

**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 LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: 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.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	June 1, 2015 thru September 29, 2015
Authorized Representative Name:	Bobby Wilson
Authorized Representative Phone:	404-788-2432
Authorized Representative Email:	cpfarmbobby@aol.com
Recipient Organization Name:	Metro Atlanta Urban Farm
Project Title as Stated on Grant Agreement:	
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-GA 0046
Year Grant was Awarded:	2014
Project City/State:	College Park, Georgia
Total Awarded Budget:	24,740.00

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: Develop networking opportunities**

a. Final Outcome

1. MAUF hosted [3] networking events have been held at MAUF. The site of the potential farmers and buyers center. 2. These event hosted [20] urban and rural farmers and growers from all over GA. 3. During these events we partnered with [NRCS, Atlanta Community Food Bank, Good Shepherd Community Farm, Atlanta Food & Farm Network, Fresh 2 Health & Federation of Southern Coop.] who came and facilitated workshops and offered resources on [Food hubs, Value Added Produce, Cost sharing, & Distributing knowledge on farming, marketing and best business practices.].

b. Impact on Community: 1. Through building a visible network of promoting agriculture in College Park and Southwest Atlanta, we have seen an increased level of community engagement. 2. [6] local restaurateurs, chefs and caterers have connected with the farm to expand their business offerings. 4. [35] community residents have come to the farm to receive fresh produce, educational materials, and agricultural resources. During its participation in seasonal markets (WIC, on-site farmers market, community farmers market) throughout the year, MAUF has worked to increase awareness about opportunities to engage.

ii. **Goal/Objective 2: Disseminate feasibility study on a shared kitchens, aggregating, processing and marketing value added produce**

a. Progress Made: 1. The Feasibility Study provide valuable insights into the high demand for niche marketing indicating where smaller producers can be most successful in creating value and establishing a profitable business. 2. The study indicates ways for participants to use value added agriculture as a means of promoting entrepreneurship.

3. During the study MAUF found that because there is a burgeoning need to establish viable resources for farmers and producers to have options for their produce that do not include throwing needed food away, the idea in many areas, is to build and source commercial kitchens that can be used for farmers and producers to create their value added products.

b. Impact on Community: 1. The community gain knowledge from seminars on the benefits and challenges of value added agricultural products. 2. There were opportunities for networking to share and distribute knowledge on farming, marketing, best business practices and sales of fresh vegetables. 3. The community learned that there is a local farm in their neighborhood to purchase locally grown produce and value added products. 4. The study help the community realize how important it is to eat fresh vegetables to live a healthier live. 5. The farm is located in a food deserts, this give residents a chance to buy for the farm on a regular basic. 6. MAUF offer the community and local farmers classes on processing their produce.

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: Two seasonal part-time jobs
 - ii. Number of jobs retained: Two. One full –time and one part-time
 - iii. Number of indirect jobs created: Two Interns received a salary for the summer to work farmers markets and enhance their knowledge about locally grown food.
 - iv. Number of markets expanded: Two markets were expanded during June through September.
 - v. Number of new markets established: Three
 - vi. Market sales increased by \$10% and increased by 20% during the months of August and September.
 - vii. Number of farmers/producers that have benefited from the project: Because of the number of farmers /producers that we have surveyed, they are reaching out to MAUF to provide workshops, keynote speakers, to various groups throughout the area. Topics include developing mini food hubs, commercial kitchens and value added products.
 - a. Percent Increase: This project has the potential to impact 30% to 40% of the farmers/producers in the area. Because of this study we are already extending beyond the Metro Atlanta area.

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. MAUF was able to provide two farmers markets in low-income areas where we provided them with the opportunity to double their EBT Snap benefits. Also two local restaurants are purchasing locally grown produce from the farm weekly and one local restaurant bi-weekly.

4. Discuss your community partnerships.
 - i. Who are your community partners? The City of College Park residents, College Park City Officials, Neighborhood Association, East Point Neighborhood Association, 30% of farmers and buyers who participated in the survey.
 - ii. How have they contributed to the overall results of the LFPP project? By participating in the survey and some of them are involved in the community garden program that the farm offers. They have also been involved in the educational programs offered by MAUF.
 - iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this LFPP grant? By staying involved and helping to expand the network of community participation. Also by buying locally grown produce from MAUF and other farmers in the area.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? MAUF hired an outside contractor to compile information gathered from the survey and to design the marketing brochure.

6. Have you publicized any results yet?
 - i. If yes, how did you publicize the results? Social Media, emails, website, distributed brochures at events, training and workshops. MAUF printed bounded copies of the feasibility Study.

- ii. To whom did you publicize the results? Farmers, Buyers, Retailers, Local Officials, Non-Profit Organizations, Food Bank and Community Leaders.
 - iii. How many stakeholders (i.e. people, entities) did you reach? Over 1500
- *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? MAUF created a survey for farmers, buyers and retailers.
- ii. What feedback was relayed (specific comments)? Comments were recorded on the survey questionnaire. "Some of the comments received were:"
 - A. I would support a commercial Kitchen
 - B. I just move to a farm site in the metro area, would love to stay informed on what's to come.
 - C. Awesome, looking forward to it.
 - D. I think value added and the food hub, could be great resources for farmers, communities and consumers, but I am not sure at this early stage in a new farming venture whether or not I would want or need to utilize/contribute to them over the next few years.
 - E. Looking forward to it.
 - F. Help with veterans, women and beginning farmers.

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. Not at this stage of the project
 - a. If yes, how much was generated and how was it used to further the objectives of the award? Because of the survey there is a demand for speaking engagements and more information pertaining to this project.

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). After completing our feasibility study and business plan, we learned the importance of researching, partnering/collaborating with individuals, groups, and organizations that are already doing the work we proposed to do. Initially at the start of our project, we had our own ideas and expectations of what the outcome of the project will be however, from our research on similar projects, we had a better understanding and perception of how our final project will look. This saved us a lot of time in planning and developing a business plan. A negative experience in which we learned from was creating a more efficient timeline and deadlines for completing the overall project.

- 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: Hire a contractor to quote a realistic price on the development and construction of the commercial kitchen. Also gather a team of volunteers to help distribute and analyze results of survey so a larger sample can be obtained.

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. MAUF will continue the work of the project beyond the performance period by seeking funding to begin construction and development of the commercial kitchen and mini food hub. We also will continue with the marketing of the center that will initially bring in more funders, partners and supporters. Furthermore, once the construction and development of the mini food hub and commercial kitchen is completed, five jobs will be created that will consist of full-time and long-term contractual employee.
- 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? MAUF will become a training site through NRCS to train existing, new and beginning farmers in the area of urban agriculture through NRCS Programs. These training will be about helping farmer to increase their bottom line in the area of production, marketing and sales.