

**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>	April 1, 2016 – September 30, 2016
<b>Authorized Representative Name:</b>	Mike Deal
<b>Authorized Representative Phone:</b>	912.427.1313
<b>Authorized Representative Email:</b>	<a href="mailto:mdeal@jesupga.gov">mdeal@jesupga.gov</a>
<b>Recipient Organization Name:</b>	City of Jesup
<b>Project Title as Stated on Grant Agreement:</b>	Wayne County Farmers Market
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-GA-0047
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Jesup, GA
<b>Total Awarded Budget:</b>	\$98,939.00

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: Candee Harris\_; Email: [charris@connectinwayne.com](mailto:charris@connectinwayne.com); Phone: 912.415.8080

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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.

Main objective of this project: *To establish and promote the Wayne County Farmers’ Market, and engage community participation through educational agriculture and nutrition outreach.*

**Goals/objectives set forth:**

- i. **Goal/Objective #1:** By November 2014, start the facility update of the Wayne County Farmers market.
  - a. **Progress Made:** completed the facility update in June 2015
  - b. **Impact on Community:** provided a clean, safe, covered venue for sellers and buyers of agriculture products.
- ii. **Goal/Objective 2:** Create a brand identity package and print ready collateral for the Wayne County Farmers Market to use in promotions that will be usable by January 2015.
  - a. **Progress Made:** Branding identity package, including logo, was completed in January 2015.
  - b. **Impact on Community:** Branding provided a “face” for the market, recognizable in all advertising and marketing efforts. People recognize the logo when driving by the market and stop to shop.
- iii. **Goal/Objective 3:** Create necessary digital media around the Wayne County Farmers market including but not limited to a website and social media outlets by January 2015.
  - a. **Progress Made:** Website, Facebook and Twitter accounts launched in April 2015.
  - b. **Impact on Community:** Got message to community and beyond with website, as well as Facebook at Twitter accounts to carry the message beyond Wayne County.
- iv. **Goal/Objective 4:** Develop marketing and media strategy in both digital and print outlets for the Wayne County Farmers Market by January 2015.
  - a. **Progress Made:** digital and print media coverage began in February 2015
  - b. **Impact on Community:** Community was provided with information and details about the market’s opening and market dates on a constant basis to remind them of its presence.
- v. **Goal/Objective 5:** Secure a market manager to carry out the daily activities and promotion of the Wayne County Farmers Market by February 2015.
  - a. **Progress Made:** Market manager was hired in March 2015
  - b. **Impact on Community:** Community was provided with information and details about the market’s opening and market dates on a constant basis to remind them of its presence.
- vi. **Goal/Objective 6:** Continue to host quarterly Advisory Committee Meetings and Executive board meetings as needed.
  - a. **Progress Made:** the executive board of directors continues to meet monthly in order to manage overall operations and finances for the organization.

b. **Impact on Community:** the role of the executive board is to manage the overall operations of the market in order for the community (vendors and customers) to have a premier market at which goods can be bought and sold, which in turn provides healthy, fresh, local foods to community members. The market has been very successful in its first two years, nearly doubling vendor fees from 2015 to 2016.

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, 2014). Include further explanation if necessary.
  - i. Number of direct jobs created: **1 – market manager**
  - ii. Number of jobs retained: **1 – market manager (from year 1 to year 2)**
  - iii. Number of indirect jobs created: **N/A**
  - iv. Number of markets expanded: **1 (WCFM grew from 2014 to 2016, from zero to 55 vendors)**
  - v. Number of new markets established: **1 (WCFM was a startup operation at the beginning of this project.)**
  - vi. Market sales (including vendor fees, donations, grant funds, concessions, t-shirts and Bingo earning) increased by \$25,468.00 (from 2015 to 2016) and increased by 29%.
  - vii. Number of farmers/producers that have benefited from the project: 55
    - a. Percent Increase: **55% (30 in 2015 to 55 in 2016)**
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 market is in a low-income, low-access area of Jesup and is in walking distance of many low-income families. In addition, the market was awarded a scholarship in 2016 for transportation from the housing authority properties to the market every Saturday. It was extremely well received by those residents and used to its fullest potential.**
4. Discuss your community partnerships.
  - i. Who are your community partners? **Jesup Housing Authority, Wayne County Commission, Wayne County Industrial Development Authority, The Press-Sentinel newspaper as well as many local businesses and individuals.**
  - ii. How have they contributed to the overall results of the FMPP project? **Via financial, in-kind and/or volunteer efforts.**
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? **In the same ways stated in Number ii.**
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? **Yes, the market manager is a contractor. She is passionate about the market and our community. She put in so many hours preparing the market, working with vendors, scheduling and preparing children's activities, selling refreshments to vendors and customers, advertising and so on. Without her energy and enthusiasm, this project would not have succeeded.**
6. Have you publicized any results yet?\* **No**
  - i. If yes, how did you publicize the results?
  - ii. To whom did you publicize the results?

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

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work? **Informally – yes. The market manager, city employees and market board members are often complimented on the success of the market and want to know when it will re-open for the next year. In addition, The Press-Sentinel newspaper recently wrote an editorial about the opening of the market this year, praising its success and encouraging the public to utilize the market for fresh, local agricultural products.**

i. If so, how did you collect the information? **Informally – through conversations in public**

ii. What feedback was relayed (specific comments)?

**a. Compliments on what a beautiful facility it is**

**b. Delight at all the choices available at the market**

8. Budget Summary:

i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:

ii. Did the project generate any income? **No**

a. If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:

i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).

***This was a startup project, so everything was started at the ground up. Developing vendor fees was quite a project within itself because we did not want to over-charge vendors, discouraging them from coming but we had to strike a balance to make enough money to keep the market afloat financially. We learned that to “survive”, we had to do fundraising and conducted events to do so. Some events were more successful than others.***

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

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:

***a. Gauge local interest in this type of project by reaching out to the agricultural community and getting feedback.***

***b. Create a diverse board of directors with vision for the project going into the future, who have a personal stake in its success. Our market’s board includes local business leaders, local elected officials, agriculture experts including the county’s current University of Georgia Extension Service coordinator as well as the retired one, administration experts, and market vendors.***

***c. Include vendors on the board for their agricultural experience and perspective.***

***d. Hire a market manager who has experience in as many aspects as possible of managing a market and who also understands agriculture.***

- e. Develop a rapport with vendors and engage them in the success of the market. Our market manager has done an excellent job of connecting with vendors, often helping them at their booths if they need assistance.*
- f. Engage the community in your project, making them stakeholders.*

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.  
*We will continue to utilize the marketing strategy and branding program that were developed through the funding of this FMPP grant to promote our farmers market and grow it for our agricultural producers to have a safe, attractive covered facility at which they can increase their business.*  
*We anticipate growing the number of vendors by 25% in the next 1-2 years, which will increase sales by the same percentage. We do not keep records of vendor sales, only the market's sale of vendor space. We plan to continue contracting with our current market manager which will retain that one job. Our main initiative is to keep moving the market forward, growing the number of vendors and products at the market to provide the community and surrounding areas with fresh, healthy local agricultural products.*
- 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? **No.**