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: *(e.g. September 30, 20XX-September 29, 20XX)*	September 30, 2014 to June 30, 2015
Authorized Representative Name:	Linda Mallers
Authorized Representative Phone:	847-331-6902
Authorized Representative Email:	lmallers@farmlogix.net
Recipient Organization Name:	Farm-Logix, LLC
Project Title as Stated on Grant Agreement:	Building the National Farm to School Supply Chain Portal: Connecting the Farmer to the School Cafeteria with Distributor Solutions
Grant Agreement Number: *(e.g. 14-LFPPX-XX-XXXX)*	14-LFPP-IL-0060
Year Grant was Awarded:	2014
Project City/State:	Evanston, IL
Total Awarded Budget:	$100,000

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

☐X 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 Farmer Supply For Distributor Relationships
      a. Progress Made: Complete, exceeding scope of the grant
      b. Impact on Community: FarmLogix has been able to transition to growing commitments with farmers. In 2014 we established growing commitments for product including broccoli and potatoes from three sources in the Midwest. We also were able to take large volume of unsold produce, funding a home for 20,000 pounds of carrots as an example. We also have brought in new farms and co-ops into our network, on the east coast a year ahead of schedule, and have expanded our locally sourced IQF program from the Midwest to New England and the MidAtlantic. This progress was listed on our interim report. Since the interim report we have expanded our operations to additional states and relationships. In total, we will be engaging local farmers to service clients in IL, MI, WI, PA, DC, VA, MA, NY, NJ, MD, ME, AR, RI and the Carolinas. In the Midwest this has been focused on our own farm network. On the east coast we are engaging two co-ops, the Lancaster Farm Fresh Cooperative, as well as Farm Fresh Rhode Island. We are doing our own research in AR, with the USDA's help, and will do the same with our new engagement in the Carolinas.

   ii. Goal/Objective 2: Coordinate School Demand for Distributor Relationships
      a. Progress Made: Complete with significant growth
      b. Impact on Community: Aggregation of demand from both self-op school districts and food service managed districts has created slotting opportunities within their shared contracted distributor networks. We have become a demand hub for Farm To School in multiple regions with this approach, including IL, WI, NJ, RI, MA, PA, ME and the DC area. We now have solid distribution relationships with Sysco, PFG and US Foods in these states, and a distribution relationship with Peapod and Giant Foods in eight metro areas throughout the Midwest and East Coast (Chicago, Milwaukee, Indianapolis, Boston, NY Metro, DC, Baltimore, Philly). The existing Farm To School volume will increase significantly in the fall of 2015 as our school business expands throughout the East Coast, and into AR and the Carolinas with Aramark. We are also in discussions with Chartwells to begin work in the fall of 2015 in the Midwest (MI) and throughout the East Coast.

         Most exciting is the engagement of new distributors for the new USDA Commodities Pilot. Through the Pilot we have been able to form new relationships with Gordon Foodservice and US Foods in WI, and will be the Farm To School solution for them in servicing CESA Purchasing Cooperative and Milwaukee Public Schools through the Pilot.

iii. Goal/Objective 3: Report on School purchases through distributor by farm, mileage, pounds and dollars.

a. Progress Made: Complete

b. Impact on Community: FarmLogix now provides reports for 67 districts by farm, mileage, pounds and dollars. These reports are available on farm2school.net. The reports for each region are included in this report. Reports are updated monthly, and groups, such as GPOs, etc., receive an aggregate report for the school year. These aggregate reports are attached. In the past school year FarmLogix sourced $2.7M of local food for Farm To School programs in the Midwest and East Coast during the 2014-15 school year. This includes a combination of K-12 and Higher Ed institutions, and does not include an additional $1M+ of local food sourced for other retail, restaurant and non-education institutions.

iv. Goal/Objective 3: Technology upgrade (NEW OBJECTIVE)

a. Progress Made: Complete

b. Impact on Community: We gained approval for a change in the scope of our grant from creating QR codes for cases of product to upgrading our technology, which has greater long-term impact. We launched our new product Cloudslot, which is currently operational with our restaurant customers, and will launch for schools in August of 2015. Cloudslot allows FarmLogix to report on Farm to School activity by District, product, farm, spend, mileage, state, region and nation. For instance, we can report broadly on the movement of all local apples into schools nationally, as well as do sourcing and sales comparisons by region and farm in specific areas going into specific districts. The main benefit is that CloudSlot can maintain farm identification through the supply for our Distributor partners utilizing unique SKU-mapping technology. Through unique login credentials Districts can only purchase and view local products available through their distributor at their contracted pricing structure. CloudSlot also has capabilities to trace product back to the farm for food safety purposes.

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: 3

ii. Number of jobs retained: 2

iii. Number of indirect jobs created: 4

iv. Number of markets expanded: 8 states

v. Number of new markets established: 5

vi. Market sales increased by $ 1,075,730.29 and increased by 20% (Restaurants, Retail and Schools)

vii. Number of farmers/producers that have benefited from the project: 30+

a. Percent Increase: 10%

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 began engaging food hubs and the Amish community on the east coast, and will now source food for low income/rural areas of Chicago, WI, NJ RI and AR in the fall of 2015.

4. Discuss your community partnerships.
    i. Who are your community partners? Aramark, Giant/Peapod, Lancaster Farm Fresh Cooperative, Farm Fresh Rhode Island, Green City Market, Chicago Produce Terminal, PFG, Sysco, US Foods, Gordon Foodservice
    ii. How have they contributed to the overall results of the LFPP project? They have done a wonderful job in both providing us product, and distribution opportunities to scale our business, and/or creating demand for local food in schools and in the home.
    iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? Aramark is expanding us around the country, most recently to AR, ME and the Carolinas with a total of 15 states. Our relationship with Sysco allows us to deliver Farm To School to Aramark properties in the Midwest and East Coast. Our relationship with PFG allows us to deliver local foods to schools throughout rural WI, and we will begin working with US Foods and Gordon Foodservice in the fall of 2015 as well. Giant/Peapod has allowed us to develop and manage a CSA for them in 8 states/metro areas, including Chicago, Milwaukee, Indianapolis, Philadelphia, DC Metro, Baltimore, NYC and NJ. A link to the press we have received for this is at the end of this report.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? Without our contractors none of this would come to be. We rely heaving on three very talented contractors who help us with our websites, technology and data. Since our business volume is seasonal, or dependent on the school year, being able to rely on contractors is very important.

6. Have you publicized any results yet?
    i. If yes, how did you publicize the results? We get a lot of press. We put out our own communication, but our large corporate clients get press for us through their own PR departments. We also got wonderful press through USDA AMS.
    ii. To whom did you publicize the results? To our corporate partners and the media, both locally and nationally.
    iii. How many stakeholders (i.e. people, entities) did you reach? Quite honestly too many to count, but we have a page of links in the back of this report. We were just contacted by CNBC, who is interested in a story, so the word is definitely getting out.

    *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). Links are at the end of this report.

7. Have you collected any feedback from your community and additional stakeholders about your work?
    i. If so, how did you collect the information? We are a relationship-based entity, so the feedback is ongoing, often daily.
    ii. What feedback was relayed (specific comments)? The response to our program is very, very positive. You are welcome to contact us if you would like references.

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: X ☐
   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? We increased sales $ 1,075,730.29 through the grant. Our ability to move more local food and gain more business is a direct result of the grant providing the necessary funding for us to upgrade our technology and website offerings.

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).

POSITIVES—

1.) Switching the scope of work to focus more on our technology vastly increased our ability to service our customers. We can now report out as specific as a District's activity, all the way to national data for a single product.
2.) We learned what Distributors need to be successful in the Farm To School space, and how to help them maintain farm identification through the supply chain.
3.) We were able to specifically define our niche in the Farm To School space, which is to provide distributor solutions and provide valuable purchasing data for our distributor and school customers.
4.) We identified plans and programs that help schools be successful.
5.) We have tangible examples in multiple regions of how we have changed the lives of farmers and helped them grow their business.

NEGATVIES—

1.) Distributors need volume- aggregating the needs of multiple districts in a region is the key to success. Sometimes volume is too low for a program to be successful. There are some regions where we are unable to be successful.
2.) Price will always be a deterrent to Farm To School scale. The cost can prohibit schools from regular incorporation of local foods into the menu. The Pilot is very encouraging in addressing this issue.
3.) Varying local definitions can be complex, and can vary widely. We have also seen them be too rigid. For example, if a local definition is within a home state, we have seen schools purchase produce from Mexico if a farm is not within their state. Our recommendation is to always consider local alternatives to a definition rather than purchase non-domestically.
4.) A very big lesson from this grant- the staff that did not work out during the LFPP grant came to us from the non-profit world. We are a company with a social mission, but we stand very firmly in the distribution world, which can be rough and challenging. In our eyes the non-profit world creates valuable demand for local foods, and we deliver on that demand with distributor tools. Our most successful hires have come from the world of supply chain. A very valuable lesson!

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

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: Since this was our first grant I think we overthought the allocation of staff to the grant project. This made reporting hard since we were dealing with small fractions of many people's time. When we shifted, and got approval, to change the grant scope we were able to rectify this issue. We ended up with less people spending more meaningful time on the project.

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. Since we are a for-profit company, and driven by sales, we will always be looking to grow our business. This encompasses adding new farms, new products, new distributors, new school customers. The grant has helped us to develop technology and processes to scale our business. The next step is to grow and scale given what our technology and processes are capable of delivering. What we are seeing currently is that there is demand for our products in the retail arena, so we will most likely see an increase into other sales opportunities outside of Farm To School.

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? We reached every goal we had for the project. Our next goal, and the focus of our 2015 LFPP application, is to focus on what our technology can do for the industry. We have helped many farmers, distributors and schools reach their Farm To School goals. In doing so, however, we find that our data has enormous value for the industry. We are beginning to now provide data as a stand-alone tool. So much of local purchasing data is lost, or cumbersome, and our future goals are to work on this issue next.

11. Media Links:

i. The links below are to press we received for our work during the grant:

a. Growing Power Farm To School procurement video
b. Broccoli growing commitment in WI for Janesville school district
c. Anne Alonzo visit to Chicago
d. FarmLogix/Peapod press in:
    1. Crain's Chicago Business
    2. Chicago Tribune
    3. The Packer
e. CPS Farm To School program in the news

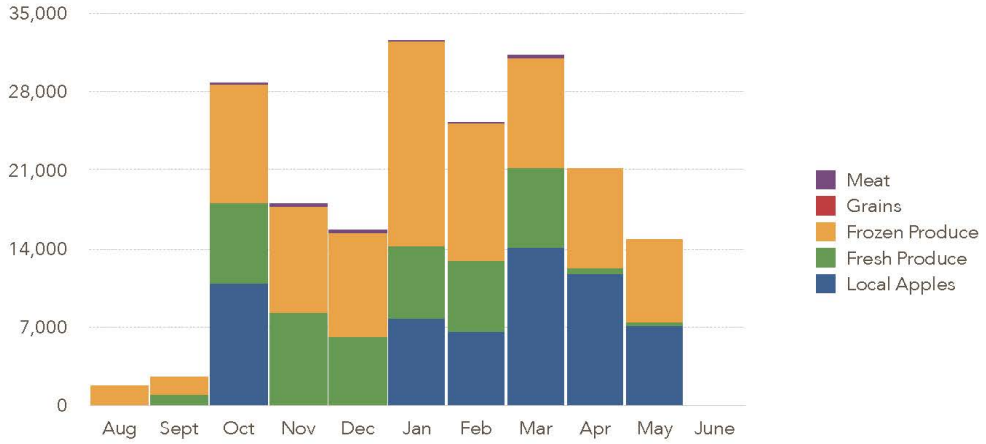
LOCAL FOODS REPORT

MIDWEST K-12 AND HIGHER ED

SCHOOL YEAR 2014-2015

PROCUREMENT SUMMARY- YTD

Entity	Total Amount Put Back into the Local Economy	Total Pounds
Midwest K-12 and Higher Ed	$214,227.21	149,085
Chicago Public Schools	$2,487,598.29	3,942,582
TOTAL	$2,701,825.50	4,091,667



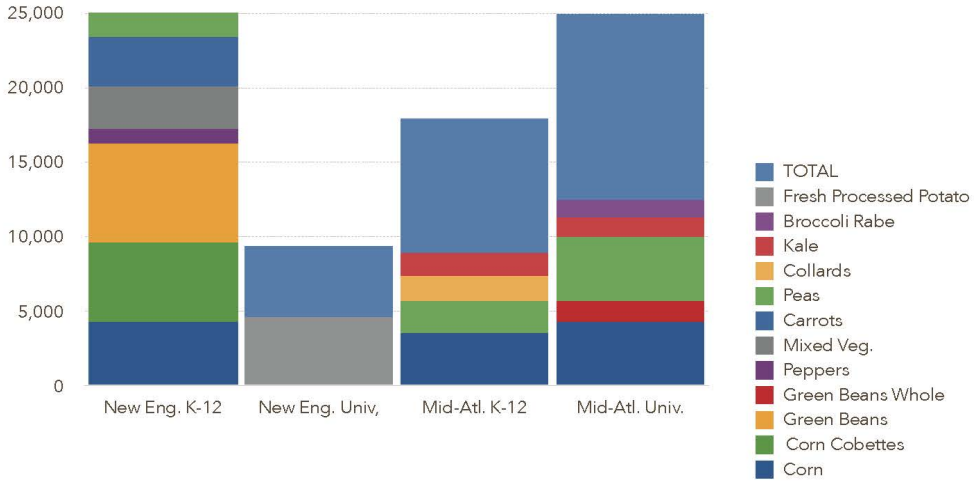
ITEM SUMMARY- SY 2014-2015

Item	Total Pounds	Farm/State of Origin
ABF Chicken, Drumsticks, frozen	592,410	Miller Poultry (Orland, IN)
ABF Chicken, Whole Fryers, frozen	80	Miller Poultry (Orland, IN)
Apple/Blueberry Blend, frozen	1,980	Michigan
Apple/Blueberry/Cranberry Blend, frozen	840	Michigan
Apple/Cranberry Blend, frozen	720	Michigan
Apples, Empire and Priscilla (WI)	7,500	Brightonwoods Orchard (Burlington, WI)
Apples, Golden Delicious, Diced, frozen	80	Michigan
Apples, Golden Delicious, Sliced	100	Michigan
Apples, Red (MI)	2,671,100	River Ridge Produce, Sparta, MI
Broccoli Slaw	260	Ruhlig Farms & Gardens (Flat Rock, MI)
Broccoli, 3/8 cut, frozen	760	Michigan
Broccoli, Florets, Fresh	13,360	Amazing Grace Farms (Janesville, WI)
Cabbage, Green Shredded	360	DeGroots Farm (St.Anne, IL)

LOCAL FOODS REPORT
EASTERN US K-12 AND HIGHER ED
SCHOOL YEAR 2014-2015

PROCUREMENT SUMMARY IN POUNDS BY PRODUCT

Total Amount Put Back into the Local Economy	Total Pounds
$45,361.26	53,620



PROCUREMENT DETAIL IN POUNDS

Product	New Eng. K-12	New Eng. Univ,	Mid-Atl. K-12	Mid-Atl. Univ.
Corn	4,200		3,600	4,200
Corn Cobettes	5,340			
Green Beans	6,720			
Green Beans Whole				1,500
Peppers	870			
Mixed Veg.	2,880			
Carrots	3,360			
Peas	4,200		2,100	4,200
Collards			1,620	
Kale			1,620	1,350
Broccoli Rabe				1,200
Fresh Processed Potato		4,668		
TOTAL	27,570	4,668	8,940	12,450