

**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>	04/01/2017-09/30/2017
<b>Authorized Representative Name:</b>	Jeb Bush
<b>Authorized Representative Phone:</b>	803-942-5119
<b>Authorized Representative Email:</b>	<a href="mailto:forsythfarmersmarket@gmail.com">forsythfarmersmarket@gmail.com</a>
<b>Recipient Organization Name:</b>	Forsyth Farmers' Market, Inc.
<b>Project Title as Stated on Grant Agreement:</b>	Forsyth Farmers' Market Mobile App Promo
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPGA0132
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Savannah, GA
<b>Total Awarded Budget:</b>	\$54,648.20

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.
  - i. Goal/Objective 1: Develop a free mobile app that will provide FFM Saturday market and Farm Truck 912 customers with real time information on market locations and hours, vendor availability, seasonal specials, and other information designed to increase the customer shopping experience.
    - a. Progress Made: Paragon Design Company finalized the design of the app and uploaded content. The app was accepted for Android and Apple Users and we went live and had approximately 400 people download the app. Paragon Design created Phase 2 of the app in early 2017 and it was accepted for Android and Apple users March 31. Phase 2 of the app allows us to “push out” notifications to those that have downloaded the app.
    - b. Impact on Community: The app has enabled market staff to engage and connect with farmers market shoppers throughout the week with updates on events, vendors, promotions, and activities. Within the last 12 months, we have had 731 users with 61% of them being users that return to use the app.
  - ii. Goal/Objective 2: Implement a Farmers Market App promotion program for FFM customers using social media, print media, earned media, and outreach to increase the number of downloads of the application. (Completion date: September 30, 2016)
    - a. Progress Made: We have utilized social media (Facebook, Twitter, Instagram), our email newsletter, print media, flyers, posters and had stories written about the app in our local news outlets. We continue to advertise the app at neighborhood stops on the farm truck at the weekly farmers market. We also coupled the promotion program with a campaign geared toward college students that utilized incentives and rewards to encourage the download of the app and greater engagement with the farmers market.
    - b. Impact on Community: Since the conception of the app in 2016, we have had 1,505 users.
  - iii. Goal/Objective 3: Implement a vendor outreach program to encourage vendors to input information on the Farmers Market App’s vendor portal on their planned attendance at the Saturday market, the availability of seasonal produce, vendor profiles, and other information designed to enhance the customer shopping experience. (Completion date: September 30, 2016)
    - a. Progress Made: While the app does contain Vendor accounts for every one of our Vendors, we have not been able to get Vendors engaged in entering their own information. We find that they feel it will not necessarily benefit them for the amount of time it will take to learn the system and input data. We have, however, trained staff on inputting data.
    - b. Impact on Community: The Vendor community has not embraced the app as much as our customer community. However; the trained staff are able to input valuable data and information (indirectly from the vendors) that will enhance the experience for app users.

- iv. Goal/Objective 4: Conduct pre and post market research to determine effectiveness of application in increasing customer frequency and purchases including ease of use, utility of information, design, and other variables. (Completion date: July 30, 2017)
    - a. Progress Made: Survey was created and used during early summer 2017. We received feedback on information customers wanted.
    - b. Impact on Community: Allowed FFM to adjust to app to the meet the needs of the consumers.
  - v. Goal/Objective 5: Complete a strategy for further use and development of the Farmers Market App after the conclusion of grant including a financial and mobile app management strategy. (Completion date: September 29, 2017)
    - a. Progress Made: The use of the app will continue. Ongoing research and feedback is still being collected. FFM has new leadership and will develop this strategy further.
    - b. Impact on Community: The app will continue to serve as a convenient tool for shoppers to gather information about market events and vendor profiles to engage shoppers.
  - vi. Goal/Objective 6: Make the Farmers Market App available to other farmers' markets and local food enterprises. (Completion date: September 29, 2017)
    - a. Progress Made: Conversations have been made with other farmers markets in the area.
    - b. Impact on Community:
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: **Our goal with this app was to maintain the current roster of farmers'/food producers at our market by increasing sales at the market. We have maintained the same number and risen from 44 to 47.**
  - ii. Number of jobs retained: The number have maintained.
  - iii. Number of indirect jobs created: Each vendor generally employees 2 employees to work the market in addition to staff on the farm.
  - iv. Number of markets expanded: 1
  - v. Number of new markets established: We have increased the number of mobile stops from three to seven.
  - vi. Market sales increased by \$insert dollars and increased by insert percentage%. As our vendors are independent, it has been difficult to get solid data outside anecdotal information from them that sales have risen since the creation of the app. However, we have risen our mobile market sales from less than \$3,000 to \$12,000.
  - vii. Number of farmers/producers that have benefited from the project: We have had 47 farmers/producers benefit from the app.
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?

We have been able to reach a college student population through the app. The students have information about the market, vendors, and events right at their fingertips. We offered incentives to the students to encourage them to download the app. This consisted

of soliciting donations from local businesses to serve as prizes for students. The prizes were raffled away at the farmers market and students were encouraged to download the app.

With the expanded markets formed via the Farm Truck 912 program, we have also been able to reach additional low income/low access populations through the app. The Farm Truck 912 program prioritizes serving LILA areas as designated by USDA's Food Research Atlas. The app has been instrumental in helping us to communicate with these populations about service times, locations, the availability of seasonal produce, and other information to enhance their shopping experience. The app was also used to help communicate any latest changes in the farm truck schedule or route.

4. Discuss your community partnerships.

- i. Who are your community partners? Our primary community partner is Paragon Design Company. We also work with Dr. Anne Haddix. We have added 3 professors from Armstrong State University to our project, as well.
- ii. How have they contributed to the overall results of the FMPP project?

Paragon has been an excellent partner – they have been highly communicative about the work they are doing on the back end in the highly complicated world of coding and building out a framework for the app. They have also been working with us to find ways to gather feedback for all aspects of the design process for the look of the app. Dr. Anne Haddix has been hands on with the project throughout the design project so that she understands completely the app so that she can design surveys that reflect the work Paragon has done and respects the customers that will be taking the survey. Dr. Plaspoehl, Dr. Marshal and Dr. Nazaruk have pulled in grad-level students to participate in the work and have been instrumental in getting IRB approval for the project.

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

Dr. Haddix is still a strong ally of the market. She is working to enhance our app. Paragon is continuing to receive feedback from customers and looking for ways to improve the app.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Paragon and Dr. Haddix are both committed to working with creating the best app that the food system sector has seen and will contribute to the future success of the work. They were instrumental in providing training on using the app to new onboarding market staff members. In addition, they administered surveys to the community to receive feedback on app usage and relayed that information to the market staff team. This enabled the staff team to address and prioritize content areas that were valuable to the community. The contractors also helped to train the staff on analyzing real time data through Google Analytics. This platform showed valuable information regarding app usage such as; active users trending over time, top screens and content, user retention, etc. With this data, the market staff is able to receive indirect feedback on content and determine how to

effectively engage the community with relevant content and information. Paragon was also useful in providing design graphics and media to promote the app. Furthermore, they also helped to design a campaign that appealed to a student demographic to encourage download of the app.

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? yes

- i. If so, how did you collect the information? Paragon Design did a survey through the app.
- ii. What feedback was relayed (specific comments)? The most common request was to have real time information about which vendors were at the market and what products they had that day.

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).
  - a. Positive: The contactors were instrumental in the success of this project. We believe they went above and beyond in developing the app as they also have personal interests in the food system and values and beliefs that aligned with the market's mission. Another good idea that contributed to ongoing success of the app is developing graphics that target specific demographics with congruent campaigns that provide incentives to download the app.
  - b. Negative: We will continue to work on prioritizing the training of multiple employees at the market to utilize the app program. Collaborative delivery of all relevant information to the community will help us to ensure that we are not missing anything.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

One of the goals that was not successful was the implementation of a vendor outreach program to encourage vendors to input information on the app on their planned attendance at the Saturday market, the availability of seasonal produce, vendor profiles, etc. We have learned that numerous vendors find that the app does not necessarily benefit them for the amount of time it will take to learn the system and input data. One lesson we learned was to not begin a project with an expectation of receptiveness and perceived benefit to a select group. We have been able to circumvent this by training market staff to utilize the app, gather vendor information, and input data based indirectly on vendor applications and product variety. This does not necessarily account for real time changes that specific vendors would be able to provide nor does it replace direct engagement from the vendors virtually. However, we believe that a long-term commitment to the project will enable us to develop a program or attribute within the app that will be mutually beneficial for both the vendors and the community to use.

- 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:

One thing we have struggled with is maintaining a high rate of returning users. We have found that if we do not continue to provide new and relevant information to the users, along with engaging activities, then the users will uninstall the app. We have found that a common reason the app is uninstalled is because storage is limited on many smart phones. We have found it helpful to provide ongoing engaging activities with incentives to encourage regular use of the app (for example, scavenger hunts with hints provided only through the app). Another possibility is to provide information through the app that would not necessarily be able to be found elsewhere.

#### 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.

One of the highlights of the app has been the use to find the farm truck. This has increased the sales and number of customers on the truck. We hope that as we continue to improve the app, that we are able to reach more people to shop weekly on the truck and at the Saturday market. This in turn will not only sustain our current farmers, but also be able to support bringing in more farmers and vendors.

- 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?

A future activity with the app would be to include other local non-profit organizations in on managing the app and relaying information to the community. These other non-profit organizations would have missions similar to those of FFM in promoting healthy futures with an emphasis on consuming nutritionally adequate foods, eliminating barriers to obtaining food, and providing nutrition education.

This would require broad research to determine if such an app is modeled in other communities. Additionally, it would require more collaboration with the design team to determine how to best implement this. We would also have to collect data from the community on the type of information of and relating to health that they wish to receive. We envision a collaborative app hub that extends beyond our organization to other key community stakeholders.