

## 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 LFPP staff 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, 2014-March 30, 2016)</i>	September 30, 2014 -
<b>Authorized Representative Name:</b>	Dennis Derryck
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<b>Authorized Representative Email:</b>	derryck@corbinhillfarm.com
<b>Recipient Organization Name:</b>	Corbin Hill Food Project, Inc
<b>Project Title as Stated on Grant Agreement:</b>	Expanding Access to Vulnerable Populations Through CHFP's HUB
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-NY-0127

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<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	New York, NY
<b>Total Awarded Budget:</b>	\$84,696

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: \_\_\_\_\_

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 1/Objective 1: Expand the number of farmers having access to new markets from 26 to 34 from whom food would be aggregated at the Corbin Hill Food Project Hub.

Develop short-term produce supply projections among farmers for winter share 2014-15

a. Progress Made: We were successful in developing the short-term supply projections for the winter shares. These produce were primarily root crops that reflected the limitations of the region and what is available during the winter months. Because the start of the program was in the winter, the number of farmers involved with winter produce was limited. However for the growing season in 2015, we expanded our reach to farmers on a more regional level to include farmers who can serve as CHFP scaled to a larger wholesale quantity. The total number of farmers over the winter numbered nine.

b. Impact on Community: The limited number of farmers had no impact in the acquisition of winter produce to supply the populations we served

- ii. Goal 1/Objective 2: Develop long-term plan for summer and winter seasons 2014-2015

a. Progress Made: CHFP made changes in its aggregation and sourcing models that entailed moving its operations to a new physical location – Finger Lakes Fresh in Groton, NY. By co-locating at this facility, CHFP now had access to a wider range of larger growers that could meet our increase in produce needs both for the FLPP program and other CHFP programs. To out that in perspective CHFP distributed 89,000 shares during its 2015 growing season. These farmers were already supplying CHFP some 50 percent of our produce. Along with reduced transportation costs, these farmers are all GAP certified, and the facility from which we are now operating (Finger Lakes Fresh) has all the certifications and processes that assure us safe handling and traceability of all produce. The requirement of being GAP certified limited the number of smaller farmers that could work with us. As CHFP relocated its aggregation operation, a transition plan was implemented to incorporate farmers from the Schoharie region (our former region) by making available aggregation and trucking on a weekly basis to the larger farmers with whom we previously worked. CHFP covered these transportation costs for the farmers.

b. Impact on Community: A better quality produce and a cost savings that come from greater efficiency operating in a state of the art aggregation facility.

Goal2 Objective 1: Provide fruit and fresh produce to 700 individuals/families through a Community Connect Farm Share in at least three communities in three boroughs where there is limited or no access to fresh fruit and produce.

- a. Progress Made: CFHP provided fruit and fresh produce to the following in its deliveries:
  - SCO Family Services 300 shares per month in winter. This delivery has continued on a bi-weekly basis for all of the growing 2015 growing season. SCO family services will continue to provide parents of Head Start program on a bi-weekly basis, a “Community Connect” box through the entire growing 2016 growing season.
  - Harlem Children’s Zone Baby College program committed, and were provided a Community Box that served 75 expecting mothers on a monthly basis during the 2014-15 winter season.
  - A particularly underserved population remained seniors, one of the fastest growing populations in the communities. In collaboration with the Manhattan Borough President’s office, CHFP established a bi-weekly distribution to seniors that reached an average of 150-200 seniors in the 2015 growing season. A total of 14 new distribution sites were established in the Upper Manhattan community.
- b. Impact on Community: Approximately 575 families with 1,600 individuals being served through these three programs with every delivery. Cumulatively approximately 5,300 Community Connect boxes were distributed in the 2015 growing season.

Goal 2/Objective 2. Community mapping was an ongoing process that we continue to conduct as it allows us to take advantage of new opportunities and work with “communities within our community.” It is a mapping that focuses on the voiceless, or often the invisible poverty in our communities. Some of this mapping of communities include –formerly incarcerated, those in rehabilitation, those in supportive housing, or those with HIV (26,000) in our community.

- i. Progress made. Thus CSO Family Services and Harlem Children Zone and expectant mothers and the seniors in our community represent three new groups.
- ii. Impact on Community. Making fresh produce available to those who previously had limited access.

Goal 2/Objective 3. Education /Movement Building.

- a. Progress made. Community Conversation on Food held for the community at large and at one of our winter school sites.
- b. Impact on Community. Forum invited the Head of Food Services for the Board of Education of the City of New York. A greater understanding and an exchange of ideas between the community and BOE services.
- c. CHFP has taken the lead in creating a proposal -Upper Manhattan Economic Food Collaborative – for funding, and the process of its development with full community participation. This has been a rich ground for different communities within our community being involved in visioning of how they can create a food system that can best meet their needs.

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, 2014). Include further explanation if necessary.
  - i. Number of direct jobs created: 1
  - ii. Number of jobs retained: 5
  - iii. Number of indirect jobs created: 10
  - iv. Number of markets expanded: 15 distribution sites
  - v. Number of new markets established: 3
  - vi. Market sales increased by \$18,373 (3 %.)
  - vii. Number of farmers/producers that have benefited from the project:
    - a. Percent Increase: 50% –within the new region from which we aggregated.
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 major expansion of our Box Program was with SCO Family group, serving 300 parents with children in Head Start Programs. These were all families that we define as vulnerable, all making less than 200 percent of the poverty level. Based on average family size, the produce served at least 1,000 each delivery. The second expansion serving Seniors, reached from 150 to 200 on a bi-weekly basis. There was also 75 expectant mothers served through the Community Box program previously discussed. This group served an average of 160 individuals each week. The expansion also extended to seniors in Upper Manhattan.

4. Discuss your community partnerships.

Who are your community partners? Cornell extension as a community partner was critical in bringing the farmers together in December 2014 as we planned for the coming year. Our primary community partners did not or could not provide services over the winter and so we identified new partners SCO Family Services and Harlem Children's Zone

- i. How have they contributed to the results you've already achieved? They have not contributed directly to these results. Both SCO and Harlem Children's Zone both paid for the Community Boxes for their participants
- ii. How will they contribute to future results? SCO is committed to continue paying for the shares for its Head Start parents during the coming 2016 growing season.
- iii. In the case of serving the seniors, the Doe Fund contributed to the packing of bags for the senior and distributed the senior shares to the Senior sites thus providing a significant subsidy. They will continue to work with CHFP and the Manhattan Borough President's office and are exploring delivery to homebound seniors.
- iv. How have they contributed to the overall results of the LFPP project? Without the contribution of the Doe fund, CHFP would not have been able to provide shares at the price of \$8 to the seniors in the community. How have they contributed to the results you've already achieved?
- v. How will they contribute to future results? As indicated the Doe Fund as part of its work program for men in rehabilitation will continue to provide us support as we continue to serve seniors.
- vi. Are you using contractors to conduct the work? If so, how has their work contributed to the results achieved thus far?

We have been using Finger Lake Fresh to do our aggregation and packing for the 2015 growing season since their facility has all the certifications for food safety.

- c. Have you publicized any results yet? If yes, how did you publicize the results? Through our reports to funders including foundations. The work we have done is also reflected in our Growing Impact Statement for 2105 that reached 8,000 on our mailing list. The SCO Family Services is highlighted in a case study on CHFP that is being published by the Wallace Center.
  - i. To whom did you publicize the results? Our reports to foundations and our Shareholders include the results of this work
  - ii. How many stakeholders (i.e. people, entities) did you reach? We reach an average of 8,000 on our mailing that include policy makers and funders.

- d. Have you collected any feedback thus far about your work?
  - i. If so, how did you collect the information? The feedback is best measured by the extension of the box program over the winter months and more recently into the coming summer months by SCO Family of Services. It is also reflected in the expansion of the senior program for this coming summer. While we conduct annual surveys of our Shareholders in our Farm Share Programs, SCO family Services would not allow us to survey their Head Start parents.

- a. What feedback have you collected thus far (specific comments)? Only anecdotal – SCO would like to expand this to all our Head Start programs.

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

The fact that SCO has extended their agreement with CHFP, and the same with our programs that serve seniors bodes well with the future.

iii. Budget Summary:

- a. 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: x

- b. Did the project generate any income? Yes
  - i. If yes, how much was generated and how was it used to further the objectives of the award? The \$18,000 generated was used to cover the cost of goods (COG)

iv. Lessons Learned:

- i. Summarize any lessons learned. They should draw on 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 positive experiences were the community building that occurred between men in rehabilitation knowing they were making a significant contribution in working to deliver food to the elderly. Without their support the cost and affordability of the shares seniors received would not have been possible. The most difficult challenge faced is the geography of New York City and

providing last mile delivery to the outer boroughs. The delivery of some 300 boxes to SCO Family Services in Brooklyn was cost effective but given distances such delivery to the outer boroughs requires a greater clustering of delivery sites.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Poverty remains a persistent barrier in pricing food such that it is affordable. Food for low-income families is simply not affordable unless subsidized. Thus the success of our program relied on organizations that fully understood that the families they served simply could not afford a share on a regular basis. There was also an understanding of the value chain in which wages paid to our workers were living wages. In the case of the seniors, again heavily subsidized with packing and distribution costs absorbed by others.
- 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 administration of the project did not pose any difficulty.

v. Future Work:

- a. 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.

CHFP has continued to refine what we define as design thinking that addresses the goals and need of the different institutions along with their budgets and the population they are serving. We simply cannot establish a fixed price for any one share. We must consistently acknowledge that in achieving equity one design does not fit all. Thus our design efforts included senior boxes at \$8 (something we could not have predicted) to \$14 for Head Start mothers. For Harlem Children's Zone there was the recognition by the organization that they simply were not feeding an expectant mother but rather a family and thus a \$20 Community box.

- b. 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? The expectation that SNAP makes a difference is overrated. We need to find alternative sources for subsidizing food for low-income. CHFP is now in the process of working with health organizations in linking food to medicine. As one doctor said to us "the only prescription I really want to write is one for local fresh food."