

**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; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015-March 31, 2018
Authorized Representative Name:	Mark H. Smith
Authorized Representative Phone:	336-641-6844
Authorized Representative Email:	msmith@guilfordcountync.gov
Recipient Organization Name:	Guilford County Department of Health and Human Services
Project Title as Stated on Grant Agreement:	The Mobile Oasis Farmers Market Project
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-NC-0068
Year Grant was Awarded:	2015
Project City/State:	Greensboro, North Carolina
Total Awarded Budget:	\$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: _____; Email: _____; Phone: _____

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: ***Operate the Mobile Oasis Farmers Market in at least four weekly sites located in food deserts during a five-month market season.***
 - a. Progress Made: Due to contractual issues involved with transferring ownership and operation of the Mobile Oasis Farmers Market from Guilford County to Guilford College, the market season did not start until early August, 2017. Five regular weekly markets were operated between early August to mid-November 2107. Additional special markets were also conducted.
 - b. Impact on Community: The Mobile Oasis Market increased access to fresh produce for SNAP/EBT households and residents of low-income, low access neighborhoods in Guilford County. The Mobile Oasis Market also drew attention to the serious issues of poor access to healthy food and food insecurity facing our community.
 - ii. Goal/Objective 2: (New Objective approved by staff in 2017) **Operate the Mobile Oasis Farmers Market at sites serving immigrant and refugee populations**
 - a. Progress Made: Two of the regular weekly market sites served communities that have large immigrant and refugee populations, Cottage Grove and Glenwood in Greensboro.
 - b. Impact on Community: The Mobile Oasis market increased access to fresh produce for immigrant and refugee households living in Greensboro neighborhoods.
 - iii. Goal/Objective 3: (New Objective approved by staff in 2017) **Provide opportunities to market produce grown at the Guilford College farm, with addition produce procured through local farmers operating through the Greensboro Farmers Curb Market.**
 - a. Progress Made: A substantial portion of the produce sold through the Mobile Oasis Farmers Market was grown on the Guilford College Farm. Additional produce was procured through 5-6 other farmers through the Greensboro Farmers Curb Market.
 - b. Impact on Community: Guilford College has an additional outlet for the produce grown on its farm and 5-6 local farmers had increased incomes due to Mobile Oasis sales.
 - iv. Goal/Objective 4: **Expand market payment options by accepting debit and credit cards, in addition to cash and SNAP/EBT**

- a. Progress Made: During the 2015 and 2016 market seasons, Guilford County Public Health could accept SNAP, debit and credit cards. Upon transition of the ownership and operation of the Mobile Oasis Market, Guilford College applied for and was successful in obtaining SNAP authorization and so could accept SNAP/EBT in payment for produce as well as debit and credit cards during the short 2017 season and moving forward.
 - b. Impact on Community: Ability to accept debit and credit cards make produce purchases more convenient for many customers and acceptance of SNAP allowed the Mobile Market to reach many more low income residents.
- 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: 11
 - ii. Number of jobs retained: 0
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 0
 - v. Number of new markets established:
 - vi. Market sales increased by \$insert dollars and increased by insert percentage%. Market sales decreased from \$13,156 in 2015, when the project was supported by a USDA/FINI grant and served a larger number of sites, to \$10,150 in 2016, with fewer sites. Sales decreased again—to \$3,500--in 2017 due to the early August start date for the market, resulting in a shorter market season.
 - vii. Number of farmers/producers that have benefited from the project: 8
 - a. Percent Increase: 400% increase
- 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? During the 2017 season the Mobile Oasis Farmers Market established two new sites located in neighborhoods that have significant percentages of immigrant and refugee populations. Plans are underway to reach out to additional sites in 2018 having immigrant, refugee and Hispanic populations
- 4. Discuss your community partnerships.
 - i. Who are your community partners? During the 2015-2016 FMPP grant period, the project partners were East Market Street Development Corporation, Greensboro Farmers Curb Market; Guilford College; UNC-G Department of Communications Studies, City of Greensboro, and the Greater High Point Food Alliance.
 - ii. How have they contributed to the overall results of the FMPP project? During the 2016 Mobile Market season, the East Market Street Development Corporation managed the market's financial account and human resources and helped guide the market's business strategy. The Greensboro Farmers Curb Market helped identify local farmers to supply the mobile market and hosted produce storage space and refrigeration units for the market. UNC-G helped manage the social media and text-messaging program to increase customer participation. UNC-G also provided staff for health education and healthy recipes efforts. Guilford College provided student interns and volunteers. The City of

Greensboro Department of Parks and Recreation made neighborhood recreation center available as sites for the Mobile Oasis Farmers Market.

During the 2017 market season, Cottage Grove Collaborative and the Mustard Seed Clinic were added as community partners, providing a new market site as of the 2017 season. They invited and recruited other producers to sell during our market time and funded the Prescriptions for Produce program that offered \$10 vouchers to their patients to spend at the Mobile Oasis Farmer's Market. We also partnered with the Grove Street People's Market, which provided another neighborhood mobile market site.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? It is expected that many of these partners will continue to support the Mobile Oasis Farmers Market, particularly by making market sites available at their facilities.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Yes, we contracted with the East Market Street Development Corporation from 2015 through early 2017. The EMSDC provided financial management services to the project.
 6. Have you publicized any results yet?* No, as of now, no final results of the project have been published and it is not know if this will take place.
 - i. If yes, how did you publicize the results?
 - ii. To whom did you publicize the results?
 - iii. How many stakeholders (i.e. people, entities) did you reach?*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? The primary method for obtaining feedback has been through a Facebook page for the Mobile Oasis Farmers Market.
 - ii. What feedback was relayed (specific comments)?

"Greetings! I love what you are doing with your mobile farmers market."

"I love your mobile farmers market and appreciate all you are doing for the Triad."

"Good morning. I work for the Town of Jamestown and we would be interested in having you come to our community park once a week on a set schedule. Is that something you might be interested in?"

"Hello! I am part of a Health & Wellness team. Our team has been tasked with identifying opportunities that the company can offer to workforce to help improve engagement, specifically around health and wellness. One of the ideas we discussed was having a Mobile Farmer's Market in our company parking lot. Are you willing and able to set up at area businesses?"

“It's so good to see fresh, healthy food available to all. We need to end food deserts! Is there a program to teach people how to use the produce that's available?”

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). One of the challenges of this project was to reach SNAP/EBT customers, to induce them to use SNAP to make produce purchases. One of the most effective ways we found to increase SNAP purchases was to do direct marketing to SNAP households via direct mail to known SNAP recipients, and including a discount voucher as part of the mailing.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: (see (i.) above)
- 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: One lesson is that it is very important to make sure that one's project plans are consistent with FMPP guidelines and requirements. We ran into a couple of major issues in this regard:
 - a. Issue #1: Despite the fact that we included it in our project proposal to FMPP, the FMPP grants management specialists told us that we could not spend FMPP dollars to purchase produce for sale through the Mobile Oasis Farmers Market.
 - b. Issue #2: Despite the fact that it was part of our business model, we learned that we could not charge any markup on produce we purchased from farmers. We found ways to work around the problems during the 2016 market season. Ultimately it led us to determine that it is not sustainable for Public Health to be the owner and manager of the Mobile Oasis Farmers Market and resulted in the transfer of the project to one of our project partners, Guilford College.

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 not continue the project beyond the grant performance period. The Guilford County Department of Health and Human Services transferred complete ownership and operations of the Mobile Oasis Farmers Market to Guilford College. Guilford College has already begun operation of the Mobile Market for the 2018 season and we anticipate that they will continue to implement the mission of the Mobile Oasis Farmers Market to

improve access to healthy fresh fruits and vegetables to residents of food deserts and other low access areas of Guilford County

- 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? As we are no longer operating the Mobile Oasis Market, we have no recommendations. We are confident that the new operators, Guilford College, will do a great job serving the needs of low income, low access residents for fresh fruits and vegetables through the Mobile Oasis Farmers Market.

iii.