entrepreneurship (IE)**
- **Business Office**
- **Marketing and Community**
- **Biology**
- **Psychology**
- **Management**
- **Facility Services**
- **Conferences and Special Programs.**

- ii. How have they contributed to the overall results of the FMPP project? **The Market would not have been possible without the significant involvement from those department. TUPD provided security and logistical support. The Business Office ensured that local, state, and federal guidelines were adhered to with respect to selling merchandise, collecting vendor stall fees, etc . . . Professors from IE, biology, and psychology served on the internal market board and helped secure instructors and vendors to participate in our health and wellness demonstrations. Facility Services, Marketing and Communication, and Conferences and Special Programs helped with market layout, signage, creating weekly checklists, and ensuring that the market staff had equipment, merchandise, access to storage, and waste disposal.**

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? **Though the market won't continue in its original state, the IE and biology faculty and the staff from Conferences and Special Programs have made a concerted effort to continue its impact. One wonderful example is our dining services provider becoming an official partner with Por Vida SA (<http://www.porvidasa.com/>). The San Antonio Metropolitan Health District, San Antonio Restaurant Association and the Texas Academy of Nutrition & Dietetics joined forces to create the Healthy Restaurants Coalition to promote healthy food choices in restaurants and good nutrition within the community. The result of that coalition is Por Vida. Though not all meals on campus meet that designation, there is Por Vida**

signage at every dining station which has led to a greater emphasis on healthy eating. As a result of the Market, Trinity students have more accessible to healthy food choices AND a greater awareness/understanding of what healthy eating options are and why its important to make good choices. As such, the Market has had a huge impact on campus.

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?*
- i. If yes, how did you publicize the results?

The market was publicized via traditional media, social media, and via the university web-site. Additionally, there were been numerous articles in local print media outlets and a few on-air broadcasts on local television stations.

- ii. To whom did you publicize the results?

The San Antonio community, the university community, local homeowners and historical district associations, and area alumni.

- 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).

The University Director of Marketing and communication estimated that we reached more than 400,000 stakeholders based on the publicity in the following outlets or locations:

- **social media (FB and Twitter) - both the Trinity and Trinity Market outlets**
- **banners on roadways near campus**
- **flyers**
- **internal communication**
- **weekly alumni and community newsletter**
- **signs along Hildebrand (major road next to the market)**

Note: these are not unique views.

7. Have you collected any feedback from your community and additional stakeholders about your work?
- i. If so, how did you collect the information?

We solicited feedback via a Facebook page, our monthly newsletters, and via on-site surveys.

- ii. What feedback was relayed (specific comments)?

People who attended the Market commented on how family friendly it was and how much they appreciated the educational demonstrations. The last few Markets, when we were below 20 vendors, many of the comments expressed disappointment in the amount of options, specifically related to meats and breads. As I indicated in the last report, the lack of foot traffic provides all the feedback we need. The cycle was tough to watch. Low foot traffic led to vendors dropping out, which led to less foot traffic, which led to vendors dropping out.

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?
If yes, how much was generated and how was it used to further the objectives of the award? The project generated income in the amount of \$20,582.94 YTD or \$3147.65 for the period Oct-Dec.

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).
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
- 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. **we do offer the following as suggestions (i.e. if we could “do it all over”):**
 - i. **Hold the market one day/month instead of every week (at least until there is a groundswell of support from the local community);**
 - ii. **Select a location on campus with wi-fi and ample shade;**
 - iii. **Discuss EBT regulations/requirements with your business office;**
 - iv. **Be prepared to help educate vendors on how they can apply to accept EBT, even if the University market cannot do so;**
 - v. **Look for as many stakeholders on campus as you can (the Trinity Market was very successful in its ability to bring multiple partners to the table);**
 - vi. **Develop communication systems and inclimate weather plans;**
 - vii. **Don’t hold the market during periods when the university is closed and/or when most students, faculty, and staff are gone;**
 - viii. **Encourage vendors to be an important part of the Market’s marketing plan; and**
 - ix. **Secure partnerships/sponsorships early in the Market’s lifecycle. Look for companies and organizations who have a similar mission and who are pursuing a similar target market.**

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.

Some of this was included in the last interim report, but I'm including it here too because these next steps truly are exciting and have a chance to have a long-term impact on the Trinity community (and potentially the broader Bexar County community).

Despite the Market closing, the grant has been positive for campus and has the potential to have a large impact. The campus-wide faculty and staff Sustainability Committee has committed to pushing Trinity's campus food provider to do more wholesale purchasing of local, sustainable farm products. In fact, the Sustainability Committee were so impressed with the work of the Market's outreach coordinator, they found funds to retain her as a part-time employee on campus. If the Sustainability Committee is successful in its efforts to have significant expansion of the locally sourced farm products by our food service provider, we think it could create a paradigm shift - and thus a broader impact - in the city, county, and surrounding areas.

A group of students are pushing the university to engage in The Sustainability Tracking, Assessment & Rating System™ (STARS®). STARS is a ranking system based on questions/ point system that was created by Association for the Advancement of Sustainability in Higher Education. STARS is a transparent, self-reporting framework for colleges and universities to measure and compare their sustainability performance, which focuses on many categories of sustainability, with food being an important component. While conducting the STARS assessment would not be the solution to improving campus food sustainability, it would be an important starting point. The results of the STARS assessment, if we conduct it, will give the Trinity Sustainability Committee good leverage with our food service provider to significantly increase the purchasing of wholesale locally grown food.

In addition, the sustainability committee has proposed that the university commit to the Real Food Challenge (RFC) that works in partnership with STARS, but goes a step further to include categories for food such as fair trade and humane, in addition to local and ecologically-sound. The goal is to have at least 20% of all food served on campus from local, sustainable, fair trade and humane sources.

- 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?

The EBT protocols are very cumbersome, especially for universities such as ours. I would urge some rethinking of how burdensome it is for a university to become EBT eligible. Many of the goals of the Market were dependent upon our ability to take EBT, and our inability to do so meant we really couldn't make a large, direct impact on the LI communities in our area.