

**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.

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| <b>Report Date Range:</b><br><i>(e.g. September 30, 20XX-September 29, 20XX)</i> | September 30, 2015 – March 31, 2018 |
| <b>Authorized Representative Name:</b>   | Marie Uber                          |
| <b>Authorized Representative Phone:</b>  | (209) 605-8536                      |
| <b>Authorized Representative Email:</b>  | modestocfm@gmail.com                |
| <b>Recipient Organization Name:</b>  | Modesto Certified Farmers Market    |
| <b>Project Title as Stated on Grant Agreement:</b>                               | Junior Chef at the Farmers' Market  |
| <b>Grant Agreement Number:</b><br><i>(e.g. 14-FMPPX-XX-XXXX)</i>                 | 15FMPPCA0153                        |
| <b>Year Grant was Awarded:</b>   | 2015                                |
| <b>Project City/State:</b>   | Modesto, CA                         |
| <b>Total Awarded Budget:</b>   | \$97,207.00                         |

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: Trina Walley; Email: [programs@eaststanrcd.org](mailto:programs@eaststanrcd.org); Phone: 209-287-3672

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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: Reach potentially new households and consumers by targeting two Modesto Junior High Schools.
    - a. Progress Made: Conducted tastings at two Modesto Jr High Schools. Reached out to parents at Parent Education night to express the need for healthy eating habits at this age and get students signed up for summer cooking classes.
    - b. Impact on Community: 1400 students, 2800 tastings given out. The tastings selected were items that could be found at the local farmers market and were items the students may not have tasted before. Students expressed an interest in attending the market, signing up for the cooking classes as well as intent to eat more of what we provided in the tastings.
  - ii. Goal/Objective 2: Increase healthy eating choices by adolescents.
    - a. Progress Made: Hosted cooking classes at Modesto CFM, Hughson CFM, Robertson Road Elementary and Kirschen Elementary.
    - b. Impact on Community: 210 students in 2018, 451 students in 2017 and 288 students in 2016 for a total of 539 students. Reached 38 households in 2018, 62 households in 2017 and 42 households in 2016 for a total of 142 households. During the summer months, students would purchase fresh and local ingredients at the market with their parents to replicate recipes at home. Post cooking class surveys of students and parents revealed that students continued using the cooking skills learned in the class to cook the healthy recipes at home for their families. Parents also responded to the class with increased interest in shopping at the farmers market and preparing fresh recipes at home.
  - iii. Goal/Objective 3: Provide social interaction and encourage this “so busy” age group to take time to prepare healthy snacks/meals.
    - a. Progress Made: Created Jr Chef Competition to encourage students to create their own menu item using the skills they learned at cooking classes. Students met as teams at the farmers market and interacted with professional chefs to demonstrate knowledge of skills and use of fresh ingredients from farmers market in recipes. Jr Chef students participated in community events such as Annual Farm-to-Fork event at Modesto CFM, Ceres Fruit & Veggie Fest and Healthy Kids Healthy Schools Symposium to showcase the skills they learned and learned to interact with the public.
    - b. Impact on Community: 38 students/households in 2018, 62 students/households in 2017 and 42 students/households in 2016 for a total of 142 students/households. Engaged 8 local restaurants, 7 school food service professionals, and 9 community leaders as team mentors and judges. Between year 1 and 2, new students that signed up for the cooking class had heard from past students which shows the content was interesting and engaging for the students to talk about the summer program afterwards at the schools. Hughson School District has explored additional ways to implement student led local foods in their school lunch menus. At least one of the restaurants that

participated in the program is not only ordering more local foods but has opened a catering tent at the farmers market on Thursdays and Saturdays.

- iv. Goal/Objective 4: Increase sales in local farm production.
  - a. Progress Made: Used at least two vegetables and two fruits at each cooking class and nutrition education class at the market. Students participated in purchasing produce from the market vendors on class days. A total of 89 fruits and vegetables were featured over the two year project. 92% of the participants reported that they will be eating more fruits and vegetables because of the cooking class.
  - b. Impact on Community: Purchased from 71 market vendors over course of cooking classes. Increased sales on average of 14% for the market and local farmers with individual sales increased as much as 33.6%. Parents shopped the market while students were in the cooking classes. 76% of the participants reported that they have prepared the recipes using fresh fruits and vegetables that they learned at home for their family.
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: 8
  - ii. Number of jobs retained: 3
  - iii. Number of indirect jobs created: 5
  - iv. Number of markets expanded: 0
  - v. Number of new markets established: 0
  - vi. Market sales increased by \$37,881.37 and increased by 14%.
    - a. NOTE: This amount is less than previously reported on interim reports due to an inconsistency in reporting by vendors on load sheets. We worked with University of California Cooperative Extension to perform an economic analysis that would take into account these inconsistency to provide a more accurate economic impact report.
  - vii. Number of farmers/producers that have benefited from the project: 71
    - a. Percent Increase: 33.6
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?

Increase in low income/low access populations shopped the market shown by increases use of WIC and SNAP benefits. This increase in customers continued during Fall 2016, Spring 2017, Summer 2017 and Fall 2017. The program complimented the markets SNAP Match program which became so popular that in 2017 the market had to put a cap on each market date in order to keep within their budget for market match.

4. Discuss your community partnerships.
  - i. Who are your community partners? East Stanislaus Resource Conservation District (ESRCD) through their Stanislaus Grown program and University of California Cooperative Extension (UCCE) through their Harvest of the Month program. Stanislaus County Health Services Agency and Stanislaus County Office of Education through their nutrition education and obesity prevention programs.

- ii. How have they contributed to the overall results of the FMPP project? ESRCD and UCCE have been instrumental in the planning and implementation of the tastings, cooking classes, menu and educational materials to prepare the project for implementation with the greatest impact possible to students and farmers' market vendors.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? All partners will continue to contribute to the project as well as to the long range sustainability. UCCE will be able to increase the number of students and households the project reaches through their countywide tasting program. Stanislaus Grown will be able to increase additional markets access to program through their relationships countywide. Stanislaus County entities have contributed to planning for program continuation and sustainability by integrating them into existing programs and seeking ongoing funding.
  
- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
 

We have contracted with East Stanislaus Resource Conservation District to assist in the event planning and implementation. ESRCD have experience and knowledge of working both within the parameters of an FMPP grant as well as creating a public event which as served well in the initial planning of event and meeting requirements. The partnerships that have been developed with the assistance of ESRCD has been an important contribution to the success of the program. As a market manager, there is not enough time to manage the daily and weekly management of the market and take on a project of this size, without strong partnerships. ESRCD was a knowledgeable and dependable contractor that kept all aspects of the project transparent and replicable for others to continue successful implementation.
  
- 6. Have you publicized any results yet?
  - i. If yes, how did you publicize the results? Yes, though local newspaper articles, Stanislaus Grown Local Food & Farm Guide articles, presentations to local partners.
  - ii. To whom did you publicize the results? California Farm-to-School Conference, Healthy Schools, Healthy Kids Symposium, Annual Farm-to-Fork event, Health Service Agency Fruit & Veggie Fest, school administrators, farmers markets, community members, food service directors, farmers and city officials both locally and throughout the state.
  - iii. How many stakeholders (i.e. people, entities) did you reach? 24 school administrators, 68 farmers markets, 1200 community members, 16 food service directors, 165 farmers and 35 city officials.\*Appendix has 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.
  
- 7. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information? Yes
  - ii. What feedback was relayed (specific comments)? All schools that we worked with expressed interest in continuing the project with at least two willing to connect the program to funding in their own programs. Summary of survey results of participants: 9week summer program: a) Favorite part of class: Learning how to cook and eating the food I made b) Least favorite part of class: the heat in tents and that it was not long

enough c) Favorite Recipe: Summer Veggie Fried Rice d) Have tried the recipes at home: 90% yes e) Will cook at home more since class: 90% yes f) Will be eating more fruits and vegetables after participating in class: 90% yes

4week off season program: a) Favorite part of class: Learning how to use tools and cut b) Least favorite part of class: nothing c) Favorite Recipe: Turkey Tacos d) Have tried the recipes at home: 62% yes e) Will cook at home more since class: 68% yes f) Will be eating more fruits and vegetables after participating in class: 94% yes

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? None
  - a. If yes, how much was generated and how was it used to further the objectives of the award?

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).

Language on Certified Kitchens differ depending on the entity which led to changes needed from our original grant to create a Temporary Food Facility that would satisfy the Stanislaus County Department of Environmental Resources requirements. Although the kitchen originally planned for within the grant was certified, it was certified according to insurance standards and not county standards to hold a public event. Although it caused a delay in our planning, it actually ended up being a positive change for the overall grant. The Temporary Food Facility allowed us to make it more visible at the market as well as take the program to community events to promote the program and the farmers market. In the end, we believe that it is going to save money in the long run and make the program more sustainable considering it no longer needs to pay facility rental fees to another entity.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: The first year outreach goals were not achieved due to the lack of communication between parents and students. Students would participate in the tastings and take information on the cooking class but it was not making it into the hands of parents to sign the student up. We added outreach events at each school to include parent-teacher nights so that information was given directly to students. The overall goals of increasing market sales was extremely difficult to track due to inconsistencies in load sheet reporting by the vendors. Although there was a definite positive economic impact, the exact amount and percentage increase was difficult to calculate. The only markets that load sheets would be a reliable source of data, would be the markets that check in and check out the vendors to track 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: Partnerships are important to take on a project of this size. There are several elements of the program that may already exist with other organizations in your area such as the local health service agency or cooperative extension service office. By planning ahead with these organizations the program could benefit each organization by taking on shared

responsibilities and reducing duplication of services.

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.

With the curriculum and facilities available from the grant period of this project, the Modesto CFM would look to sponsorships and paid fees to cover the costs to continue the program such as ingredients, supplies, chef and/or nutritionist, event coordinator. There has already been several interested partners in the community that will support the program. We will also work with partners to offer the program to schools and other farmers markets in Stanislaus County.

The continuation of the program would retain the 3 created jobs and would generate approximately \$1,350 per class in market sales. The classes could continue to reach the underserved communities surrounding the market and Stanislaus County bringing in potential new customers to the market. With an average consumer spending of \$17.30 per week, a new customer/household could generate up to \$553.60 in market sales per year which could have a significant impact for the market and vendors over time.

- 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?

There is a perception by low-income customers that costs of produce is higher at the market. Although, we took students through the market to purchase the ingredients for the cooking classes, a take-home message for the household could help address this perception. This perception may be influenced by the belief that produce is organic and therefore higher priced. The take-home message could reinforce that the market has many options that are fresh and local.

There was not as large of a Hispanic participation as expected based on demographics. Despite having flyers and recipes available in Spanish, it did not generate the participation. The school site classes that were conducted in February and March of 2018 had majority Hispanic that was more in line with the demographics. There may be an issue with transportation to the market that inhibits those same participants from attending the summer classes at the market. Further exploration/study of the barriers to participation would be needed to address this issue.

Next steps for the market is to solicit sponsorships to cover costs of continuing program. We will also have to find the right price point to get full participation. For the low income market neighbors, we need to look into student sponsors and/or parent volunteer options to offer the class at no cost to these participants. We will continue to work on ongoing partnerships in the community to offer the program at our market and to other markets and schools.