

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2014 - September 30, 2016
Authorized Representative Name:	Dr. Samuel Scott
Authorized Representative Phone:	954-434-8220
Authorized Representative Email:	Nsied2002@aol.com
Recipient Organization Name:	North-South Institute
Project Title as Stated on Grant Agreement:	FAMILIES MAKING PRODUCE PRIORITY: FARMERS MARKET DEVELOPMENT TO LINK COMMUNITIES TO LOCAL FOOD SYSTEMS
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-FL-0039
Year Grant was Awarded:	2014
Project City/State:	Sunrise, Florida
Total Awarded Budget:	\$99,500

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: _____

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff.

- i. **Goal/Objective 1:** During a twenty-four (24) month period, the Institute shall increase the number of families served at farmers markets by 25% through increased advertisement and outreach to local families in targeted communities and local growers as evidenced by a minimum of 1,200 families served at the market per week.

(a) Progress Made

The activities below highlight the progress made under goal #1.

- Using the methods of community outreach meetings and listening sessions through CWM-WHF (Clara White Mission – White Harvest Farms), the Institute promoted the development of the Farmers Market and local farm to the surrounding neighborhoods in 14 Food Deserts (FDs). To date, the Institute has reached 2,011 families/households from the following three clusters using these methods: #1 – 5 FDs consisting of 6,126 families, #2 - 4 FDs consisting of 4,576 families, and #3 - 5 FDs consisting of 7,243 families.
- Partnering with the faith based organization, RCCCI-OFP (Oasis Food Project), using their food bank program, the Institute served 860 households/families monthly covering 4,628 within 10 of 49 FDs in Broward County receiving fruits and vegetables.
- Using the methods of community outreach meetings and listening sessions through CWM-WHF, the Institute promoted the development of the Farmers Market and local farm to the surrounding neighborhoods in 14 Food Deserts (FDs). CWM-WHF launched famers market which served 250 families in the surrounding areas in October 2015.

- Partnering with the faith based organization, RCCCI-OFP, using their food bank program the Institute served 200 households in May 2015 within 10 of 49 FDs in Broward County receiving fruits and vegetables. The Institute promoted the development and implementation of the Mobile Farmers Market and Local Farm to the surrounding neighborhoods in 14 Food Deserts (FDs), to increase the amount of families served in these areas. CWM- WHF was successful in selling seasonal and annually available produce during regular operational hours. In addition to the regular operational hours held, CWM-WHF in November 2016 began hosting Mobile Farmers Markets every Friday (4 times a month) at local churches where, on average, over 35-45 customers were served on a weekly basis. Partnering with Mayor Lenny Curry with the “Faith to Farm” Initiative, CWM-WHF’s Mobile Farmers Market was expanded in February 2016 and served over 3,000 parishioners at another local church.
- To increase customer participation for the CWM-WHF and Orange-Flamingo Farms (Local Farm), the following marketing tools were implemented: on –site local radio stations, radio spots and community flyers, interviews on local television stations, community outreach, flyers, bulletins, outreach to local Boys and Girls Clubs, outreach to local Girls Scout troupes, outreach volunteers from Jacksonville Junior League, the Kiwanis Club of Sawgrass Sunrise – Key Club and online/social media.

a. Impact on Community:

Both sites now serve a total of over 12,377 families and 1,134 children assorted produce and 115 small farm families surpassing the level set during development of the project.

- ii. **Goal/Objective 2:** During the twenty-four (24) month period, the Institute shall increase community awareness of healthy food choices at farmers markets by conducting twenty (20) “Local Food Boot Camp Sessions” consisting of gardening and cooking instruction where local families meet local farmers and learn how local foods are grown and prepared. This shall consist of 30-45 individuals per “session” – total 600-900 members of the community.

a. Progress Made:

The activities below highlight the progress made under goal #2. A total of 9 Local Food Boot Camp Sessions were conducted at the Moncrief-Jacksonville area, 8 were conducted in the Davie, Tamarac, and Belle Glades area in South Florida.

- (1) Local Food Boot Camp Session with RCCCI – OFP reaching 217 households in Tamarac (Broward County, 250 pieces of literature on food preparation, healthy food habits and nutrition.
- (1) mobile Local Food Boot Camp reaching 300 households in Belle Glades
- Distributed more than 300 pieces of literature on food preparation, healthy food habits and nutrition.
- Four (4) Local Food Boot Camp Session in December 2015, February 2016, March 2016, and April 2016, and Five (5) for the period May – September 2016 in the Moncrief-Jacksonville area were held reaching 250 households, with over 200 pieces of literature distributed for each sessions

- Six (6) Local Food Boot Camp Session with Farmers Market-on-the Farm at the Dave, Ft. Lauderdale reach on monthly basis over 250 families and 160-165 children
- Distribution of more than 420 pieces of literature on food preparation, healthy food habits and nutrition, and honeybee/gardening instructional booklets, were disseminated during these sessions.
- Distributed 1,150 Menu Inserts, Health and Nutrition Fact Sheet, Food Safety Fact Sheets, Wellness Fact Sheets and Food Preparation Sheets at point of sale

b. Impact on Community:

A total of 1,134 children and 12,377 were exposed to healthy food choices in 17 boot camps, and 13 health food education field trips.

- iii. **Goal/Objective 3:** During a twelve (12) month period, conduct forty (40) field trips to provide agri-tourism “edu-tainment/agri-tainment” for area schools, day care centers, and churches, thus enhancing area children’s educational, social, and physical development, and increasing the likelihood of their consumption of locally grown produce. This shall consist of 40-60 children per field trip – total of 1,600 – 2,400 children during the course of the project period.

a. Progress Made:

The activities below highlight the progress made under goal #3.

- Activities for this Objective commenced to coincide with children out of school starting in June 2015 in the Moncrief-Jacksonville and Tamarac (Broward County) areas and expanded to the new school year in Broward County, especially with the inclusion of the Farmers Market-on-the Farm at the Orange and Flamingo site. In the first series, 45 children participated in field trips at CWM-WHF for Moncrief-Jacksonville from area schools, day care centers, and churches in October 2015.
- 54 children participated in a field trip at CWM-WHF for Moncrief-Jacksonville area from schools, day care centers and churches in November 2015. This event included a farm tour, hands on agriculture activities and nutrition activities.
- 25 children participated in field trips at CWM- WHF consisting of gardening class, honeybee’s class, and nutrition class on the first Saturday of December 2015 to March 2016. In March 2016 some of these children received certificates and were able to bring home a work booklet, potted plants-planted by the youth participant, and butter-made during the gardening class by the youth participant. Cooking classes reinforced the importance of nutritional value of the locally grown produce; youth participants along with the aid of their parents/guardians reported they benefited from this class session.
- 50 children participated in field trips at Orange-Flamingo Farm in Davie, Broward County in April 2016 as part of the Institute’s Farmers Market Plan of Action for Spring through the Summer 2016. These children did a farm tour and participated in a gardening class. They also got the opportunity to harvest some vegetables from the farm and each youth participant got a plant to take home.
- It was towards the period May – September 2016, that the scheduling allowed for

more frequent field trips at both sites where 7 additional field trips and one mobile gardening class were done resulting over 434 Children participating in the eight events

b. Impact on Community:

A total of 1,134 children participated in 13 field trips and 17 boot camps attached to field trips where they learned where their food comes from, local gardening and how to prepare and consume local foods. Six hundred and seven (607) participated in field trips and 527 in boot camp sessions.

iv Goal 4: During a twenty-four (24) month period, conduct three (3) training sessions for local farmers and farmers' market/roadside stand operators providing technical assistance and know-how on developing market opportunities, targeting 15 participants per session (45 total).

a. Progress made

The activities below highlight the progress made under goal #3.

- Two (2) training sessions for local farmers, farmer's market vendors, and roadside stand operators in Fellsmere - 15 attendees, Belle Glades – 10 attendees, and Broward County – 8 attendees.
- Two (2) sessions targeting 15 vendors for CWM-WHF and 15 vendors for RCCCI- OFP.
- Training for local farmers and farmers' market/roadside operators in Fellesmere, FL in May 2015 – 15 in attendance.
- Technical Assistance and instruction on nutrition, Setting up farmland for the healthy food demonstration and providing layout for serving healthy foods; while families were picking up locally grown fruits and vegetables in Ft. Lauderdale, FL for RCCI-OFP group in May 2015 – 200 in attendance (of that 20 were producers).
- Technical Assistance and planning sessions with local farmers and farmers' market/roadside operators in Jacksonville, North Florida, Oasis, Fellsmere, Belle Glades, and Ocala during the week of October 2 -9, 2015 -15 in attendance.
- During this period, the institute hosted three (3) workshops and seven (7) small group meetings (total participates for these events sixty-seven (67)) with local farmers and farmers' market/roadside operators in Jacksonville, Pompano, Fellsmere, Belle Glades, Ocala and Orange Flamingo Farm/Davie Florida. Technical Assistance and Instruction on:
 - Growing for famers market
 - How to attract and retain vendors
 - Mobile Farmers Market
 - Agri-tourism and edu-tours, that includes attractions such as; nutrition and gardening classes, and farm tour with demonstrations and u-pick
 - How to apply for EBT
 - Modified Community Supported Agriculture (CSA) to help with community partnership.
- One –on-One meetings for members of the board for one of the farmers markets in Fellsmere, Florida to help with plans for summer market.
- Orange Flamingo Farmers group meeting (ten (10) in attendances) to help with planning for summer big on farm farmers markets.

b. Impact on Community:

Starting from a baseline of 30, over the project period, a total of 115 farmers and vendors were trained with effective participation rate in the farmer’s market sites.

2. Quantify the overall impact of the project on the intended beneficiaries

- i. Number of direct jobs created: **115**
- ii. Number of jobs retained: **30**
- iii. Number of indirect jobs created: **125 (farmers and vendors)**
- iv. Number of markets expanded: **1**
- v. Number of new markets established: **2**
- vi. Market sales increased by **\$256,000** and increased by **10.15%** year over year
- vii. Number of farmers/producers that have benefited from the project: **45**
 - a. Percent Increase: **50%**

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?

The approach and methodology used are as follows. A **Hub-Spoke Concept** was used whereby in Jacksonville, the site consists of 5,000 square foot building on ½ acre for the vending/selling of fresh produce and a total of 15 acres for farming local produce and Agri-entertainment activities, such as U-Pick and school field trips, cooking and food demonstrations, and gardening classes, etc. In the case of Broward County, a 27 acre urban farm site was used where local farmers grow the targeted products and in each month, farmers markets-on-the farm were conducted where farmers were able to sell their produces, family and children could conduct “U-Pick” and sites were set up to show gardening , meal preparation and interaction with animals. These two sites and concepts were implemented over the project period and have resulted in a weekly farmers market in Moncrieff, Jacksonville and monthly farmers markets in West Broward, Ft. Lauderdale, Florida.

4. Discuss your community partnerships.

- i. Who are your community partners?

Our lead partner is the community based organization Clara White Mission who is currently operating White Harvest Farms and White Harvest Farmers Market. They are located in Jacksonville, Duval County. The other lead partner is a group of farmers who have implemented the program of farmers market on the farm with agri/edutainment and direct community marketing. This is based in

Broward County. Other partners consist of faith based and service organizations to include the Kiwanis Club and Boys and Girls Club.

ii. How have they contributed to the overall results of the FMPP project?

Their contributions ranged from growing produce and providing the farms for patron visitations, to providing the physical building and areas for setting up the farmers market. The service organizations provided volunteer services to assist with market day activities ranging from parking /traffic control, leading groups of children attending the market, assisting in setting tents and display of produce as well as merchandizing. In addition, the volunteers to conducted **After-Market Interviews and Short In-Person Customer Surveys**.

iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this FMPP grant?

This will include recruitment of vendors, solicitation of additional customers, as well the youth in the service clubs will assist in social marketing and set-up and break down of tents and booths. This program expanded the permanent farmers market as a hub now for the **Mobile Farmers Market** and the **Farmers Market on the Farm**. **The latter will be extended to a third site in 2017.**

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?*

i. If yes, how did you publicize the results?

Initially, we presented material at two echo-workshops in the Summer and Fall of 2016 at the Broward site and at the third planning site in Fellsmere. There is a video currently under production to be posted on the Institute’s site as well as operational manual was created on how to develop Farmers Market On-the Farm.

ii. To whom did you publicize the results?

The results were publicized to new and beginning farmers and potential vendors. It is hoped that the video will be used to solicit customers looking for fresh and locally grown produce.

iii. How many stakeholders (i.e. people, entities) did you reach?

The matrix below shows the stakeholders reached by this project over the two year period

Other Indicators Tracked	Baseline	Total To Date
Number of Farmers /Vendors Trained	30	115
Number of weekly new customers	1,200	2,200
Number of Customers/Families Program Exposed	1,200	12,377 Families and 1,134 children

Number of educational materials distributed on the use and preparation of healthy foods	140	2,470
Local Food Boot Camp Sessions	20	17
Health Food Education Field Trips	40	13

Source: NSI and Partners FMPP Tracking Data, October 2014 – September 2016

***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). See attached in Appendix**

7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information?

We used the service organizations’ volunteers to **conduct After-Market Interviews and Short In-Person Customer Surveys** to include the following six (6) questions: (1) what was your overall experience about this market and today’s event? (2) What did you like most about today’s market and event? (3) Would you recommend other members from your community to come to this market and event? (4) Would you come back again? (5) On a scale of 1 to 5, five being the highest, how would you rate the freshness of the produce, the services, the events, and prices? (6) Give us suggestions as to how we can improve the market, products and services you would like?

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

“Mom this a place which is so nice to play it is so airy and fresh” a kid enjoy running between the display of hay, fruits and vegetables

“This place offers the best produce and the prices are good” a lady and her family

“Your strawberries last longer in the fridge than the others from the stores” a gentleman comparing our product with others from a big box stores

“We love coming here as there are so many activities and good produce” a father with two twin boys and his wife

“This experience on the farm is great for our children” a teacher chaperoning a group of kids from a local school

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:

See below
- ii. Did the project generate any income? **NO**

9. Lessons Learned:

While the outcomes were achieved there are a few lessons that were learned during the implementation of the project these are as follows:

- Especially in the Urban Farm Setting – small farmers require more support to set up better lease arrangements and ownership for the land they are cultivating, and support to set-up better infrastructure for vending in order to scale-up and out to ensure that the market experience can be more profitable.
- Efforts and enthusiasm are correlated to profitability, for example farmers equate their time to a value that must be at a good level in order for him/her to dedicate the time to set up stalls and interact with consumers especially those who are interested in being educated about farming when they visit their stalls.
- Price points on produce must be competitive, and at the same time, the returns must be encouraging for farmers to participate on a weekly or monthly basis. With competitors such as Whole Foods, Fresh Market, Traders Joes, and local supermarkets and even big box stores such as Walmart who are now carrying specialty crops, sustainable and organic produce make pricing more competitive hence lower returns and non-profitability for a day at the farmers market for the farmers.
- The number of sessions for local food boot camps, and health food education field trips were 42.5% and 32.50% respectively against baseline and as planned. This was due to scheduling of activities in the startup of the market site especially in Moncrieff. Site control driven by effective partnership will guarantee the success of these projects.

10. Future Work:

The Institute has developed a successful model which is now branded as **“Market -Joy”®(trademarked)** a concept of blending direct marketing activities of produce and value added foods with agri-edutainment/agritourism activities to share with communities as a vehicle for economic development. We have trained market operators from the Mid-South and Overseas on developing and operating such programs as a part of their community economic development programs. We will continue to promote the programs in using four concepts:

- **Traditional Community Based Farmers Market**
- **Innovative Farmers Market –On-the Farm**
- **Mobile Farmers Market in partnership with Healthcare Centers, Hospitals, Schools and Churches, Mixed Use Development Center**
- **Community Mutual Food-Share Boxes [Pick-up and Central Site Delivered] targeting Special Interest of Various Groups, Nursing Mons, Juicers, Vegetarian, Elderly and Nutrition for Health Individuals)**

The results from this model are currently promoted in two other sites, with one of the sites implementing this in the fall of 2017. Targeting a market with patron of 1,200 customers per week, spending \$18/event could easily generate \$21,600/week. Estimating a 24 week operation, this could

yield over \$518,000 of revenue per year. In terms of farmers and vendor this could keep over 45 farmers and 75 vendors gain fully employed with over 230 persons indirectly employed. The overall multiplier effect could reach well over \$3.63 Million.

As stated in the above section increased support with stronger multiyear budgets will allow for greater impact and stability in building skills to implement such programs.

Appendix 1. After-Market Interviews and Short In-Person Customer Surveys

Please help us with your feedback on today's market and event. This will only take 5 minutes of your time

(1) What was your overall experience about this market and today's event?

- Excellent,
- Very Good,
- Good,
- Fair
- Poor

(2) What did you like most about today's market and event?

- Produce and Other Products
- Events (U-Pick, Gardening Classes, Cooking Classes, Making Juice)
- Petting Zoo, Bounce House
- Music and Dance Performance
- Give away Bags
- Give away food back
- Hay Rides

(3) Would you recommend other members from your community to come to this market/event, why?

- Yes
 - No
- Why_____

(4) Would you personally come back again?

- Yes
 - No
- Why_____

(5) On a scale of 1 to 5, five the highest how would rate the freshness of the produce, the services, the events, and prices?

- | | | | | | |
|----------------------------|---|---|---|---|---|
| • Freshness of the produce | 1 | 2 | 3 | 4 | 5 |
| • Services | 1 | 2 | 3 | 4 | 5 |
| • Events | 1 | 2 | 3 | 4 | 5 |
| • Prices | 1 | 2 | 3 | 4 | 5 |

(6) What TWO suggestions as to how we can improve the market, products and services you would like?
