

## 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, 20XX-September 29, 20XX)</i>	October 1, 2015 – September 30 <sup>th</sup> , 2017
<b>Authorized Representative Name:</b>	Judith Cruz
<b>Authorized Representative Phone:</b>	772-489-3034
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<b>Recipient Organization Name:</b>	Treasure Coast Food Bank, Incorporated
<b>Project Title as Stated on Grant Agreement:</b>	"Treasure Coast Local Food Production Fac"
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15-LFPP-FL-0108
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Fort Pierce, Florida
<b>Total Awarded Budget:</b>	\$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: \_\_\_\_\_; 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. 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: To develop, strengthen linkages, and create profitable and sustainable markets between local Florida farmers and cooperatives and 100 area schools and the TCFB’s own 400+ human-service partner agencies who in turn distribute food to every area of the TCFB’s 4-county jurisdiction of 100,000 food-insecure people.

a. Progress Made: **We continue to meet with local farmers, cooperatives, area schools, and our partner agencies to provide them with information about the program and how they can be involved. Our outreach has included local food shows organized by Localecopia (local food hub with a network of 20 members- see attached list of their network and products) and Cysco Foods, as well as attending meetings of our local and statewide Food Policy Councils, and partnering with the Florida School Nutrition Association to reach more school food service directors. We have also made special presentations about the produce facility at our annual partner conference, the legislative delegations of our 4-county service area, our local farmers’ markets, and Meetings with growers have included discussions about planting specific produce for us to purchase at harvest based on the needs of our contracts with a variety of entities (schools, Meals on Wheels, hospitals, assisted living facilities, etc.) as well as discussion of pricing for “imperfect” produce they cannot sell through their traditional markets. Our Memorandum of Understanding for our partnership with growers address the following criteria:**

- **Agree to be part of TCFB produce program, give reasonable time frame for discontinuing program**
- **Agreement to promote TCFB produce program to others in the agricultural field**
- **Plant specific crops according to contracted needs of school districts and/or other agencies in area**
- **Compensation for crops upon harvest**
- **Compensation for crops that do not make it to harvest due to “acts of god”**

**We successful bid on and obtained the St. Lucie County School District Farm 2 School contract for the 4<sup>th</sup> year in a row. Our contract this year includes organic beef along with produce. We are in the process of becoming vendors in all districts where we would be bidding to become produce providers. We are also in the process of being added to the Florida Department of Agriculture and Consumer Services statewide farm to school bid, which will allow us to bid on the items and all school districts in the state will have access to our bid prices. We are collecting data from school food service directors regularly to find out what their needs/challenges are with providing fruits and vegetables on their serving lines and confirming current price points per serving of fruit and vegetable. We are also discussing their needs for those schools participating in the USDA Fresh Fruit and Vegetable Program since we would be able to provide cost effective fruit and vegetable 2oz portions for this program. Finally, we**

are in the process of registering on Demand Star so we can be informed when any school district in the state releases a farm to school or produce bid.

b. Impact on Community: **Our partner agencies are very excited about the prospect of receiving processed produce in addition to the fresh produce they are already receiving. They have also indicated to us that the ability to access produce all year round through our programs is very appealing to them and will make their clients happy. Localecopia is thrilled to provide a new opportunity to their network of growers and included our processing plant plans in their latest newsletter. Our local funders who attended the grand opening have been reaching out to us to provide us with other contacts we can set up meetings with to establish partnerships and the initial publicity has gotten our community excited about our future plans.**

ii. Goal/Objective 2: To fully utilize TCFB's new, fully-equipped Food Production Facility which will process, prepare, value-add, flash-freeze, and cryovac 25 million pounds of healthy produce (in just the first year) for area schools and TCFB's 400+ partner agencies. TCFB owns this facility which is equipped with all mandatory items (except one – more later on this needed item) such as freezers, coolers, rolling tables, washers, and several necessary commercial kitchen items. Over the next four years (LFPP grant year + 3 more), our Food Production Facility will produce 144,428,875 pounds of nutritious fruits and vegetables, valued at \$248,417,665 by Feeding America.

a. Progress Made: **Processing equipment installation was completed in June 2017 and we have been processing since then. Our first venture into processing was 780 pounds of minestrone soup and 1,257 pounds of cream of potato soup. These were cooked, chilled, and packed in 10 lb. bladder pack bags and distributed to local food pantries and soup kitchens. We also received a shipment of a truckload of Kalamata olives in drums that were originally destined for Disney World to be used in a recipe, but when the recipe requirements were changed from whole olives to chopped, they decided to donate the whole olives to us. Our processing facility staff easily bagged and sealed the olives so we could distribute them through our partner agency network. We have also expanded our processing for the St. Lucie County Farm 2 School program to include chopping celery, making cobettes of corn, and slicing carrots for their kitchens. This is in addition to the ongoing processing we do for all the fruits and vegetables we receive through this program. We also have new contracts with Localecopia and Driscoll Berries. Our contract with Localecopia is for a variety of processing methods for tomatoes, cucumbers, red peppers, green peppers, oranges, tangerines, zucchini, and squash. This processing contract was delayed due to Hurricane Irma but will now begin mid-January. Our contract with Driscoll Berries is for donations of second run whole strawberries to be distributed to our clients in need along with providing us with a discounted purchase price for those we will use in our processing facility.**

b. Impact on Community: **We have processed a total of 804,860 pounds of fruits and vegetables throughout the grant period. This has allowed us to provide meals to 37 of our food pantry and soup kitchen partners. Our Farm 2 School Program is also providing meals to 49 schools and contributing to the 11,000 breakfasts and 27,000 lunches served at these schools each day of the week.**

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: 2
  - ii. Number of jobs retained: 2
  - iii. Number of indirect jobs created: 40
  - iv. Number of markets expanded: 86
  - v. Number of new markets established: 5
  - vi. Market sales increased by \$118,319 and increased by N/A%.
  - vii. Number of farmers/producers that have benefited from the project: 25
    - a. Percent Increase: N/A
  
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? **Our organization regularly works with 400+ partners serving the low income/low access populations. However, our ability to expand our offerings of food to these partners is very exciting for us and the clients we serve on a daily basis. We are also excited to be working with new businesses like Localecopia and Driscoll Berries.**
  
4. Discuss your community partnerships.
  - i. Who are your community partners? **Community partners include 400 community partners who we collaborate with to reduce food insecurity, four local public school districts, Florida farmers and growers, the USDA, the University of Florida/Institute of Food and Agricultural Sciences.**
  - ii. How have they contributed to the overall results of the LFPP project? **Parties mentioned above have all participated in ongoing conversations about local USDA Farm 2 School expansion efforts in our community. In addition, local farmers and Treasure Coast Food Bank have established agreements on allocating farm acreage specifically as food sources for the project. In the summer of 2016, Treasure Coast Food Bank, working with our local extension office, hosted a summit with local growers to introduce them to the project and present them with a timeline to begin providing produce specifically for the project. One of our partners, Faith Farms, has decided to dedicate 5 acres to allow us to plant any fruits and vegetables we want to use in the processing facility. We are working with them to determine the best options for the soil and will be the most useful to the recipes we have tested and the requests we have received from local food and nutrition staff at the schools.**
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? **USDA Farm 2 School programs will be formalized (with local School Districts) and contracts with schools will be made. We continue to meet with local growers to inform them about our facility and how they can work with us to increase their sales and revenue.**
  
5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?

Yes, TCFB worked with an architecture firm (Donadio and Associates, PA) and a construction firm (Jacquin and Sons Construction) to complete the project by Summer 2017. They were responsible for the final renovation plans for the plant and the receipt and installation of the equipment for the facility. LFPP Funds were used to purchase the processing equipment only – not for contractors.

6. Have you publicized any results yet?\* **Yes**

- i. If yes, how did you publicize the results? **Treasure Coast Food Bank continues to provide updates on the project through its web site ([www.stophunger.org](http://www.stophunger.org)) and its social media channels. There was a feature article in Stuart Magazine and our local Palm Beach Post newspaper that ran in November 2016. We also held a soft Grand Opening on March 16<sup>th</sup>, 2017 and received press coverage for the project:**

**Press Release: Treasure Coast Food Bank launches fresh food processing plant**  
<https://stophunger.org/treasure-coast-food-bank-launches-fresh-food-processing-plant/> (includes photo gallery and video of the event)

**Facebook Post: <https://www.facebook.com/tcfoodbank/posts/10154174711371249>**  
(includes photos of equipment with descriptions)

<https://www.stuartmagazine.com/features/how-treasure-coast-food-bank-changing-food-security-thanks-bunch-tomatoes>

<https://stophunger.org/tcpalm-treasure-coast-food-bank-launches-fresh-food-processing-plant/>

<http://www.palmbeachpost.com/news/local/treasure-coast-food-bank-project-will-boost-ability-help-families/9a0xUzCJrZZ1w00rGdUldL/>

**We were also recently featured in “At the Table: USDA Food and Nutrition Service Southeast Regional Office End of Year Review”.**

- ii. To whom did you publicize the results? **The general public in southeast Florida as well as citizens, businesses, and organizations actively engaged in Florida’s food movement.**
- iii. How many stakeholders (i.e. people, entities) did you reach? **It would be impossible to quantifiably measure the daily print and digital readership of these specific news articles but with that said, we know, qualitatively, that the articles generated positive feedback about the project and further interest in how it can be supported.**

\*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?

- i. If so, how did you collect the information? **Feedback has been received largely through qualitative discussions, usually one-on-one or in small group settings. The soft Grand Opening also provided us with feedback during our guided tours of the facility. We also asked the partner agencies who received the soup to email us their feedback on the quality, ease of distribution, and client satisfaction of the product.**
- ii. What feedback was relayed (specific comments)? **Universally, the project has been received positively. This was also true at our summer growers' summit where we introduced the project more formally to local farmers. The feedback from our partners receiving the soup was that it was healthy and nutritious, was packaged in a way that was very easy to utilize in the kitchen, and the clients enjoyed the taste, texture, and thickness of the soup, which allowed it to be more filling than most minestrone soups.**

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:
- 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? **All revenue generated by our processing contracts is put toward the operational costs of running our facility.**

9. 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). **We learned it was very helpful to work with an advisor from our location county in order to get through the permitting process without delays and with some efficiency. Our construction supervisor was very helpful in getting us through some of the slight issues we had with our original architectural firm. The people working on this project were passionate about getting the facility done so we can use it to help people in our community and this fueled a lot of their efforts to make things happen during nights and weekends to meet our deadlines. We realized early on that recruiting farmers for this project was not a one-person job and we have developed a committee of staff, board members, and volunteers who have been tasked with reaching out to the agricultural community and promoting our facility to them. We also learned our conversations with the school food and nutrition staff have been very helpful for us to develop menus and determine items to test in the kitchen. We want our products to be as appealing as possible to the children in these schools as well as the other audiences we have been reaching out to for possible meal contracts. We have developed a process for recruiting that includes conversations with the staff regarding the taste of their clients and will provide a taste test of product offerings along with our kitchen tours as part of our pitch to these clients.**
- 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: **We had hoped to be**

processing for more months of the grant period but the installation of equipment took longer than anticipated. Expanding this phase of the timeline to include some extra time for potential delays would be helpful to anyone implementing a similar project. We would also recommend the development of a committee to recruit farmers earlier on in the process to be farther along in the process quicker.

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. **Upon completing the first year of full operational activity, we anticipate having our partnerships with local farmers to increase to at least 50 formalized agreements. We will continue to expand our processing offerings to the St. Lucie County School District and will have at least 3-5 more Farm to School contracts obtained. Our application for the After-School Meals Program through the Florida Department of Health should be approved in the next month and we will be able to begin serving 200+ dinner meals 5 days a week through 4 Boys & Girls Club locations in St. Lucie County. We also anticipate creating and retaining 15 local jobs during this time frame.**
- 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 are exploring other processing options we can do with dairy products like yogurt as well as doing research regarding the processing of baby food to see if this is also something we can pursue. There are many dairy ranches in one of our counties, Okeechobee, that we could tap into to pursue these options to open up new markets.**