

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

**TOWNSHIP OF BRICK – FARMERS MARKET START-UP GRANT 2014-2016**

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>	September 30, 2014 – September 30, 2016
<b>Authorized Representative Name:</b>	Tara B. Paxton
<b>Authorized Representative Phone:</b>	732-262-4783 x1344
<b>Authorized Representative Email:</b>	<a href="mailto:tpaxton@twp.brick.nj.us">tpaxton@twp.brick.nj.us</a>
<b>Recipient Organization Name:</b>	Township of Brick
<b>Project Title as Stated on Grant Agreement:</b>	Township of Brick Farmers Market
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-NJ-0117 NJ-183
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Township of Brick
<b>Total Awarded Budget:</b>	\$40,000.00

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.

Goal/Objective 1: Development of a Farmers Market

- a. Progress Made: The 1<sup>st</sup> goal of developing a Farmers Market in the Township of Brick was successfully completed.
  - b. Impact on Community: The impact on the community from the development of the Farmers Market is difficult to quantify. It created a niche market for those vendors who have businesses in the Town that may not have been frequented by the shoppers who attended the weekly market. It created a wonderful sense of community by holding the market at the Township's popular Windward Beach Park and developed a wonderful destination shopping experience for residents and neighboring visitors to experience fresh, locally grown and produced goods where none existed before.
- ii. Goal/Objective 2: Growth of Farmers Market
    - a. Progress Made: The 2<sup>nd</sup> goal of growth of the Farmers Market was apparent by the end of the first summer. Our vendor list grew from six to over 22 regular vendors – unheard of in the area. In addition, the traffic in and out of the venue required a special traffic safety officer to be managed safely.
    - b. Impact on Community: The Farmers Market grew by leaps and bounds and enabled the community of Brick Township to experience the goods and products of local vendors. The traffic on Princeton Avenue had a minor impact during the hours of the event. However, the grant was amended to allow for the salary of a traffic safety officer to assist in safely navigating visitors weekly.
  - iii. Goal/Objective 3: Sustainability of Farmers Market
    - a. Progress Made: The 3<sup>rd</sup> goal to ensure the sustainability of the market was achieved because the success demonstrated the ability of the local community and their interest to keep the Farmers Market going through the summer months. Vendors came back week after week and were looking forward to reserving their space in the coming years.
    - b. Impact on Community: The impact of the Farmers Market on the community has created a venue for vendors to highlight their organic and sustainably grown produce and products. Its' popularity has cemented the annual summer Farmers Market and the Administration has committed to continuing it for years to come.

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.

The Township sent out a questionnaire to the participants and vendors at the Farmers Market and the response was spotty at best. Since the farmers and producers were very diversified, the response is difficult to report in the format requested. However, herein we are providing a summary of the responses.

Some farmer vendors reported a 10% increase in their total sales for the season as a result of their participation. Other farmer vendors reported up to 6 new jobs created, 5 jobs retained and up to 4 indirect jobs created and 5 farmer/producers that benefited from the 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?

This was a start-up Farmers Market grant program that created an opportunity for existing businesses to expand their market exposure. I do not believe any businesses were created as part of this start up farmers market.

4. Discuss your community partnerships.
  - i. Who are your community partners? The Township Recreation Department handled the registration of the vendors. The Township utilized the grant funding to hire a marketing consultant and manager for the event (Direct Development). Direct Development created the Brick Farmers Market website and Facebook page that helped to market the vendor opportunities and promote the market.
  - ii. How have they contributed to the overall results of the FMPP project? Direct Development and the Township's Recreation Department contributed greatly to the overall results of the market. They were easy to work with and managed the weekly market well.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? Direct Development and the Township Recreation Department assisted in the set up and creation of the management and marketing framework that the Township will continue in the future.
5. Are you using contractors to conduct the work? No- the Township will utilize Recreation Department Staff. If so, how did their work contribute to the results of the FMPP project?
6. Have you publicized any results yet?\*
  - i. If yes, how did you publicize the results? Through Township Newsletter
  - ii. To whom did you publicize the results? All Residents of the Township
  - iii. How many stakeholders (i.e. people, entities) did you reach? 32,000 households\*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).  
See Attached 2015-2016 Newsletter
7. Have you collected any feedback from your community and additional stakeholders about your work? Yes, the Township sent out a survey to the vendors and compiled their responses.
  - i. If so, how did you collect the information?  
Via email.
  - ii. What feedback was relayed (specific comments)?  
Feedback regarding the operation of the market, registration, results of sales and jobs created.
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? Yes

- a. If yes, how much was generated and how was it used to further the objectives of the award?

The Township Recreation Department collected \$18,200 in 2015 and \$23,580 in 2016 for revenue generated from the renting of the table spaces at the Township of Brick Farmers Market. The funds were utilized in general revenue to offset the cost of the staffing and management of the Farmers Market.

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).

The main lesson learned for the start-up of the Farmers Market was to advertise the availability of the market to vendors early in the year. The Township was able to edge out the competition by making the rental of the spaces and the start up of the market early in 2015. We successfully retained many vendors who would have committed to other sites if we didn't promote the market early in the year. With success so quickly, comes some logistical issues. The Township learned early in 2015 that we needed to control traffic to the venue site, Windward Beach Park, and we needed to hire special traffic safety officers to do so. Once the traffic safety issues were addressed, the operation of the markets ran smoothly. One other issue was the limitation of pets at the park site. The location of the park draws dog walkers daily. Limiting the dogs from the food vending areas was challenging at first. However, we added signage and a "dog holding" area to address this situation and it worked well.

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

The Township met all of its goals through this start-up grant program. We were pleasantly surprised at the success and are excited to continue the Farmers Market for years to come.

- 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:

Utilize social media to promote your events. The use of radio ads is also a great addition for mid to end of the week planning for listeners. Paper ads are not as efficient. It would be helpful to have a software system in place that can register vendors and track expenditures and revenue.

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.

To obtain better data regarding the performance of the project, we'd require weekly reports from the vendors to track their successes. Due to the project being a start-up, and the use of an outside consultant to run and market the Farmers Market, we didn't have direct contact with the vendors. We will work to develop relationships with the vendors and obtain better information regarding their monetary successes.

- 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?

We'd like to expand the Farmers Market hours to a little later in the day so that visitors and customers would have ample time after morning activities to attend. We also recommend that the Farmers Market have satellite locations around the Township so that other areas of the municipality may reap the benefits of the market. This would potentially bring the market closer to disadvantaged areas or areas where there is a more diverse ethnic presence.