

**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>	Oct 1, 2015 – December 31, 2017 including extension
<b>Authorized Representative Name:</b>	Talia Frye
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<b>Recipient Organization Name:</b>	Brighton Center, Inc.
<b>Project Title as Stated on Grant Agreement:</b>	Neighborhood Farmers Market of Northern Kentucky
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-KMPP-KY-0080
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Newport, KY
<b>Total Awarded Budget:</b>	\$100,000

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: Mary Decker ; Email: mdecker@brightoncenter.com ; Phone: 859-491-8303 ext 2309

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: Increase distribution by way of establishing mobile farmers markets.**

- a. Progress Made: 12 Vendors have sold natural food products through our markets’ operation over the past two years, including the Campbell County Detention Center Production Garden (now operated by Sidestreams Foundation Inc.), Madisonville Urban Garden (Cincinnati, OH), Earth-Shares (Loveland, OH), Herbmania (Covington, KY), Little Green Pastures (Butler, KY), Hidden Ridge Farm, Our Harvest Cooperative (Cincinnati, OH), Crigger Farm (Warsaw, KY), Backyard Orchard (Aurora, IN), Morning Sun Farm (Oxford, OH), The Organic Farm at Bear Creek (Washington Township, OH) and Urban Greens (Cincinnati, OH). We tripled our goal of 4 vendors as projected on our FMPP Application. Our primary location at the Brighton Center’s Clothing Closet (799 Ann St. Newport) opened seasonally in May each project year, with the other three Newport locations opening a week following. The newest location at the Florence Branch Boone County Library also opened in May 2017. In the fall and winter 2016, we were able to drastically increase our distribution capacity with the addition of 2 Harvest Day sites at Brighton Center’s Center for Employment Training (east end of Newport) and the Northern Kentucky Scholar House (in Newport’s west end). Our market has partnered with Our Harvest Cooperative (one of our Vendors) to launch Harvest Day, a promotional program allowing individuals to order produce directly from the farm. Those using SNAP/EBT have been able to double their purchasing power with Harvest Day, thanks to Produce Perks – a nonprofit organization that matches dollar for dollar on produce purchases, allowing for a discount of up to \$10 per order. All pre-existing market locations participated in promoting Harvest Day to better serve our customers who use EBT.

- b. Impact on Community: 5 market locations (with 8 vendors) were initially established throughout Newport and Florence, KY in 2016. In 2017 we consolidated, operating only 4 market locations (with 4 consistent vendors; while supplying goods from up to 7 vendors throughout the season) that were open for business more frequently throughout the week, compared to last season. These markets, in conjunction with the Harvest Day program, provided access to fresh food (fruit, vegetables, honey products, and pasture raised eggs) to low income/low access communities in a trusted environment. The community impact has been twofold—12 total vendors have gained additional local outlets for selling their goods in the last two years.

- ii. **Goal/Objective 2: Increase access of fresh fruits and vegetables by way of promoting mobile farmers market.**

- a. Progress Made: Final transactions through our project extension end date of December 31, 2017 throughout 6 locations (including Harvest Day sales) have a total of 1,684 transactions. Individual market sales as of 12/28, at the end of the program, we have a sales total of: \$7,373.37 – an increase of \$1,662.91 since the September 2017 report. In addition to our direct market sales, we

have also served over 100 individuals in our Harvest Day program, which has accounted for \$2,669.70 in sales, from October 1, 2016—December 28, 2017 (\$384.70 more than our last review). The final grand total of \$10,043.07 in transactions, as of 12/28/17. The extended fall/winter season October – December 2017, increased sales totals 22.55%. All locations were continued for this season’s extension.

Clothing Closet Market location: From this season’s opening day (May 24) through its closing day December 28, 2017, the average number of weekly sales were \$73.26, with an average of 11 transactions per week. This location was open 3 days per week from opening day – August 31, and four days a week from September 1 – December 28, 2017.

Florence Branch Boone County Library Market location: Open May 31<sup>th</sup> – December 27, 2017. This prime new location, replaced last summer’s Shelby Street location, allowed us to have an outdoor market during warm weather and during colder or inclement weather we were able to setup inside. From May 31 – August 31 the average weekly sales were \$42.48 with average weekly transactions of 7. This location was open once a week, and twice per week from September 1 – December 28, 2017.

Two Rivers Apartments market location: Open June 5<sup>th</sup> – December 18 annually one day a week. The average weekly sales were \$20.96 and average weekly transactions were 5.

Early Childhood Education and Parenting Center market location: Open June 1<sup>st</sup> – December 21 annually one day a week. The average weekly sales were \$15.08 and the average weekly transactions were 3.

Marketing/ promotion: Operating inside locations that were not open to the public slowed the opportunity for initial marketing. The project experienced some difficulties with outdoor sales in the Newport area so marketing was limited to placing flyers in local businesses, both in Newport and Florence and an on-going Facebook promotional campaign. The Florence Branch Library’s management team promoted the market online and in print advertisements throughout the summer months. Word of mouth supported the market during the extension of services through December 2017. The Market Manager shared open hours and promotions in the weekly newsletter. To continue the progress made with customers that were engaged with the FMPP the manager provided online connections to community resources. Some information provided to customers in the last newsletter was solutions to urban gardening, the importance of eating primarily organic whole foods, mindful eating, and broad-scale health habits such meal planning and meal preparation using fresh produce.

b. Impact on Community: Over 400 individuals were served in summer and fall seasons throughout our six fresh-food access points, including our markets and Harvest Day sites. Through partnership with Our Harvest and their *Harvest Day* program, we continued to operate 2 Harvest Day Sites every Tuesday from May – August annually at Brighton Center’s Center for Employment Training and The NKY Scholar House. From August onward, we decided to switch to a monthly schedule of operating the official Harvest Day promotion sites instead of weekly – while still promoting the pre-ordering program of Harvest Day at all of our

physical market locations. Pre-ordering forms were also left at appropriate Brighton Center locations, including not only our market locations, but also Brighton Center senior apartment buildings, the Harvest Day promotional sites (Center for Employment Training and Scholar House), and were emailed in our weekly newsletter. It was determined that with that amount of outreach, it would be more efficient to shift the weekly promotional Harvest Day into a monthly occurrence, acting more as a physical reminder, supplementing our other remote efforts, rather than a major selling location. This freed up Tuesdays for opening two additional market times at the Clothing Closet and at our Florence Library locations.

iii. **Goal/Objective 3: Increase purchase of fresh fruits and vegetables by way of establishing EBT capability.**

- a. Progress Made: Our market applied for a Federal Nutrition License through the USDA in the beginning of May 2017 so customers could utilize their SNAP benefits; unfortunately, however, there was a substantial delay that turned into a season-long standstill (discussed below— 10). Harvest Day: Through FMPP's partnership with *Our Harvest* we were able to utilize an EBT reader that allowed customers purchasing Harvest Day produce to use their SNAP benefit card. For those paying with EBT/SNAP, *Our Harvest* also offers *Produce Perks*, coordinated through the Cincinnati Health Department & funded by Green Umbrella, which provides a dollar-for-dollar match (up to \$10) for produce purchases.
- b. Impact on Community: The hold up for establishing SNAP eligibility with our market was an obstacle for a higher rate of success when marketing to customers that have SNAP benefits. The project seen growth and increased customer base each reporting period. There may have been a larger increase if the project had been able to obtain the SNAP/EBT reader for each location and earlier in the project. A SNAP/EBT reader may have improved services at our Bright Days (Early Childhood Education and Parenting Center) location, which had been our least successful market. Feedback from employees at that location identified that most of the parents, whose kids attend the day care, primarily use SNAP. Out of the 99+ individuals who accessed Harvest Day, over 70 have used EBT, since December 2016: \$1,222.17 of the \$2,285 total sales (53% of sales). The 2017 season accounted for \$280.69 in EBT sales, and over \$400 off FREE produce was provided to EBT customers through Produce Perks.

iv. **Goal/Objective 4: Increase consumption of fresh fruits and vegetables by way of engaging customers in nutrition education and food demonstration.**

- a. Progress Made: Nutrition Education classes with University of Kentucky Nutrition Education Program and Developing Cooking demonstrations and samplings: a total of 48 individuals benefitted from 4 cooking classes. 7 people attended a 7-week cooking class that was offered at Brighton Center's Family Center, from June 19 – July 31, 2017 (which was heavily promoted at our markets). Classes were offered at Scholar House in early spring 2017 with 7 attendees, a monthly class at Two Rivers Apartments with an average of 10 attendees each class, and another class from 9/6—10/25 at CET with 24 attendees. 20 seasonal recipes with the support of KY Proud Nutrition Education Program were offered throughout the summer 2017 season. Our Florence Market promoted and sampled 10 additional recipes.

The UK Nutrition program has provided over 600 Kentucky Proud recipe cards (highlight easy seasonal recipes) which we place alongside our available produce and provided to customers that made purchases. During our grant period, we engaged 115 people in healthy eating classes.

In addition to our partnership with UK regarding nutrition education, we also launched a weekly Neighborhood Farmer's Market Newsletter in the 2017 summer season that went out to over 50 individual customers who signed up throughout the season, as well as over 150 Brighton Center employees. The newsletter helped to deliver the weekly updated order form, and the market schedule. The newsletter also included information on the latest produce offerings and weekly recipes. Part of this educational campaign was our promotion of "Mindful Eating" – which is the act of being fully present in the process of gathering, preparing, enjoying, and appreciating the food available for us for nourishment.

b. Impact on Community: As a community oriented market, we focused on going beyond being just a place to buy fresh produce. We became a nutritional hub where individuals were able to learn about healthier eating choices at every interaction— whether informal education on how to prepare a certain vegetable, how to make a meal cost-effectively, recipe exchange, or a deeper understanding of the trip their food makes to their plate. Because of Harvest Day, we were able to embolden our nutrition education. "How do you have fresh produce right now?" is a frequent question cropping up over the autumn months. This question is an opportune gateway into the discussion of greenhouses and how a variety of cold-hardy crops are grown throughout the winter. Although these conversations aren't explicitly about nutrition, the idea that you can grow all different varieties of produce throughout the year keeps people thinking about eating fresh produce all year long. In these moments, you can see the potential and reality in the vision for a locally-sourced, year-round food system.

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: 3
  - ii. Number of jobs retained: 1
  - iii. Number of indirect jobs created: N/A
  - iv. Number of markets expanded: 1
  - v. Number of new markets established: 7
  - vi. Market sales increased by \$10,043.07 and increased by 100% from start. The FMPP had a slow start in the first year of operation but in year two, including the extension period, sales increased by \$7,373.37 and increased by 73% overall in year two.
  - vii. Number of farmers/producers that have benefited from the project: 12
    - a. Percent Increase: year one to year two there was a 75% increase in number of farmers engaged in the FMPP project.
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?

Yes, all of our markets were in areas identified as food deserts. The start of the Newport

locations, even though they were inside Brighton Center buildings and not visible to the general public, were able to meet the immediate need of customers on the West side of Newport with access to fresh fruits and vegetables. Word of mouth and partnerships with agencies through the Safety Net Alliance allowed us to bring customers in the door for this access to produce and eventually educational information to expand their knowledge about other produce and the ability to sample different types of produce that they may never have tried. With the launch of our new market location at the Florence Branch Boone County Library, we were successful in tapping into a new area that is very diverse in terms of ethnicity and socioeconomic background. This opportunity with Boone County also provided us with a new business and the ability to interact with the diverse population served by public library. This is in addition to the recent partnership with Our Harvest Cooperative, serving the Northern Kentucky Scholar House and Center for Employment Training, as well as our customer base at large through each of our market locations. As mentioned above, Harvest Day also gave us the capability to serve our SNAP-eligible community members.

4. Discuss your community partnerships.

- i. Who are your community partners? University of Kentucky Cooperative Extension Service, UK Nutrition Education Program, Safety Net Alliance, Newport Community Gardens, Our Harvest, NKY Health Department, Boone County Public Library, & LiveWell.
- ii. How have they contributed to the overall results of the FMPP project? Our community partners have been a wealth of resource and commitment. One partner provided Good Agricultural Practices (GAP) training, which allowed the market manager and his supervisor to be trained and certified in harvesting best practices, sampling, foodborne illnesses risk reduction, and how to ensure safe food handling from planting to point-of-sale at the market. Beyond this, they also created a brochure of all the NKY farmers markets, which included our FMPP. Lastly, their agents have been very helpful in fielding any horticultural questions that our vendors have had about issues with their plants (i.e. diseases, pest management, etc.).

The UK Nutrition program is one of our foremost partnerships because of our focus on making healthy eating as accessible as possible to our customers, at the market and at home. They have provided over 600 Kentucky Proud recipe cards (highlight easy seasonal recipes) which we place alongside our available produce and include with customer purchases. The UK Campbell County Nutrition Education Program Assistant has been an invaluable resource from the market planning stage, setting up sampling stations at our market, teaching our nutrition classes, and as an ongoing resource for anything related to nutrition.

The Safety Net Alliance has been integral in disseminating and promoting information about the market throughout the 130+ partner agencies that span the Northern Kentucky region.

Newport Community Gardens has marketed and promoted the Neighborhood Farmers Market throughout the summer seasons.

Our Harvest has connected us to four additional vendors, and through Harvest Day has helped us reach a larger customer base with a convenient, pre-ordering service. This sparked a re-branding of sorts for how we promoted our own products. From this we compiled weekly updates to the order form including the latest offerings from Our Harvest and our own market, both posted on our weekly newsletter and offered at all of our market locations. Most importantly, partnership with Our Harvest has given us the ability to serve customers using EBT.

LiveWell has been indispensable for our market this season. They connected us to the NKY Health Department and Boone County Library. The Health Promotion Manager from the Health Department proved to be a paramount force in paving our way to a new location in Florence - eventually landing us at the Florence Branch Library, after a few weeks of narrowing the options and completing logistical legwork.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? The UK Cooperative Extension Service and NKY Live Well is working alongside us to organize a networking luncheon/event of all individuals and organizations (local farmers, local food entrepreneurs, chefs, and political officials) in Newport that are indirectly and directly involved with local food access and/or are passionate about healthy food access in the Newport community. The focus of this event is to provide a space where individuals can share their vision on what healthy food access should look like in our community. These efforts can help soften staunch beliefs and help usher in newfound outlets for farmers to sell their goods.  
The UK Nutrition Education Program will continue to be our leading resource for nutrition education.  
The Safety Net Alliance will be an ongoing resource, where marketing, information, and updates can be disseminated electronically through the Alert system or in-person at the monthly general meeting.  
We continue to attend monthly meetings with LiveWell and support their efforts in the community with healthy eating. We intend to continue to work closely with them in strategizing new ways of integrating their network of health-minded promotions into our work and mission.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? No, we are not using contractors to conduct the work.

6. Have you publicized any results yet?\*

- i. If yes, how did you publicize the results? We have not publicized any results.
- ii. To whom did you publicize the results? We intend to publicize the results to the Brighton Center Board of Directors, in the company newsletter, and to customers.
- iii. How many stakeholders (i.e. people, entities) did you reach? N/A

\*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?

- i. If so, how did you collect the information? We have sent out two feedback surveys: one for customers (18% response rate) and one for Brighton Center staff (6% responded). They were tailored towards bettering the market and re-branding for future endeavors. In season 2016, we distributed Customer Satisfaction Surveys at our market to generate feedback on how we can better meet their needs.
- ii. What feedback was relayed (specific comments)? The feedback gave us a better gauge on how interested our customers were in cooking with fresh food and how they felt access to fresh was for them in their community. Many suggested becoming SNAP eligible, and there was good support towards building more of an online presence with

an ordering website, etc.

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).

Throughout this project we were welcomed by the community residents as an easy access to fresh produce. In the last 6 months of the project we engaged with Boone County Health Department and were able to identify additional communities that were also challenged with access to fresh produce and we filled this gap. A good practice would be to partner with Health Departments and Wellness Centers to help support the market's visibility in the community. One of the challenges we did not foresee with this project was the response from local city market businesses and farmer's markets. This became a roadblock that we could not overcome for outdoor markets in Newport KY. Our Newport markets continued indoors and had significant impact for the individuals served by Brighton Center and we will not know the impact the Newport markets could have had with more visibility and ability to market to the community.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: We did achieve 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: Understanding the dynamics of local politics and positioning of city officials with the concept of mobile markets within the city would be a good first step for future ventures. Identifying ways to partner with existing farmer's markets and small market owners would be a key lesson learned with this 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. Future work for the path that this Farmer's Market project has created will be educational workshops for our customers to get to know and understand the health benefits of adding fresh produce to their diets. We will work with the community gardens and food pantries to support this effort. The market manager attended networking events in Burlington, KY & Sharonville, OH in regards to "linking schools with local produce," and "Produce Perks" and made some good connections to see how we may connect our program to the wants and needs of different organizations and potential future collaborators. We have provided our customers and networks with

resources for taking next steps in the path of self-sufficiency, in regards to urban gardening and general healthy eating practices.

- 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?

Recommendations for future activities are as mentioned above. Continue educating the community on healthy eating and meal planning with fresh produce. At this time we do not have an outline for next steps. Our partnerships from the FMPP project will be a resource for future work in this area. We will continue the work that has been started through educating customers about healthy food choices and using fresh produce in meal preparation. We have ongoing partnerships with LiveWell and the University of Kentucky Cooperative Extension Service. The University of Kentucky Cooperative Extension leases space from Brighton Center at our Boone County location and is a strong resource for workshops and educational materials for our customers.