

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; 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, 2014 – March 31, 2015
Authorized Representative Name:	Amanda Douridas
Authorized Representative Phone:	937-484-1526
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Recipient Organization Name:	The Ohio State University Extension, Champaign County
Project Title as Stated on Grant Agreement:	Commercial Shared-Use Kitchen and Retail Space Feasibility Study
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-OH-0140
Year Grant was Awarded:	2014
Project City/State:	Urbana, OH
Total Awarded Budget:	\$5300

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: Explore and Analyze small producer needs and use of a commercial shared-use kitchen.
 - a. Progress Made:
 1. Interviewed and completed 35 surveys. Our goal was 50 but we were unable to reach this goal. However, after talking with the manager at the Northwest Ohio Commercial Kitchen (NOCK), we decided that surveys did not necessarily translate to users. Nock received 100 interested surveys prior to opening and out of those, only one person actually used the kitchen. The rest of the users came once it was opened. This made us realize that it would be very hard to have a commercial kitchen stand on its own during the first 5 years of operation, until a steady client base was created. Compiled survey summary attached as a pdf file.
 2. We held three focus groups. 39 were present. The interest in kitchen use was baking, pressure canning and flash freezing. Investigated regulations for commercial shared-use kitchen. Through this we learned that a person must hold an Ohio Department of Agriculture issued license such as baking or canning and be present during the times when a client is using the kitchen for one of those activities. Otherwise each individual user needs to hold a license ranging in cost from \$30 to \$200. There are food safety courses offered through Ohio State University that would benefit a kitchen manager. Cornell University and University of Kentucky are the two process authorities to approve recipes in our area.
 3. Investigated location of the kitchen and equipment needs. The local food business Robert Rothschild Farm (RRF) has a vacant restaurant building they would like to see used by the community for a commercial shared-used kitchen. The Champaign County Local Foods Council is working on a Memorandum of Understanding with RRF. As it stands, the building rental would be donated for the use of the kitchen. The restaurant kitchen equipment is still in the building and usable which includes an oven, stovetop, walk-in refrigerator and freezer. Equipment purchases would need to be made for a commercial mixer, flash freezer and pressure canner. Other smaller tools for preparation work would also need to be purchased. The kitchen also meets regulatory standards for food production.
 4. We visited the NOCK facility because it more closely represents the type of facility we want to create. The NOCK manager walked us through the facility and talked about how they got started and how they remain sustainable. The NOCK facility is located in a building owned by a company that has donated that space and land that is rented out by farmers to make the kitchen financially viable. This led us to the

conclusion that without our partnership with RRF our kitchen may not have long term sustainability after grant funds are used. However, with the RRF partnership and a grant to support initial startup expenses, the kitchen will be able to remain open and impact the community.

5. We hosted a Social Media Marketing Workshop for farmers to help them develop marketing strategies for their products by using free or low-cost social media marketing techniques. 19 local growers participated. Three members of the Local Foods Council also attended an Intro Food Systems Finance WebCourse to learn more about finance programs that sustain local foods systems.
 6. A tabletop display unit was purchased and will continue to be used at community events to promote initiatives of this grant and the current stage of the kitchen project.
 7. A local foods dinner “State of the Plate” attended by over 300 people was held as a fundraiser for the Local Foods Council. A locally grown meal was served and local food businesses were showcased. This grant award was shared with attendees and the vision for the kitchen was discussed.
 - b. Impact on Community: Much interest has been generated for the commercial kitchen. Interested parties have been a diverse mix of bakers, growers, food truck owners. Twelve new Facebook accounts for local growers were created during the workshop.
- ii. Goal/Objective 2: Evaluate feasibility of a local foods storefront.
 - a. Progress Made: The space we are looking at has a built in retail space that can be utilized to sell locally made products. That will save expenses on renting or purchasing another location. This will allow the same individual to manage the kitchen area and the retail space at no additional cost.
 - b. Impact on Community: Having the two locations combined will help promote business through increased visibility of both the kitchen and retail space.
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, 20__). Include further explanation if necessary. *Not applicable*
 - i. Number of direct jobs created:
 - ii. Number of jobs retained:
 - iii. Number of indirect jobs created:
 - iv. Number of markets expanded:
 - v. Number of new markets established:
 - vi. Market sales increased by \$insert dollars and increased by insert percentage%.
 - vii. Number of farmers/producers that have benefited from the project:
 - 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?

We discovered new food businesses through the events listed above. These were all businesses interested in using the kitchen.
4. Discuss your community partnerships.

- i. Who are your community partners? Champaign County Local Foods Council, Community Improvement Corporation of Champaign County, Champaign County Commissioners, Champaign County Chamber of Commerce, regional farmer's market managers and vendors, local producers, The Ohio State University Extension, Second Harvest Food Bank, and Robert Rothschild Farm.
 - ii. How have they contributed to the overall results of the LFPP project? Partners provided volunteer hours to accomplish grant commitments, regional networking to reach potential kitchen users/supporters, and offering business advice and expertise specific to the grant goals.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant?
They will continue in their current roles to ensure the long term viability of the kitchen in the same capacity they currently serve.
- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? No
- 6. Have you publicized any results yet? * No, at this planning stage there are no results to publicize.
 - 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?
 - i. If so, how did you collect the information? This feedback has been collected through Local Food Council meetings, focus groups, individual consultations, workshops and the State of the Plate
 - ii. What feedback was relayed (specific comments)? "People won't be interested until they see [the kitchen]"; "I'm grateful for the help with social media marketing. I would not have been able to do this on my own"; "I'm unable to use my home kitchen for commercial production because I have pets. This would be a great opportunity."
- 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?
 - 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. 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).
We learned that the kitchen may take several years to develop a strong client base. The world of food safety can be challenging to navigate and is very product specific. It would

be beneficial to have a kitchen manager experienced with food production to aid clientele in the process. This planning grant really showed us the gravity of a commercial kitchen project and all that is involved in creating a realistic and sustainable plan.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

Interviewed and completed 35 surveys. Our goal was 50 but we were unable to reach this goal. However, after talking with the manager at the Northwest Ohio Commercial Kitchen (NOCK), we decided that surveys did not necessarily translate to users. Nock received 100 interested surveys prior to opening and out of those, only one person actually used the kitchen. The rest of the users came once it was opened. This made us realize that it would be very hard to have a commercial kitchen stand on its own during the first 5 years of operation, until a steady client base was created.

- 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:

It is a challenge to work with groups and individuals with diverse objectives; however it is necessary in many cases to achieve a goal.

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.

The continuation of this work will be to apply for an implementation grant so the kitchen can become a reality and provide economic development for small food producers, growers and entrepreneurs.

- 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? Develop measurable objectives to show impact and success of an operational kitchen. Apply for grants to facilitate startup costs of the kitchen. Clarify stakeholder commitments through a final Memorandum of Understanding.