

**FARMERS' MARKET AND LOCAL FOOD PROMOTION PROGRAM (FMLFPP)**  
**Final Performance Report**

The final performance report summarizes the outcome and activities of your FMLFPP award objectives. Failure to submit acceptable closeout reports for an existing grant within 90 calendar days following the grant end date may result in exclusion from future AMS grant opportunities.

This final report will be made available to the public once it is approved by FMLFPP 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.

Provide answers to **each question** and all applicable outcome and indicators as it applies to your project. If you are unable to provide a response explain why. It is preferred that you email your completed performance report to your assigned FMLFPP Grants Management Specialist to avoid delays. In case of any extraordinary reason a faxed report can be accepted; please notify your assigned Grants Management Specialist to inform about your submission.

<b>Report Date Range:</b> <i>(e.g. October 1, 2016 -September 30, 2017)</i>	October 1, 2016- September 30, 2018
<b>Date Report Submitted</b>	December 12, 2018
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	#16-FMPP-TX0035
<b>Recipient Organization Name:</b>	Good Local Markets
<b>Project Title as Stated on Grant Agreement:</b>	Good Food, Better Health, Best Markets
<b>Authorized Representative Name:</b>	Casey Cutler
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<b>Year Grant was Awarded:</b>	2016
<b>Amount of Award:</b>	\$249,520

FMLFPP 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: \_\_\_\_\_

- Executive Summary—In 200 words or less, describe the project's need, purpose, goals, and quantifiable outcomes:

As the 9<sup>th</sup> largest city in the US, with an estimated 1.9 million residents, Dallas has significant poverty, 25% of the city is in a food desert, and while we have many productive area farms, there are few markets, and one three Dallas farmers markets that accept SNAP. Good Local Markets project, "Good Food, Better Health, Best Markets" will meet the need for more awareness and use of farm products and farmers markets by;

- Hiring vital GLM staff to manage farmers markets as well as education, marketing and outreach activities
- Starting two new community-driven farmers markets that accept SNAP in distinct low income neighborhoods/food deserts of Dallas
- Enhancing Dallas residents awareness of the benefits of eating local foods/expanding our reach within Dallas communities by creating a dynamic print, radio, internet grassroots marketing campaign that educates about our farmers markets, our local vendors, and local seasonal produce
- Partnering with Texas A&M Extension Service for an education campaign to increase awareness of the health benefits of eating locally grown fruits and vegetables with demonstrations and classes on how to use seasonal produce and other farm products in daily meals.

Good Food, Better Health, Best Markets will boost a citywide awareness of the benefits of local

foods and reduce barriers to access while creating revenue-generating opportunities for farmers.

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.

2. Please provide the approved project's objectives:

Objectives		Completed	
		Yes	No*
1	Strengthen administration of farmers market and programs with vital staffing	X	
2	Through a marketing and education campaign, increase local awareness of why and how to shop at market	X	
3	With cooking demonstrations, workshops, and marketing, increase local knowledge of how to cook local seasonal food.	X	
4	With advertising, outreach events, and marketing, increase number of customers at markets	X	
5	Increase direct-to-consumer marketing opportunities for farmers by creating new markets and new customers	X	
6	Reach new SNAP customers in neighborhoods underserved with healthy outlets	X	
7	Continue outside evaluation project to measure outcomes and success and provide results to other markets	X	

3. List your accomplishments for the project's performance period and indicate how these accomplishments assisted in the fulfillment of your project's objectives. Please include additional objectives approved by FMLFPP during the grant performance period, and highlight the impact that activities had on the project's beneficiaries.

Accomplishments	Relevance to Objective, Outcome, and/or Indicator
Good Local Markets engaged vital staffing to grow the capacity of the organization by hiring a full-time Director, part-time manager, office assistant, and market-day staff.	Objective 1. New staffing allowed GLM to have greater capacity to carry out all of our additional goals as well as to strengthen and build new partnerships. New staff helped launch and continue new markets, collect vital data, coordinate outreach and educational programs, develop programs to support local farmers, and implement marketing plans.
Launched Tyler Street Market	Objective 5, 6. While the Tyler Street Market only remained open for one market season, this new market allowed us to increase awareness of our producer-only farmers market organization and attracted a new customer base as well as new vendors who continued to support White Rock and Paul Quinn Market in the 2017-2018 season. Tyler Street contributed to our increased SNAP sales in 2017 and helped build knowledge surrounding the ability to use SNAP on locally grown produce and meats.
Launched and Continued Paul Quinn Market	Objective 5, 6. The Paul Quinn Market is wrapping up its second season in Southern Dallas, a federally recognized food desert and historically low income community. This market reaches new SNAP customers, brings fresh food to an underserved community, attracts new diverse vendors to the market which in turn helps strengthen the local economy in southern Dallas, increases direct to consumer opportunities for our farmers, strengthened current relationships while developing new relationships with common goal to improve food access in Southern Dallas, and the market helped us engage and invest more in the community as we increased our education and outreach programs to benefit the market and the community as a whole. Without the additional staffing, we would not have had the capacity to reach these achievements.
Improved operations at existing White Rock Market	Objective 5, 6. White Rock Farmers Market is wrapping up its 10 <sup>th</sup> season in East Dallas where

	<p>we were able to effectively increase our customer base, attract new vendors including 4 new farmers, increase our marketing, improve our data collection, and connect to more East Dallas organizations and neighborhoods through our education program so that we may strengthen our presence and community involvement.</p>
<p>Increased Food Access and Strengthened SNAP program</p>	<p>Objective 6. GLM worked hard to increase SNAP and Food Access through a variety of means. GLM 1) opened up 2 new markets to use SNAP programs, specifically located in low income neighborhoods 2) increased marketing specific towards SNAP users, including flyers on how to use SNAP at the market, a-frames with the how to use SNAP instructions, and instagram posts promoting SNAP at the farmers market 3) developed new relationships with organizations who also focus on SNAP and increasing food access in Dallas such as GROW North Texas, Brighter Bites, White Rock Center of Hope, and the Dallas Coalition for Hunger Solutions so that they would help promote this service and 4) increased outreach and educational programs in Southern Dallas to increase awareness about using SNAP at the market, and WHY one should use SNAP on local foods. Our outreach programs in Southern Dallas on SNAP drew on average 30 people per class, and we hosted 6 SNAP specific classes. Thanks to vital staffing, we were able to increase our marketing for SNAP users, improve our SNAP program, develop educational program targeted towards using SNAP at the market, increased new SNAP participants at the market, and increased sales for vendors. Good Local averages about \$3,000-\$4,000 in SNAP which was an increase from 2015. SNAP sales in 2018 dipped due to switching to a Paul Quinn Farm Stand because of the heat throughout the summer. See graph titled LoneStar Token Sales below.</p>
<p>Implemented WIC voucher redemption program, making GLM the only farmers market in Dallas with a WIC program.</p>	<p>Objective 6. Thanks to the ability of adding a full time Director, GLM now has the capacity to establish new relationships with organizations, such as Grow North Texas, whose partnership allowed GLM to implement a WIC redemption program at Paul Quinn Market and White Rock Market so that families on WIC could redeem vouchers for fresh local foods at the market. This</p>

	<p>helps increase food access, market towards a new audience, and increase customers at the farmers markets. Grow North Texas hosts a WIC stand once a week, and with the addition of Paul Quinn and White Rock, WIC participants now have three days and options of redeeming their vouchers for local food. This was a major accomplishment for GLM as farmers markets in Dallas had NEVER had a WIC redemption program before!! In 2018, we redeemed \$200 WIC vouchers and we aim to strengthen this program and marketing for week so that we may redeem \$500 in 2019.</p>
<p>Developed new outreach and educational programs focused on eating local, where your food comes from, cooking demonstrations, , and more. “Sprouting Healthy Kids” was targeted towards children, “What’s for Dinner” and “Eating Local is a SNAP” were targeted towards adults.</p>	<p>Objective 3, 4. As we learned from our customer surveys in year 1 of the project, the best way to reach SNAP customers and Paul Quinn customers is through education programming and increased involvement in the community. Thanks to staffing capacity, GLM was able to conduct several programs at local libraries, elementary schools, and community centers all of which were located in Southern Dallas in predominately low income neighborhoods. “Sprouting Healthy Kids” was a summer learning program at the local libraries in Highland Hills, and also East Dallas, and occurred during their free lunch hour. Topics included, “What’s the difference between a fruit and vegetable?”, “What do plants eat? A look a soil, compost, and worms!”, “Parts of the plant, we eat them all!”, “Meet a Farmer Day”, etc. Classes took place for 6 weeks during the summer and averaged 20 kids per class. Students received a \$2 incentive coupon to come to the farmers market for their participation. In East Dallas GLM conducted the Power of Produce program at the farmers market for 6 weeks in order to increase education for kids at the market. GLM also partnered with Urban Chicken to bring backyard chickens for programs and get individuals and kids hands on learning experiences, and up close and personal with chickens! While our chicken program was targeted towards kids, we learned that adults had a lot of fun learning about chickens too! GLM and Urban Chicken held classes at PTA meetings, community meetings, libraries, and</p>

	<p>after school programs. In addition to these educational programs for kids, GLM partnered with the libraries for the Summer Reading Program where 298 children participated, and 41% had never heard of our markets before. GLM was also able to partner with Texas AgriLife to conduct a series of cooking classes called “What’s for Dinner” using local produce and focused on working at a local senior center. Classes also focused on how to stretch your dollar at the market, and how to use SNAP at the market. Participants received coupons to the farmers market at the end of each class to be spent only on produce at the market. 250 participants took place in this program (12 classes total). GLM also increased outreach presence by participating in various events, Earth Day Texas, community meetings, school festivals, chamber luncheons, speaking engagements and more to help educate about GLMs mission and the importance to eat local. In 2017, our metrics demonstrate that we reached 200,000 people through outreach events and programs, and in 2018 we increase our outreach numbers to 350,000. This assisted in increasing awareness of our markets, and drive traffic into our market locations to increase vendor sales.</p> <p>Note: FMPP funds were not used for incentive coupons. Funds were used for staffing and marketing materials. Income from programs were used on incentives.</p>
<p>Created regular events at the market to target new audiences and increase traffic at the market</p>	<p>Objective 2, 4, 5. During the 2018 season, GLM introduced monthly themed markets such as Vegan Day, Dog Day at the Market, Earth Day, Chicken Day, Sprouting Healthy Kids at the Market, Pie Contest, Yoga on the Farm, Thank A Farmer Day, Farmers Market Week, Slow Food, etc in order to attract new customers to the market. Themed days at the market helped as a marketing method to promote to new audiences (ie; Vegan day was widely popular and drew in vegan customers from all over DFW) and helped us increase sales for vendors. Themed days such as Sprouting Healthy Kids at the Market, Thank a Farmers Day, and Chicken Day all served an</p>

	<p>educational purpose as we held educational booths focused on the themes. GLM partnered with the non-profit Friends of the Farmers for Farmers Market Week to help educate about the importance farmers markets play for various reasons. With Atwell Design, we were able to develop graphics with fun facts about the importance of our markets based off of the Farmers Market Coalition campaign (see graphics below). The Pie Contest and the Chicken Day also served as ways to generate income as we held a chicken coop raffle and people paid to enter/taste during the pie contest. Data shows that on themed days we had higher customer counts and increased vendor sales.</p>
<p>Worked with Atwell Design and Rob Wilson to create and implement new branding materials and marketing campaign while also strengthened online presence through social media, website, and newsletters.</p>	<p>Objective 1, 2. Thanks to this project, Good Local Markets has developed a fantastic, visual, and educational marketing campaign which has increased our presence in Dallas and has attracted new customers to our farmers markets. It has also allowed us to improve our message about our mission and really promote that we are a non-profit, producer-only farmers market organization. Hiring Atwell design and working with artist Rob Wilson allowed us to give our “brand” a new community and true market feel to it which has streamlined our marketing as it is used on social media, our website, print materials, merchandise, and newsletters. Marketing campaigns focused on our all local vendors, what producer-only means, SNAP at the farmers market, the importance of farmers markets, events at the market, and the mission of the market. Good Local Markets effectively used Facebook and Instagram for promotion, developed our website to be user-friendly and informative for customers and vendors alike, and implemented a weekly newsletter to customers focused on what’s in season, who is coming to market, and a featured all local recipe. Customers reported coming to the market as a result of what they saw on instagram, our facebook events, and the newsletter reminder. Print materials included how to use SNAP at the market, where to find our farmers markets, and posters on each farm and ranch booth to show exactly</p>

	<p>where they come from and the food miles associated. New graphics also helped increase income for GLM as they were used on market merch and market gift cards. Please see below to see our Farmers Market Week campaign.</p>
<p>Strengthened commitment to support local farms and ranches both inside and outside the market.</p>	<p>Objective 1, 2, 5. Good Local Markets prides itself on being the only producer-only farmers market in Dallas. Our organization requires that all vendors come from 150 mile radius of Dallas and must grow what they sell at market. Thanks to the capacity to have dedicated staff, our market manager was able to visit farms and ranches throughout the year not only to verify that everything is grown locally, but also so that we could develop relationships with our producers and market their farm to our customers. GLM used our farm checks as part of our marketing campaign to educate the public about producer-only, eating locally, what grows in Texas, and all about our local farms. This marketing method not only increased education and awareness, but it also supported our producers who do not typically market themselves. From our visits to farms, we also learned that more educational opportunities and networking opportunities are needed for our producers themselves. As a result, GLM partnered with GROW North Texas to host a series of farmer happy hours near where our farmers are located in order to bring producers together and collaborate. Networking events allowed producers to talk with each other about hardships, tips/tricks, opportunities to share equipment, resources they use, chefs who buy local, CSA ideas, and also to talk with us market managers about how to improve conditions and opportunities for them at the farmers market. Good Local also partnered with GROW North Texas to host workshops for producers in Dallas, and to also sponsor diverse farmers to attend farm conferences. From the knowledge learned from Atwell Design, GLM was able to host workshops for our farmers about how to market your farm and how to use social media as a farmer. This helped increase our farmers online presence, show transparency as a farmer, attract new customers, and educate the consumer about farming.</p>
<p>Partnered with the Center of Non-Profit Management to implement effective data collecting and evaluation methods.</p>	<p>Objective 7. Good Local Markets worked with the Center for Non-Profit Management to develop and strengthen our systems of data collection so that we could better analyze our markets outcomes. Good Local Markets was trained on how to effectively track, analyze, evaluate and report program performance. The Center for Non-Profit Management is assisting GLM in developing the correct questions needed for surveys to collect the data we need for our markets. GLM had never had customer counts, weather tracking, regular customer surveys, zip code trackers, or the ability to compare several years of data until now. We are also now learning how to analyze if our online marketing is</p>

	<p>effective or not, and how to understand Facebook/Instagram analytics. Data and outcomes from our first year were used in our 2017 year end report for our board and stakeholders, and also used in our grant reporting. We are currently finalizing and fine-tuning 2018 data and look forward to sharing the final reports.</p>
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4. Please list any challenges experienced during the project’s period of performance. Provide the corrective actions taken to address these issues.

Challenges (Issues)	Corrective Actions and/or Project Changes (s)
Increasing customers and developing community at Paul Quinn Market	<p>Recognizing the need to increase customers and community support at the PQ Market, Good Local Staff decided to make an increased effort to community build, increase outreach efforts, and seek new partnerships within the Highland Hills area (Southern Dallas). GLM met with local city council about the Paul Quinn Market where we learned that the community has a long standing conflict with the college as it is private and fenced off from the community. We learned that there is a deep history there which resulted in many community members not supporting the market or coming “behind the PQ walls”. From better understanding the community history, GLM decided to move the market from outside of college property, to an abandoned parking lot and referred to the market as the Highland Hills Market to better connect to the community rather than just the college. This simple move helped increase our community bond, and increased traffic to the market. While we continued to work with PQ, we made it more of a community supported market with this move.</p>
Affordability of local food for SNAP users	<p>While our efforts to increase SNAP proved successful in many instances, we still received the common feedback at the Paul Quinn Market was that our produce was too expensive and that customers could buy “twice as much at Walmart”. It was clear that food access was not the only aspect we needed to focus on for our low income customers, but food affordability. Since our farmers rely on us to make an income, we were not able to ask them to drop prices, nor did we want them to make that sacrifice on their livelihood. Therefore we implemented the class, “Eating local is a SNAP” and “How to Stretch your Dollar at the Market” at the local library to help educate consumers about how to use SNAP at the market. We also talked with our vendors about selling produce in smaller bunches to make it more affordable (ex; instead of selling a box of zucchini, sell it individually so families could determine how much they needed/could spend) Good Local Markets then used the data collected through this project to submit a project proposal for a Double Dollar Matching Program for SNAP users at the market, and won local foundation funding to implement a pilot program which we started in November and will continue through 2019. We anticipate that by matching SNAP dollars and incentivizing SNAP users at the market, we will help with making local food affordable while continuing to support our farmers.</p>

<p>Unpredictable Texas Weather, record flooding and heat occurred.</p>	<p>Both the 2017 and 2018 market season experienced extreme weather conditions such as extreme heat for weeks and heavy flooding during the year. Each year, Texas surpassed a new record in weather. While Good Local Markets is a rain or shine market, there were a few instances that made conditions too dangerous for us to hold our outdoor farmers market and we had to cancel our operations. Flooding and rain also impacted our farmers negatively as we saw a huge decrease in produce in 2018. Two farmers had their houses flooded out as well. Heat in 2018 also proved to be an extreme challenge as June started with several weeks of 100 plus weather. White Rock Farmers Market cut hours short for the entirety of the summer as a result, and Paul Quinn Market downgraded to a farm stand as it was a 3-7pm market, the hottest timeframe in Texas. Our data collection allows us to see the dramatic dip in customer counts when weather is extremely hot which helped us making this decision at PQ.</p>
<p>Farmers Market competition</p>	<p>In 2017, Dallas experienced an increase in farmers markets which permit, and use, distributors as “farmers”. GLM felt this direct pressure as a market opened less than 1 mile away from White Rock Farmers Market and featured tomatoes year round, citrus, mango, pineapple, and avocado. This competition infringed on the concept of farmers markets, making it extra challenging for GLM to educate about the importance of supporting local and what it means to eat seasonal when out of season produce can be found down the street. To combat this unbalanced competition, GLM increased our educational programming and directed our marketing to focus on what producer-only means and how hard our farmers work. Our workshops for farmers (who also were hurt by the distributors at other farmers markets) which focused on marketing/social media helped promote transparency to customers to show that their produce is locally grown.</p>

5. Quantify the overall progress on the outcomes and indicators of your project. Include further explanation if necessary.

**Outcome 1: To Increase Consumption of and Access to Locally and Regionally Produced Agricultural Products.**

<b>Indicator</b>	<b>Description</b>	<b>Number</b>
<b>1.</b>	<b>Total number of consumers, farm and ranch operations, or wholesale buyers reached</b>	100,000 consumers in 2017, Estimated 103,000 consumers in 2018 (92,000 at WR). 40 farm and ranch
<b>1.a.</b>	The number that gained knowledge on how to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food	In 2017, 70% of Tyler street customers, 85% of Paul Quinn customers, and 46% of White Rock were new to GLM markets. In 2018, with the increase of events and marketing at White Rock we increased the percentage of new customers to 64%, while Paul Quinn in its second season with its first season of repeat customers dropped to 68% of customers reporting first time visits. GLM staff makes sure our mission of producer-only and locally produced food is clear through our signage and conversations.
<b>1.b.</b>	The number that reported an intention to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food	78% of customers who participated in our surveys throughout the year reported they come to the market because they want to support local. 700 people participated in our survey, therefore 546 people reported intention to support local
<b>1.c.</b>	The number that reported buying, selling, consuming more or supporting the consumption of local/regional food that they aggregate, store, produce, and/or distribute	N/A
<b>2.</b>	<b>Total number of individuals (culinary professionals, institutional kitchens, entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached</b>	

2.a.	The number that gained knowledge on how to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	250 participants in adult classes, 298 children in reading program, 100 children in education classes, 550,000 individuals through outreach events
2.b.	The number that reported an intention to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	In Yes/No Survey question asking “Are you more likely to support local now”, 85% said yes
2.c.	The number that reported supplementing their diets with locally and regionally produced agricultural products that they produced, prepared, preserved, and/or obtained	N/A

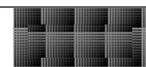
**Outcome 2: Increase Customers and sales of local and regional agricultural products.**

Indicator	Description	Number
1.	<b>Sales increased as a result of marketing and/or promotion activities during the project performance period.</b> Original Sales Amount (in dollars) 2016 (3 operating markets)= \$341,895 2017 (3 operating markets) = \$431,681.29	
	Resulted Sales Amount (in dollars) <b>2018 (2 markets) = \$361,444.81</b> Percent Change $((n \text{ final} - n \text{ initial}) / n \text{ initial}) * 100 = \% \text{ change}$	
	As we finalize our 2018 season, we will be working with Center for Non-Profit management to determine how to best determine percent change in sales. Something to be noted is that 2018 year reflects vendor sales of just 2 farmers markets whereas 2016 and 2017 reflect sales of 3 farmers markets. There is an obvious increase of vendor sales which can be attributed to increased marketing and events. Our systems allow us to see month by month comparisons, vendor type comparisons, and market to market comparisons, which you can see in graphs attached. We will continue to improve analyzing methods as we work with the Center. 2018 vendor sales have not been completed.	
2.	<b>Customer counts increased during the project performance period.</b> Original Customer Count= 2017 customer count total 100,000 2017 White Rock count = 70,000	
	Resulted Customer Count= 2018 WR customer count= 92,000 Percent Change $((n \text{ final} - n \text{ initial}) / n \text{ initial}) * 100 = \% \text{ change}$ 31% change	

**Note: 2017 was the first year GLM implemented customer counts at the market. To show increase over the years, we chose to incorporate just White Rock changes from 2017 to 2018 as we did not have a farmers market for PQ in the summer, just a farm stand due to heat.**

**Outcome 3: Develop new market opportunities for farm and ranch operations serving local markets.**

Indicator	Description	Number
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<b>1.</b>	<b>Number of new and/or existing delivery systems/access points of those reached that expanded and/or improved offerings of</b>	
<b>1.a.</b>	Farmers markets	3 in 2017, 2 in 2018
<b>1.b.</b>	Roadside stands	Assisted Paul Quinn Farm in off season, and New Roots IRC Refugee farm stand
<b>1.c.</b>	Community supported agriculture programs	2
<b>1.d.</b>	Agritourism activities	3 farms established you-pick patches, and GLM assisted in conducting weekly farm tours at Paul Quinn Farm during the Paul Quinn Market
<b>1.e.</b>	Other direct producer-to-consumer market opportunities	Through GLMs networking events for vendors, vendors were able to partner with each other more and also were able to connect to new local chefs. GLM also facilitated in connecting to local vegan pop up markets.
<b>1.f.</b>	Local and regional Food Business Enterprises that process, aggregate, distribute, or store locally and regionally produced	N/A

<b>Indicator</b>	<b>Description</b>	<b>Number</b>
<b>2.</b>	<b>Number of local and regional farmers and ranchers, processors, aggregators, and/or distributors that</b>	
<b>2.a.</b>	An increase in revenue expressed in dollars	30% report increase, 40% report stable, 15% first time vendors, 15% decrease Data has not been collected for 2018 season yet.
<b>2.b.</b>	A gained knowledge about new market opportunities through technical assistance and education programs	12 agricultural vendors from our market participated in workshops through our partnership with GROW North Texas, 2 ag vendors assisted in our educational outreach programs, 30 vendors participated in networking opportunities.
<b>3.</b>	<b>Number of</b>	
<b>3.a.</b>	New rural/urban careers created (Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can	6
<b>3.b.</b>	Jobs maintained/created	78
<b>3.c.</b>	New beginning farmers who went into local/regional food production	5 new farms joined us, and we are working with an additional 3 new farmers to find them staff so they can participate in our markets in 2019

3.d.	Socially disadvantaged famers who went into local/regional food production	GLM made a concentrated effort to increase diversity and assist socially disadvantaged farmers. GLM worked with 4 socially disadvantaged farmers, and we also implemented bilingual marketing and staff to improve diversity and inclusivity in our customer base as well.
3.e.	Business plans developed	N/A

**Outcome 4: Improve the food safety of locally and regionally produced agricultural products.**  
*Only applicable to projects focused on food safety!*

Indicator	Description	Number
1.	Number of individuals who learned about prevention, detection, control, and intervention food safety practices	n/a
2.	Number of those individuals who reported increasing their food safety skills and knowledge	n/a
3.	Number of growers or producers who obtained on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices)	n/a

**Outcome 5: Quantify the overall progress on this outcome indicator based on relevant project activities not covered above.**

*This indicator must reflect the project narrative's required additional outcome indicator.*

- 6. Discuss your community partnerships (include applicant staff and external partners).
  - i. Who were your community partners?

Thanks to the introduction of a full-time market Director, Good Local Markets had the capacity to increase community involvement and strategic planning which allowed for GLM to establish and develop new and beneficial community partnerships in Dallas. Good Local Markets worked with churches, libraries, elementary schools, the East Dallas Chamber of Commerce, GROW North Texas, Urban Chicken Inc, Paul Quinn Farm, Slow Food Dallas, Friends of the Farmers (formally Friends of the Farmers Market who worked primarily with the Downtown Farmers Market), and various others to try and collaborate and strengthen the local food movement.

- ii. How did they contribute to the overall results of the FMLFPP project?

Tyler Street Methodist Church and LakePointe Church both served as our landlords for the farmers market and assisted in marketing to their network. Paul Quinn hosted us at the Paul Quinn Market and served as a vendor at both farmers markets and as an advisor. The college acted as our community partner (although we later learned to expand our outreach into the community) and allowed us to engage the community through Farm Tours and Yoga on the Farm. Paul Quinn is located in a federally recognized food desert, and our market served to be part of the solution to food access and to increase the use of SNAP on locally grown food. This partnership also helped increase education about local food as many of the customers were unaware of the farm located in their community. Through Paul Quinn we were also able to connect to the elementary school on campus, Trinity Environmental Learning Academy, where GLM conducted educational programs both during school hours and after school programs, as well as participated in school events such as their Health Fair.

This partnership with the school not only helped us increase our outreach and education, but they also marketed the Paul Quinn Market to their families for us.

Grow North Texas was a strong partner to help us increase opportunities for farmers and reach new SNAP customers. We partnered with GROW to develop workshops and classes directed towards farmers so that we could help increase their successes and we also partnered with GROW for the WIC redemption program, which helped us tap into new SNAP users as well.

Texas AgriLife was a great partner and contributed to the project as they assisted us with conducting the “What’s for Dinner” program as well as SNAP-ed classes. This partnership helped us increase education about eating locally, and it helped increase our SNAP sales by educating families about how to use SNAP at the market.

Our partnership with Urban Chicken INC contributed to our education program as we were able to bring backyard chickens to our programs and talk about where food comes from. Our partnerships with the libraries and the elementary school also assisted with this program as they hosted us and marketed to the community about our programming. We were also able to partner with the library on the Summer Reading Challenge which incentivized students throughout the summer who were reading to come to our markets. Slow Food Dallas is a new partnership we developed which will help us develop educational programs for adults. This partnership and collaboration helps us encourage consumers to cook more, and to use local ingredients of which can be found at our farmers markets.

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

Paul Quinn Farm:

Unfortunately, Paul Quinn Farm is currently without a Farm Director to lead the students and farm production so we are currently awaiting this position to be filled. We continued Paul Quinn Farmers Market by supplementing produce with another local farmers vegetables, and students from the farm assisted until they went on winter break. Good Local will continue to host educational activities at the local library in the meantime. We hope to continue the new Highland Hills farmers market in partnership with the Paul Quinn Farm in 2019 once they have a new Farm Director.

GROW North Texas:

Good Local Markets will continue to work closely with GROW, and are very thankful for this new relationship which strengthens the power behind supporting local farmers and promoting eating local within Dallas. Good Local Markets plans to continue working with GROW throughout the winter on educational and technical workshops aimed towards small farmers and ranchers, as well as developing programs to help increase awareness for consumers. GLM and GROW will also continue working together in the future to increase food access programs. We will also continue our partnership for the WIC redemption program at the farmers market, and hope to develop a campaign and outreach program specific to increasing WIC in 2019.

Slow Food Dallas:

GLM will continue this relationship with Slow Food Dallas so that we may increase and strengthen educational programming to help encourage more people to cook with local ingredients. Slow Food is developing a series of educational adult programs targeted towards reconnecting with food, and Good Local Markets will assist in developing educational material and connecting our farmers to their programs. We hope this partnership will reinvigorate consumers to start cooking again, and that we will be able to connect them to local farmers and our farmers markets.

Urban Chicken Inc:

GLM will continue to work with Urban Chicken as we develop more kids programming and hope to increase our outreach with their help. This winter GLM will be working with Urban Chicken to conduct kids programming at new libraries to promote eating locally and the upcoming market season.

Texas AgriLife:

GLM hopes to continue this relationship as we try to increase our WIC redemption at the markets as well. Libraries, schools, churches, etc;

GLM is currently working on a schedule throughout the winter to continue working with families and children to teach about local food, and soon we will start promoting our Double Dollar Matching program. We hope that by increasing our community investment, specifically for low income areas, that we will have a better opportunity to strengthen our SNAP program.

- iv. What feedback have the partners provided (specific comments) about the results of the project?

There has been an overall consensus with our partners, that Dallas continues to lack the education surrounding the importance of eating local and why we should support local farmers and ranchers. As the pressure of “convenience” and boxed/delivery food services continue to infiltrate Dallas, it is apparent that our organizations need to work together to strengthen the presence of the eat local movement. There has not been such collaboration between organizations in the past, so we are looking forward to continuing the fight for local together!

7. How do you plan to publicize the results?

- i. To whom (i.e. people, entities) do you plan to publicize the project results?

Good Local Markets will continue to work with the Center for Non-Profit Management to finalize our data collection as we complete the 2018 season so that we may have clear and easy to ready graphics demonstrating our accomplishments and areas of improvement. We plan to incorporate these graphics on our website, in our newsletter, and we will also use data for future grants and sponsorships.

- ii. When do you plan to publicize the results?

GLM is currently still gathering data as we wrap up the 2018 season, and we will soon conduct a vendor survey which will be included in our end of the year report (shared with board members and sponsors of the market). We anticipate that January or February we will have a complete report.

\*If you have publicized the results, please 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).

8. Have you collected any feedback from your community and additional stakeholders about your work?

Yes, GLM ensures open communication with not only our vendors, but also our customers and partners so that we may continue to improve our operation.

If so, how did you collect the information?

Good Local Markets conducted various surveys for both the vendors and market customers. Weekly Vendor Surveys were collected at the market from vendors in order to determine vendors sales according to vendor type. Vendors were also provided an end of the year questionnaire to gain knowledge about sales, market staff, jobs created, and overall feedback for improving the market. Regular “dot surveys” were conducted at the market for customers in order to gage how many new customers were coming to the market, how they heard about us, where they normally buy produce, if they bought anything new as a result of being at the market, what transportation method people use to get to the market, etc. With the help of the Center for Non-Profit Management, we are learning how to ask questions effectively and we have learned the importance of consistency in data collection. We feel moving forward with this knowledge and training that we will have better data.

- i. What feedback was relayed (specific comments)?

From our customer surveys, our market was able to determine that the majority of our customers find out about the market from driving by or from social media. Knowing this information helped us improve our methods of marketing as we increased our social media marketing and also street signage, which focused on phrases such as “Local Farmers”, “Local Produce”, “Fresh Picked Produce”, “SNAP Accepted Here”, in order to emphasize that we are producer-only and to also market our ability to use SNAP. For Paul Quinn we were able to determine that social media was actually not the best method of reaching the community, and that word of mouth and getting involved in the community was the best way to promote and connect.

One thing that we capitalized on from our customer surveys, was the constant feedback that we needed more vegan options (other than the fresh produce we provide of course). While Texas is stereotypically a meat-loving bbq-eating city, the demand for vegan and plant based options is soaring here in Dallas. In response to this feedback, Good Local Markets partnered with a local Vegan Pop-Up organization, V-Markets to co-host vegan pop up days at the farmers market. We have since hosted 4 vegan days at our farmers market, where we have transformed an aisle of the market to be vegan only and highlighted the farmers for their locally grown produce and the positive impact eating local has on the environment. These markets were widely popular and helped us not only increase our customer base, but it showed that we are listening to the feedback we received!

Another lesson we learned from our customer survey was that most of our shoppers did not know what producer-only was or that our organization was a non-profit. From this feedback, we tailored some of our marketing towards promoting these two concepts and educating more on what producer-only means.

From our vendor survey feedback, Good Local Markets made the decision to implement summer hours at White Rock Farmers Market in order to avoid the Texas heat at its strongest points of the day. We also switched to a farm stand at Paul Quinn rather than a farmers market throughout the summer because the heat was hotter than ever this year! We look forward to conducting our end of the year survey to see if this was a positive change for all.

9. 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:  Yes

- ii. Did the project generate any income?  Yes  No

- a. If yes, \$123,244.63 generated and how was it used to further the objectives of this project?

The income earned comes from vendor fees, workshops, contests at the market, and merchandise sold at the farmers market. Good Local was able to increase our average number of vendors at White Rock from 34 vendors to 40 vendors, and we also implemented late arrival fees and late payment fees which contributed to income.

Surprisingly, due to rebranding with new graphics, our merchandise sales also contributed greatly to our income as people reacted positively to our new shirts. Income was used toward our market rent (we pay the church monthly to hold our markets), our storage unit, the uhaul we rent to transport our market supplies, additional market staff, purchasing merch, additional advertising and printing expenses, conferences and workshops for staff development, incentive coupons for our education programs, and other supplies not covered by the grant.

- iii. In the table below include the total amount of **federal funds spent** during the grant performance period (**Do not** include matching or in-kind contributions):

Categories	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel:	\$160,000	\$156,770.60
Fringe:	\$9920.00	\$9,509.40
Contractual:	\$58,400	\$56,170
Equipment:	0	0
Travel:	\$1000	\$2,500
Supplies:	\$4000	\$4000
Other:	\$16200	\$20,300
Indirect Costs:	0	0
<b>TOTAL:</b>	<b>\$249,250</b>	<b>\$249,250</b>

## 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).

..... Good Local Markets learned many lessons both positive and negative from this project. We were pleasantly surprised the impact investing on marketing and design had on our organization. We also found that having a monthly event that catered to our vendors and the education of local food helped support the market overall. Customer count and vendor sales increased on days we had events. We look forward to continuing this work in the future.

..... One area of improvement we could have focused on was community building before implementing new farmers markets, specifically in areas of low income. In retrospect, more community surveys should have been conducted and more than one community partnership should have been established in the community. We have learned that the more collaboration, the stronger the mission.

Another area we learned from was that even though we are increasing food access, we need to also find a way to make local food affordable for low income families, while not hurting our farmers. We look forward to implementing a double dollar program so that we can support both next year.

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

All of our goals were achieved, and we look forward to continuing the projects.

- 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:

Having a dedicated full time Director was a huge asset to the organization and improved various systems within the organization and increased our reach into the community. The ability to focus on marketing was very valuable and truly increased our presence in Dallas, which in turn supports our farmers. Having staff focused on community outreach and education truly supported our work.

- iv. Discuss if and how the result of this project can be adapted to other regions, communities, and/or agricultural systems.

## 11. Future Work:

- i. How will you continue the work of this project beyond this grant? In other words, how will you implement 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.

Good Local Markets will continue to work with the Center for Non-Profit Management to analyze the final data from the 2018 season so that we may be able to get a full read on the market season, and we will be able to compare it to seasons past. This information is vital in assessing our impact as an organization, and we hope to develop more surveys to help determine the impact of our educational programs. The Center will also help us develop methods of collecting data for our Double Dollar program so that we can better understand where SNAP participants are coming from and how to serve them effectively.

From this project, we were able to see how important effective marketing is for White Rock Farmers Market. By increasing our online presence, and by promoting monthly themed markets, we were able to attract new customers and increase knowledge about eating local. Next year we will continue to host regular events, especially Vegan Day at the Market, Dog Day at the Market, Chicken Day, Farmers Market Week, and Sprouting Healthy Kids at the Market. We hope to build on their successes for next year and incorporate additional community partners or schools to assist in planning.

Good Local Markets found that our participation in community events, outreach programs, and our

implementation of educational programming in partnership with Urban Chicken greatly contributed to attracting new customers, and helped us develop new partnerships. We hope to increase education specific towards using WIC at the farmers market as well.

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?

Good Local Markets has several goals for the 2019 season, and is excited to launch our Double Dollar matching program for SNAP users. Good Local Markets received funding from a local Texas Foundation to conduct a year pilot program to match SNAP users up to \$20 additional funds to be spent on local produce at our farmers markets. As we stated before in our challenges, our markets helped making food accessible for low income families, but now we hope to make local food affordable for families, while also support our farmers. GLM will also continue to work with Center for Non-Profit management for this program and will continue data collection to see if this improves our SNAP sales and community impact.

Another goal for the 2019 year is to increase diversity at Good Local, in relation to both vendors and consumers. GLM will work with Atwell Design to convert our marketing materials into Spanish, and we will ensure having bilingual staff at the market as well. We hope that by making our markets bilingual, that we will be more inclusive and will hopefully help another population at our market that we may have overlooked in the past. Good Local Markets also hopes to work with GROW North Texas on incubating and supporting more “socially disadvantaged” farmers at our markets. In 2019 we hope to revamp our code of conduct and vendor rules and regulations to further express the importance of inclusivity and diversity in the marketplace.