

**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](mailto: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.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015 – September 29, 2017
<b>Authorized Representative Name:</b>	Christie Shell
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<b>Recipient Organization Name:</b>	Calypso Farm & Ecology Center
<b>Project Title as Stated on Grant Agreement:</b>	Southside Community Farmers' Market
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-AK-0105
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Fairbanks, Alaska
<b>Total Awarded Budget:</b>	56,620.00

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 and Run the Market**

- a. Progress Made: The Southside Community Farmers’ Market is now fully established and has been a great success! The market was established with the support of the FMPP and is quickly becoming a popular neighborhood market serving a high percentage of low-income community members, on average approximately 30% of the customers are using food benefits. We have every reason to believe that this market will continue to grow and thrive for many years to come, serving a diverse cross section of the community, including customers who do not have access to any other farmers’ markets in the area. The market has 4 vendors regularly and an additional 3-4 vendors who come periodically. Overall, we met and exceeded our goals for the start-up of this market.

- b. Impact on Community: The South Cushman neighborhood of Fairbanks is the lowest income and most food insecure neighborhood in the Fairbanks area. Thanks to the support of the FMPP – there is now a weekly Farmers’ Market with a full range of fresh, locally grown food including vegetables, herbs, eggs and meat products. Many of the customers at the market come every week and approximately 20-30% of the customers are using food benefits of some kind. This market has also become a viable market opportunity for other local growers. In 2017 the market had two vendors who were in their first year as producers.

- ii. **Goal/Objective 2: Increase the Customer Familiarity with Local Fruits and Vegetables**

- a. Progress Made: During this most recent season (year two of the grant) we saw a significant increase in the range and volume of crops purchased at the market. We attribute that in part to taste testings, Chef at the Market activities, cooking demonstrations and recipe cards that were available at the welcome booth at the market.

- b. Impact on Community: Customers were excited to find new favorite vegetables and ways to prepare them. We had some surprise hits, like kohlrabi and turnips! By having recipes and taste testing, it not only helps engage customers and start conversations, it also introduces customers to vegetables that they may be unfamiliar with. We saw big increases in sales of the vegetables that we featured!

- iii. **Goal/Objective 3: Insure that the Market is Accessible to Food Stamp Users**

- a. Progress Made: We continued to accept food stamps at the market and refined our method to make it easier to take food stamps for other vendors. We also continued to double food stamps using funds collected from the community and

several small grants. We specifically set up a fund that is earmarked for food stamp customers. Food stamp customers at the Southside Market get a 50% discount for any food stamp purchase. Vendors at the market receive half from the customer and the other half from a fund supported by the community. We do specific fundraising from churches, community organizations and individuals to support the fund. There are also sometimes small grants available from corporations and private foundation that can help support it. We feel strongly that offering financial incentives for food stamp users is critical to food justice.

b. Impact on Community: Food stamp customers continue to make up a large part of the customer base for the market. In 2017, we also saw a 30% increase in the number of food stamp customers that shopped at the market in 2016. We believe that the increase in food stamp customer numbers is due to the following: 1) offering a 50% discount for food stamp purchases 2) increased outreach about the market and food stamp benefits via neighborhood canvassing and outreach through community service agencies and churches.

iv. **Goal/Objective 4: Raise Excitement and Awareness of Local Food**

a. Progress Made: The continued success of the Southside Market is a testament to the increased excitement about local food. The high number of weekly repeat customers was also encouraging. The overall feel of the market is very upbeat resulting in a good community feeling. This was achieved in large part by hiring a local resident to host a welcome table each week highlighting local food and how to use it. Additionally, the friendly nature of the market is supported in part by several community volunteers who assisted as need with vendor set up and helped make customers feel welcome.

b. Impact on Community: More awareness and excitement around local food is great for the community, both consumers and producers. In order for vendors to be able to sell their produce effectively, customers need to understand the product and where it's coming from. As the demand for local produce grows, more vendors will be able to sell their products.

v. **Goal/Objective 5: Mentor Beginning Farmers in Direct Marketing**

a. Progress Made: Two beginning farmers joined the market in the second year of this grant. They both came every week and felt that the season was very successful. They plan to continue to attend in the future. The market proved to be easy for them to attend and also financially viable. For one of these vendors, this was her first experience selling her product. She is a new farmer, focusing on eggs and had been very hesitant to be part of the much larger, established Farmers Market in town, due to the size of the market and the somewhat complicated structure. The Southside Community Market is small, friendly and easy to participate in for vendors. Additionally, for small scale beginning producers, a small market is more appropriate for the volume that they have available each week.

b. Impact on Community: more farmers in the community who are learning how to successfully market directly to consumers is beneficial to everyone involved.

Customers have more opportunities to buy directly from local producers and producers have the opportunity to grow their customer base.

vi. **Goal/Objective 6: Increase the Customer Base of the Market in Year Two**

a. Progress Made: In 2017, there was a 30% increase in customers at the market. We achieved this by doing the following outreach activities: 1) door to door canvassing, 2) postcard mailing to the neighborhood within a 2 mile radius, 3) large banners up for the summer in visible locations, 4) newspaper advertising, 5) local radio Public Service Announcements, 6) outreach via local community service agencies – health center, head start, counseling services, food bank, etc.

b. Impact on Community: Increases in customers at the market results in a long lasting presence of the market in the community. This is good for the neighborhood and good for the farmers. We are hoping that the growth experienced in these first few years will continue, resulting in an increased number of vendors as well. The number of vendors at a market needs to be correlated to the number of customers so that each vendor has enough sales to make the time at the market worth it. As the number of customers increases, more vendors can be added to the market.

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: 2
- ii. Number of jobs retained: 3
- iii. Number of indirect jobs created: 4
- iv. Number of markets expanded: 1
- v. Number of new markets established: 1
- vi. Market sales increased by approximately \$4,000 and increased by approximately 30%. (This is the approximate increase in sales from the 2016 season of the market. We attribute this increase to the marketing we were able to do with the grant.)
- vii. Number of farmers/producers that have benefited from the project: 11
  - a. Percent Increase: 80% (This is the total for the period of the grant)

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 expanded the customer base to include more low income consumers thanks to additional outreach to Food Stamp and WIC customers, including the continued doubling of Food Stamps at the market. Calypso has been able to double food stamps thanks to charitable support from individuals in the community and some small grants.

4. Discuss your community partnerships.

- i. Who are your community partners? The Intercultural Assembly of God Church, newly named the South Fairbanks Assembly of God, The Fairbanks Food Bank, the Resource Center for Parents and Children Program and the JP Jones Community Center
- ii. How have they contributed to the overall results of the FMPP project?

**South Fairbanks Assembly of God:** they provide the site for the market and outreach about the market to their congregation.

**The Fairbanks Food Bank:** They help promote the market and specifically the extra benefits for food stamp customers. They primarily do this by putting small flyers about the market in their food boxes

**The Resource Center for Parents and Children:** They allow us to put several large banners promoting the market outdoors and also help coordinate efforts to reach out to WIC customers. They are a local agency that distributes WIC coupons. They also bring a group of new mothers over to the market each week. They are located about 2 blocks from the market.

**Breadline, Inc. – Stone’s Throw Chef Training Program** – They helped promote the market at their soup kitchen and conducted “Chef At the Market” activities at the market a couple of times through the season to highlight certain vegetables and how to prepare them.

**JP Jones Community Center:** They assist with outreach about the market.

- iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this FMPP grant? Yes! We are happy to report that all partners are willing to continue supporting the project as they have these past two years

- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? No

- 6. Have you publicized any results yet?

No, we have not yet publicized the results, but we plan to publicize the results of the project in our Annual Report, on our website, through an email newsletter and via social media

- 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? We collected qualitative feedback from customers by having casual conversations with them about which items they were hoping to see at the market and how they heard about the market. Additionally, Daisy Edwards, the neighborhood resident who staffs the market welcome table, talks with each new customer at the market – she also often gets informal feedback about the market.

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

“We love coming to this market! We are telling all our friends about it!”

“We want more tomatoes and cucumbers!”

“50% off with Food Stamps is so great!”

“I can’t believe this market is in my neighborhood! It’s our new routine to stop here on Tuesday evenings!”

“My kids love these vegetables. The peas never make it home!”

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? Yes
  - a. If yes, how much was generated and how was it used to further the objectives of the award? Approximately \$500 was collected from market vendors as a seasonal fee to participate in the market. As an incentive, we returned half of the fee to the vendor if they participated in a certain percentage of markets for the season. The other half was used to support the efforts of running the market.

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).

Hiring someone from the immediate neighborhood is a GREAT IDEA – This grant allowed us to hire a local neighborhood resident to staff the welcome table. She was such an asset to the market. She helped create a really friendly and familiar environment for neighbors – this was really important – especially for this neighborhood which has never had a farmers market and has many residents who don’t shop at farmers markets. She also brought in all kinds of neighborhood residents through word of mouth promotion. We will continue to budget to pay her into the future! It is well worth it!

Increasing the number of Food Stamp Customers at a Farmers’ Market is challenging – We worked really hard to reach out to food stamp customers including partnering with many other local service agencies not names in the grant – we also heavily promoted the 50% off for Food Stamp customers. Although we did see an increase in the number of Food Stamp customers as well as the volume that they purchased, we did have to work hard to get the word out and we are still looking for more ways to reach out.

Offering some sort of financial support to Food Stamp Customers is very effective in increasing the number of food stamp customers – We noticed that many of our food stamp customers were motivated to come to the market because they’d heard about the food stamp doubling. Many also told us how grateful they were for the doubling which allowed them to buy fresh vegetables and also have enough for the other food they needed to get through the month.

Local fundraising to support Food Stamp customers is possible!

Since this grant did not cover any kind of food stamp doubling, we needed to reach out the community to raise dedicated funds for that. We were nervous about how much we could raise but were happily surprised that we were able to raise funds from the community and through small grants to support the effort. We don’t want to underestimate the effort it takes to raise extra funds, but we can confirm that it’s possible!

Having a vendor strategy is important

Although we've seen a clear increase in customers at the market, the market is still small so it can't really support a large number of vendors. One strategy that we've used is to reach out specifically to vendors that are selling different things from one another – that way vendors aren't really competing much with one another for the customers at the market and the customers have a nice range of products and produce to choose from!

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:  
We did have some trouble meeting our goals of consistent vendor numbers. Based on the new vendors that we did get, we suggest reaching out to them personally rather than waiting for them to inquire about the market. Word of mouth works really well! Also, it's better to respond to the need for more vendors and grow slowly rather than to have many vendors who are not happy with their sales.
- 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:  
It's better to do less effectively than to try to do too much!  
We learned not to spread ourselves too thin. We had to revise our original project goals to be more realistic for what we could accomplish. It was much more effective for us to focus on the market and its promotion and do that well, than to try to also incorporate the Veggie Truck at this time.

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 are really happy to report that the Southside Community Farmers' Market is up and running and we have every intention to continue running the market into the future. We will continue to hire Daisy Edwards, the neighborhood resident to staff the welcome booth and we will continue in full partnership with the project partners. We will also continue promoting the market and doing extra outreach to increase the number of food stamp customers. We have an established fund for matching food stamp dollars and will continue to raise money for that fund.

- 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?

We plan to continue the great marketing and outreach efforts for the Southside Community Farmer's Market! Because this grant allowed us to try many marketing approaches, we have good information about the methods of outreach and marketing that are the most effective for us.