

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

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| Report Date Range: | September 30, 2015 – January 31, 2017 |
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| Authorized Representative Email: | katie@cfmatl.org |
| Recipient Organization Name: | Community Farmers Markets, Inc |
| Project Title as Stated on Grant Agreement: | Building Sustainability in Farmers’ Markets Across Metro Atlanta |
| Grant Agreement Number: | 15-FMPP15-GA-0130 |
| Year Grant was Awarded: | 2015 |
| Project City/State: | Atlanta, GA |
| Total Awarded Budget: | \$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: _____

I. Goal/Objective 1: CFM will increase access to local agricultural production and will expand the presence of farmers markets in the Metropolitan Area by providing two additional outlets for distribution of local food in low income and low access areas through pop-up markets and/or mobile cart and vehicle markets.

a. Progress Made:

- Outcomes and Evaluation Measures:
 - **Pop-Up Markets:** We have hosted 59 mobile or pop-up markets during the grant period. CFM hosted 31 Fresh MARTA Market pop-ups at the West End MARTA station, 12 at the Five Points MARTA station, 5 at the College Park MARTA station, and 5 at the H.E Holmes MARTA station, 3 pop-ups at the DeKalb YMCA, 1 at the Wylde Center in Decatur, and 2 at Agnes Scott College. This is a total of 59 in the cumulative grant period, exceeding the grant goal of 15.
 - **SNAP Enrollment Dates:** We held 23 Benefits outreach days at the MARTA markets and pop-up markets, 20 more than the grant goal of 3.

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- **Community Outreach:** partnered with the Decatur Housing Authority, International Rescue Committee, the Stewart Center, Decatur Active Living, Neighbor in Need, Westside Harvest Festival, the Atlanta Community Food Bank, Cooking Matters, the Wylde Center, Slow Food Atlanta, Whitefoord Elementary School, Atlanta Public Schools, Georgia Organics, Georgia Food Oasis - Atlanta, Atlanta Bicycle Coalition, Food Well Alliance, City of Decatur, Grant Park Neighborhood Association, and the East Atlanta Community Association.
- **Market and Educational Events:** Between September 30, 2016 and January 31, 2017, 217,168 people attended CFM markets. We recorded 410 MyMarket sign-ups in 2016 for new market farmers market attendees. During this grant period, we reached 34,175 people at community and educational events.
- **Procurement and Development of Mobile Outlets:** CFM has leased a cargo van that is being used to transport produce and market materials. In addition, we have worked with the architectural firm Perkins+Will to design and build four stationary stands for the Fresh MARTA markets. Two additional stationary stands, with additional shelving, have been created for the 2017 Fresh MARTA Markets.
- **Market Surveys:** the 2016 end of the year survey of the Fresh MARTA markets revealed that 83% of the survey respondents rated the markets of highest quality and the majority (72%) consider it an excellent value. These answers indicate an intention to return to the markets and are positive signs for future Fresh MARTA markets.

b. Impact on Community:

Fresh MARTA Markets: In 2016, we launched the second Fresh MARTA Market season in conjunction with the Atlanta Community Food Bank, the South West Atlanta Growers Cooperative, and MARTA (Metro Atlanta Rapid Transit Authority). Atlanta is a city divided by transportation, and this division is reflective of the income disparity in the city. This innovative collaboration seeks to bring fresh food directly to low income and low access community members through a transit-oriented program.

This grant covered 16 of the 2015 Fresh MARTA markets at the West End MARTA Station and 15 in the 2016 season. During the 2016 market season, the Five Points farm stand opened in September and operated for 12 weeks. The West End market also opened in September and operated for 15 weeks. The College Park and H.E. Holmes farm stands started in November and operated for 5 weeks. For the full 2017 season, which will run from May till November, we expect to serve many more new shoppers. The Fresh MARTA Markets reached 14,298 customers during the grant period.

Educational Outreach: Educational outreach is an ongoing and important part of the CFM mission. During this grant period, we partnered with at least 10 organizations serving our low-income individuals. In addition, we partnered with total of 265 community organizations to provide food literacy education and outreach. A total of 23,079 people were reached and 11,096 people were engaged during the grant period.

II. Goal/Objective 2: CFM will increase the capacity of organizations in Metropolitan Atlanta to develop additional infrastructure and access by providing individualized training and technical assistance (T/TA) to the Clarkston and East Point Farmers Markets, in low income and low access areas in the Metropolitan Atlanta area.

a. Progress Made:

- Outcomes and Evaluation Measures:
 - **Needs Assessment and Marketing/Outreach Plan for Clarkston and East Point Markets:** The CFM Executive Director has completed the needs assessment for the East Point Farmers Market and CFM supported specific East Point Market priorities around management and marketing. The Clarkston Farmers Market has permanently closed, so we worked on creating a different market solution with the Global Growers Network and Clarkston community.
 - **CFM Support to Clarkston and EP:** For the 2016 Season, CFM brought the East Point Manager under our umbrella as a contract employee and trained Manager and Board on Best Practices. We also provided a stipend for a marketing consultant to help them expand educational outreach, grassroots marketing efforts, and fundraising capacity. In Clarkston, since the market permanently closed, we worked with a consultant to do a feasibility study on other direct to consumer local food access opportunities.
 - **CFM Vendor Growth Program:** In April 2016, CFM launched the official Vendor Growth Program, a monthly professional development program for our vendors. This program included 8 in-person classes and well as a follow up emails with digital resources (for those that were not able to attend). Each month the professional development theme was based on research of the needs of farmers market vendors, including but not limited to taxes, social media & marketing, inventory management, etc. CFM opened this program up to all East Point vendors for free.
 - CFM has worked with the East Point Farmers Market team to identify the biggest challenges, and conducted intensive trainings for the board and staff on best practices. A full training day for East Point staff and board members was completed on May 5, 2016 that went over all of CFMs best practices for management, educational outreach, and programming.
 - Establishment of Market Community Groups for both markets: CFM and GGN have formed a working group which will shape the MCG. East Point Farmers Market's Board is serving as their Market Community Group and planning to expand an additional stakeholders group in the future focused on their outreach partners.
 - Instead of CFM staff working at the East Point Farmers Markets, a collective decision was made to support existing EP staff instead of hiring CFM staff. The existing Manager was paid as a CFM contract employee.
- **Establishing Best Practices for Clarkston and East Point Markets:**
 - All CFM “how to” manuals have been shared the the East Point and Clarkston teams. CFM staff continued to communicate with those teams to offer clarification and guidance when necessary.

- These “how to” manuals included detailed instructions on how to establish Market Community Groups for each market.
- The East Point Farmers Market Manager and Board were trained on CFM best practices.

b. Impact on Community: A staff member was hired in March 2016 to implement the needs assessment project in consultation with farmers and consumers in Clarkston. Part of this project included a Consumer Survey to determine the best way to approach to providing community-based food access points. In addition, the staff member conducted needs assessments with farmers and gardeners that currently grow food in community gardens in Clarkston. Through these conversations, it was determined that an educational fair day for consumers, gardeners and farmers would be an appropriate follow up for increasing connections between farmers and consumers. This is an event that we hope to undertake after the grant finished in the Spring. More details are included in the report attached at the end of this report.

Since fall of 2015, CFM has continued to work with the East Point Farmers Market. Over that time, targeted interviews revealed a need to shift the training and technical assistance focus to a full day Market Staff training and a half day Board training for the East Point Farmers Market crew to focus on specific challenges. CFM launched a Vendor Growth Program to meet these professional development needs on a more regular basis throughout the year. All vendors from the East Point Farmers Market and farmers involved in direct to consumer sales in Clarkston have been invited to participate in these monthly classes. The total of these trainings have met or exceeded the 40 hours of T/TA sessions allocated for the Clarkston and EP Markets. The intended impact on these communities is to have sustainable market solutions that will create long term access to fresh, healthy, local food.

III. Goal/Objective 3: CFM will expand its outreach activities and provide direct to consumer outreach and marketing to existing and new customers for existing and new outlets. CFM will offer 75 at-market or in-community education sessions to our market patrons.

a. Progress Made:

- Outcomes and Evaluation Measures
 - A total of 289 at-market or in-community education sessions were completed between 9/30/15 and 1/31/17, exceeding the grant goal of 75.
 - The Vendor Growth Program was launched in the 2016 and consisted for a Symposium with seven classes on various business topics, from “Diversifying Your Outlets of Sale” and “Growing and Retaining Customers”
 - Increased attendance at markets: Between September 30, 2015 to January 1, 2017, 217,168 people attended CFM markets. During this grant period, we reached 34,175 neighbors at community events, educational programming, and at-market education series.

- Sales Data: vendors were surveyed in 2016 about CFM market sales. A majority of vendor respondents indicated a positive attitude towards sales at market and increased sales from the previous year.
- Customer Knowledge: CFM implemented an educational chef program to increase customer knowledge on preparing market products. These educational chefs source demonstration products directly from the vendors and talk with customers about the simple ways to cook these seasonal products. The educational chefs focus on lower cost preparations and balance time and flavor to produce seasonal and healthy meal options. The market samples continue to be a very popular at the CFM markets.
- Increase in fruit and vegetable consumption: when appropriate during the in-depth educational sessions, CFM staff surveyed the participants. Of class participants surveyed, 81% of the respondents said they would try the fruit or vegetable sampled again.

b. Impact on Community: During this grant period, market attendance grew significantly and provided local food access to over 217,168 people. CFM held 289 educational events and community events with the help of 265 community partners. These events reached 34,175 people.

IV. Goal/Objective 4: CFM will promote our financial incentives program to low-access and low-income market communities through its partnership with Wholesome Wave Georgia to double SNAP benefits for consumers. **This objective should have been omitted from the final version of the proposal as it was not an eligible activity under the grant stipulations. Thus, we are not reporting on this Objective.*

1. Intended Beneficiaries:

- i. Number of direct jobs created: 1 Fresh MARTA Market Manager
- ii. Number of jobs retained: Six CFM positions plus 130 + vendor businesses
- iii. Number of indirect jobs created: 130 + vendor businesses
- iv. Number of markets expanded: In 2014, 97,757 people attended CFM markets. In 2015, 159,392 people attended CFM markets. And in 2016, 185,195 customers shopped at CFM farmers markets. For the total grant period, 217,168 people frequented CFM farmers markets.
- v. Number of new markets established: four Fresh MARTA Markets opened during this grant period and the Ponce City Farmers Market continued to operate.
- vi. Market sales increased from \$5,952.00 to \$16,296 at the Fresh MARTA Markets from 2015 to 2016.
- vii. Number of farmers/producers that have benefited from the project: 120 farmers/producers in 2015, 130 farmers/producers in 2016.
 - a. Percent Increase: 8.3% increase in farmers/producers participating in the CFM markets

2. Expansion of Customer Base: For the total grant period, CFM has reached 217,168 people through the multiple food access points, mainly farmers markets, but also Pop-up Markets and the Fresh MARTA markets. The West End MARTA market is

bordered by census tracts that are designated LI and LA and the placement of this initiative extends beyond the census tract to some of Atlanta's most vulnerable and low access communities. The West End community has a poverty rate of 48.7% and most food access points have limited fresh, affordable produce. The Five Points MARTA market is the busiest of MARTA's 37 stations, in the heart of downtown, and will provide high visibility as well as serve more than 225,000 passengers annually during the market hours. More than 43% of passengers surveyed my MARTA preferred that a produce stand be placed at Five Points station. This station also borders numerous census tracts that are low income according to the Food Access Research Atlas, and which have a high percentage of households without vehicle access more than ½ mile to a supermarket.

- 3. Community Partnerships:** Our mission critical partners are: City of Atlanta, City of Decatur, Wholesome Wave Georgia, The Food Well Alliance, Global Growers Network, MARTA, The Atlanta Community Food Bank / Food Oasis, and Georgia Organics. Our community based partners include over 150 partner organizations. These range from direct service organizations (like the Stewart Center) to neighborhood organizations (like the East Atlanta Community Association) to service partners (like the East Point Farmers Market and SWAG). Collaboration is at the core of our work. For example with the Fresh MARTA Market, our partners contributed in the following ways: The Atlanta Community Food Bank provided in-kind staffing, funds for double SNAP and resources to aggregate produce; MARTA provided in-kind marketing resources including advertising in the stations; The South West Atlanta Growers Co-operative provided locally sourced produce from the West End neighborhood as well as farmer staffing for the markets. For each partnership, we define shared performance measures to help each other achieve our mission-oriented goals, and has a unique contribution to the overall results. Future Results: We will continue to strengthen and leverage our community partnerships to make significant impact on shared performance measures.
- 4. Contractors:** we have not contracted out any of the work. CFM pays all expenses and personnel directly.
- 5. Publication of Results:** Activities related to these grant activities are publicized through the CFM social media outlets, newsletters and blog posts (see cfmatl.org). Select results were shared with our social media contacts, newsletter subscribers, and blog readers. The total reach is approximately 60,000 people through our social media network, 9,831 through all of the CFM market newsletters, and 410 My Market related connections in 2016.
- 6. Feedback:** The Vendor Baseline Survey from 2015 informed the development of the Vendor Growth Program, launched in 2016, and serving both CFM vendors and vendors from the markets that we are mentoring through this FMPP grant. The Vendor Growth Program consists of monthly classes, related digital resources, and a business mentoring program. Based on vendor feedback, we have developed

classes around specific tax and record keeping needs, cross-promotion with other vendors, creative funding for small businesses, and many other subject areas.

7. 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. No programmatic income was generated.

8. Lessons Learned: Piloting the Fresh MARTA Markets for the first season allowed CFM to figure out the best model in which to expand the program. In 2015, CFM set up multiple tables and it operated with many similarities to a traditional farmers market model. We soon realized that a traditional farmers market model would not be the best fit for the transit station. So we scaled back to the staff and constructed semi-permanent farm stands. The produce ordering, aggregation, and prep is completed before market. The scaled back farm stand reduced overall costs. The farm stand model was used for the 2016 season. Another lesson learned was the value of strategic goal setting for educational partners. By coordinating and focusing our efforts CFM with the assistance of our partners expanded our educational programming. Once key strategic partners were in place, CFM experienced a significant increase in educational activity outputs from 2015 to 2016. In 2015, CFM staff educated 900 community members and interacted with over 4,200 people at community events. In 2016, CFM staff educated 2,556 individuals and interacted with 12,621 community member at events. This represents a 184% increase in the number of community members educated about food access and healthy behaviors, including cooking and gardening. This also represents a 200% increase in the number of people we reached at community events.

9. Future Work: CFM with help for our key partners will continue the Fresh MARTA markets for a full season in 2017. Robust educational outreach will continue. We will continue to find innovative ways to expand our customer base, outreach to low-income communities, and explore new ways to provide food access points in low-access areas, and secure reliable sales opportunities for our vendors and farmers.