

## 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, 2015 – March 30, 2018
<b>Authorized Representative Name:</b>	Michael Snyder
<b>Authorized Representative Phone:</b>	716-532-4900 ext. 5069
<b>Authorized Representative Email:</b>	Michael L. Snyder
<b>Recipient Organization Name:</b>	Seneca Nation of Indians
<b>Project Title as Stated on Grant Agreement:</b>	The Seneca Nation's White Corn Project
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15LFPPNY0028
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Irving, NY
<b>Total Awarded Budget:</b>	70,588.00

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: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

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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: Provide agricultural business enterprises to members and/or FIOM by establishing four acre white corn crops for processing, consumption and resale on the Seneca Nation Territories.
- ii. Progress Made: 100%
- iii. Impact on Community: Increase in use of preparation and consumption of white corn. For the first time in many years, the Seneca Nation is mass producing white corn, and through USDA LFPP this product and how to incorporate this product into your daily nutrition is available to the community on a regular basis and local retail venues. The availability of white corn provides Nation members with an option to replace flour, in addition to being able to make traditional soups and foods with the corn.

Proposed Activity	Percentage of Completion
A1 – Completed FY15-FY17 Formalize Technical Assistance MOU with FOG. MOU still in place with SDF.	100%
A2 – Completed FY15-FY17 Develop, in partnership with FOG, a timeline with revised outcomes or times	100%
A3 – Completed FY15-FY17 Develop engagement strategies for engaging two local farmers with 4-2 acre lots for the project. Two, two acre crops in year 1, four two acre crops in year 2. (6 total crops for the project period)	100%
A4 – Completed FY15-FY17 Engage local farmer/producers and develop formal partnership agreement with FIOM and FOG	100%
A5 – Completed FY15-FY17 Create supply, equipment and man power needs for planting, maintaining and harvesting of white corn.	100%
A6 – Completed FY15-FY17 Plant White Corn Crops on both Allegany and Cattaraugus Territories	100%
A7 Maintain and care for White Corn Crops: Was completed during April 1, 2017 – September 30, 2017.	100%
Activity A-8 is in progress. A8 – Harvest White Corn, Year 1 Completed FY16, Year 2 In progress FY17.	100%
A9 is April 1, 2017 – September 30, 2017, Transport White Corn Crops to processor and conduct drying and processing activities.	100%
A10 – Sell locally grown White Corn at local retail opportunities. Completed FY2016; In Progress FY2017.	100%

iv. Goal/Objective 2: Provide consistent easily accessible white corn and white corn products to the members of the Seneca Nation and neighboring communities through retail offering at the Seneca Nation’s weekly Farmers Market and six locally Native owned businesses.

a. Progress Made: 100%

b. Impact on Community: White corn products such as flour, roasted corn, hulled corn and white corn foods have been available on a weekly basis which was not the case in prior. The Seneca Nation now has the capacity to produce and package white corn independently from other organizations. The Project was successful in engaging Seneca youth in volunteering during the white corn harvest and husking events. The Early Childhood Learning Center and the Seneca Language Department participated during our husking activities and cooking demonstrations, incorporating white corn where they could in their meals and snacks. Educational events, activities and community outreach were held. We had good community organizational support during the fall harvest, as well as participation from the Seneca Nation Education Department, including staff, teachers, classroom aides and students. Also staff and volunteers from the Seneca Language Department husked corn during the daytime, and numerous community volunteers contributed after business hours. The Seneca Nation was fortunate to host a national Native plant conference during our husking activities. Over twenty Native Americans from across the country volunteered to husk in the evenings during their stay in the Western New York area. Many enjoyed this community cultural experience. There were many positive volunteer experiences and efforts, as food, snacks and beverages were readily available. Numerous participants took charge of set-up and clean-up. Each evening there was a dedicated handful spending their after-hours continuously husking.

Proposed Activity	Percentage of Completion
A1 Year 1 and 2 are completed: Coordinate and formalize the partnership with retail markets for sales of white corn and white corn products at the SNI Farmers Market for Year.	100%
A2 –Provide White Corn and white corn products at the weekly SNI Farmers Market both winter and Summer Markets.	100%
A3 –Conduct inventory of Native owned small businesses that will be targeted for partnership in retail sales	100%

- v. Goal/Objective 3: Increase the domestic consumption of white corn and white corn products by providing four cooking demonstrations to the public, four educational opportunities to the Early Childhood Learning Center, Area Office for the Aging, nutritionists and kitchen staff and provide 30% of the products processed to local human services, crisis intervention programs on both residential territories.

a. Progress Made: 100%

The Project was successful in engaging Seneca youth in volunteering during the white corn harvest and husking events. The Early Childhood Learning Center and the Seneca Language Department participated during our husking activities and cooking demonstrations on white corn incorporating where they can in their meals and snacks.

September 13, 2015: The Indigenous Food Challenge was sponsored by the Food Is Our Medicine Project to re-introduce healthy indigenous foods back into our daily diets. This contest challenged contestants to create healthy meals using a mystery basket of indigenous ingredients. Local celebrity judges scored on creativity, presentation, taste, healthiness and use of basket items. Roasted white corn flour was one of the mystery ingredients. The Indigenous Food Challenge event took place in front of a live audience during the Seneca Nation Fall Festival in Irving, NY under the Seneca Health & Wellness tent.

September 17, 2015: The Iroquois White Corn Project and Food is Our Medicine joined together for an education and nutrition workshop, including community outreach and taste sampling. The local community had a unique opportunity to learn first-hand about the cultural, historical, and nutritional aspects of the ancient heirloom Iroquois white corn. This was a collaboration of the Seneca-Iroquois National Museum, Friends of Ganondagan, and Food is Our Medicine (FIOM). The workshop provided education, demonstrations, sampling, and a question and answer time about white corn and its traditional, cultural and nutritional value and benefits. This event was also a recruiting opportunity for farmers interested in sustainably growing Iroquois white corn. Two (2) cooking demonstrations took place showing various examples of food featuring white corn products. A total of 30 participants attended.

October 30, 2015: Friends of Ganondagan sponsored a Husking Bee event at the Cattaraugus Territory in the USDA Building.

December 8, 2015: Friends of Ganondagan, in partnership with the Food Is Our Medicine Project, delivered a white corn cooking class at the Cattaraugus Wellness Center. The topic and discussion for this activity was special recipes and everyday use of traditional corn.

December 9, 2015: Friends of Ganondagan (FOG), in partnership with the Food Is Our Medicine Project, delivered a white corn cooking class at the Allegany Wellness Center. This workshop is taped and video available on YouTube: <https://www.youtube.com/watch?v=WzeYdgDhhrG>

July 12, 2016: Sauce Boss LIVE took place at the Seneca Nation Farmers Market. Since 1990, the Sauce Boss has cooked for over 210,000 people, while simultaneously playing his own Florida blues. A Sauce Boss event transcends performance: it is an exciting, unique blend of music, cooking, and all-around entertainment. At the end of the show, everyone eats. This market event fed 100+ local community members who very much appreciated this modern cultural treat: “White Corn in the Gumbo.”

July 29 & 30, 2016: Two workshops and food demos were held at both the Allegany and Cattaraugus Territories featuring Oneida Nation guests, Master Processor Jamie Better and Chef Arlie Doxtator. Both guests discussed the cultural connections of this crop, how it is grown, managed and harvested, and how our ancient heirloom white corn is processed for consumption.

October – November of 2017 there were 2 live cooking demonstrations conducted at the Farmers Market on the Cattaraugus Territory.

2/12/18 - The team completed staff training using our white corn products today. Staff made mush, corn bread and corn soup on the Allegany Territory.

b. Impact on Community: Better understanding and comfortability in preparing White Corn for consumption. Products are available all over the Seneca Nation now and they are being purchased on a regular basis by community members. During all community events traditional indigenous foods are being used and specifically white corn is typically found at the events.

Proposed Activity	Percentage of Completion
A2 - Conduct 4 Educational/training sessions with Early Learning Staff (kitchen/nutritionist)	100%

A3 –Conduct 4 Educational/training sessions with Area Office for the Aging Staff (kitchen/nutritionist) Two were completed in FY2016 and will be completed again in FY2017.	85%
A4 – In progress: Establish formal relationships with Crisis intervention/ Human Service Agencies and provide cooking education for staff to translate to participant needs.	100%

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: Four (4) seasonal positions
  - ii. Number of jobs retained: four seasonal position will continue during every harvest
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: 2
  - v. Number of new markets established: Two (2) new markets
  - vi. Market sales increased by \$2,000.00 and increased by 100%.
  - vii. Number of farmers/producers that have benefited from the project: Two (2) farmers
    - a. Percent Increase: 100% increase as we had none dedicated to this project prior to funding.
  
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? By placing our products in the Seneca One Stop in both Allegany and Cattaraugus location, which made accessible to Native and Non-Native consumers.
  
4. Discuss your community partnerships.
  - i. Who are your community partners? FOG - Friends of Gonandagan, AOA – Area Office for the Aging, ECLC – Early Childhood Learning Center, CCC – Cattaraugus Community Center, ACC – Allegany Community Center, Cornell Co-op, G. Jimerson – White Corn Expert and Grower, SCCS – Seneca Cultural Center.
  - ii. How have they contributed to the overall results of the LFPP project? Friends of Gonandagan – Friends of Gonandagan provided the processing expertise and processed the corn that was harvested from the field. They also provided the community training programs for white corn consumption.  
Departments: Seneca Nation Planning & Development, Language & Cultural Department – Both departments provided cultural context and marketing expertise. ACC and CCC both provided facility, equipment and rooms for training, education and other community outreach activities.
  - iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this LFPP grant? Partnerships were formed and will continue to grow based on the needs of the white corn project. FOG is still the leading expert on white corn processing, packaging and marketing. The Nation will rely on that expertise to incorporate their lessons learned into our startup and rollout activities for white corn. The Nation Departments will continue to work with the project by providing support services where and when those are available.
  
5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? Yes, but those contractors where not funded through USDA funds for their

activities, two (2) farmers were contracted to prepped soil, fertilized, plowed and cultivated the land in which the white corn crops grew.

6. Have you publicized any results yet?\* Yes
  - i. If yes, how did you publicize the results? Face Book page, Seneca Nation Newsletter and monthly Director's meetings.
  - ii. To whom did you publicize the results? Face Book members, community members and elected officials and executives.
  - iii. How many stakeholders (i.e. people, entities) did you reach? Currently have 2,435 members on the Facebook page, the newsletter reaches over 8,000 members and the number of individuals present at Council meetings varies from 50 to hundreds depending on the agenda.
  
7. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information? Questionnaires and surveys were filled out at the end of every cooking class and cooking demonstration that was held.
  - ii. What feedback was relayed (specific comments)? The feedback received was very positive and constructive. The majority of those that attended liked the classes and/or demonstrations very much. They provided additional feedback that the varying schedules allows for more participation specifically having evening classes. Having hands on activities during those classes and demonstration was also a positive area where feedback was given. Many provided accolades to the recipes given that helped them bridge the classroom learning to the at home applications for white corn products.
  
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? Yes
    - a. If yes, how much was generated and how was it used to further the objectives of the award? \$2,000.00 and monies were used for processing White Corn.
  
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).
  - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
  - 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:

There have been a number of issues – in terms of personnel and staffing, as well as natural occurrences (i.e., an extremely dry growing season) – that have arisen and negatively impacted the successful on time completion of this grant program.

During the summer of 2016 the Western New York area was determined to be a drought area and this seriously impacted the white corn harvest, which, in turn, impacted the delivery of the above objectives

and goals. The engagement of new farmers during this drought was also difficult, as the results of a drought not seen in our area in over a decade proved to be not worth the risk to new farmers.

Up until August of 2017, the FIOM project was severely understaffed, with only one employee for the majority of the time this grant has been open. FIOM normally has a Project Manager and Project Assistant. The previous Project Manager left in April 2017, and there has not been a Project Assistant in place for the entire duration of the grant program. In addition to the staffing issues, there arose significant conflicts between the past Project Manager and the partners engaged in this grant program that led to the partners leaving the agreements.

#### Lessons Learned:

1. Take advice from experience farmers and other people that give you information and make it your own, you cannot please everyone and do the best you can.
2. Always have a plan B for personnel and environmental situations.
3. Having a good administration or budget monitor is a must.
4. Familiarize yourself with the goals and objectives that need to be met and focus on the issues.
5. Partners are needed to be successful and it is extremely important to take care of those relationships.

#### 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 learned a lot from this experience and we are more aware what the community needs are. Never assume or take for granted what people are willing to share, help and perform within the community. We are planting 12 acres of White Corn this year and more heirloom varieties of vegetable and herbs. Our community, especially the younger generation has taken an interest in gardening, thus we offer our help and assistance with their own personal garden at their home.

With the cooking classes, we have noticed how much product we are going through. Most of our packaging is in one (1#) pound packages and is available as Hulled, Roasted and Flour, we will make our product available in three (3#) pound packages with seed available for purchase in the near future. Plans for the future is to have our own agriculture and processing facility, where we can plant, process and market all our products for our surrounding communities and our people. Knowing that we had an impact on our people and to share in the experience of how important it is for us culturally, historically and for our way of life has impacted all our people in the community and has brought us all together to move forward as a successful Nation.

- 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?

Yes, as stated above, we are moving ahead with an Agricultural Department. An outline is made for years 1, 2 and 3, starting now with year one. A planting series for crop rotation, placement and yield has

been implemented for this year's planting season. We recommend getting the soil tested, making a planting guide so you know where your crop placement will be and know what your fertilizers contain. Take all the help and advice that is given to you and make it work for yourself. Future activities include: cooking classes, craft classes, harvest festival, and training in field prep, harvesting, storing and adding more products for retail ie... seeds, canned goods, fresh vegetables.