

**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, 2015-September 29, 2017
Authorized Representative Name:	Mark Jaffe
Authorized Representative Phone:	646-761-5037
Authorized Representative Email:	Mark.elliott.jaffe@gmail.com
Recipient Organization Name:	The Fresh Connection, Inc.
Project Title as Stated on Grant Agreement:	The Fresh Connection Inc. Expansion and Last-Mile Aggregation and Distribution Hub Development
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15-LFPPNY-0034
Year Grant was Awarded:	2015
Project City/State:	Brooklyn, NY
Total Awarded Budget:	\$93,179

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: Utilizing the Last-Mile Aggregation and Distribution Hub, increase the number of producers served by The Fresh Connection to 60 in 2016 and 80 in 2017
 - a. Progress Made: The Fresh Connection served approximately 60 producers by the time of its closure in September, 2016.
 - b. Impact on Community: Before it’s closure The Fresh Connection provided a significant outlet for producers.
 - ii. Goal/Objective 2: Utilizing the Last-Mile Aggregation and Distribution Hub, increase producer sales facilitated by The Fresh Connection to \$400,000 in 2016 and \$600,000 in 2017
 - a. Progress Made: The Fresh Connection closed permanently in September, 2016 before the above sales data could be collected
 - b. Impact on Community: Anecdotally, we saw sales from producers increase steadily over the course of the grant period
 - iii. Goal/Objective 3: Establish The Fresh Connection’s Last-Mile Aggregation and Distribution Hub and make it self-sufficient by September 2017.
 - a. Progress Made: We were unable to secure the private funding necessary to supplement the LFPP grant and open the Hub
 - b. Impact on Community: N/A

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:
 - ii. Number of jobs retained: 1 (until closure of business)
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 1; allowed producers to greatly expand their reach within the New York City market
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$insert dollars and increased by insert percentage%.
Data not collected before closure of business
 - vii. Number of farmers/producers that have benefited from the project: Ultimately none due to closure of business
 - 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? No

4. Discuss your community partnerships.
 - i. Who are your community partners? N/A
 - ii. How have they contributed to the overall results of the LFPP project? N/A

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? N/A
- 5. did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? N/A, work did not happen
- 6. Have you publicized any results yet?* N/A
 - 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? N/A
 - i. If so, how did you collect the information?
 - ii. What feedback was relayed (specific comments)?
- 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
 - 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).
The major lesson learned was not to commit to a project until full funding has been guaranteed. I overestimated the appetite for private investment in this type of project and thus left myself unable to complete it and ultimately needed to close the company.
 - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
See 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:
- 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.
I will not continue as the company has closed.

- 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?