

## 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](mailto: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.

<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>	Shari Lamphron	
<b>Authorized Representative Phone:</b>	(585) 413-4066	
<b>Authorized Representative Email:</b>	slamphron@foodlinkny.org	
<b>Recipient Organization Name:</b>	Foodlink	
<b>Project Title as Stated on Grant Agreement:</b>	Foodlink Food Access Programs: Linking Local Farms and Underserved Communities	
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-NY-0136	
<b>Year Grant was Awarded:</b>	2014	
<b>Project City/State:</b>	Rochester, NY	
<b>Total Awarded Budget:</b>	\$99,629	

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).

x Different individual: Name:    Mitch Gruber   ; Email:    mgruber@foodlinkny.org   ; Phone:    (585) 413-4060   

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 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: Implement marketing and promotional plan for Foodlink’s Food Access Programs in 2015.
    - a. Progress Made: We developed effective marketing and promotional plans for our Food Access programs, including bus, radio, and television advertisements.
    - b. Impact on Community: We saw higher attendance and participation in every one of our food access programs, as served close to 30,000 people in 2015.
  - ii. Goal/Objective 2: Design recipe cards and nutrition education materials for Curbside Market and Urban Farm Stand sites.
    - a. Progress Made: These were successfully created and distributed, and received positive reviews from subjects of focus groups and interviews.
    - b. Impact on Community: Our Food Access program participants saw an increase in food literacy, and learned how to effectively prepare new foods. We distributed more than 10,000 recipe cards, and nearly 1,000 individuals participated in a nutrition education workshop.
  - iii. Goal/Objective 3: Administer extended Food Access Program season in 2015.
    - a. Progress Made: Many of our Food Access Programs now run year-round.
    - b. Impact on Community: We reached over 10,000 individuals in the extended months with our Food Access programs, and reached 60 new sites.
  - iv. Goal/Objective 4: Develop crop plans with farmers when necessary, and increase the number of farms we source from.
    - a. Progress Made: We increased the number of farmers that we source from in our food access programs, as we purchased food from more than 30 local farms.
    - b. Impact: Fresher, more affordable foods available for our participants, and an increased commitment to the local food economy. We spent more than \$250,000 at local farms in 2015.
  - v. Goal/Objective 5: Create a 2015 Food Access Programs Report
    - a. Progress Made: Created a successful impact report that will serve as a model for future reports. We sent this to the LFPP staff.
    - b. Impact: We now have a report that helps us quantify the impact of our Food Access Programs, and helps us understand how to move forward with further expansions of these initiatives.
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, 20\_\_). Include further explanation if necessary.

Foodlink’s food access programs grew significantly during the course of the LFPP project. By the time the project closed, we established 60 new markets and increased our sales by nearly \$60,000. Most importantly, our total number of shoppers more than tripled to almost 30,000 people, and we reached more than 1,000 people with nutrition education opportunities.

- i. Number of direct jobs created: 3
- ii. Number of jobs retained: 7

- iii. Number of indirect jobs created: 4
- iv. Number of markets expanded: 60
- v. Number of new markets established: 20

By the end of the LFPP grant, we reached 102 total markets. Some of these became regular stops, others were more for “special events.” The growth, however, was tremendous, and will help us continue to grow the effectiveness and sustainability of the program.

- vi. Market sales increased by \$110,116 and increased by 117%.
- vii. Number of farmers/producers that have benefited from the project: 30
  - a. Percent Increase: 20%

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?

Foodlink administered several of our Food Access Programs with new partners during the life cycle of our LFPP project. We developed several new Farm Stands, including our first rural farm stand in Spencerport, New York. We started new gardens as far away as Cuba, New York. And our Curbside Market appeared at sites in 8 counties, including new partnerships with various County WIC offices, the Rochester City School District, and the Finger Lakes Health Systems Agency. These new partnerships helped Foodlink’s Food Access Programs reach almost 30,000 people in FY16.

By the time our LFPP project completed, we surpassed every one of our goals for people served, pounds distributed, and sales transacted. This was mostly due to developing great relationships with institutions like Rochester City School District and expanding our customer base.

4. Discuss your community partnerships.
  - i. Who are your community partners?

Foodlink’s Farm Stands have 10 community partners—neighborhood organizations ranging from churches to settlement houses. The Curbside Market has over 70 community partners—host sites like public housing facilities, YMCAs, and community health centers. A new partner during this period was the Rochester City School District. The Community Store Initiative has partnered with two existing corner store owners that are dedicated to offering healthier foods in their stores. All of these programs rely on block clubs and neighborhood associations to help us promote and advertise.

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

These community partners are critical to the success of Foodlink’s Food Access Programs. We act as a food hub, aggregating and repacking healthy, local, and affordable produce. We rely on our community partners to help us with distribution.

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

Our numbers will continue to grow as we develop new partnerships and strengthen existing ones. We will develop new partnerships to increase food access in underserved

communities throughout our service area.

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

We contracted with Collaborative Health Research to design the beautiful year end report that we sent to the LFPP office. This report, and CHR's evaluation tactics, proved incredibly helpful as we understand the impact and opportunities for our Food Access Programs.

Collaborative Health Research developed focus groups and interviews to send out to all of our community partners. We have both qualitative and quantitative data to show the effectiveness of Curbside. We are happy to share the results of these interviews with the USDA if interested; or you can see a summary of them in our Food Access Programs report (which we shared with our grant administrators).

6. Have you publicized any results yet?\*

- i. If yes, how did you publicize the results?

We developed a Food Access Programs Report with many levels of evaluation and data.

- ii. To whom did you publicize the results?

We made our Food Access Programs Report available to our entire network of partners.

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

We reached at least our network of 500 member agencies, and over 100 additional community partners.

\*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).

Foodlink's Food Access Programs report was sent electronically along with this report.

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 partnered with Collaborative Health Research (CHR) to collect data at every step along the way. CHR is run by two researchers in community nutrition, and they have helped us develop smart metrics to evaluate our programs. We are mostly interested in collecting three metrics about each program: how many people did we serve, how many dollars did we circulate, and how many pounds of product did we distribute. In addition, CHR helped us develop and conduct focus groups and interviews for key qualitative data. We have this data available, and a summary is in our Food Access Programs report.

- ii. What feedback was relayed (specific comments)?

Our programs have been well received by the communities they serve. Through focus groups and interviews, we know that our food access programs are in demand throughout the greater Rochester area. These programs will all continue to grow for years to come.

Here are some examples of quotes from our interviews:

“As a senior on a fixed income who doesn’t drive, affordable fresh fruits and vegetables aren’t always an option. Foodlink’s Curbside Market provides me with healthy food all year long,” – Debbie Trout

“It helps with my diabetes and has helped lower my blood pressure,” – Weekly customer at Pinnacle Place market.

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

A total of \$297,699 was generated through sales by Foodlink’s Curbside Market trucks as well as through Stop One Meat Market and T&K Deli Store Initiative over the course of the grant period, Sept. 30, 2014 through Sept. 30, 2016. Funds generated through this program have been used to cover food purchases and to help offset administrative and operational expenses that are not covered through the generous support of this grant.

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).

We learned that marketing and advertising has a significant impact on the success of Food Access Programs. We will continue to run these advertisements in future years. More importantly, we learned that Food Access Programs can be effective on a year-year round basis. The only “negative” experience is that we learned that it is incredibly difficult to run our Food Access Programs effectively in rural communities. The volume of people makes it difficult to run sustainable programming.

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

We achieved all of our goals, but learned rural food access programming requires subsidizing in order to be sustainable. This is a subject matter for our next LFPP proposal, when we focus on the Curbside Market in rural communities.

- 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:

Foodlink has consulted dozens of groups around the country on running effective, impactful mobile markets like Curbside. We will continue to offer these consultations, and are happy to work with USDA on developing best practices if interested. We are happy to share our Food Access Report and best practices with anyone interested.

#### 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 are going to continue running our Food Access Programs throughout our service area, with expected growth in our Farm Stands, gardens, and Curbside Market. We anticipate that Curbside will exceed 30,000 people served and \$200,000 in revenue next year, and that Farm Stands and gardens will serve more people than ever before. In addition, Curbside will continue to employ more people as it grows in volume and sales. By 2017, we expect to have a staff of 6.

- 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?

Foodlink anticipates applying for a future LFPP grant with a focus on increasing the outputs of the Curbside Market in rural communities. This has proved to be the most difficult part of Curbside. Many rural communities request our presence, but the sales cannot offset the long amount of travel time, and the low population density. We want to explore methods to improve rural Mobile Markets, and hope to partner with the USDA on this in the future.