

Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market 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 LFPP 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 your assigned grant specialist to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	09/01/2015 – March 22, 2017
Authorized Representative Name:	Jeffrey Zimmerman
Authorized Representative Phone:	480-242-9002
Authorized Representative Email:	jeff.zimmerman@haydenflourmills.com
Recipient Organization Name:	Hayden Flour Mills, LLC
Project Title as Stated on Grant Agreement:	Improving Small Scale Grain Infrastructure in Arizona
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15LFPPAZ0116
Year Grant was Awarded:	2015
Project City/State:	Queen Creek, AZ
Total Awarded Budget:	\$97,913.00

LFPP 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 LFPP 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: Recover and develop seed stock for 10-15 heritage and arid adapted cereal crops.
 - a. Progress Made: *We identified 5 legumes from Native Seed/SEACH and 2 varieties were carried forward to develop foundation seed. 4 varieties of wheat were grown in test plots. 3 failed, and one produced marginal results. One variety of Native Seed/SEARCH corn was tried to grow for foundation seed, but crop failed. Transferred previously developed specialty grains to farmers for commercial production. Not only do they grow for us, but they have developed their own markets and are selling direct to millers, bakers, and other food processors.*
 - b. Impact on Community: *The varieties we have developed as foundation and commercial seed have been shared with 5 other farmers and millers for their own market and production in CA, TX, AZ, VA, CO and WA.*
 - ii. Goal/Objective 2: Close gaps in the processing and transformation of small grains.
 - a. Progress Made: *The formal miller training we prosed was not viable as they did not have a slot available, so we collaborated with 3 other millers on milling technique and improvement. In addition we sent staff to two baking/milling conferences for workshops and panel discussion and presentations on milling. Our miller is now consider an expert and is consulted several times per month by other millers around the country.*
 - b. Impact on Community: *The grain processing/small scale community looks to Hayden Flour Mills for knowledge on transforming grains and we readily share what we have and know. Five mills other mills have started with our consultation.*
 - iii. Goal/Objective 3: Create an efficient system for preparing grain products for market and tracking inventory.
 - a. Progress Made: *Successfully deployed system to print and barcode. We now have a purchase order system that allows us to “mill-to-order” for the freshest product. Controls are in place for lot traceability in the event of recall.*
 - b. Impact on Community: *Our learning experience with grain supply chain has been shared with the grain community as we all face new requirements of food safety with the Food Safety Modernization Act FSMA requirements.*
 - iv. Goal/Objective 4: Document the implementation of proposed project for dissemination with other grain hubs.
 - a. Progress Made: *The documentation will be released as a book by a publisher in the winter of 2018. The book will document our experience.*
 - b. Impact on Community: *The book will be a prime source for the grain movement to understand the nature of small scale milling culture, practice and business consideration.*

- v. Goal/Objective 5: Share Project through Best Practices e-booklet and Heritage Grain Guide.
 - a. Progress Made: *Best practices will be released in conjunction with the release of the documentary The Grain Divide winter 2018. We found that recently released Jack Lazor's book on organic farming address the seed cleaning and handling issues. Grain guide will be released online instead of printing.*
 - b. Impact on Community: *Additional resources for the grain movement to be successful and sustainable.*
 - vi. Goal/Objective 6: Engage regional grain hubs in an ongoing process.
 - a. Progress Made: *We have partnered with other farmers/millers/bakers/chefs to form Cereal R+D. Cereal R+D is a collective & co-op born out of necessity and a common goal to drive the research, development and innovation for the future of grain culture and infrastructure.*
 - b. Impact on Community: *Cereal R+D is a chef driven collaborative that will drive the adoption of fresh milled grains and heritage grains out to the consumer.*
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.
 - i. Number of direct jobs created: 1
 - ii. Number of jobs retained: 2
 - iii. Number of indirect jobs created: 1
 - iv. Number of markets expanded: 2
 - v. Number of new markets established:
 - vi. Market sales increased by 500%.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: 10%
 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? *Expanded to new businesses. Add additional retail stores. With growth and processing capability we are able to supply more customers consistently.*
 4. Discuss your community partnerships.
 - i. Who are your community partners? *Local bakers/chefs/restaurants/farmers/other mills/food hubs.*
 - ii. How have they contributed to the overall results of the LFPP project? *We are all working together to achieve the goal of locally produced heritage grains.*
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? *Now that we have increased production and lowered price to be competitive with premium grain products we have commitments from bakers for about 1/3 of our production.*
 5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? N/A
 6. Have you publicized any results yet?* No
 - 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?
- *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? No
- i. If so, how did you collect the information?
 - ii. What feedback was relayed (specific comments)?
8. Budget Summary:
- i. As part of the LFPP 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. Market expansion increased revenue but at loss/breakeven.*
9. Lessons Learned:
- i. Summarize any lessons learned. Draw from 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. *Food grade grain processing is equal to, or more difficult, than milling.*
 - b. *Farmers are very willing to include new crops in their rotations, but in our area hesitate because the infrastructure is not totally developed like in the Midwestern grain growing regions.*
 - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. *Recover and develop seed stock is best left up to people who specialize in doing that. Next round we will pay local university Ag Research Center to do it for us.*
 - 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. *If you don't have extensive experience in administering grants, find someone with experience to help you. The AMS is very helpful, but a grant administrator will keep the project on track and in good standing with USDA.*
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. *We intend to request a continuation grant to address issues around food safety and grain storage.*
 - 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? *Now that we have engaged farmers on growing cereals the next steps are practices such as rotation, nitrogen fixing crops, and double cropping to keep the soil alive and healthy.*