

**Farmers Market Promotion Program (FMPP)  
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food 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 FMPP 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 FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: [USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov); Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015-September 29, 2017
<b>Authorized Representative Name:</b>	Sujana Shah
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<b>Recipient Organization Name:</b>	Waco-McLennan County Public Health District
<b>Project Title as Stated on Grant Agreement:</b>	Community Efforts to Increase Awareness and Consumption of Locally Grown Fresh Foods
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPTX0017
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Waco, Texas
<b>Total Awarded Budget:</b>	\$99,984.62

FMPP 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:   Janet Jones  ; Email:   janetj@wacotx.gov  ; Phone: 254-750-5481\_

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP 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: Utilize advertising and promotions to attract customers to Waco Downtown Farmer’s Market (WDFM), the Veggie Van (World Hunger Relief or WHR), and current community garden locations.
    - a. Progress Made: WDFM: Billboards have remained in areas of our community that we knew were not attending market. Radio ads are also still being run on several radio stations. Additionally, several print advertisements are being run in our local newspaper, magazine publications, and a Central Texas travel magazine.
    - b. Progress Made: UGC: Heart of Texas Urban Garden Coalition (UGC) continues to promote WDFM on social media outlets. HOT UGC hosts monthly member meetings near the Calvary Community Garden and the Good Neighbor House Garden, which continues to increase awareness and conversations regarding those gardens in the community
    - c. Impact on Community: WDFM: According to surveys, we saw a slight increase in market participation from the zip codes we were missing, and with the increase in print ads, the hope is that will continue to increase
    - d. Impact on Community: UGC: The UGC Education and Outreach Coordinator has increased overall awareness of gardens and assistance related to gardens in the Waco area though utilizing the HOT Urban Gardening Coalition Facebook Page and Instagram account. Through community meetings of non-profits and other professional development opportunities, the coordinator has created a network of resources and began to pull together organizations that can work side by side through the scope of gardens to have a positive impact in our local community.
  - ii. Goal/Objective 2: Increase the consumption of locally grown foods by improving sales at WDFM and the Veggie Van.
    - a. Progress Made: WDFM: The Farmers Market has moved in the past 6 months, and we have seen a sustained 10-15% increase in sales for farmers, dipping slightly in the summer due to the heat. We feel this is due to a new centralized location, as well as marketing provided by the FMPP grant.
    - b. Progress Made: WHRI: WHRI significantly increased produce sales through a produce prescription program in partnership with the Family Health Center.
    - c. Impact on Community: WDFM: The increase in sales is evidence that market customers are consuming more local produce, meat, and other agricultural products.
    - d. Impact on Community: WHRI: Community members are receiving locally grown foods and increasing exposure to unfamiliar produce.
  - iii. Goal/Objective 3: Increase development of new community garden locations in Waco.
    - a. Progress Made: UGC: Through education and visibility of gardening projects and opportunities in the Waco area UGC has provided the community with incentives to increase sustainable community garden projects. Conversations with organizations and individuals interested in creating gardens has led to a more

thorough understanding of what an effective and sustainable garden for the community would entail. Additionally, there is now a better understanding that gardens can be for a community, with a community, or in a community, all needing different planning and implementation strategies to encourage project sustainability.

- b. Impact on Community: UGC: Education regarding proper implementation of community garden projects may not provide immediate visible results, but the seeds that are planted with these ideas are creating discussions at multiple levels within the city and being considered as new gardens are discussed and planned.
- iv. Goal/Objective 4: Reduce barriers to food access by educating the community & developing knowledge, skills and positive attitudes toward locally grown healthy foods.
  - a. Progress Made: WDFM: Over the past 6 months we have conducted 4 cooking demos, 3 being at the market, and 1 at a local school. The market cooking demos averaged 20-50 participants, and the school demo included over 150 student, faculty, and administrators who participated. We have also been directly involved in providing farmers market ingredients in a number of community cooking demonstrations at local businesses, farm to table dinners, and even demonstrations at TSTC's (Texas State Technical College) culinary department.
  - b. Progress Made: WHR: DJ Cavem and Alkemia Earth, an eco-hip hop group from Denver, CO, performed a healthy living concert at a local middle school.
  - c. Progress Made: WHR: WHRI distributed over 1,000 healthy recipes to community members.
  - d. Progress Made: UGC: The UGC Coordinator has been continuing conversations within community networks to assess the most effect way to achieve this goal. Low attendance along with inefficient reach of target audiences has resulted in a delay of knowledge transfer while alternative channels are explored. UGC continues to provide support to teachers for school garden programs, as well as share information for a variety of audiences on social media outlets.
  - e. Impact on Community: WDFM: According to surveys, most participants claimed they would purchase the market produce used in the demos, replicate the recipes at home, and feel confident in their skills to do so. Additionally, the Waco Downtown Farmers Market was able to further reach the community by partnering with businesses, organizations, and schools to provide market ingredients at specific cooking demonstrations. Each of these events provided advertising opportunities for the market.
  - f. Impact on Community: WHR: The concert stimulated excitement among teachers and students about healthy eating and living, as well as educated them about the Waco Downtown Farmers Market.
  - g. Impact on Community: WHR: The recipes educated community members about various ways to prepare and consume locally grown produce.
  - h. Impact on Community: UGC: By reaching out to community leaders and trusted individuals UGC increases capacity to create community partnerships allowing UGC to focus on strengths such as food production and connecting garden related resources. Support for teachers allows UGC to indirectly reach a large demographic at an impressionable age for nutrition attitudes, behavior changes, and general garden knowledge. Social media outlets reach a large population and through something as simple as exposure therapy UGC can convey that local food

is good food, food production is a learning experience, and that gardening can be fun.

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, 2015). Include further explanation if necessary.
  - i. Number of direct jobs created: 5
  - ii. Number of jobs retained: 1
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: 1
  - v. Number of new markets established: 1
  - vi. Market sales increased by \$500-\$1000 and increased by 10-15%. (WDFM)
    - a. WHR: During this reporting period we sold \$9,143 worth of vegetables in the following Waco zip codes: 76704, 76705, and 76706. This is a 186% increase from the last reporting period.
  - vii. Number of farmers/producers that have benefited from the project:
    - a. WDFM: 22
    - b. WDFM: Percent Increase: 10-15%
    - c. UGC: Coordinator continues to reach 1,320 followers through educational Facebook posts, 292 followers on Instagram, and an average of 12 producers/home gardeners at monthly meetings. Additionally, UGC coordinator manages a HOT UGC Members Facebook group of 40 that offers discussion and specialized opportunities for members as well as a Waco Area Garden Educators Facebook group of 21 that represents at least 7 area schools where school garden opportunities are posted. Over 150 community members have been reached through presentations and workshops, 200 garden volunteers for MLK day of service, and at least 10 personal on site growing consultations. Two recent workshops in conjunction with Texas Organic Farmers and Gardeners Association focusing on FSMA, WFRP, and Recordkeeping have reached an additional 27 area producers.
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?
  - i. WDFM: We expanded by 5-10 customers from low income areas of our community.
  - ii. WHR: WHRI partnered with the Family Health Center of Waco to implement a Produce Prescription Program. Over the course of 12 weeks, WHRI provided 1,000 boxes of vegetables to three different Family Health Center locations in Waco; these boxes fulfilled prescriptions written by doctors for their patients.
4. Discuss your community partnerships.
5. Who are your community partners? World Hunger Relief, Inc., Urban Gardening Coalition, Baylor University
  - i. How have they contributed to the overall results of the FMPP project?
    - a. WDFM: Each partner has contributed in helping with special projects, such as cooking demonstrations, and cross-promoting events over the two year span. World Hunger Relief has assisted in supervising Baylor interns, and Baylor University has provided said interns. One intern is now a part-time Market Assistant for Waco Downtown Farmers Market.

- b.WHR: WHRI received a Baylor FMPP Intern. This intern assisted with program quality and development through researching best practices. The FMPP intern provided assistance with work pertaining to community members' increased consumption of locally grown produce.
      - c. UGC: UGC promotes the Farmers Market at the events in which they participate, and their representatives have attended conferences and other events where they gather information that will help promote the market in the future. UGC promotes the market on their social media sites as well.
    - ii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
      - a.WDFM: All of the partners were working together before the grant cycle began, and will continue to do so beyond the performance period. We are all in constant contact to inform one another of opportunities for one another's organizations, and provide one another with networking opportunities.
      - b.WHR: WHRI is aiming to increase vegetable consumption among community members, specifically those living in food deserts by development of a community-based cooking curriculum, cooking classes taught in various locations around the community, and their partnership with the Family Health Center. By providing these services, WHRI hopes that community members will feel more confident and empowered around topics such as purchasing and preparing fresh, local produce.
      - c. UGC: a. UGC will contribute by partnering in future opportunities that align with the organizational objectives and depending on capacity. UGC will continue to utilize social media as a way to generate interest and grow knowledge relating to local food resources and opportunities. UGC membership will continue to advocate for consuming and producing local food and be a voice in the community to encourage and facilitate viable opportunities that arise.
6. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
- i. No contractors will be conducting the work.
7. Have you publicized any results yet? \* No
- i. If yes, how did you publicize the results? N/A
  - ii. To whom did you publicize the results? N/A
  - 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). N/A
8. Have you collected any feedback from your community and additional stakeholders about your work? Yes.
- i. If so, how did you collect the information?
    - a.WDFM: Surveys were conducted at the majority of the cooking demonstrations held at the market.
  - ii. What feedback was relayed (specific comments)?

- a. WDFM: The majority of participants commented that the demonstrations were informative, that they felt confident trying specific recipes on their own, and were likely to purchase the ingredients to do so.
- b. UGC: Urban Gardening Coalition has received positive feedback in regards to workshops presented and information shared through verbal comments after events, as well as Instagram and Facebook posts. One comment says ""You guys have the BEST workshops!"

9. Budget Summary:

- i. As part of the FMPP 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? N/A
  - a. If yes, how much was generated and how was it used to further the objectives of the award? N/A

10. 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).
  - a. WDFM: Some positive experiences were the opportunities presented to promote the market, and local food and agriculture in general. We were able to reach a wide audience through school events, cooking demonstrations, and overall advertising. These opportunities have shown our organization the value of marketing and promotion, and how it greatly aids our vendor's businesses. The funding provided also assisted WDFM in the purchase of supplies, marketing, and employees that we would have otherwise not been able to afford. Over the course of the two year grant cycle, we were able to budget more intentionally for these expenses for the future. Negative experiences included lack of staffing on our end to handle the spending in the most efficient way. Having only one full-time staff member made the management of the project difficult, and I would not suggest this to other organizations in the future.
  - b. WHR: WHRI learned that taking the time to build and utilize partnerships is the best method for reaching community members who we do not usually serve. These partnerships have increased trust between our organization and community members living in food deserts, which in turn allows us to provide more of our locally grown produce to community members in need.
  - c. UGC: One of the main lessons that UGC can take from this experience is the importance of a strategic planning meeting at the onset of a grant. This goes beyond grant partners, or those intimately involved with the grant project, to advocate for an appropriate understanding from the board of an organization as well as the members. Since grant projects may focus on a specific aspect of organization goals, it is important that boards, members, and the community understands how outreach from the organization may be specific to the grant. UGC would have benefited from an increase in consistently communicated project goals across the partner groups as well as an increase in discussion of internal UGC expectations. A strength throughout this grant was the increase in

communication and connection to other organizations, in the community as well as state and nationally. Through speakers, workshops and attendance at farm related conferences, UGC was able to network and build capacity for future partnerships. In addition to this increase in network, by bringing in speakers from other areas, UGC was able to create an influx of ideas and offer new perspectives, rather than rely solely on local knowledge. Our local community is now aware of many other farming groups and resources available, and many of those organizations are now more familiar with our area of central Texas.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
  - a. UGC: When creating objectives, be insightful and think long term. Simply creating community gardens is not a success, converting existing gardens to sustainable practices and increasing productivity is a success. Additionally, in terms of creating new community gardens an organization would benefit from hosting focus groups of the target audience and/or supporters to order to establish ground level support from the beginning. While the number of new gardens throughout this project did not increase greatly, there has been several conversations around new as well as existing gardens that should result in future sustainable garden programs.
- 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:
  - a. WDFM: Communication from all grant partners is vital to the success of the project.
  - b. WHR: WHRI had multiple staffing changes throughout the FMPP grant. Maintaining organized, detailed records of grant agreements and requirements is necessary to ensure that grant oversight is smoothly passed on to new staff members.

#### 11. 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. WDFM is putting more time and energy into our fundraising efforts in order to continue employing a part-time Market Assistant, and future staff. Our fundraising efforts will also allow us to continue offering cooking demonstrations periodically, which will in turn strengthen the community partnerships we built throughout the grant cycle, as well as continue educating the public on the importance of buying local, supporting famers, and healthy eating.
  - b. WHR: WHRI will continue the Produce Prescription Program with the Family Health Center for the next three years. This partnership will assist many community members in increased access to and consumption of locally grown produce.
  - c. UGC: The FMPP grant allowed UGC to increase capacity and grow in understanding of the ways that these goals may be achieved within our

community. In order to positively impact a food system from production to consumption there are a number of levels that must be assessed and understood. At this point, UGC is exploring what that looks like and what may be the most viable approach to assist both producers and consumers in the community. As a coalition, UGC has the opportunity to engage multiple levels of food system advocacy and thanks to this grant, more than an idea of what steps need to be completed to build a productive local food system. Additionally, the UGC contracted service provider has a tentative agreement to continue with another local organization, Family Health Center, as they begin a 3 year grant project to construct a community garden (among other objectives) that will serve as a model for future gardens in the area. Throughout this grant UGC has established relationships with Prairie View A&M, TAMU Entomology Department, TOFGA, and SSARE. A representative from SSARE completed several farm visits at the end of the grant period and we look forward to project discussions and partnerships that are pursued from these visits and relationships.

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?

a. UGC: During the last two years there has been much growth addressing food deserts in the local community. At times, projects are proposed from the outside of an area in, lacking the support of the immediate surrounding community. As UGC is a member driven organization, there is a platform to empower any community member that wishes to have a voice related to food production, gardening, or the local food system in general. UGC monthly meetings will continue to be a forum for discussion and platform for activity that includes economic development. As members create connections, learn of opportunities in education and economic progress, UGC will strive to seek appropriate and targeted technical assistance from USDA and project resources. Of specific interests are educational opportunities in business acumen and available resources. Outlines or pre-prepared beginning business courses targeted at farmers would greatly increase the effectiveness of support for prospective and current producers in our community.