

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>	October 1, 2016 to June 30, 2017 – FINAL REPORT
Authorized Representative Name:	Jane Wais
Authorized Representative Phone:	518-573-1216
Authorized Representative Email:	Jane@field-goods.com
Recipient Organization Name:	Field Goods
Project Title as Stated on Grant Agreement:	Online Platform for Ordering from Local Food Producers
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-NY-0123
Year Grant was Awarded:	2014
Project City/State:	Athens, NY
Total Awarded Budget:	\$50,000

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: Donna Williams ; Email: Donna@field-goods.com ; Phone: 518-945-1990

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: **Increase efficiency in sourcing from small farmer in terms of information about availability of products.**
 - a. Progress Made: We now have a database of several hundred varieties of fruits and vegetables grown in the Northeast.
 - b. Impact on Community: Supports smaller farms in growing more hybrids and difficult to find products allowing them to differentiate from traditional farms.
 - ii. Goal/Objective 2: **Better recording keeping of historical purchasing (product volume and pricing) and purchasing commitments**
 - a. Progress Made: The benefits of this will become more apparent for the 2018 season as the product. While we completed the product in January 2017 several bugs delayed the full roll-out of the platform.
 - b. Impact on Community: Improved purchasing and allows farmers to be more proactive.
 - iii. Goal/Objective 3: **Increase the number of farmers we work with**
 - a. Progress Made: Below is a description of a partnership we have entered into that will increase the number of farmers we work with.
 - b. Impact on Community: We launch in 2018.

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, 2016_). Include further explanation if necessary.
 - i. Number of direct jobs created: NA. The goal of the platform was to increase purchasing efficiency more than sales and direct job growth. Although we would expect that the FVA partnership (discussed below in 2. iv.) to result in job growth both at Field Goods and FVA.
 - ii. Number of jobs retained: NA
 - iii. Number of indirect jobs created:
 - iv. Number of markets expanded: **This is the most significant success of the platform. We have entered an agreement with the Food Venture Advisors (FVA) of Watertown, NY. FVA will pack and deliver Field Goods products for distribution in the Central NY market. They will also source product from their partner farmers in Northern New York. As part of this agreement they will use the IN THE FIELD platform to integrate their farmers in Northern NY into Field Goods program as well as for their own needs. Product from these farmers will be used in the Central NY market as well as the markets Field Goods currently service.**
 - v. Number of new markets established: 1
 - vi. Market sales increased by \$insert dollars and increased by insert percentage%. To be determined as we will launch this market in Spring 2018. In 2017, we have purchased several thousands of dollars of produce through this food hub.
 - vii. Number of farmers/producers that have benefited from the project: We have 40 farmers actively using the system and expect to add 10 +/- with the FVA agreement

a. Percent Increase: NA

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? Yes, we will now be expanding into Central NY with FVA (see above). In addition, FVA has a mandate to bring produce into the NYC market.
 4. Discuss your community partnerships.
 - i. Who are your community partners? Small farmers primarily in eastern NY.
 - ii. How have they contributed to the overall results of the LFPP project? A few of these farmers gave us input to original design of program and participated in Beta testing the platform.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? Providing on-going feedback about platform.
 5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? Yes we used Boyle Software to develop the platform
 6. Have you publicized any results yet?*
 - i. If yes, how did you publicize the results?
 - a. **We held an event in January 2015 called the REAL.FOOD. summit.** At this event a document showing the work completed at that time was available for attendees to review.
 1. To whom did you publicize the results? The attendees included farmers, representatives from Ag & Markets, NYS Economic Development, State, County and Town elected officials and an additional 100+ people interested in and with connections to the agriculture industry
 2. How many stakeholders (i.e. people, entities) did you reach? 150
 - b. **In October 16th 2016 the USDA posted the blog [Innovation Grows Local Food Economies](#).** This blog came about as a result of our relationship with Hudson Valley Agribusiness Development. The blog specifically discuss the IN THE FIELD platform.
 - c. When we announce the FVA partnership in the Spring we will promote the platform as well.
 - d. Donna Williams is a featured panelist at a Young Farmers of America conference 12/7 held at Stone Barns. IN THE FIELD will be discussed at this event.
- *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? Since we have about 40 farmers that are actively using the system we have ongoing conversations with them about the use of IN THE FIELD.
 - i. If so, how did you collect the information?

- ii. What feedback was relayed (specific comments)? Specific functionality improvements
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? Not directly.
 - 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).
 - a. We uploaded a database of several hundred fruits and vegetables. Pre-populating the database with products facilitates our purchasing a wider variety of products.
 - b. Developing the platform took longer than expected.
 - c. We should have gotten more detailed farmer participation during the product development process and spent a longer amount of time beta testing the platform. We encountered several bugs. We would have benefited from rolling out the program to one or two farmers to identify improvements. These bugs delayed roll-out.
 - 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: (see above)
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.
 - a. As noted above our partnership with Food Ventures Advisor Food Hub is the model for how the platform will facilitate Field Good expansion into new markets and help other food hubs work more efficiently with their farmers.
 - 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?