

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- October 31, 2017
Authorized Representative Name:	Jen Gregory
Authorized Representative Phone:	607-724-1327 ext 204
Authorized Representative Email:	jgregory@steny.org
Recipient Organization Name:	Southern Tier East Regional Planning Development Board
Project Title as Stated on Grant Agreement:	Southern Tier Craft Beverage Incubator
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15-lfpp-ny-0035
Year Grant was Awarded:	2015
Project City/State:	Binghamton, NY
Total Awarded Budget:	\$75,850; total request \$10,080.73

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: _____

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: *Leverage partnerships with regional stakeholders to create an incubator curriculum.*

- a. Progress Made:

With three craft brewing workshops completed over the grant period, STE has worked to establish local and regional partnerships with brewers and maltsters thorough the Southern Tier and has begun to build a library of training and resource materials for the eventual incubator. The first of these events, the Farmer Brewer Winter Weekend Conference conducted by partner Hartwick College, gathered 120 craft beverage industry professionals at the Hartwick Campus in Otsego County over the weekend of January 16-17, 2016. Topics covered ranged from the process and science of malting, to growing a farm brewery, to developing a brewery or Malthouse quality control program. A second STE-sponsored event, held in collaboration with FarmHouse Brewery Owego, New York –“Plow to Pint” – brought 60 craft brewing professionals to the Tioga County Malthouse on February 15-16, 2016. This “Plow to Pint” workshop placed particular emphasis on the usage of locally-sourced, New York State ingredients, apropos of FarmHouse Brewery’s status as a malt distributor in the Southern Tier. A third STE-sponsored event, held in collaboration with Hopshire Brewery in Freeville, New York brought 18 new brewers to the Tompkins County brewery on April 17-18, 2016. The workshop was geared toward start-up brewers and included information on licensing, trademarks, and tax implications.

By sponsoring workshops across three member counties, STE has worked with multiple partners to establish the Southern Tier as a hub of craft beverage production. Elsewhere in the region, craft brewing is gaining momentum through science and technology workshops.

Curricula developed for each of the above-mentioned workshops will play a role in the creation of a lesson plan to be used in STE’s proposed shared incubator, while STE’s established local and regional partnerships have helped to identify further training needs and determine potential users of the incubator. The “Micro-Malting 101” manual provided by FarmHouse Brewery and the 11 training presentation from Hartwick College’s Farmer Brewer conference will be among the resource materials available to the incubator users.

December 2017: In 2016, STE lost more than half the staff (including those that worked on this project). Remaining staff member, Jen Gregory introduced herself to Farmhouse Brewery and established a relationship with the local college, SUNY Broome to determine if the Regional Incubator could be established between STE, Farmhouse Brewery and SUNY Broome. SUNY Broome is based in Broome County (adjacent to Tioga County, home to Owego). SUNY Broome offers a few classes in Owego, NY and is in the process of developing a chemistry lab for testing beers on the main campus. SUNY Broome is very interested in being a partner in opening a Regional Craft Beverage Incubator in Owego, however agreements between SUNY Broome, STE and Farmhouse could not be established before this grant period closed.

b. Impact on Community:

*Assisting in the Southern Tier's transformation to an international destination for craft brewing specialists, the aforementioned events have brought experienced and aspiring brewers, farmers, and craft masters, researchers, and scientists from as far away as South Africa to the region. **With the support of USDA's LFPP, STE co-sponsored programs for 198 participants in 3 unique communities across the region. These STE-sponsored events also promote the usage of local ingredients in accordance with the New York Craft Act.***

ii. Goal/Objective 2: *Hire instructors and complete incubator training schedule.*

a. Progress Made:

STE is continuing its search for a workshop curriculum facilitator to assist in the development of an incubator strategy and objective list as well as the incubator curriculum.

December 2017: In 2016, STE lost more than half the staff (including those that worked on this project). Remaining staff member, Jen Gregory introduced herself to Farmhouse Brewery and established a relationship with the local college, SUNY Broome to determine if the Regional Incubator could be established between STE, Farmhouse Brewery and SUNY Broome. SUNY Broome is based in Broome County (adjacent to Tioga County, home to Owego). SUNY Broome offers a few classes in Owego, NY and is in the process of developing a chemistry lab for testing beers on the main campus. SUNY Broome is very interested in being a partner in opening a Regional Craft Beverage Incubator in Owego, however agreements between SUNY Broome, STE and Farmhouse could not be established before this grant period closed.

b. Impact on Community:

While training brewers to use the proposed incubator to its fullest capacity, STE is also investing resources to educate local municipal officials on the economic impact of small-scale start-up craft breweries. Through education, STE hopes to spur further growth in the craft beverage industry and create long-term employment.

December 2017: STE has continued to educate municipal officials and raise awareness for small-scale start-up craft breweries in explaining the value of this initiative at several organizational meetings throughout the year.

SUNY Broome is enthusiastic to partner with a local brewer to develop a Regional Craft Beverage Incubator, in a community that does not have a higher-educational institution.

iii. Goal/Objective 3: *Acquire sanitizing station to ensure uniqueness of individual projects.*

a. Progress Made:

STE previously obtained a quote for a clean-in-place (CIP) transport sanitizing station. A self-cleaning CIP station is preferable to a static or manual cleaning station because of its ability to conserve and recycle detergents and sanitizing chemicals while also saving man hours lost to rinsing and cleaning tanks manually.

December 2017: Because the Regional Incubator agreements were not established, this equipment was not purchased.

b. Impact on Community:

A portable piece of sanitary equipment will make it so that area brewers will have easier access to vital equipment and put them in a position to expand brewing operations. A clean-in-place sanitizer will ensure uniqueness among batches. December 2017: Because the Regional Incubator agreements were not established, this equipment was not purchased.

This expense was saved, and funds may be used in a different area of need.

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). Include further explanation if necessary.
 - i. Number of direct jobs created: *No results available as yet.*
 - ii. Number of jobs retained: **3 Braft Beverage Consultants**
 - iii. Number of indirect jobs created: *No results available as yet.*
 - iv. Number of markets expanded: *No results available as yet.*
 - v. Number of new markets established: **hopeful for 1 in 2018.**
 - vi. Market sales increased by \$insert dollars and increased by insert percentage%. *No percentages available as yet.*
 - vii. Number of farmers/producers that have benefited from the project: *No results available as yet.*
 - a. Percent Increase: *No results available as yet.*

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?
The program's measured impact is to be determined.

4. Discuss your community partnerships.
 - i. Who are your community partners?
Broome County Industrial Development Agency, FarmHouse Brewery, Cortland Beer Company, Butternuts Beer & Ale, Otsego Now, Binghamton Brewing Co., and the Hartwick College Center for Craft Food & Beverage have all endorsed the Southern Tier Craft Beverage Incubator.
December 2017: SUNY Broome & Farmhouse Brewery
 - ii. How have they contributed to the results you've already achieved?
Hartwick College's CFCFB and FarmHouse Brewery have assisted STE in hosting region-wide brewing events on their sites. STE also is currently collecting letters of support from members of the craft beverage industry for the incubator project.
 - iii. How will they contribute to future results?
Further impact from our community partners is to be determined.
December 2017: SUNY Broome's Continuing Education Department agreed to manage a variety of classes to be held at the Regional Incubator in Owego.

5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? *Instructors at 3 unique breweries conducted training programs and shared their intellectual property to develop a curriculum for the Incubator.*

6. Have you publicized any results yet? * NO- no tangible results yet.
 - 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? no
 - 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).

Without the LFPP program, the concept would not have been introduced, nor explored. The community now has key stakeholder relationships established with a local brewery and local community college. There is local interest and support for this program development. It is important to have the correct relationships established, we are hopeful to open an incubator later in 2018.

- 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:

The total budget amount was \$75,850; STE is seeking reimbursement for \$10,080.73 and has matched the program with \$3,699.01 of in-kind services and cash match. STE is seeking to de-obligate \$65,769.27.

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.

In 2016, STE lost more than half the staff (including those that worked on this project). Remaining staff member, Jen Gregory introduced herself to Farmhouse Brewery and established a relationship with the local college, SUNY Broome to determine if the Regional Incubator could be established between STE, Farmhouse Brewery and SUNY Broome. SUNY Broome is based in Broome County (adjacent to Tioga County, home to Owego). SUNY Broome offers a few classes in Owego, NY and is in the process of developing a chemistry lab for testing beers on the main campus. SUNY Broome is very interested in being a partner in opening a Regional Craft Beverage Incubator in Owego, however agreements between SUNY Broome, STE and Farmhouse could not be established before this grant period closed. The organization will assess the continuation of this economic development initiative in early 2018.

- 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?

From the beginning, work with local community college or established educator.