

**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>	September 30, 2015 – September 30, 2017	
Authorized Representative Name:	Mike Callicrate	
Authorized Representative Phone:	719-473-2306	
Authorized Representative Email:	mike@nobull.net	
Recipient Organization Name:	Good Food Concepts, LLC (DBA Ranch Foods Direct)	
Project Title as Stated on Grant Agreement:	Commercial Kitchen and Food Hub: Local Connections for Local Products	
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15-LFPPCO0090	
Year Grant was Awarded:	2015	
Project City/State:	Colorado	
Total Awarded Budget:	\$100,000	

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: Dan Reich; Email: Danielreich@littlechalet.com; Phone: 719-393-3904

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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: **Create a commercial Kitchen that supports local food businesses.**
 - a. Progress Made: **Commercial Kitchen is completed and has been fully functional since March of 2016.**
 - b. Impact on Community: **Over the time of the grant, the commercial kitchen has been able to purchase several pieces of equipment which has allowed us to grow the production and operational capacity enabling us to reduce costs for the clients. It has also allowed us to offer a wider range of options for the small independent entrepreneur interested in either renting space or contracting C Vision Foods to produce their product(s). Through support of the grant we were able to waive all preliminary consulting fees and recipe development/test batch fees, reducing the up-front cost associated with bringing a new product to market. By waiving these costs and offering larger production run options, our clients have realized a lower per unit cost enabling them to enter the market with more competitive pricing without the reduction in their margins. We have also greatly lowered the production cost to the small independent entrepreneurs by providing a commercial kitchen to operate from at a significantly lower rental rate. We have been able to provide finished product storage for several clients at a discounted price allowing them the convenience of producing, storing and shipping from one location.**
 - ii. Goal/Objective 2: **Improving sourcing of local agriculture products to local processors.**
 - a. Progress Made: **We have expanded our sourcing throughout the Southern Colorado area to include additional chili farmers, peach farmers and local sources for other Colorado grown/produced products.**
 - b. Impact on Community: **Increased visibility and sales for local farmers by introducing their products to our customer base and updating recipes with specified local produce.**
 - iii. Goal/Objective 3: **Improve Distribution of local processed food products made with local ingredients.**
 - a. Progress Made: **We have continued to work with Good Food Concepts in building a relationship for our clients to sell their products in the Ranch Foods Direct market. We have also introduced clients to Peak to Plains, Good Food Concepts distribution operation, as a low-cost alternative for distributing products throughout Colorado.**
 - b. Impact on Community: **A reasonable solution for small businesses to have affordable access to distribution throughout the region.**
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. **We did further analysis beyond other reports digging into the indirect growth created from our customers' marketing and distribution activities and the net affect on our sales.**

- i. Number of direct jobs created: 4
 - ii. Number of jobs retained: 4
 - iii. Number of indirect jobs created: **From the increase in new customers, both from a contract manufacturing position, as-well-as commercial kitchen usage rental, about 22 new jobs have been indirectly created.**
 - iv. Number of markets expanded: **15 markets have been expanded in a couple of different segments including, but not limited to: Health and Nutrition (turmeric paste, protein energy bars for athletes, granola and amaranth snakes), condiments (salsas, dressings, barbeque sauces, hot sauces, ketchup and mustards, etc.). Customers who helped breach these markets account for about \$315,000.00 in gross sales with a final retail market value of about \$525,000.00.**
 - v. Number of new markets established: **We have directly expanded into two new markets that are outside of the State of Colorado, Wyoming and Indiana, which account for over \$32,000 in new revenue. Indirectly, through our contact manufacturing operation, we have seen our customers expand into 15 new markets (points of retail sale – i.e. Safeway, King Soopers, Ace Hardware, Sportsman Warehouse, Big R, Bed Bath and Beyond). Their expansion has generated additional revenues of about \$160,000.00 with a final retail market value of about \$233,000.00**
 - vi. Market sales increased by \$160,000.00 and increased by 53%.
 - vii. Number of farmers/producers that have benefited from the project: 7
 - a. Percent Increase: **60%**
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. We have been able to work with several new small companies in assisting their grow beyond the “cottage”/farmer markets to the retail store level. As represented above in 2.iv, 2.v and 2.vi we have seen increased sales from these activities over doubling or gross revenue throughout the grant period.**
4. Discuss your community partnerships.
- i. Who are your community partners? **Good Food Concepts, UCHealth, Pueblo Chamber of Commerce**
 - ii. How have they contributed to the overall results of the LFPP project? **Each partner has provided exposure to our capabilities and brought new customers, and suppliers to our facility.**
 - iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this LFPP grant? **Through the same processes/relationships currently established and utilized.**
5. did you use contractors to conduct the work? **No**
- i. 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? **Yes**
 - i. If so, how did you collect the information? **Verbal Surveying**
 - ii. What feedback was relayed (specific comments)? **Clients have been extremely satisfied with the quality and consistency of the products produced and the assistance we have been able to offer in the expansion of their markets.**

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: **X**
 - ii. Did the project generate any income?
 - a. If yes, how much was generated and how was it used to further the objectives of the award? **We estimate about \$40K in additional net income over the duration of the project that we can contribute to the support the project. It assisted in securing a location/facility to support the business model for renters as well as securing equipment to increase production capabilities which, in turn, increased revenue. This has left C Vision Foods in a good cash position to continue operating within the model established (affordable rental rates and competitive production pricing) from the development of this project.**

9. Lessons Learned:
 - i. Summarize any lessons learned.

The importance of acquiring equipment to increase capabilities, without debt service, has allowed lower pricing to our customers. This increases their profitability and, ultimately, their growth and success.

Some of the reporting requirements are confusing and, sometimes, not applicable to our situation.
 - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: **n/a**
 - 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:

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 will continue to utilize the equipment and pricing model established throughout the project. This has proven effective in providing a low-cost solution for small businesses to bring their products to market.

We will continue to offer affordable rental rates for use of the kitchen space allowing producers to grow their businesses with a set, manageable overhead expense.

We will continue working with, and expanding, our relationship with local farmers for supplying fresh local produce in our customers' recipes.

As our customer base increases, we will continue to utilize our community partners by promoting the new brands and linking the organizations together for improved logistical opportunities and overall marketing.

- 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?