

**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 your assigned grant specialist 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>	April 1, 2016 – August 31, 2016
Authorized Representative Name:	Linda Mallers
Authorized Representative Phone:	847-331-6902
Authorized Representative Email:	lmallers@farmlogix.net
Recipient Organization Name:	FarmLogix, LLC
Project Title as Stated on Grant Agreement:	FarmLogix CloudSlot Technology: Expanding Institutional Opportunities for Farmers and Producers Through Local Foods Supply Chain SKU Mapping and Reporting
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15-LFPP-IL-0152
Year Grant was Awarded:	2015
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?

Same Authorized Representative listed above (check if applicable).

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.

Different individual: Name: _____; Email: _____; Phone: _____

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 and have been approved by LFPP staff, 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 toward each one and indicate the impact on the community, if any.

- I. **Goal/Objective 1:** Utilize CloudSlot proprietary patent-pending platform to track local food sales in eleven institutional market sectors (K-12, Higher Ed, Hospitality, Healthcare, Wholesale Distribution, Correctional Facilities, Business Dining, Retail, Corporate and Refreshment, Convention and Conference and Parks and Destinations from 2/1/2013 through 8/31/2016.
 - a. **Progress Made:** Final report complete. The project included gathering local foods purchasing data throughout the US that totaled over 30 million pounds of product in the categories of fruits, vegetables, dairy, eggs, meats and specialty items. 50% of this data was from FarmLogix’ own sales, and the remaining 50% was data collected during studies conducted by FarmLogix for its community partners.
 - b. **Impact on Community:** The final study, totaling over 500 pages, assists farmers in identifying markets and selling opportunities within the eleven verticals by customer type. It is not surprising that apples are the largest selling item in the education market. Top 5 selling items in each business vertical include:
 - c. **Education:** Apples, Poultry, Corn, Carrots, Beans
 - d. **Higher Ed:** Potatoes, Mushrooms Apples, Sweet Potatoes, Peppers
 - e. **Health Care:** Mushrooms, Potatoes, Lettuce, Zucchini, Strawberries
 - f. **Hospitality:** Eggs, Poultry, Apples, Milk, Corn
 - g. **Convention and Business Dining:** Mushroom, Potato, Lettuce, Zucchini, Spinach
 - h. **Entertainment/Concessions:** Mushroom, Potato, Lettuce, Tomatoes, Strawberries
 - i. **Retail:** CSA, Beans, Pork, Lettuce, Radishes
 - j. **Vending/Grab and Go:** Apples, Mushrooms, Peaches, Peppers, Tomatoes
 - k. **Wholesale Distribution:** Apples, Carrots, Cheese, Pork, Eggs
 - l. **Corrections:** Potatoes, Apples, Cabbage, Oranges, Carrots

II.

- III. **Goal/Objective 2:** Identify new markets and growing commitment opportunities for farmers in the Midwest, New England and Mid-Atlantic, and nationwide by product need for each market segment.

- a. **Progress Made:** Final report complete. The project included sorting and analyzing the collected 30 million pounds of local foods purchasing data by region. Data in the Midwest, New England and the Mid-Atlantic was from FarmLogix’ own sales, and the remaining regions contain data collected during studies conducted by FarmLogix for its community partners.
- b. **Impact on Community:** Ability for farmers nationwide to identify institutional demand for local foods in their region. The data also allows foodservice to plan and offer growing commitments based on known best-selling items. The top 5 selling items in each region include:

- c. **Midwest:** Apples, Potatoes, Poultry, Corn Carrots
- d. **New England:** Potatoes, Apples, CSA, Mushrooms, Squash
- e. **MidAtlantic:** Mushrooms, Apples, Potatoes, Winter Squash, Zucchini
- f. **Southeast:** Sweet Potatoes, Oranges, Potatoes, Peppers, Zucchini
- g. **Southwest:** Mushrooms, Watermelon, Potatoes, Cantaloupe, Zucchini
- h. **West:** Lettuce, Potatoes, Mushrooms, Carrots, Oranges
- i. **Northwest:** Apples, Cabbage, Blueberries, Mushrooms, Asparagus

IV. **Goal/Objective 3:** Use SKU-mapping technology to maintain farm-identification through the supply chain

- a. **Progress Made:** Completed mapping of over 30MM pounds of product moved, which entailed the initial sorting of 990,000 individual line items of agricultural products sold. Our SKU-mapping system is patent-pending, and allows the original farm ID to be maintained through the supply chain. An app for farmers also allows farmers to use this technology for FSMA compliance and product labeling and barcoding.
- b. **Impact on Community:** SKU mapping allows institutional buyers, such as schools, to know who is growing their food at the time of ordering, which up until now has been rare. Traditionally, due to limited slotting space, a distributor can identify a product as local, but cannot identify the actual farm until the invoice. This prohibits schools from promoting who is growing their food at the time of serve. SKU-mapping allows identification of product movement through all phases of the supply chain by specific farm, product and location. It also allows food hubs, and other licensees of our technology, to offer this same visibility to its own customers.

V. **Goal/Objective 4:** Capture volume data for identical product nationwide by region and buyer type.

- a. **Progress Made:** Final report complete. The project included mapping sales of identical product throughout the country to identify biggest sellers. Midwest, New England and Mid-Atlantic data was from FarmLogix' own sales, and the remaining 50% was data collected during studies conducted by FarmLogix for its community partners.
- b. **Impact on Community:** This data helps the USDA, as well as national distribution and foodservice, in identifying the larger national stories on the movement of local foods. Data can be sorted by a customer's definition of local, such as 250 miles from a location. Top 10 selling produce items, and the top varieties nationwide, included:
 - c. **Apples**
 1. Red Delicious
 2. Macintosh
 3. Gala
 4. Golden Delicious
 5. Fuji
 - d. **Commodity Vegetables**
 1. Russet Potatoes
 2. Sweet Potatoes
 3. Norland Red Potatoes

4. Slicing Cucumbers
5. Yellow Onions

e. IQF Local Frozen Produce

1. Corn
2. Beans
3. Carrots
4. Peas
5. Mixed Blends

f. Mushrooms

1. Button
2. Portabella
3. Shitake
4. Crimini
5. Exotics

g. Leafy Greens

1. Lettuce
2. Kale
3. Spinach
4. Collards
5. Arugula

Top selling local meats and other categories included:

a. Poultry

1. Chicken drumsticks
2. Whole birds
3. Chicken breasts
4. Whole duck
5. Chicken thighs

b. Pork

1. Bacon
2. Chorizo
3. Shoulder
4. Loin
5. Whole hog

c. Beef

1. Veal bones
2. Whole cow
3. Brisket
4. Beef round
5. Back bones

d. Cheese

1. Jack
2. Cheddar
3. Butterkase
4. Cow (other varieties)
5. Blue

e. Dairy and Eggs

1. Cage-free eggs
2. Cow's milk
3. Cultured butter
4. Goat's milk
5. Yogurt

VI. **Goal/Objective 5:** Capture independent unreported local purchasing data by wholesalers and distributors.

a. **Progress Made:** Data gathering and sorting complete.

b. **Impact on Community:** Unexpectedly, there are many instances where local food is sold, but not recorded. This is common at Terminal Markets. For instance, Michigan kale might be sold to a distributor at the Chicago Terminal by a broker, and the distributor might not know the product is local. We found that this was the case 10% of the time. Top selling items that are sold as local product during season to distributors, but not recorded a such, includes kale, lettuce, apples, potatoes and peppers.

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: 2
- II. Number of jobs retained: 2
- III. Number of indirect jobs created: 2 summer interns
- IV. Number of markets expanded: 3 regional markets for sales (Midwest, New England, Mid-Atlantic, Texas, Carolinas). Reporting encompasses data collection from all 50 states.
- V. Number of new markets established: 1-TX 2-Carolinas for commerce, all 50 states for data collection.
- VI. Market sales increased by \$2MM and increased by 20% in 2015
- VII. Number of farmers/producers that have benefited from the project: 459+ (three food hub networks & our own network)
 - a. Percent Increase: 50%

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?

- **Education/K-12:** Yes, we now service K-12 in RI, NJ, NY, CT, TX, IL, MI, WI, MA, MD, TX, NC, AR, PA.
- **Education/HE:** Yes, we now service additional Higher Ed in Illinois and have become engaged in solutions for Muslim and Kosher dining patrons. We also provide reporting and data services on local purchasing for 20 Universities across the US.
- **Distributor:** Yes, we have expanded our distributor relationships to include distribution partners in Chicago, Boston, Philadelphia, New York City and the states of IL, NY, PA, MA, MD, ME, CT, NJ, RI, NC, TX, WI and MI. We currently work with over 20 distributors nationwide.

- **Hospitality:** Yes, we continue to service restaurants and continue our local meat and cheese program at Loyola University in Chicago.
- **Retail:** Yes, we delivered CSA boxes for in 7 Metro areas (Chicago, Indianapolis, Milwaukee, Boston, New York City, DC, CT) and have sold selling \$400k+ for our program in the 2015-16 local seasons.

4. Discuss your community partnerships.

I. Who are your community partners?

- a. National foodservice in four major regions
- b. National broadline distribution in four major regions
- c. CSA program for national retailer in 7 metro
- d. Major corporations for enterprise local foods studies
- e. Departments of Agriculture in areas we engage
- f. Departments of Education in areas we engage
- g. DoD distributors in areas we provide local food for the program
- h. Large self-op school districts

II. How have they contributed to the overall results of the LFPP project?

- a. Our ability to collect data from the above groups allows farmers to see actual purchasing data of local foods by product, region, business type and seasonality to identify markets and selling opportunities. It also provides foodservice and distributors with the business intelligence to form win-win partnerships and growing commitments with local farms.

III. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? We will be continuing this data collection moving forward for our own business development and analysis.

5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? No

6. Have you publicized any results yet? Yes

- I. If yes, how did you publicize the results? We emailed a pdf of the report to our stakeholders. Our final report is also available on our website at <http://farmlogix.net/USDALocalFoodsReport.pdf>. A summary of the report can be found at <http://farmlogix.net/USDALocalFoodsReportSummary.pdf>

II. To whom did you publicize the results? To FarmLogix stakeholders and the USDA

III. How many stakeholders (i.e. people, entities) did you reach? 1,200

*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? We contacted the stakeholders directly by phone and email to get their feedback on the study.

- II. [What feedback was relayed \(specific comments\)?](#) Enormously positive. The study is currently being used by our stakeholders, as well as ourselves, to determine how best to incorporate local foods into menus by season, crop and region of the country. We hope the USDA will share this data with the agricultural community to increase selling opportunities for local farms.

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](#)
 - 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. Draw from 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. We have had very positive experiences! We've learned what opportunities exist for farmers to help them plan and approach institutional buyers. What sells to institutions by region, customer type and seasonality is extremely valuable for those looking to make inroads into the wholesale market. One thing to note is that due to the sensitive nature of the data collected all reporting is in pounds and not dollars.
- ii. [If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:](#) We achieved our goals, and actually exceeded them by reporting out on a timeframe much larger than we originally thought we would be capable of researching. I think prior to this project we did not realize the value of our database.
- 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. The final report revealed extremely valuable insights, particularly to farmers around what to grow, when to grow it, which business sectors are buying which products at different times of the year and how customers prefer packaging and processing of different types products. We did learn that collecting and cleaning the data is a challenging and time consuming effort. This is due to the varied computer systems used by the entities from whom we gathered data to be analyzed and sorted for this report. The data needed to be converted to a standardized format which took six months. There also was a very hands-on part to the study that involved calling farms and vendors to identify and confirm the sale of local product when the provided data was ambiguous. This manual process was often how we were able to identify local food sales that were not being counted. As we continue our work we are in a position now to operate with more formalized data collection and analysis, as well as recommend best practices for such data collection.

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 our collection of data and continue our reporting work moving forward. Each year we gather more stakeholders in our efforts, and our database of local foods sales is widely considered the industry's largest and most comprehensive compilations from privately held companies. Our hope is that this report is helpful when presenting compelling stories for further funding by Congress for local programs under the Farm Bill, and helpful to local farming communities in their future growth and prosperity. The report itself provides detail and clarity towards this objective.

- 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? Our next step is to engage more institutional partners in our work. The more data that is collected, the more accurately we can identify, support, promote and advocate for our local farmers and local farming economies nationwide.