

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>	4/1/2015-6/30/2015
Authorized Representative Name:	July 29, 2015
Authorized Representative Phone:	Jonathan Deutsch, PhD
Authorized Representative Email:	215-895-2411
Recipient Organization Name:	Drexel University
Project Title as Stated on Grant Agreement:	Last Chance Foods: A Model for Value-Added Off-Spec Foods for Enterprise and Sustainability
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-PA-0148
Year Grant was Awarded:	2014
Project City/State:	Philadelphia, PA
Total Awarded Budget:	\$25,000

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: _____; 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: Conduct an analysis of the local and regional food system to understand the volume, seasonality, sources, and availability of surplus foods that are not making it into the market place.
 - a. Progress Made: Completed. We surveyed 2 farmers, 2 wholesalers, and 3 cooperatives and distributors in the surrounding area to understand the surplus foods that are most prevalent in farms that provide food to the Philadelphia area. We have verified the following farm products that are available for most of the year and that would be appropriate for the project area: apples, greens, cabbage, and sweet potatoes.
 - b. Impact on Community: We plan to develop products using these surplus foods which will then be produced and sold by residents living in the Promise Zone. This will benefit the community by giving them the opportunity to purchase surplus foods from farmers that would otherwise not be used and by creating jobs for Promise Zone residents.
 - ii. Goal/Objective 2: Organize a group of 5-10 farmers/ranchers that represent different parts of the food system integral to the Promise Zone who will then become key participants in the feasibility study. Integrate project activities for increased direct sales and food processing opportunities with this representative subgroup according to resources identified in Phase 1.
 - a. Progress Made: Completed. We have identified several farmers, wholesalers, and distributors that would be excellent participants in the project and who are interested in working with us to develop PZ opportunities.
 - b. Impact on Community: The experience and expertise of the farmers, wholesalers, and distributors will be crucial to the development, production, and sale of products using surplus foods.
 - iii. Goal/Objective 3: Develop a test-set of value-added food products and recipes for the Enterprise Zone food processing and commercial kitchens that have the potential to increase farmer and PZ food processing sales. Get product and sales feedback from stakeholders.
 - a. Progress Made: We are primarily focused on utilizing surplus sweet potatoes, kale, apples, and cabbage. We have identified several value-added food products that are currently undergoing recipe research & development. They are as follows: baked sweet potato chips, kale and apple juices, kale soup, granola bars, apple butter, cabbage and kale dip, sweet potato hummus, coleslaw, and sweet potato mousse/yogurt.
 - b. Impact on Community:
 - iv. Goal/Objective 4: Complete analysis of project data and develop a plan for implementing a Local Food Promotion Program that also adds direct economic, employment, and training opportunities to the PZ. Produce a training video that documents the process and practices to complete this feasibility project that can be used to train people in other communities.
 - a. Progress Made: Training video has been complete.

b. Impact on Community: We were successful in identifying local produce that can be input to value added products. This will offer more nutritious options to the local community, new jobs, and new education and training opportunities.

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: Not applicable
 - ii. Number of jobs retained: Not applicable
 - iii. Number of indirect jobs created: Not applicable
 - iv. Number of markets expanded: Not applicable
 - v. Number of new markets established: Not applicable
 - vi. Market sales increased by \$Not applicable and increased by not applicable%.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: Not applicable

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? In addition to adults, including seniors, we were able to directly reach a cadre of high school students to participate in the project. They contributed input by taste testing new products.

4. Discuss your community partnerships.
 - i. Who are your community partners? See Table 1 for community partners for Goal/Objective 1. See Key Players chart for community partners for Goal/Objective 2.
 - ii. How have they contributed to the overall results of the LFPP project? These community partners have met with us to discuss this project and their interest in and ability to be a part of our future business plan.
 - iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this LFPP grant? All community partners have positively impacted this feasibility study. The key players are those that will be most valuable to the implementation of our LFPP business plan.

Table 1

Entity	Sector Function
TEC – CCE	NGO Food Processing Incubator
John Vena Inc.	Produce Wholesaler
Fair Food	Wholesale Food Co-operative
PWPM	Wholesale Food Hub
SIW Vegetables	Farmer and processor
Beechwood Orchards	Farmer

Key Players	
Entity	Function
Beechwood Orchards (large orchard)	#2 produce – direct sales, transportation
Lancaster Farm Fresh (farm cooperative)	Surplus/#2 produce – direct sales, transportation
PWPM (wholesale market)	#2 produce – discounted, location
Common Market (local distributor)	Surplus produce – communication, transportation
Drexel Food Lab	Recipe/product development
CCE	Innovation phase – recipe/product testing
Co-packer	Scaling up production

Common Market	Wholesale Food Hub
Lancaster Farm Fresh (farm cooperative)	Wholesale Food Co-operative
TEC – CCE	NGO Community Healthy Food Outreach
Health Promotion Council	NGO Healthy Food & Senior Meals

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? Dr. Thomas O’Donnell and The Enterprise Center Community Development Corporation are contractors on this project. Dr. O’Donnell led and collaborated with The Enterprise Center for Goals/Objectives 1 and 2 and on Goal/Objective 4 in the future. Their work has been instrumental in the achievement of our results so far.

6. Have you publicized any results yet?*

- i. If yes, how did you publicize the results? We presented the training video to the Northeastern University Feeding Cities Workshop and we are scheduled to present at the Food Marketing Institute/Global Manufacturing Association’s Global Sustainability Summit, August 19-21, 2015 in Denver, Colorado, which builds on LFPP and local new food product research. In addition, two blog/news groups published about our project efforts
- ii. To whom did you publicize the results?
 - a. Huffington Post: http://www.huffingtonpost.com/2015/03/02/drexel-food-lab-homeless_n_6784098.html
 - b. They Don’t Just Cook It, They Create It: <http://www.supermarketguru.com/the-lempert-report/they-dont-just-cook-it,-they-create-it.html>
 - c. Northeastern University presentation: <http://youtu.be/AVR8eCw-Ypk>
- a. How many stakeholders (i.e. people, entities) did you reach? Large number but unknown readers and viewers.

*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? Yes, farming partners have provided guidance and suggestions about markets, pricing, and product opportunities. Taste testing was conducted with 28 Philadelphia high school students. The students were asked their opinions about the taste of the veggie chips as well as their likelihood to purchase them.

- i. If so, how did you collect the information? Personal interviews and meetings.
- ii. What feedback was relayed (specific comments)? Two Options were recommended: Option 1: Create 5-7 products that will span the entire growing season.

Option 2: Create 2-3 products that use crops that are generally available year-around.

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: Originally we identified a primary objective as, “ The intent was to understand food resources sufficiently to identify and select candidate foods and farms that would warrant further recipe and business cost analysis in Phase 2 of this project.”

With more experience in the project, we found that this view was insufficient and a more objective analysis at the outset would have allowed us to refine this objective to include one that recognized the year around need for food input. With further thought early on we would have recognized that we really needed to find products abundant in the local market place that customers would buy. If this required supplementing local foods on a seasonal basis with foods imported from further away we still would be successful.

A revised objective meeting a more realistic food input structure is, “Our decision to start working with farm foods that are available for the longest period of time each year was based on easing the challenges of processing. The minimum viable product in concept is one that meets the criteria for availability. In addition we did canvas our farm food providers to identify which foods they thought would be most available as surplus or “seconds”.

This lesson did not impact the project to any significant degree; however, we could have improved our focus and efficiency with more forethought.

10. Future Work:

We have created a preliminary business plan to answer questions about future work. The project team has the facilities to develop recipes and products through incubator, pilot and commercial scale. The key elements of the business plan are in the final project report. The following table helps to describe the various phases that we intend to take the project in the future. Our starting local food product is called, *Local Chips*.

Phase 1 – Year 1	Phase 2 – Year 2	Phase 3 – Year 3
Recruitment, Product R&D	Production & Distribution	Scaling-up and Impact
Farmers and food distributors will be recruited into LFPP’s sourcing network. Drexel’s Food Lab will develop recipes based on surplus availability. CCE staff will test production and distribution to corner stores, healthy grocers, and partner initiatives. Emphasis will be put on focus groups, surveying, and marketing the LFPP brand to potential buyers.	LFPP will partner with a co-packer to increase production and distribution to public and charter schools, as well as increase distribution to corner stores and healthy grocers in the Philadelphia area.	LFPP will scale production and distribution to attain financial sustainability. LFPP products will be distributed regionally in schools, healthy grocers, retail stores, and healthy programming initiatives.