

**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>	September 30, 2015 – September 29, 2018
Authorized Representative Name:	Valerie Miller
Authorized Representative Phone:	530-865-2912
Authorized Representative Email:	vmiller@orlandfarmstead.com
Recipient Organization Name:	Orland Farmstead Creamery, LLC
Project Title as Stated on Grant Agreement:	North State Producers Network
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPCA0152
Year Grant was Awarded:	2015
Project City/State:	Orland, CA
Total Awarded Budget:	100,000

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: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

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: Make access to local foods more convenient for consumers with an online ordering system and weekly deliveries to a community delivery site.
 - a. Progress Made: During the first 6 months of the grant we set up and launched online ordering system, Hired part-time Office Manager, developed logo and promoted brand image, established two community delivery sites, purchased packaging materials and supplies.
 - b. Impact on Community: Website is available for consumers to conveniently order local food online for home delivery or community delivery site pick-up.
 - ii. Goal/Objective 2: Increase consumer awareness of availability of local foods by working through schools, churches and clubs to promote the online ordering program.
 - a. Progress Made: Have a minimum of 125 customers registered for online purchasing by September 2016. Throughout the grant period, we continually reached out to schools, clubs and various organizations with facilities that could serve as community drop off locations and recruit additional members. The Center for Healthy Communities, Chico Women’s Club and Glenn County Senior Nutrition Program are all available drop off locations. In addition, they encourage their members and supporters to support our project. We have 61 customers registered for online purchasing.
 - b. Publication of advertisement (in regional food magazines)
Progress Made: Placed advertisements in eight quarterly editions of a regional food magazine, Edible Shasta Butte, and weekly advertisements in the local news media, Chico News and Review. Advertised in North State Parent Magazine and promoted with advertising through Facebook. Attended the Orland Craft Fair, a community event held in December in 2015, 2016 and 2017, and Hobby Day in March 2016 and 2017, attended and advertised at the Chico Nut Festival in April 2017, attended the Soroptimist Brew Festival and Chico Humane Society Art and Wine event to promote the online market place, sampled various products available from the market, offered serving suggestions and recipes, handed out cards with website information. Partnered with Department of Nutrition and Food Sciences at California State University Chico to Co-Sponsored “A Day at the Dairy” in June 2017, an event held at Orland Farmstead Creamery where we hosted 10 local producers, all that have their products available for sale through NSPN, that promoted, sampled and sold their products while promoting NSPN. At the event we had a booth with a laptop where we explained how NSPN works and encouraged attendees to sign up as a member and/or join our mailing list to get further information about NSPN. Reached over 7,000 people on Facebook by promoting the event and received 37 new followers on the NSPN Facebook page. In May 2018 held the second annual “Day at the Dairy” at Orland Farmstead Creamery hosting 12 local producers and a local food truck that uses products of the same producers attending the event. Approximately 250 attendees.

c. Interviews on local TV, radio, and newspapers

Progress Made: Interviewed and article published in Edible Shasta Butte magazine, interviewed on KIXE channel 9

<https://www.youtube.com/watch?v=YyJeZjVyrrU&t=736s> , the local PBS station, interviewed on North State Public Radio, the local NPR station

<https://www.mynspr.org/post/online-farmers-market-launched-butte-glenn-tehama-and-shasta-counties>

And had an article written in the Chico News and Review

<https://www.newsreview.com/chico/high-tech-farmers-market/content?oid=20614933>

d. Impact on Community: Consumers are becoming aware of the availability of local foods being delivered through this online ordering system. Had additional members register during and after the promotional events.

iii. Goal/Objective 3: Educate consumers about local food production with school tours and classroom education.

a. Progress Made: Held two Day at the Dairy events with over 500 people attending (total for the 2 events) – adults, and children, mostly families. The attendees toured the dairy and cheese making facility, learn about milking cows and how cheese is made and attended cheese making and cooking demonstrations. The cooking demos were performed by local chef's using local products available through the North State Producers Network.

b. Impact on Community: Educated over 500 consumers about the dairy and cheese making process, introduce them to NSPN producers and give them the opportunity to talk with them about their products and learn about cooking with local ingredients.

iv. Goal/Objective 4: Increase sales of products for local producers while minimizing distribution costs.

a. The goal of this project was for a minimum of 8 producers to increase the sale of their locally grown and manufactured food products to over 125 families in the first 12 months.

Progress Made: We have made over 65 products from 17 different producers available to consumers through the online market. In addition to the products being available on the online market, the events held at the dairy gave producers the opportunity to sell their products directly to the consumer at the event, at no cost to the producer. 61 members are registered on the online market.

b. Customer surveys – We used customer feedback to determine what other local and regional products they are interested in purchasing through the online farmers market.

Progress Made: Performed an online customer survey to determine what would encourage consumers to use the market. Results showed most of the people that responded were not aware of the online market, or just didn't think about

using it. Determined that we need to continue to promote the market at public events, and thru regular emails to existing email list and members.

c. Expand delivery services (Spring 2016): Sign a lease agreement for additional delivery vehicles, hire additional staff .

Progress Made: Not enough demand to justify leasing additional vehicles or hiring additional delivery staff.

d. Impact on Community: There has been a lot of community support for the concept but still working on recruiting customers and delivery drop off locations. When we attended events etc. people thought it was a great idea and seemed to support it but then did not order. We had people register and create accounts, but never placed orders.

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: 3
- ii. Number of jobs retained: 2
- iii. Number of indirect jobs created: 0
- iv. Number of markets expanded: 12
- v. Number of new markets established: 12
- vi. Market sales increased by \$1,000 and increased by .01%.
- vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: 100% (17 Producers)

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? We could produce our marketing materials in Spanish and try to reach that ethnic population. We tried to work with USDA in order to be able to accept SNAP (Food Stamps) in order for low income people to be able to order online, but they do not currently have a way to accept payment without the individual's card being scanned.

4. Discuss your community partnerships.

- i. Who are your community partners? CSU, Chico, Glenn County Senior Nutrition Program, Center for Healthy Communities, Chico Women's Club Chico Unified District elementary schools, local farmers
- ii. How have they contributed to the overall results of the FMPP project? CSU, Chico assisted with costs and promotion of the first promotional event held at the dairy, resulting in additional members registering for the online market, County Senior Nutrition Program, Center for Healthy Communities, Chico Women's Club help promote the market with their customers and members as well as offer pick up locations for members to pick up products ordered through the online market, making the process more convenient and less costly for the consumer. Farmers have provided products to list as available on the online market.
- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? Promoting the online market, providing

community drop off sites, offering new products for sale on the market

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

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? Performed two online surveys, one directed at consumers and the other at producers

i. If so, how did you collect the information? Surveymonkey.com

ii. What feedback was relayed (specific comments)? Consumers are not ordering online, either because they did not know about the web site or because they forget to use it. Producers are content selling their products at Farmers Markets and are not sure how to price their products for a wholesale market.

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? No

a. If yes, how much was generated and how was it used to further the objectives of the award? When product was sold the sales proceeds were paid to the producer, not into the project. The income went directly to the producer, which was indirectly the goal of the award, to increase producer sales.

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). This project gave several producers the opportunity to learn about selling their product at wholesale through a distributorship type of market, as opposed to a physical Farmers Market where they are dealing directly with the consumer. It also brought several producers together to talk about other ways to expand their market area and doing joint distribution, not only directly to consumers, but also to wholesale markets. Due to low levels of sales, many of the producers became disinterested and were not willing to participate in the promotional events. More participation in promoting the NSPN by each producer would help to increase the markets sales. Although we did a lot of print, TV and radio advertising as well as promotional events, consumers still seemed to be unaware of the market and/or didn't think about using the market. I feel like the concept was to forward think for this community, they do not seem to be ready for an online ordering system. The online market program that we used was not what we expected, and some problems with the program at initial launch deterred some customers from purchasing through this method. I was also disappointed in the lack of interest from the schools to

act as community drop off locations. Prior to applying for the grant, I spoke with several parents and school administrators about the concept of being a drop off location and promoting the market within their community as a potential fundraiser (a portion of sales at their location going to their organization) as well as the educational element of field trips to the producer's locations etc. They were enthusiastic at the time, but once the market was set up they were not willing to become a community location of help to promote the market.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Producers need to be on-board to help promote the market. I feel like I promoted it to the producers to increase sales but didn't emphasize that because it was a new market and a new concept for our area, that they needed to help with promoting it. Community support is a key to the success of this concept and having members at drop off locations participating is essential to the success. We couldn't get the schools on board to use this as a fundraiser and community building the way we had anticipated. I also feel like the online program we initially began with did not function in a user-friendly way, so we lost our initial customer base due to problems with the online ordering system.
- 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: Administration of the project was not difficult but understanding how the required reporting and forms are completed did take some time. I had a hard time communicating with the Grant Management Specialist I had in the beginning of my grant, but a new specialist was assigned to my grant part way through, and he made it much easier to work through the reporting aspects of administrating the grant.

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 in the process of changing the online program we are currently using for the ordering process. It seems like the market place we were using is more costly than anticipated for the amount of sales we have, and that some of the features are not necessary for our situation.
- 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? N/A