

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>	September 30, 2014 – September 30, 2016
Authorized Representative Name:	Wendy Burnette
Authorized Representative Phone:	919-682-5969 ext. 106
Authorized Representative Email:	wendy@landloss.org
Recipient Organization Name:	NCABL Land Loss Prevention Project
Project Title as Stated on Grant Agreement:	A Tale of Two Cities: Promoting Increased Access to Healthy Foods
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-NC-0112
Year Grant was Awarded:	2014
Project City/State:	Durham, NC & Rocky Mount, NC
Total Awarded Budget:	\$100,000 (Federal \$73,132; Non-Federal Match \$26,868)

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).
- Different individual: Name: Savonala Horne; Email: Savi@landloss.org; Phone: 919-682-5969 ext. 103

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.

**Local Food Promotion Program (LFPP)
Final Performance Report**

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, 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:** The goal of this project is to work with the NC Association of Community Development Corporation (NCACDC) in Rocky Mount and UDI in Durham as well as other partners to begin the establishment of regional food hubs by integrating community foods assessment, secure land tenure arrangements, and legal services assessment.

a. Progress Made:

Program partners LLPP and NCACDC initially sought to establish an incubator/production farm on land that is owned by the city of Rocky Mount; however due to land use restrictions the property identified could not be utilized for the project. The project partners continued to work towards identifying suitable land for the purpose of supporting a regional food hub and increasing the pool of viable vendors/farmers to serve the food hub; they were able to secure use of a 10 acre tract of land in the Edgecombe County area of Rocky Mount, which is owned by an affiliate member of NCACDC, Rocky Mount/Edgecombe Community Development Corporation. At the close of the project period, project partners crafted a working plan detailing the creation of a centralized urban-based farm incubator hub that will provide limited resource farmers and socially disadvantaged farmers from diverse racial/ethnic backgrounds, and immigrant/Latino farm workers aspiring to become farmers, the education, mentoring, marketing and technical assistance services they need to enter the food hub market.

Project partner in Durham, UDI, worked throughout the project period to resolve water access and zoning concerns that inhibited production capacity of the UDI farm. Unfortunately, the issues were not resolved by the end of project period. However, a new opportunity arose that LLPP has been able to engage in that has promising potential. In that, the LLPP is working with a six-member next generation farming cooperative to acquire additional acreage to increase multiple market potentials. This new opportunity is poised to increase availability of fresh fruits and vegetables, and the mission and vision of this new group is driven by social justice concerns. UDI’s land, while it may not be able to be used for production may well be best utilized as infrastructure for a food hub, but of course, without production capacity they would be solely dependent on other producers.

LLPP has engaged throughout project period with diverse stakeholders in both Rocky Mount and Durham to participate in tangible steps towards establishing of regional food hubs. Additionally, LLPP assisted in the formation of a new farmer’s market serving a low income/low food access section of Durham.

LLPP contracted with Novum Diem to prepare a qualitative analysis of community food access for vulnerable communities in Durham and Rocky Mount (<https://www.landloss.org/docs/q/Qualitative-Food-Assessment.pdf>).

b. Impact on Community:

We believe that the work accomplished through this project provides a strong foundation to move forward with the creation and building of systems to support local food systems. In

Local Food Promotion Program (LFPP) Final Performance Report

the Rocky Mount area, this will move forward on a non city-owned site, as opposed to the one originally identified. Building on the present local momentum and following it to its natural end point is a more desirable outcome because we will gain true stakeholder participation and ultimately benefit the entire community.

c. Project-related meetings and workshops:

1st Reporting Period

Project partner NCACDC was appointed by the City of Rocky Mount to lead the Local Food Economy Action Group. NCACDC has invested over 5 years in regional strategic plan development, building strategic partnerships and structuring a comprehensive program to provide current and prospective SDVFR (socially disadvantaged, veteran, farmers and ranchers) farmers the support they need to more competently operate sustainable small farm enterprises. The regional plan developed includes a Local Food Economy Action Goal.

LLPP and project partner NCACDC presented on Farm Bill and legal risk assessment and project partner NCACDC presented on building a local food economy at Operation Spring Plant (a community-based farm organization) 12th Annual Conference. A record attendance of 110 persons with 50 SDVFR was noted.

LLPP and project partner NCACDC visited a small farm incubator program located in Onslow County NC. The project team explored the feasibility of development of a farm incubator program within the 10-county food shed region to create a pipeline of new and beginning farmers to buttress availability of local foods in Rocky Mount.

Project partner NCACDC participated in the program convened in Rocky Mount entitled “Bridging the Informational Resources Gap: Connecting Farmers and Veterans to USDA Programs.” The program was sponsored by NC A & T University, USDA-NIFA, Office of Advocacy and Outreach and Farmers’ Outreach Solutions. Presenters included USDA Farm Services Agency, USDA Food and Nutrition Services and USDA Natural Resources Conservation Service. Many socially disadvantaged farmers located in the 10-county food shed region attended this convening.

Project partner NCACDC convened the Local Food Economy Action Group. The purpose of the meeting was to report progress toward creation of a local/regional food economy within the 10-county food shed region. The Local Food Economy Action Group includes socially disadvantaged farmers located in the 10-county region as well as AMEXCAN, a Hispanic-led organization with close ties to the region’s immigrant farm community.

Project management team participated in the Small Farms Week celebration commemorating the 125th anniversary of the Second Morrill Act, the Congressional legislation in 1890 that established land grant institutions such as NC A & T University. LLPP and NCACDC offer a workshop entitled “Building the Local Food Economy in Rocky Mount.” A significant number of socially disadvantaged farmers from throughout NC, including the 10-county food shed region, attended this gathering.

2nd Reporting Period

LLPP was involved in 6 meetings with partners in Rocky Mount. Project partner, NCACDC, had ongoing meetings with federal, state and local and stakeholder meeting on the USDA's- Local Food Local Places and the White House Initiative on Sustainable Communities (SC2)

Local Food Promotion Program (LFPP) Final Performance Report

implementation plans. The NCACDC participated in 6 different meetings with local partners relating to the establishment of a food hub in Rocky Mount.

LLPP met with UDI in Durham and assisted in responding to technical concerns regarding risk prevention on the farm site. LLPP prepared materials relating to record keeping and compliance.

LLPP engaged with various groups in Durham who are focused on creating a new food policy council.

3rd Reporting Period

LLPP attended monthly meetings of the Durham Farmland Protection Advisory Board (this board is comprised of farmers, elected officials, and city/county employees that work with local farmers). This created an opportunity for LLPP to present to farmers and be available for questions or referrals. Our presence at these meetings led to work with two local farmers markets and strengthened relationships with the Soil and Water Conservation offices and the Durham County Open Space Program, which administers the conservation easement program.

Project partner NCACDC participated in meeting with Rural Forward NC regarding regional food-based development and met with the Rocky Mount team leader for the White House Initiative on Strong Cities, Strong Communities (SC2) as part of LLPP effort to build local partner capacity for establishment of regional food hubs.

4th Reporting Period

Project partner NCACDC participated in a meeting with Franklinton Center at Bricks (Nash/Edgecombe Counties) and provided technical assistance. Bricks' asset base includes over 240 acres of farmland, woods, and a watershed in Northeastern NC. The organization, with technical assistance support from NCACDC, is working to start a larger farm to leverage its asset base into an income producing business.

Project partner NCACDC convened a two-day conference--the Just Health and Food Summit-- a policy forum that examines the linkages between economic development, health, and food. This year, it included a policy forum and a community garden-based event.
<http://www.rockymounttelegram.com/News/2016/06/07/Event-to-stress-access-to-healthy-foods.html>

Project partner NCACDC held meetings with community development partner AMEXCAN (Association of Mexicans in NC) to explore the possibility of creating a training program to work with farm workers seeking to transition to farm operators.

LLPP attended meetings of the Durham Farmland Preservation Board and the Durham Roots Market. Board meetings are held monthly and the Durham Roots met monthly.

LLPP also presented at the 2016 National Small Farm Conference --Creating and Sustaining Small Farmers and Ranchers.

http://www.vsu.edu/nationalsmallfarmconference/NSFCProgram_Sep16.pdf

LLPP staff presented on the support for farm bill and local foods promotion:

Advancing Equity in the Next Farm Bill - Linking Agriculture and Food to Community Food Sovereignty and Small Farmers, Risk Management and Navigating the Local Food Economy

Local Food Promotion Program (LFPP) Final Performance Report

LLPP and NCACDC remain committed to working as a team to create the foundation for the local food economies in Durham and Rocky Mount and have regular team meetings. LLPP has also added an element of working with Rural Development on increasing participation of socially disadvantaged farmers and ranchers in the value-added programs so as to increase contributions to the mid-tier value chain.

LLPP received funding from the W K Kellogg Foundation to continue providing assistance to vulnerable communities to stabilize retention of farms and homes as well as to assist in the development of structures to assist in asset accumulation (such as agricultural businesses).

- ii. **Goal/Objective 2:** Identify the limited resource farmers surrounding Rocky Mount and Durham, NC. Work with partners, cooperative extension and USDA to identify potential individual farmers.

a. Progress Made:

Through this project, LLPP and project partners worked to identify farmers surrounding Durham and the Rocky Mount area who would be interested in working within and creating a local food system. These farmers and consumers were consulted before conducting the evaluation of the existing food system assessments. Furthermore, undergirding the evaluation approach was a well-founded organizing principle that processes must be organically determined by the community.

b. Impact on Community:

Identifying and connecting with these farmers and community members through this project has enabled LLPP and our partner organizations to better share information and assure that the most limited resource farmers and other stakeholders are connected to resources like community based organizations, federal, state, and local agencies.

- iii. **Goal/Objective 3:** LLPP to develop and expand legal educational resources for farmers/operators to ensure that the most vulnerable farmers and consumers continue to have access to these food hubs and (local) food marketing avenues. This is designed to establish the necessary legal infrastructure to ensure that the next generation of farmers and consumers are not excluded by the new solutions created by a local food economy.

a. Progress Made:

LLPP developed a set of materials designed to address common areas of legal risk management that have been identified as areas needing additional resources through meetings with partners, community based organizations and farmers. We have produced educational resources that deal with farm transition, food safety, farm labor, farm credit programs, and farm leases.

These documents are found on our website through the following links:

- Farm Labor <https://www.landloss.org/docs/f/Farm-Labor.pdf>
- Farm Leases <https://www.landloss.org/docs/f/Farm-Leases.pdf>
- Farm Succession <https://www.landloss.org/docs/f/Farm-Succession.pdf>
- FSA Food Safety Modernization Act <https://www.landloss.org/docs/f/Food-Safety-Modernization-Act.pdf>

**Local Food Promotion Program (LFPP)
Final Performance Report**

- USDA Farm Service Agency Loan Programs <https://www.landloss.org/docs/u/USDA-Farm-Service-Agency-Loan-Programs.pdf>

b. Impact on Community:

The educational resources developed will serve to increase farmers' capacity to participate in emerging local food economy.

We feel that having a well-rounded set of resource documents will better enable us to share educational information in an easily digestible manner.

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, 2014). Include further explanation if necessary.

i. **Number of direct jobs created:** Not applicable

ii. **Number of jobs retained:** Not applicable

iii. **Number of indirect jobs created:** Not applicable

iv. **Number of markets expanded:** Not applicable

v. **Number of new markets established:** 1

vi. **Market sales increased by \$47,000 and increased by 100%.**

vii. **Number of farmers/producers that have benefited from the project:** Through the establishment of the new farmers market, there are five –seven farm businesses that regularly attend the market and have a new venue to provide local products to the Durham community. This market also allows participation by vendors, nonprofits, and community gardens that cannot commit to a whole season, so there were other vendors that appeared only occasionally, such as the Durham public schools.

a. **Percent 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?

Because the parcel of land that had been initially identified as a site for a food hub in Rocky Mount could not be used for the incubator/production farm, NCACDC worked with two of their member organizations, AMEXCAN and Rocky Mount/Edgecombe Community Economic Development Corporation, to identify an alternate site for incubator/production farm. This allowed for expanded outreach for incubator participants to farmworkers and other immigrant populations in the region.

LLPP also assisted in the formation of a new farmers market whose vendor base must be located within Durham County. While there are other farmer's markets in the county, they do not have a Durham county-only requirement for vendors. The market itself is situated in an area that is low income and is impacted by low food access and food insecurity. While our project did not anticipate the creation of a new farmer's market, we are pleased to report that the opportunity to assist in its development represents a very positive expansion of our intended goals for the project.

4. Discuss your community partnerships.

i. **Who are your community partners?**

LLPP continues ongoing work with the NCACDC, UDI, and Durham based agricultural advocacy groups (such as the Durham Farmland Advisory Board, the Durham Food and Farm Network,

Local Food Promotion Program (LFPP) Final Performance Report

Reinvestment Partners, Durham County Soil and Water, USDA Farm Services Agency (FSA), The Support Center, Resourceful Communities).

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

NCACDC served as an invaluable resource by utilizing federal initiatives such as Sustainable Cities and USDA initiatives such as Local Food Local Places federal as the basis of ensuring development of a strong regional food economy, thereby positioning Rocky Mount as a leader in local food system development. Local NCACDC members AMEXCAN and Rocky Mount/Edgecombe Community Economic Development Corporation provided value-added resources through facilitating racial/ethnic diversity and tangible resource contributions (land access) to promotion of regional food hub development.

As an African-American led community development corporation with substantial land-based assets in the city of Durham, UDI, wielded economic and political influence to shape local food system development and change. UDI's Executive Vice President is the Mayor of Durham and he has expressed commitment to building food access and economic opportunities in Durham.

Durham County Soil and Water is an active and engaged agency that provides educational services to Durham farmers. They provide regular trainings to farmers and have an active role in promoting farmland preservation and agricultural economic development.

Durham Farmland Advisory Board supported this project through advocating for creative use of vacant lots within the city limits to grow food and for the protection of farmland from development.

The Support Center (FSA supported Intermediary financial lender for farmers) assisted in providing financial education on FSA loan products for emerging new and beginning farmers.

Resourceful Communities (a Conservation Fund initiative), through this project facilitated engagement with farm businesses, farmers markets, and non-profits through the Conservation Fund's work as a host organization under USDA's Food LINC.

USDA Farm Services Agency (FSA), by continued collaboration with LLPP since May 2016, has been able to enter into a Cooperating Agreement whereby FSA will assist with education and technical assistance on FSA loan programs aimed at new and beginning farmers and farm businesses.

Our community partners have been key to the success of this project. These groups have long and deep connection to those communities that are most affected by the lack of local and culturally appropriate food options and will be essential conduits for dissemination of food hub information and integration into building and sustaining a local food system. Through their collaboration with LLPP on this project, we have been able to develop resources that are directly beneficial to small-scale socially disadvantaged farmers and ranchers who have had trouble entering and benefiting from the growing local foods movement in both the Rocky Mount and Durham areas.

iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant?

We recognize that building local food infrastructure and responding to legal needs is specialized to each identified food hub and farmer's market development. It requires an investment that extends well beyond a two-year period. With this understanding, LLPP conducted the project with intentional emphasis on establishing stronger relationship among local entities and

**Local Food Promotion Program (LFPP)
Final Performance Report**

community stakeholders, and thereby increasing the momentum toward building future local food economy.

Our community partners are vital to the success of our outreach efforts because they are firmly rooted in the areas they serve. The partners we engaged with through this project are our partners in other LLPP projects as well and we have historical and ongoing relationships. The expectation is that the LLPP will continue to receive referrals from project partners and will provide them legal technical assistance and capacity building.

5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?

LLPP contracted with Novum Diem, LLC, for conducting food assessments in the identified project areas of Rocky Mount and Durham. The Novum Diem staff assigned to this food assessment, Rosa Saavedra, has a long history utilizing participatory methodology, which served to ensure our food assessment was as inclusive as possible.

6. Have you publicized any results yet?* No

i. **If yes, how did you publicize the results?** N/A

ii. **To whom did you publicize the results?** N/A

iii. **How many stakeholders (i.e. people, entities) did you reach?**

General outreach in farm community on benefits of development and participation in local food economy: 415

Rocky Mount greater regional area farmers for participation in local food economy/mid-tier marketing and distribution activities, i.e., food hubs and farmer's markets: 77

Durham regional area farmers for participation in local food economy/mid-tier marketing and distribution activities, i.e., Food hubs and farmer's markets: 22

*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?** Feedback was collected and incorporated through consultation with stakeholders throughout the project in development of food assessment as a means to frame focus groups, and informally through conversations after conferences and/or meetings.

ii. **What feedback was relayed (specific comments)?** Limited to general comments made in the food assessment.

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

**Local Food Promotion Program (LFPP)
Final Performance Report**

- 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).**

As noted previously in this report, the work in Rocky Mount with project partner NCACDC and its agriculture-based community development partners pivoted towards increasing engagement with new and beginning farmers to include the increasing presence of farmworkers in reshaping their participation in the emerging local food economy. To that end, project partners needed to be flexible to adapt to new opportunities. Long term planning and assessments are needed to deal with the suitability of using hazard mitigation land for agriculture. NCACDC, by leveraging its social capital, was able to recruit an affiliate community development organization with suitable agricultural land for farm incubation project and for development of a community facility/food hub structure.

From Durham UDI perspective, the greater lesson is that while you may have a land-based asset, its suitability for agriculture must be determined before developing plans that involve its use. UDI continues to evaluate possible uses of the property that could involve aquaponics or the horticultural production of native shrubs.

- ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:**

This project began with big expectations around the development of physical infrastructure during the grant period. Because we provide legal expertise specific to agricultural (and associated) laws, LLPP did not expect to lead efforts on physical infrastructure improvements. However, because of 1) the physical challenges with UDI and access to water, 2) physical limitations with the property identified as the potential site of a food hub in Rocky Mount, and 3) the fact that the Rocky Mount process became more layered --the original goals pertaining to the development of the farm and food hub did not occur. However, NCACDC is very engaged with several affiliate community development organizations to launch agricultural projects: a potential training farm with the Bricks/Franklinton Center, and other community garden projects that will serve low income/low access communities in the same areas; and a farmworker to farmer training farm. Additionally, in Durham, there is a new farmers market that is providing an outlet for products to reach the community that was not a goal in the original proposal.

- 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:**

An important lesson learned that would be very helpful for any entity embarking on a similar project is to not underestimate the importance of staying rooted in the community and being flexible enough to modify plans, and not use top-down tactics to actualize performance of perceived measurable goals. NCACDC, for instance, pivoted towards developing a critical mass of new and beginning farmers in Rocky Mount to meet the local food needs. It is also staying connected with the larger process in the area.

10. Future Work:

**Local Food Promotion Program (LFPP)
Final Performance Report**

- 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.**

LLPP will disseminate legal education materials through its SmartGrowth Business Center for farmers, as well as through distribution of materials at meetings and conferences.

LLPP will continue to work strategically with partners to provide legal infrastructure for identified farmers to participate in the emerging local food economy. LLPP has secured non-Federal resources to continue this work.

The food assessment identified a communication gap between some of the most food insecure communities and the farmers. We would continue to work with partners to increase those connections to build the buying (and selling) of local products.

LLPP is committed to continued engagement in the local food economy --acting as a resource of legal tools to groups and individuals that are seeking to connect more directly to the producers. Our mission is to provide the legal expertise to the small farmers so that they can remain as a backbone of our local economy.

LLPP continues work with the Durham Roots farmers market as it seeks to accept EBT benefits for the next market season. LLPP is also a member of committees seeking to develop a local food purchasing policy and considering the development of an incubator farm for Durham.

- 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?**

LLPP and project partners and other stakeholders will continue to work at state, county, and municipal levels to assist in the creation of supportive policy and regulatory environments that further the growth of the local food economy.