

## 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](mailto: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.

<b>Report Date Range:</b> <i>(e.g. September 30, 2014-September 29, 2016)</i>	
<b>Authorized Representative Name:</b>	Lori Stern
<b>Authorized Representative Phone:</b>	608-527-2900
<b>Authorized Representative Email:</b>	info@cowandquince.com
<b>Recipient Organization Name:</b>	Cow & Quince, LLC
<b>Project Title as Stated on Grant Agreement:</b>	Cow and Quince Community Kitchen: Eating Local Year-Round
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-WI-0185
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	New Glarus, Wisconsin
<b>Total Awarded Budget:</b>	\$68,155.00

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.

<b>Objective</b>	<b>Progress</b>	<b>Community Impact</b>
Provide commercial kitchen space to up to six local farms for the production of value added products.	Cow & Quince utilizes over 32 local farmers and producers for its retail and restaurant operations. Currently there were 4 farmer/producers that utilized the commercial kitchen space.	All of the farmer/producers utilizing the commercial processing kitchen are creating value added, season-extending products that will enable them to participate in winter markets in 2016-17.
Create at least three educational opportunities annually for the public and customers that demonstrate the ease and possibility of eating local food year-round.	Cow & Quince held three educational event each year during the grant. We were able to collaborate with others for these which broadened the scope and reach of each event.	Community members are experiencing vegetables, fruits and meats that previously have been unavailable and untried. The special events enabled Cow & Quince to showcase foods that typically are not eaten, although they are local and readily available. In addition to local food, methods of preparation (dehydrating, ice cream, freezing) were also highlighted. Grant funds enabled Cow & Quince to have the equipment to showcase food that is out of season but still locally sourced.
Provide a retail outlet for local farms to sell raw and value added products.	25% of the gross sales for Cow & Quince are from raw and value added products sold directly to consumers. Cow & Quince developed and food safety tested three products to be developed for retail over the grant period.	Cow & Quince added local products from a total of 8 new farmers/producers in the retail and kitchen.
Create a business model that makes it possible to provide ongoing access to a commercial kitchen for farmers that is close to their farms and inexpensive.	This objective proved challenging. Although Cow & Quince was contacted by several farms, licensing requirements and time for product development and preparation made it difficult for farmers to follow through. In year 2 of the grant, Lori from Cow & Quince took the acidified foods class and	Bartering with farmers to either utilize their value added products or utilize their raw ingredients in exchange for value added products for their CSA and direct sales customers will enable more consumers to eat locally year round. Creating cost structures and agreements with individual farmers will be

	<p>started to work with local USDA to license the Cow &amp; Quince kitchen for flexible product development. Most farmers would rather Cow &amp; Quince staff support production from recipe approval to making a final product. At the end of the grant period, only two farmer/producers are consistently using the kitchen.</p>	<p>ongoing after the grant period.</p>
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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, 2014). Include further explanation if necessary.

- i. Number of direct jobs created: 2
- ii. Number of jobs retained: 2
- iii. Number of indirect jobs created: 5
- iv. Number of markets expanded: 4
- v. Number of new markets established: 1
- vi. Market sales increased by \$400.00 and increased by 100%.
- vii. Number of farmers/producers that have benefited from the project: 32
  - a. Percent Increase: 25% increase each year of the project as new farmers/producers approach Cow & Quince

2. 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? Cow & Quince has expanded the customer base to those that previously lacked access to locally produced agricultural products in a small rural area. Through participation in community events, social media, and marketing of monthly dinners and special events Cow & Quince reached these local residents. In addition, farmers accessing the commercial kitchen to process produce and grains were able to take these products to farmers' markets around the area.

3. Discuss your community partnerships.

- i. Who are your community partners? New Glarus Chamber of Commerce, Wisconsin Farmers' Union, Green County Women in Sustainable Agriculture, Green County Economic Development, REAP Food Group (Buy Fresh, Buy Local WI), Cluck the Chicken Store, Greenwoods State Bank, Green County Tourism, Garlic Girls Farm, Grassroots Farm, Snug Haven Farm, Lucky Dog Farm, Jamie Ramsey, Carandale Farm, Landmark Creamery, New Glarus Brewery, New Glarus School District
- ii. How have they contributed to the overall results of the LFPP project? All of the partners have engaged in social media and marketing on behalf of Cow & Quince for educational events and to promote their produce and products. The farms listed have utilized the Cow & Quince kitchen or contributed produce to create value added products in the kitchen. Local economic development and the bank partnered with Cow & Quince for initial restaurant funding. The chamber, brewery and tourism have driven traffic to Cow & Quince, highlighting the availability of local food at the restaurant and on the retail

shelves. REAP, Cluck and the school district have enabled Cow & Quince to do community education events with broader reach.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? The farmers and producers will continue to utilize the Cow & Quince kitchen and provide feedback as we develop costing structures that utilize more staff of Cow & Quince. Other community partners will continue to promote Cow & Quince as an economic benefit to the area's farmers and businesses.

- 4. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? Chef contractors were utilized during the project during educational events and for recipe development of shelf stable value added products. Contractors enabled Cow & Quince to increase capacity to achieve the grant outcomes.

- 5. Have you publicized any results yet?\* We have not publicized results.

- 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).

- 6. Have you collected any feedback from your community and additional stakeholders about your work?

- i. If so, how did you collect the information? We continue to collect information through various farmer networks such as the South Central Wisconsin Women in Sustainable Agriculture and the Wisconsin Farmers Union (WFU). With ongoing purchases from local farmers/producers we ask about utilizing the processing facilities and if they would find the marketing and educational events through Cow & Quince helpful to their own businesses.
- ii. What feedback was relayed (specific comments)? "utilizing products created at Cow & Quince gives me more variety at winter markets" ; "I can increase sales and profits beyond what current cottage food laws allow in Wisconsin"; "I want to work with the Cow & Quince chef to develop recipes for canning that are unique"; (2)"I have an oat roller and would like to store it and roll oats in the Cow and Quince kitchen." and "I would like to rent the kitchen to bag local grains to sell." "I do not have the time to process my produce and am hoping working with Cow & Quince will make value added products cost effective." "I need help in understanding what is required in terms of licensing and approvals for... savory jams/mushrooms/dehydrated garlic/fermented vegetables, etc." (this from 4 different farmers)

- 7. 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?
  - a. If yes, how much was generated and how was it used to further the objectives of the award? Gross sales of product from the Cow & Quince kitchen was \$164.00 Kitchen rental generated \$145.00 These dollars enabled the creation of

processes and infrastructure for ongoing kitchen users (approved log sheets, key access, scheduling). Funds also enabled Cow & Quince to continue to purchase supplies to continue producing value added products (pickling crocks, containers, additional shelving).

#### 8. 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). Establishing relationships with farmers and increasing the number of farmers and producers Cow & Quince interacted with during the grant period definitely enabled us to be successful in some of the objectives. Utilizing networks of farmers (the Farmers Union, Green County Women in Sustainable Agriculture) enabled us to let larger numbers of farmers know that the kitchen was available. Educational events with tours of the Cow & Quince kitchen facilities also enabled us to let others know about equipment available. Although when the grant was written there were a few farmers that expressed frustration that they did not have access to a commercial kitchen, when the kitchen was established via the grant, farmers realized that the time it would take to get licensed, approved and process their produce was not something they could take on. Cow & Quince was not staffed adequately to do the research and product development as it was not part of the initial business model/grant budget.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: N/A We achieved baseline goals/objectives but hoped there would be greater follow-through and uptake from farmer/producers. See lessons learned below...
- 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: To implement a similar project, grantees should consider funding someone with the skills and expertise to navigate farmer/producers through the licensing processes for both the facility and the value added products they want to produce, as well as the ability to create recipes and products for those farmers that just want to contribute the produce and jars. Having a robust network of farmers is necessary for success. Community support is also key in accessing customers and consumers.

#### 9. 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. In the future, Cow & Quince is moving toward creating resources and a cost structure to provide technical assistance for new value added products for farmers that contact us. Once that is in place, we will publicize it via our various farmer/producer networks including the farmers that supply Cow & Quince with produce. Because so many farmers wanted production to happen via Cow & Quince staff, we are researching the viability of adding a staff person (creating a job) to do this work. With a staff person in this role, it will add the capacity needed to also provide farmer/producers with marketing and sales for their products beyond their current customers and farmers

markets. The grant provided the design and creation of approved labels, but co-branding options will also need to be explored with the farmers/producers wanting Cow & Quince services.

- 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? In 2016, Lori Stern, owner of Cow & Quince received an economic development leadership award from Green County Economic Development for her work in supporting local farmers and producers via the Cow & Quince kitchen, restaurant and market. Future plans include presenting the Cow & Quince experience at an economic development conference in Illinois in March 2017. Being available for conference presentations will be part of future efforts. In addition, Cow & Quince will develop clear costs associated with the various commercial kitchen related services to include technical assistance, co-branding, product development, and production.