

**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-March 22 2017
<b>Authorized Representative Name:</b>	Bruce Waite Ph.D.
<b>Authorized Representative Phone:</b>	352-222-5644
<b>Authorized Representative Email:</b>	bwaite@fcserves.com
<b>Recipient Organization Name:</b>	Common Thread International, Inc.
<b>Project Title as Stated on Grant Agreement:</b>	Common Thread and First Coast Fresh a Regional Food Hub –Selling Fresh Food in Jacksonville Fl. Food Deserts Using a Mobile Farmers Market Vehicle and Community Engagement Marketing
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPFL0147
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Melrose/Elkton/Gainesville Florida
<b>Total Awarded Budget:</b>	\$100,000.00

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: \_\_\_\_\_

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.

**Project Background:** Many low-income households in the US lack adequate access to affordable, healthy foods like fresh fruits and vegetables, which may result in increased levels of chronic disease and obesity. USDA-defined “food deserts” are areas or communities that lack physical and economic access to sources of food (including traditional farmers markets) that comprise a healthy diet, as measured in the USDA Food Access Research Atlas at the census tract-level. Northeast Florida (Alachua, Duval, Putnam, Clay, and St. Johns Counties) including the cities of Gainesville and Jacksonville, is home to approximately 357,000 individuals who would be considered both low access and low income. Unfortunately, for those individuals who live in low income and low access areas, the price of fresh food is significantly higher when purchased in food deserts. Family farms in the area traditionally sell their produce at wholesale prices, under contract and see it shipped out of the state so very little is sold in the adjacent urban food deserts. Due to the pressure on regional farmland by housing development and softening wholesale market revenues, many local farms have failed. These family farms average in size from 800 to 1500 acres are often considered “**the agriculture-of -the-middle**”. This refers to the disappearing sector of farms that are too small to sell directly to retail grocers and too big to sell food directly to consumers at “traditional” farmers markets as they are too infrequent at one day a week. The current production and sales structure has provided diminishing returns over the past few years. Farmers are now looking for new opportunities that focus on direct sales to consumers as a way to lower risk and increase revenues. In 2014, two such family farms joined together to for a regional food hub called First Coast Fresh.

- i. **Goal/Objective 1:** *Increase crop diversity through the sustainable and effective cultivation of a variety of food crops that can both supplant mono cropping.*
  - a. **Progress Made:** Both prime beneficiary farms (Blue Sky Farms and Ben Wells Farms), through involvement with the First Coast Fresh Regional Food Hub, Common Thread and the University of Florida Extension Service, have committed acreage to the production of 30 different vegetable table crops. Both farms were traditionally just growing potatoes on corporate contracts where the outputs were shipped out of state upon harvest. During this reporting cycle the food hub has still not achieved the level of growth as initially expected. However both beneficiary farmers have devoted additional acreage to a variety of vegetables targeted to local sales. Each farm continues to provide sales stock for use of the mobile market or other direct to consumer sales. Additionally, several other mono-cropping farms have contributed produce to regional sales that would in the past been shipped out of state. Even though they have not diversified their outputs this has resulted in a shifting of a portion the food stream to a local market. During the grant cycle we have increased the number of contributing family farms to eight, three of who are beginning farmers.
  - b. **Impact on Community:** During the grant cycle, First Coast Fresh had been producing and selling fresh produce to several large CSAs, direct farmers market vendors, restaurants, and other direct sales to individuals who come to the food hub to purchase. These sales

have introduced a new source of produce to individual consumers with repeat sales taking place on a weekly basis since November of 2015. The food hub was organized several years ago and has evolved at a slower rate than first anticipated. The two main farms Blue Sky Farms and Ben Wells Farms have however grown in size and diversity serving a wide range of customers including several large CSAs. The development of the food hub model, however, has not realized the expected business vitality and may not continue in the future. The conversion to diversified food cropping has been successful. Both farms have pursued it in earnest and with each sessional season the row foot commitment has increased. UF Extension and Common Thread have performed work during the grant cycle to identify new varieties, expand the field trials of sweet potatoes to include a white-fleshed sweet potato (boniato) and a high antioxidant purple sweet potato. The farmers have been working closely with the Florida Department of Agricultural (FDACS) to identify additional market opportunities. In addition, Common Thread has added samples for the new varieties to the mobile market to assess consumer acceptance. The crop has shown promise as it can be grown in secession with standard potatoes and can utilize equipment that normally is unused for a majority of the year. ***It is prudent to note that last years Irish Potato crop, corporately grown was substantial but the large food companies who normally purchase it curtailed purchases resulting in large crop revenue losses this has impacted the family farms served by this program. Additionally, there was severe crop damages in Northeast Florida due to Hurricane Matthew that has impacted the farm business vitality in the region.*** To mitigate the effect on the Fresh Wagon program additional family farms have been recruited and have benefitted from the same diversification efforts.

- ii. **Goal/Objective 2:** *Develop a point of sale distribution system to support direct farmer to consumer linkages that emphasize community engagement marketing and education.*
  - a. **Progress Made:** [WWW.FRESHWAGON.ORG](http://WWW.FRESHWAGON.ORG) has been developed through the fall and early spring and launched in initial form (Beta) mid March 2016. The website was fully operational in June 2016 and operational through the grant cycle. The website contains information to provide the community with a single point of access to register to receive information, provides the market locations, food preparation information, health and nutritional educational information. A point of sale system has also been developed to allow for multiple types of payment. Development continues on the development of an on line preorder system through the community of practice website. Currently, consumers can see the items for sale and can place pre-orders by contact form for pickup and payment at our market sites. Information is being added to the community of practice website dynamically, with new educational and informational content.
  - b. **Impact on Community:** Common Thread has marketed the website through dissemination of the web address to the general public. The website address is prominently displayed on the Fresh Wagon mobile trailer. During the grant cycle fliers have been provided to community agencies, housing authorities, schools and churches in Gainesville Florida where the Fresh Wagon micro-markets are in operation. Flyers have been placed on surrounding doors of the residential neighborhoods also. There has not been the impact in user ship we anticipated at grants start as it appears that many of the individuals lack digital access. In addition during the grant cycle, news outlets have been used to promote the program.

**iii. Goal/Objective 3:** *The development of a cost effective means to increase the proximity of fresh food from the food hub to consumers of food deserts and high health risk neighborhoods through the use of a mobile market trailer.*

**a. Progress Made:** During the grant cycle Common Thread developed Fresh Wagon, a bumper pull trailer to deliver sales in high risk neighborhoods. Fresh Wagon is a 16 foot bumper pull trailer that was initially equipped with an oversized rooftop air conditioner that proved insufficient for adequate cooling and subsequently replaced with a larger, a cool bot controller and heavier insulation. The trailer has shelving, identification signage and powered by a Yamaha 4K generator, which makes it self-contained.

The trailer has two large top opening doors and aluminum shelves that can be hung from the windows at each stop, that allows up to fourteen different types of vegetables to be displayed for sale. During the grant cycle, as part of a community engagement partnership with the Florida Survey Research



Center at University of Florida, IFAS Extension Service, UF Health Street and the UF IFAS Food and nutrition program, the Fresh Wagon has operated at 21 pilot locations in food deserts in Gainesville and Jacksonville Florida and at an additional 8 new markets visited weekly in Gainesville also located in food insecure neighborhoods. During the pilot program period customers were provided choices of 14 different fruits and vegetables that were priced slightly above wholesale. In this years season the variety has increased to up to 30 varieties including farm baked added value products. Well known varieties such as collards, potatoes and onions were available plus less known varieties such as Swiss chard, beets and arugula were also introduced. Customers were interviewed by use of a post purchase survey. Through the grant cycle, the data plus sales information was analyzed to make formative changes to the model. Common Thread staff is initially operating the markets with the First Coast Fresh Regional Food Hub providing the produce in addition to other family farms in the region when items were not available from the hub. I the last season the number of farms providing produce has increased to 8.

**b. Impact on Community:** In the spring season April--- June (2016) the mobile market was used for 21 sales/community engagement events. The sites have included Federally funded low--- income housing complexes, African American churches, Title 1 schools and a low---income farmers market. All sites were located in both food insecure and high health risk neighborhoods, in Jacksonville and the Gainesville area. The venues represent enclaves where the residents are isolated from traditional sources of fresh fruit and vegetables. Each

event had 14 different types of vegetables and fruit for sale, affordably priced. The data collected indicated consensus among patrons they they were excited about the access to the market. Informal financial analysis, however, revealed that the cost of running the market did significantly outweigh the revenue at the price point of the food. Informed by this, we now believe that for the market, to be sustained, will require additional external funding or sponsorship to cover basic operating costs, as the overall sales only in food deserts will not support the activity and still maintain the pricing at a level appropriate for the residents. Operational costs are estimated (based on distance and hours of operation) to be \$400 --\$500 per day. There were two markets a day with an average sales of \$292.10 per day. The individual purchase average was \$6.79 per per person.

As a result the market focus was changed to low-income neighborhoods (some in food deserts), in Gainesville where the distance from the Common Thread packing/refrigeration facility is located is shorter therefore lowering the cost of operation. Also when the farms in St. Johns County were disrupted by hurricane, Common Thread started recruiting additional farmers from Alachua and Putman Counties where the weather disruption was less.

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: 8
  - ii. Number of jobs retained: 5
  - iii. Number of indirect jobs created: 2
    - a. Number of markets expanded: : NA The mobile farm market is designed to develop new selling venues.
  - iv. Number of new markets established: With the shift of market to Gainesville an additional 8 farmers markets have be developed. Before Fresh Wagon opened markets there were only two markets in Gainesville so Fresh Wagon has increased the number of markets by 300%
  - v. Market sales increased by \$14,445 and increased by 10%.
  - vi. Number of farmers/producers that have benefited from the project: There were initially two farmers who began the grant and there are currently 8 who contribute to the micro-markets as of this report.
    - a. Percent Increase: 300% in participating farms
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. The marketing for the initial community engagement events was targeted to low--income neighborhoods where the majority of the patrons were representative of minorities, seniors and persons with disabilities. The outreach included the door---to---door distribution of flyers, the contacting of churches and community agencies in proximity of the planned event and the use of media advertising.
4. Discuss your community partnerships.
  - i. Who are your community partners?

Gainesville Housing Authority, UF IFAS Extension, The Florida Survey Research Center, UF Health Street, UF School of Public Health, Hawthorn Community Market,

- Frogsong Farms, Browns Farm, Blue Sky Farms, Siembra Farms, Full Circle Farms, Barns Farms, and the First Coast Fresh Regional Food Hub.
- ii. How have they contributed to the overall results of the FMPP project?  
The Gainesville Housing Authority provided sales venues and staff to help promote the program. Fresh Wagon has established 5 markets on HUD properties. They also distributed posters and flyers to each of their HUD funded projects. UF IFAS Extension funded field trails and provided staff to assist with the preparation and sale of produce at community engagement events. The Florida Survey Research Center provided staff to perform consumer surveys and provided revenue to underwrite the cost of the market. The Hawthorn Community Market helped advertise the market. UF Health Street and the College of Public Health has provided staff to provide market participants with health screening and nutritional information. The participating farms provided fresh fruit and vegetables for sale on the mobile market.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?  
All parties are committed to continue with the activity after the grant.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?  
No contractors were utilized in this grant.
  6. Have you publicized any results yet?\*
    - i. If yes, how did you publicize the results?  
Media outlets have covered the events. Survey data will be published in future articles. Public presentation of the project and initial observations have been provided to Jacksonville Office of the Mayor, Alachua County, City of Gainesville Housing Authority, School Board of Alachua County, various other University of Florida Departments both in Jacksonville and Gainesville and an obesity prevention kickoff event with the US Surgeon General. Food security and health risk maps, marketing brochures, findings of earlier baseline program research were provided to each.
    - ii. To whom did you publicize the results? General public, City and County officials, feedback to participating farms and academic journals.
    - iii. How many stakeholders (i.e. people, entities) did you reach? 1,337 direct customers at markets and an additional 5,000 in general public.  
\*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? Yes, intercept surveys of post sale customers gathered feedback on the program.  
What feedback was relayed (specific comments)? During the grant cycle, a total of 334 intercept surveys were completed with shoppers at mobile food markets set up in various neighborhoods in North Central and Central Florida. We estimate that there were a total

of 1,337 customers, thus this survey sampled about 25% of the population. The survey asked about frequency of fresh fruit and vegetable consumption and buying habits, whether they received SNAP or WIC. It also asked questions about how close they lived to the mobile market, how they heard about the mobile market, and how much they spent at the mobile market.

The need for *Fresh Wagon* was apparent due to the relatively limited access survey respondents had to fresh fruits and vegetables. Over half (50.4%) of respondents ate two or less servings of fruits and vegetables a day, while over four out of five (81.3%) of respondents ate less than the USDA daily recommended five servings of fruits and vegetables each day. Over one in three (38.4%) respondents lived more than two miles away from the place they most often purchase fresh fruits and vegetables. Finally, about one-third of respondents (32.4%) reported using a mode of transportation other than their own car for purchasing groceries. Finally, over one in four surveyed customers (29.4%) reported that they currently receive SNAP or WIC. Of those that had SNAP benefits, 23.5% reported using them at *Fresh Wagon*.

Marketing for *Fresh Wagon* was effective, as close to two in five surveyed customers (39.4%) reported hearing about *Fresh Wagon* from a flyer, while 21.3% of respondents heard about it through a partnering organization. Over half of customers (52.9%) reported that *Fresh Wagon* was set up within three blocks of their home. Close proximity of the mobile market helped those without cars better access fresh fruits and vegetables, as 40.5% of surveyed customers reported walking to the *Fresh Wagon*. Inexpensive pricing may also have improved access to those with low income, as almost three in four (72.4%) of customers surveyed responded that prices at *Fresh Wagon* were lower than the place they usually shop for groceries.

Surveyed customers were asked how *Fresh Wagon* could be improved. Thirty-nine respondents reported they wanted a wider variety of fruit, while 33 reported wanting a wider variety of products in general. Twenty-six reported they wanted more frequent visits, different locations, or different operating times. Six respondents wanted improved publicity, and six respondents said they wanted more organics offered.

Finally, customer satisfaction with *Fresh Wagon* was generally high. Over four in five surveyed customers (82.9%) reported they were “very satisfied” with *Fresh Wagon*. Almost nine in ten (88.9%) reported they were “very likely” to shop at *Fresh Wagon* again. Almost one-half (48.1%) of customers surveyed responded that the quality of produce offered at *Fresh Wagon* was higher than the place they normally shop for produce, while 35.1% said it was the same, and only 5.7% said it was lower. When asked what their favorite aspect of *Fresh Wagon* was, almost half (44.1%) reported it was convenience, 16.2% said prices, 10.8% said location, and 6% said variety.

## 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? \$10,160.07 It was used to support grant goals and other grant allowable expenses such as salaries of grant funded personnel. It has all been expended.
9. Lessons Learned:

Throughout the grant process, there are several lessons we have learned regarding the operation of *Fresh Wagon*, including issues of supply from our partner farms, issues regarding the mobile market itself, and issues including the population we serve. First, local farms in the north Florida area have experienced severe economic headwinds. Diversification of crops is key to improving economic viability of these farms. Common Thread International (CTI) sought to encourage its local partner agricultural producers to diversify their crops. Working with our local partner farms, we could not offer the diversity of produce we had hoped to. Moreover, unforeseen weather events destroyed crops for some of our partner farmers. In order to mitigate these issues, and offer a wider selection of crops to our customers, it was necessary to increase the number of partner farms. Second, to provide low-income neighborhoods a selection of healthy, high quality produce, it is necessary to identify farms with safe post-harvesting practices, including handling and cooling. CTI worked closely with the University of Florida Institute for Food and Agricultural Science (IFAS) to identify farms with suitable post-harvest handling and cooling practices to assure the produce we offered adhered to the highest safety and quality standards. Different farmers with whom we worked packaged their products differently. This required CTI to repackage the produce we procured for sale to our customers. To accomplish this, CTI furnished a dual-zone cooler and packing house in a location close enough to both our partner farms, and areas in which *Fresh Wagon* operates. This assures that all produce could be safely transported.

CTI also learned lessons about the operation of the *Fresh Wagon* mobile market itself. First, we have learned that the *Fresh Wagon* is an effective way to improve access to food insecure individuals, especially in smaller, low-income areas, due to portability and ease of set-up. Second, we learned that the cost of *Fresh Wagon* operating in Jacksonville was prohibitive. One of our partnerships, First Coast Fresh, did not develop as anticipated. Without this partnership, it was necessary to seek alternate farmers with whom to partner. When seeking additional partners to replace First Coast Fresh, the ones we found were located closer to our headquarters, and thus we found that it was more economically viable to aggregate produce at our headquarters in Melrose, and to operate in the Gainesville, Florida area. Thus, during the grant cycle, we shifted our focus in food deserts and in-need areas in Gainesville, Florida. Third, municipalities in which we operated supported the mobile market. However, due to regulatory issues, close partnerships with city governments were necessary to define *Fresh Wagon* as a farmer's market according to city ordinance, and draft the necessary ordinances and regulations to allow for its operation. This was successfully accomplished. CTI also encountered challenges in the acquisition of appropriate insurance for *Fresh Wagon*. CTI worked closely with our insurance provider to develop appropriate definitions to cover any potential liability.

Finally, we learned several lessons regarding the populations we serve with *Fresh Wagon*. Low income neighborhoods do indeed have a need for improved access to fresh fruits and vegetables. This need is especially acute in some of the areas in which we operate. We also discovered that residents in these areas were very supportive of *Fresh Wagon* activities, and expressed their desire for them to continue, as documented through our survey work. Additionally, many of the areas *Fresh Wagon* served had a preponderance of either elderly or immobile residents that would have otherwise been unable to access fresh fruits and vegetables. The demand for continued operation of *Fresh Wagon* is especially high in these areas. However, though the neighborhoods we served did exhibit a strong need for improved access to healthy foods, there were a number of neighborhoods that are low-income and exhibit food insecurity that didn't fall under the category of "food desert" according to USDA criteria. In addition to the USDA food desert criteria, we adopted the Neighborhood Deprivation Index (NDI) to identify other high health risk areas, and have included these in our target locations. Moreover, we have learned that food insecurity is closely tied to other morbidities and barriers to access. For example, we operate in one HUD housing project that caters exclusively to disabled individuals, many of whom face significant barriers to shopping at a conventional supermarket. Many of them also face strict dietary limitations, and the inability to abide by these can further worsen any health issues they may have. To compound the positive effects of better access, we partnered with University of Florida *HealthStreet* to provide health education, screenings, services and referrals to these individuals. Finally, although there has been high demand for *Fresh Wagon* throughout the areas we serve, we have learned that a significant proportion of the population we hope to reach is working poor. Working poor families face additional challenges to eating healthy food, including constraints on their time, lack of financial resources and lack of proximity that prevent them from acquiring sufficient amounts of healthy foods.

- 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). **See Above**
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: **See Above**
- 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: **See Above**

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.

In the future, we plan to incorporate the lessons mentioned above into the operation of *Fresh Wagon*. First, we have expanded the sources from which we buy produce, and have taken

caution to identify farmers with the safest post-harvest practices. A wider variety of producers will allow *Fresh Wagon* to offer a wider variety of products, and prevent any single unforeseen incident from interrupting the supply of produce. Second, to make operation of *Fresh Wagon* economically viable, future projects will focus on the Gainesville area, with special focus on employee worksites. We will continue to partner with University of Florida *HealthStreet* to offer free health services and referrals to those in need, and expand the activities in this realm.

We will focus our future efforts on the most important lessons learned in prior activities. CTI is applying for an FMPP grant continuation that will concentrate on expanding market opportunities to local farmers by delivering improved access to fresh fruits and vegetables for working poor individuals throughout Gainesville, Florida. Traditionally, activities designed to improve access to individuals in food deserts have concentrated on providing closer proximity to outlets that sell fresh fruits and vegetables. However, this does not fully address the problem. Through speaking to our customers, and community stakeholders, we have found that many individuals in food deserts do not have time or transportation to purchase food at conventional outlets. Working poor individuals, especially, are beset by irregular, long work hours, often during normal operation hours of supermarkets and *Fresh Wagon*. Often, these individuals lack adequate transportation to buy groceries.

To mitigate this issue, CTI will work with community leaders and government offices to offer *Fresh Wagon* on-site at employers with large proportions of working poor individuals. Many of these individuals live in high health-risk, low-income, or food desert areas. Moreover, our FMPP continuation grant proposal includes a dedicated community health worker that will operate alongside *Fresh Wagon*. This community health worker will provide free health and nutrition education and advice, health services and screenings, and referrals to individuals that patronize *Fresh Wagon*. We will partner with community organizations, including local churches, educational institutions, and government organizations, to market this initiative in order to increase exposure and sales. We anticipate an additional \$12,000 in annual sales above the 2015 to 2017 grant period. Moreover, operations for the FMPP continuation grant will create 12 new jobs, and will reach 1,500 new customers. Finally, CTI will work with the University of Florida PREC to identify new farmers to supply the *Fresh Wagon*, creating increased revenue for these agricultural producers.

- 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?

Future activities should expand focus from just food deserts to other areas of need. This includes worksites, but also areas of high health-risk. As part of the FMPP continuation grant application, CTI will be conducting survey research to identify where individuals at selected worksites reside. Moreover, exploratory research will concentrate on ways to improve *Fresh Wagon's* reach and customer experience. This will include a customer satisfaction survey that will be administered to our customers regarding variety, quality, and convenience of *Fresh Market* products.