

FINAL CLOSE OUT DOCUMENTS

MY BROTHER'S KEEPER, INC.

FEDERAL GRANT NUMBER: 15-FMPPX-MS-0055

**Farmers Market Promotion Program
Final Performance Report**

Report Date Range: <i>(FINAL PERFORMANCE REPORT)</i>	Final Performance Report
Today's Date:	11/30/2017
Authorized Representative Name:	June A. Gipson
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Recipient Organization Name:	My Brother's Keeper, Inc.
Project Title as Stated on Grant Agreement:	Jump Start Jackson Farmers Market 2.0 Project: A Growers Capacity Building-Education and Farmers Market Promotion Program
Grant Agreement Number: <i>(e.g. 15-FMPPX-XX-XXXX)</i>	15-FMPPX-
Year Grant was Awarded:	2015
Project City/State:	Jackson, MS
Total Awarded Budget:	\$100,000

1. Summarize the community need for the grant work:

According to the CDC, Mississippi has the highest obesity rates in the country. Food deserts, or the lack of access to fresh, nutritious fruits and vegetables, have plagued the state of Mississippi for decades. Specifically, low-income families across the state have limited access to healthy foods options resulting in an influx of poor health outcomes that include preventable chronic illnesses such as diabetes, hypertension and obesity. These problems disproportionately affect Mississippi's underserved populations and other vulnerable residents, such as children and the elderly. These statistics are ever-present in the state's capital city of Jackson, as evidence by the 19 census tracts identified as food deserts (by the USDA) and high rates of preventable chronic conditions among its population. The linkage between poverty and food insecurities is of serious importance in light of research from the Centers for Disease Control that suggests access to affordable nutritious food and consumption of that food are indicators of healthy eating lifestyles and improved health. There are many reasons why Jackson has high rates of obesity and a large number of food deserts, however, one major factor continues to be a lack of healthy, local foods in underserved areas.

In efforts to combat these disparities, MBK expanded the Jump Start Jackson Farmers Market to address the issues of food insecurity through increased access to and availability of affordable, nutritious foods as well as community economic development and employment opportunities.

2. 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 and have been approved by FMPP staff, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). For each item below, qualitatively discuss the progress made toward each one and indicate the impact on the community, if any. You may add additional goals/objectives if necessary.

i. Goal/Objective 1: To increase growers' and other food producers' capacity to effectively participate in direct producer-to-consumer market opportunities by providing farm infrastructure trainings (e.g., GHP/GAP Certification), direct market education and processes, and technical assistance workshops, as measured by the number of capacity-building trainings and technical assistance workshops and results from pre- and post-tests assessments by September 29, 2017.

a. Progress Made:

MBK identified Mississippi State University Extension Services and MS Department of Agriculture and Commerce (MDAC) to serve as partners to co-host a capacity building training workshop for local farmers in and surrounding Jackson, MS in early May 2016 and in May of 2017. MBK partnered with MS Roadmap to Health Equity Inc. to host a small growers training on February 25, 2017. As a result of this training 26 local growers were trained in the following areas: Developing Sustainable Gardens and Farmers Markets; Solutions for Gardening with Limited Resources; Developing Collaborative Partnerships to Sustain Gardening Initiatives; Farm to School as a Tool for the Community and Procurement.

MBK recently partnered with Alcorn State University Extension to conduct a capacity building training for small and local growers that was held on March 25-28, 2017. As a result of this training MBK was able to train 52 growers. The training educated food producers on: nutrition and recipe modification, sustainable agriculture, goat production, demonstration of farming equipment, farm entrepreneurship, mobile farmer markets, organic gardening, ATV safety, money matters, and agricultural smartphone apps.

MBK still maintains partnership with MS State Extension Services and MS Department of Agriculture to educate local growers on: (1) good handling practices/good agricultural practices (GHP/GAP); (2) marketing, (3) the MS Farmers Market Nutrition Program (FMNP) - provide nutrition benefits to WIC participants and farmers market vouchers for seniors; and (4) recordkeeping. MBK staff utilized partnerships and resources to identify experts in the field of agriculture and individuals experienced in establishing and sustaining farmers markets to facilitate training sessions/topics.

MBK staff has attended multiple community events related to food procurement, to gauge the interest of local farmers. The community events allowed key stakeholders and members of the community to gather, network and explore opportunities to increase access to healthy, affordable foods in Jackson, MS. Additionally, MBK has contacted all members in its network of farmers/food producers to receive input and feedback regarding training dates, length and topics to be discussed.

b. Impact on Community:

There is a growing demand for fresh produce and a tremendous growth in the number of farmers markets in and near Jackson, MS. This presents a great opportunity for not only food producers but communities as well. In efforts to maximize that opportunity and promote healthy behaviors, MBK hosted a capacity building training to build the capacity of local food producers to participate in direct producer-to-consumer market opportunities. There are many small food producers in the area that can service needs of communities.

- ii. Goal/Objective 2: To increase the access to and availability of farmers markets, roadside stands, and other direct producer-to-consumer markets in low access/low income, minority communities, as measured by the expansion of the Jump Start Jackson Farmers Market in Census Tract 28049000800 (consumers, vendor/farmers, and purchase of fruits and vegetables).

a. Progress Made:

Since 2012, MBK has hosted the Jump Start Jackson Farmers Market, originally located at Battlefield Park. In 2013, based upon community feedback and a feasibility assessment conducted by MBK, the Jump Start Jackson Farmers Market was relocated to Lake Hico Park. The Lake Hico market is situated in a prime location in the heart of a community designated as a food desert by the USDA. Local farmers/food producers and vendors were identified and contacted to sell products at the Jump Start Jackson Farmers Market.

We concluded activities at the Lake Hico Park Farmers Market on August 27, 2017. During the Lake Hico farmers market we served more than 300 families with fresh produce. We also conducted more than 90 surveys to further assess needs of the community and effectiveness of our farmers market.

Due to inclement weather delaying construction on numerous occasions, we requested a No Cost Extension that was approved so we could complete construction of the permanent farmers' market structure at Lake Hico Park. Construction is complete. Please see attached photos. Since its implementation the structure has received great praise from elected officials and community members, we look forward to the opportunity of new partnerships to sustain activities at the market that will hopefully kick off spring 2018.

- In October of 2016 several city council members on the Jackson City Council requested that we consider partnering to do farmers market at multiple park locations. As a result of our impact assessment and due to recent grocery store closures in West and South Jackson, additional communities became food deserts. We agreed to pilot a fall farmers market at Battlefield Park at a different entry point of park to provide visibility and direct access to park for consumers in referenced areas. The new entry point of farmers market is located along the Highway 80 corridor which boasts a traffic count of more than 130,000 commuters daily. We started our farmers market on Friday, November 18, 2016. Our markets were held every Friday from 2:00 p.m.-5:00 p.m.

(Battlefield Park) and every Saturday from 9:00 a.m. to 1:00 p.m. (Lake Hico Park) through the end of February and were subject to the availability of fresh produce due to season.

The Farmers Market Manager has been recruited and will continue to recruit additional farmers and vendors to participate in the market as well as build relationships with business and faith-based organizations surrounding the market location. Please note that we were not able to sustain the Market Manager position due to limited resources. We are currently working with the City of Jackson to fund position and sustain market events.

As a result of MBK collaborations we were able to partner with Farm to Faith to provide fresh produce to more than 25 churches that have a combined congregation of approximately 7,500 in the immediate service area.

On March 10, 2017 the Jump Start Jackson Farmers Market was launched again with a new approach. Due to the request of several market clients the Jump Start Jackson Farmers Market partnered with Foot Print Farms, Little Leaf Farms and the Keep Jackson Beautiful Garden Initiative to sell seedlings and potted plants to the residents in addition to fresh produce during our markets. Our markets were held every Friday from 2:00 p.m.-5:00 p.m. (Battlefield Park) and every Saturday from 9:00 a.m. to 1:00 p.m. (Lake Hico Park). We saw a significant increase in market activity after we diversified efforts.

Impact on Community:

The expansion of the Jump Start Jackson Farmers Market made and will continue to make healthy foods available to underserved areas.

- iii. Goal/Objective 3: To increase public awareness and knowledge of the Jump Start Jackson Farmers Market and other direct producer-to-consumer locations and services, as well as the health benefits of proper nutrition, the importance of purchasing locally grown produce (local economic development) and knowing their local farmer (where their food comes from), as measured by the dissemination of a comprehensive communications and marketing campaign that includes culturally-appropriate public service announcements aired on the local radio and television stations, billboards, and other educational material (brochures).

a. Progress Made:

MBK's Communication Manager developed PSA's that were aired on local radio station, WJMI networks.

Additionally, MBK launched a billboard campaign to raise public awareness of the Jump Start Jackson Farmers Market.

This efforts increased market traffic and participation.

b. Impact on Community:

The launch of the communication and marketing campaign increased healthy messages that are disseminated to community members in an effort to inform and influence positive health decisions.

3. Quantify the overall impact of the project on the intended beneficiaries, if applicable. Include further explanation if necessary.

- i. Number of direct jobs created: MBK's collaboration with community partners enabled 23 vendors to have a market place to sale fresh produce and by-product goods by participating in farmers' market.
- ii. Number of jobs retained: 40
- iii. Number of indirect jobs created: Income generated from vendors' participation in farmers' market created 27 indirect jobs.
- iv. Number of markets expanded: 2
- v. Number of new markets established: 1
- vi. Market sales increased by \$300.00 and increased by 50%.
- vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: 23 farmers/vendors participated in the Jump Start Jackson Farmers Market-Lake Hico.

4. 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?

To date, MBK has utilized partners to expand Jump Start Jackson Farmers Market customer base by building the capacity of Jump Start Jackson Farmers Market farmers to participate in the Mississippi Farmers Market Nutrition Program (FMNP), a program that bridges together farmers with consumers and low-income residents. Markets that participate in the aforementioned program will be able to accept payment from participants enrolled in the Women, Infants and Children's (WIC) Program and Seniors who receive food vouchers.

5. Discuss your community partnerships.

- i. Who are your community partners?
 - City of Jackson, MS
 - City of Jackson Community Garden Network
 - MSU Extension Services
 - MDAC
 - Lamar Advertising
 - WJMI
 - New Hope Baptist Church
 - Alcorn State University Extension Center
 - Keep Jackson Beautiful
 - Farm to Faith, Inc.
 - National Center for Appropriate Technology, Inc.
 - Footprint Farms
 - Little Leaf Farms
 - Freedom Farms
 - Turner Farms
 - Thompson Farms
 - MS Food Policy Council

Louis Farms
Citizens Under Guidance Acting for Sustainable Progress, L.L.C.

- ii. How have they contributed to the results you've already achieved?
The City of Jackson worked and will continue to work closely with the Jump Start Jackson Farmers Market to provide a location for the market's permanent infrastructure to be housed. Additionally, the City of Jackson has been responsible for identifying/providing additional farmers' market sites and will continue to provide security for the location during market days and the liability insurance required for the events. The city is currently in talks with us to on ways to sustain Market Manager position and market activities.

Mississippi State University Extension Services, Alcorn State University Extension Center, Mississippi Department of Agriculture and Commerce (MDAC), and the National Center for Appropriate Technology (NCAT) are partners that have and will continue to contribute to the planning of the technical assistance and trainings that occurred and will occur in the future to ensure the sustainability of efforts.

Lamar Advertising and WJMI, a local advertising company and radio station in Central Mississippi, partnered with the Jump Start Jackson Farmers Market to provide media and communication support. Thus far, both partners ensured and will continue to ensure that advertisement campaigns are successful.

The City of Jackson Community Garden Network, Farm to Faith, Keep Jackson Beautiful, Footprint Farms, Little Leaf Farms, Louis Farms, Freedom Farms, Turner Farms, G&C Organics and Thompson Farms have and will continue to provide fresh produce and by-products for farmers' market.

- iii. How will they contribute to future results?
The City of Jackson will continue to provide security, liability insurance, and a permanent location for the Jump Start Jackson Farmers Market and provide some promotional events for the market seasons. The city is currently working with us to possibly identify resources to sustain market manager position and activities.

MSU Extension Services, MDAC, NCAT, Alcorn State University Extension Center, MS Food Policy Council, Keep Jackson Beautiful and CUGASP, L.L.C. provided and will continue to provide capacity building and infrastructure trainings on direct-to-producer sales to participating farmers. They are vital to the training process by developing curricula and support materials, identifying meeting locations, and expanding the farmer networks.

6. Are you using contractors to conduct the work? If so, how has their work contributed to the results achieved thus far?
MBK contracted with a part-time Farmers Market Manager to fulfill the goals and objectives of the project. The Market Manager is responsible for securing farmers to attend the capacity building training as well as sell produce at the market. The Market Manager has also been responsible for attending community events to make the public aware of upcoming events such

as the training and market. Please note that we were unable to sustain the farmers' market manager position but we are currently working with community stakeholders to fill void.

MBK utilized Seasons, a local contracting company to install T-bar Shade Structures to create permanent infrastructure for the Jump Start Jackson Farmers Market at Lake Hico Park. To date, the structure has been installed and has received great praise.

- 7. Have you publicized any results yet? We have been featured on several local broadcasts and publications. We have been cited as community builders and champions by the City of Jackson on many occasions.
- 8. Have you collected any feedback thus far about your work?
We have collected feedback via Farmers Market Intercept Surveys. Please refer to Analysis Summary of Data collected.

1. Budget Summary: (Please see attached financial report for details.)

- i. Were there revisions to the budget during the reporting period? (As a reminder, budget changes that are substantive (e.g. changes in line items or amounts that exceed 20% of the original request) must be submitted via separate documentation by contacting LFPP staff. Changes indicated below are not approved until you have obtained prior approval.)
 - a. If so, briefly describe the reasoning if the budget line item changed by more than 20%:
 - b. Provide the date that LFPP staff provided prior approval for the revisions of a budget line item that changed by more than 20%, if applicable:
- ii. Total amount spent during reporting period:

Personnel:	PLEASE SEE FINANCIAL REPORT
Contractual:	
Equipment Purchases:	
Travel:	
Supplies:	
Other:	
Indirect Costs:	PLEASE SEE FINANCIAL REPORT
TOTAL:	\$100,000

- iii. Amount of matching funds/in-kind contributions used during the reporting period: None
- iv. Did the project generate any income? No
 - a. If yes, how much was generated and how was it used?

2. Summarize unexpected delays or problems (if applicable).

- i. State the issue(s) and the reasoning behind its/their occurrence: Drought and inclement weather became an issue for our farmers market.
- ii. How did the issues affect timelines? Issue limited availability of certain crops throughout market season. Inclement weather delayed construction of shaded structure several times.
- iii. How did the issues affect the measureable results? Fewer shoppers than anticipated patronized our market due to little availability of certain crops.
- iv. How did the issues affect the budget? N/A

- v. How did your organization resolve the issue(s)? We requested a No Cost Extension, was awarded extension, and finally completed construction of structure.
3. What grant activities/impacts do you hope to accomplish in the next six months? In other words, what do you plan to include in your next report to FMPP staff (interim or final)? For example, if you have not made progress toward all of your goals and objectives or sections of your work plan, how will you work towards accomplishing them before the next report? 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. If there are any changes or issues that were not covered under questions #9 or #10 above, please provide that information here.

My Brother's Keeper, Inc. (MBK) and the Jump Start Jackson Farmers Market completed all Year 01 activities for the Spring/Summer markets. We started the Fall Farmers Market on November 18, 2016. By the end of the funding period, MBK completed the Fall Farmers Market and plans launch of the 2018 Spring Farmers Market and the second wave of training sessions for farmers. MBK and Jump Start Jackson partners will also continue to complete outreach activities to expand the farmer network and recruit additional farmers for all future markets not listed.

The intended outcomes that are expected to be reported based on planned activities for the next 6 month include: (1) increase in availability of healthy foods to community members via farmers market expansion to include more days and hours of operation (2) increase the capacity of growers and farmers to participate in direct producer-to-consumer sales and (3) increase healthy messaging to educate community members about the benefits of eating fresh, healthy foods and the direct effects that proper food consumption has on overall health.













