

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

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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, 2015-September 29, 2017)</i>	
<b>Authorized Representative Name:</b>	Melvin R. Thompson
<b>Authorized Representative Phone:</b>	(773) 966-1540
<b>Authorized Representative Email:</b>	mrthompson@trinitychicago.org
<b>Recipient Organization Name:</b>	The Endeleo Institute, Inc.
<b>Project Title as Stated on Grant Agreement:</b>	By Any Greens Necessary
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPIL0121
<b>Year Grant was Awarded:</b>	09-30-2015
<b>Project City/State:</b>	Chicago, Illinois
<b>Total Awarded Budget:</b>	\$47,128

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: \_\_\_\_\_

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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:
  - a. Progress Made:
  - b. Impact on Community:
- ii. Goal/Objective 2:
  - a. Progress Made:
  - b. Impact on Community:
- iii. Goal/Objective 3:
  - a. Progress Made:

**All Farmers and Vendors from the 2016 market were contacted and contracted to attend this season. Distribution of magnets, handouts, weekly flyers to area residents were done. Four billboard ads were placed in good driving locations near the market. Well placed mass media communication on free local cable TV and local radio broadcasting were also used to get the word out about the market.**
  - b. Impact on Community:

**Sales and visibility to market were significantly increased. Use of USDA food double coupons increased from \$384 (2015) to \$2264 (2-year period) as more eligible residents used them. Community participation and buying of fruits and vegetables increased from 125-150 persons / day to 188 persons per day over the 2-year period.**

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (September 30, 2015 - September 30, 2017). Include further explanation if necessary.

- i. Number of direct jobs created: **1 market coordinator, 1 youth supervisor and 10 youth workers**
- ii. Number of jobs retained: **1**
- iii. Number of indirect jobs created: **16 vendors**
- iv. Number of markets expanded: **1**
- v. Number of new markets established:
- vi. Market sales increased by **\$11,372** and increased by **43%**.
- vii. Number of farmers/producers that have benefited from the project:
  - a. Percent Increase: **10 farmers over the 2 year period**

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?

**Prepared print media postcard mailing, magnet handouts, weekly flyers to area residents were done. Four billboard ads were placed in good driving locations near the market. Well placed mass media and communication on local Radio station were also used to get the word out about the market.**

3. Discuss your community partnerships.
  - i. Who are your community partners? **Trinity UCC Farmers Market,**
  - ii. How have they contributed to the overall results of the FMPP project?
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
  
4. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? **Yes**  
**Coordinator Rose Scott is extremely knowledgeable about what could be done to increase farmer and public participation.**
  
5. Have you publicized any results yet? \* **No**
  - i. If yes, how did you publicize the results?
  - ii. To whom did you publicize the results? **n/a**
  - iii. How many stakeholders (i.e. people, entities) did you reach?  
**4,909 visitors over the 2-year market season**  
**956 new visitors over the 2-year market season**

**\*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).**

**Here is what we are submitting:**

- Video link of CAN TV Show
- Billboard photo(s)
- Constant Contact
- Sunday Trinity Church Bulletin

6. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information? **Weekly surveys were completed with shoppers.**
  - ii. What feedback was relayed (specific comments)? Our surveys consisted of
  
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. Did the project generate any income?
    - a. If yes, how much was generated and how was it used to further the objectives of the award?
  
8. 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).

There were many lessons learned both positive and negative. One of the best uses of the funding was to promote the market through the innovative use of large advertising

billboards, strategically placed along major corridors within a 2-3-mile radius of the farmer's market. Typically, farmers market operators in urban areas have limited budgets and cannot afford the expense of advertising through this medium but we leveraged a very busy corridor with a daily count of 24,000 cars and 700 buses to attract customers that otherwise wouldn't know about the market. On Saturdays, many expressed seeing the billboards throughout the week and locking the market dates/times in their cell phones. We attribute a great deal to the placement of the billboards as contributing factor to attracting the more than 4000 customers in two years.

On the downside, we didn't attract the desired numbers from the public housing population across the street from the market. The promotions run were attractive to people cognizant of the value and benefits of eating healthy food but didn't necessarily resonate with those who weren't.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:  
The lesson learned about falling short of attracting lower-to-moderate income customers is a more intentional approach that includes meeting them where they are. The build it, advertise and they will come model did not resonate in the manner in which we thought and it calls for far more engagement, including more community residents (particularly adults) in paid positions of responsibility to coincide with hiring young people. Positively affecting dual generations economically is a much more viable option for gaining a larger share of that audience.
- 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:  
For others who want to implement a similar project, the lesson learned is repetition of message is key. People want to live healthier lives but helping them prioritize should be at the administrative core of the project. It cannot be overstated the difficult choices folks face on a daily basis and that recognition is key to implementing a project designed to change behavior.

#### 9. 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.  
The success of the project prompted many customers to ask if we could somehow extend the farmers market to the fall season perhaps year round. Based on the numbers generated, we will continue the work by seeking next to secure more FMMP funding in the near future and through a City of Chicago grant opportunity, seeking to transform two vacant buildings within a block of the market as an indoor year round space. Inspired by the increase in rural black farmers (totaling 12) combined with 10 complimentary vendors, we intend to parlay the results of our success as platform for renewing the fervent interest and capitalizing on the momentum of creating cooperative economics in a neighborhood sorely in need. The indoor space would

continue to increase sales at a 50% clip year after year, add more local jobs and have an enormously positive impact on summer markets going forward. The natural progression of an indoor market would improve outreach and the establishment of a market destination for all seasons.

- 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?

The future activities include submission of the aforementioned Neighborhood Opportunity Fund (NOF) from the City of Chicago to create an indoor market.

In anticipation, next steps include:

- Ongoing work with research academics institutions (University of Illinois at Chicago) in partnership to continue establishing and strengthening relationship with corner store vendors
- Continued partnership with the Consortium to Lower Obesity in Chicago Children (CLOCC) and strive to amplify outreach efforts for our Double Bucks Coupon Program
- Prepare for more nutrition education interventions leveraging a newly restored regional library, a community-led project Endealeo spearheaded with a scheduled reopening in February, 2018
- Seek application to the next applicable USDA grant opportunity. Unfortunately, the language contained in reapplying for the 2018 market was misinterpreted by our staff. Based on the language, the assumption was we were not eligible to apply for that season while engaged in the 2016-17 funding cycle. We would later discover that we had in fact forfeited the opportunity to apply, which really hinders us from building momentum in this space. If there is a way for us to be considered for the 2018 season, please let us know. Thank you.