

**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; Fax: 202-690-4152

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015-September 29, 2017
Authorized Representative Name:	Carla Jenkins
Authorized Representative Phone:	(512) 953-7959
Authorized Representative Email:	manager@texasfarmersmarket.org
Recipient Organization Name:	F2M Texas dba Texas Farmers' Market
Project Title as Stated on Grant Agreement:	Texas Farmers' Market Promotion Expansion
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPTX0046
Year Grant was Awarded:	2015
Project City/State:	Austin, TX
Total Awarded Budget:	\$100,000

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).
- X Different individual: Name: Kate Payne; Email: events@texasfarmersmarket.org; Phone: 347-933-0403

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.

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: To increase awareness and consumption of locally grown agricultural products among Central Texans

- a. Progress Made: Since the start of our grant in September 2015, we created formal promotion schedules for all social and direct marketing platforms, with a focus on agricultural products from local farmers and ranchers. We also accomplished our goals of updating signage in the form of A-frame stands, reusable corrugated poster boards, banners and other signage with consistent branding and promotion of market events.

We are thrilled with the outcome of wrapping both of our market trailers with the ‘Meet Me at the Market’ campaign illustration funded by this grant. Both trailers remain onsite at our markets to advertise to residents and community members in the area where to buy locally grown agricultural products each week. The trailers not only tie together TFM branding consistently, but also highlight many of the agricultural products that can be found at markets each weekend.

To increase awareness, we continued our sponsorship of the Farmers’ Market Guide in Edible Austin—a bimonthly magazine publisher and website. The Guide received an average of 140,000 page views during the grant period. Statistics showed that 7-10% of all visitors to the main website entered at our promoted page. This sponsorship included quarter page ads and logo placement within eight issues during the grant report period including 140,000 readers reached in each issue. We worked with the NPR affiliate, KUT & KUTX on ad placements during a popular “Field and Feast” gardening, cooking and food focused show, which reaches an average quarter hour audience of 5,400 listeners between 10am and 3pm on Sundays. The grant also supported approximately 20 radio advertising spots on KLBJ-AM and SUN Radio to highlight each market during the fall 2016.

We shared weekly emails tailored to each markets’ audience, and combined, these went to nearly 5,000 subscribers weekly, and showed a net increase of 1,598 subscribers during the grant period. These emails begin with what each farmer or rancher who filled out our weekly information form was bringing to market so that shoppers would both learn what is in season and plan their shopping trips around local agricultural products.

Promotional programming funding continued to support one event per quarter at each market through April 2017. These special events included market chef demos geared to adults and highlighting local, seasonal recipes made from market ingredients to support this objective. The recipes were shared online via social media, where applicable, the TFM mobile app and always on our website.

- b. Impact on Community:

Feedback we receive from community partners, vendors and other community members is consistently positive in describing our social media and promotion efforts. Vendors who are improving on social media promotions with help from our Marketing & Events Coordinator are maximizing their promotional potential and allowing their products to reach a larger audience than before. Our Market Chef creates unique recipes that use local agricultural products twice a month and sampling out these recipes on-site to garner interest and educate the public on nutritious and local offerings.

- ii. Goal/Objective 2: To increase sales for local farmers
 - a. Progress Made:

At Texas Farmers' Market at Lakeline, there were 102 vendors who participated (most come every week, some only sporadically). There were 30 agricultural producers, who gained gross sales of \$578,091 during Q2 and Q3 of 2017, which is an increase of \$64,279 when compared to 2016 totals from those same periods. There were also 72 other vendors, who reached gross sales for Q2 and Q3 2017 at \$762,845. The total in gross sales for these quarters was \$1,340,936 at this popular market in the Austin area. It is estimated that approximately 112,000 visits were made by adults to this market in that time period, based on the national Farmers Market Coalition members' standard measures of an average spend of \$12 per person per visit.

Texas Farmers' Market at Mueller is a smaller, younger market but it is catching up with vendor totals as more farmers and other local food entrepreneurs are selling at the market as it matures. There were 82 vendors involved in the market during the six-month period, with 20 agricultural producers (which is an increase of 2 farmers since the previous reporting period) and 61 other vendors, which is also an increase since our last report. Producers gained gross sales of \$289,763 during Q2 and Q3 of 2017, which is an increase of \$41,878 when compared to 2016 totals from those same periods. Other vendors reached gross sales for Q2 and Q3 2017 at \$589,228, with a total gross sales for the Sunday market reaching \$878,991.

The combined increase in sales for local farmers from two years and two quarters of consistent data shows \$106,157 more dollars went directly to local farmers.

- b. Impact on Community:

The implications of how much revenue these two markets put back into the local economy each year is the foundation for strengthening our partnerships with local city and county officials. Supporting the local food economy both supports small, local businesses, local farmers and ranchers and, in 2017, kept more than \$4,093,010 right here in Austin, Texas.

- iii. Goal/Objective 3: To improve access to locally grown fruits and vegetables among low-income individuals
 - a. Progress Made:

Since the beginning of the grant period we have watched our new SNAP program grow at first very slowly but as we created more signage around both markets with the SNAP/Lonestar Card logo, we have watched the program grow considerably in size and volume. Additionally, in 2017, we widened our participation in FMNP to include both markets and not just Lakeline individually, so we could provide benefits to more low-income individuals.

The numbers of unique SNAP customers has increased quite dramatically since the last report period from an average of 2.5 to 8.25 new to the market shoppers using these food access programs. The weekly average of SNAP transactions for remainder of the grant period, covering 25 weeks, was 12 transactions on average weekly, up considerably from 7.55 in the previous reporting period. During the full grant period there was a grand total of \$18,520 in SNAP sales, and \$14,676 in matching the purchases with Double Dollar incentive vouchers for fruits and vegetables only.

Newsletter and social media outreach continued to include information about qualifying for SNAP and WIC programs and where to apply, but our success in increasing access to locally grown fruits and vegetables for low-income populations was mainly the result of developing messaging to this audience by reprinting market signage that directs shoppers on market days to include the Lonestar/SNAP logo so potential shoppers in the vicinity are made aware of the food access program offerings.

The two programs, SNAP and WIC FMNP, resulted in a combined reach and interaction with 911 SNAP clients, and 1,337 WIC clients, totaling 2,248 individuals served since starting these programs in the fall of 2015.

b. Impact on Community:

While our program is still growing, and most successfully by word of mouth and catching low income shoppers in the vicinity with signage that alerts them of the opportunity to both spend and double their benefits at the markets, we are pleased to see some regular families at the markets buying fresh fruits and vegetables. Last fall one of our food access partner's, Sustainable Food Center, weekday markets closed and that market was a large distribution point for FMNP. As we get ready for a new season of FMNP, we are preparing for higher volumes of WIC shoppers as a result of this closure. This grant allowed us to grow our impact on this community and we will continue these efforts long after the grant period ends.

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, 2017). Include further explanation if necessary.
 - i. Number of direct jobs created: 1
 - ii. Number of jobs retained: 2
 - iii. Number of indirect jobs created: 8 new agricultural producer vendors joined the market, which supported 8 small businesses with an estimated average of 14 full or part time employees; 41 other vendors joined the market, which supported 41 small businesses with an average of 73 full or part time employees
 - iv. Number of markets expanded: 2
 - v. Number of new markets established: N/A
 - vi. Market sales increased by \$411,998 and increased by 9% at Lakeline; Market sales increased by \$722,843 and increased by 50% at Mueller.
 - vii. Number of farmers/producers that have benefited from the project: 30 at Lakeline, 22 at Mueller
 - a. Percent Increase: 20% at Lakeline, 10% at Mueller

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?

While promotion efforts have helped us reach new businesses and potential vendors, our outreach to low access/low income populations is still ongoing but unique visitors from these populations are continuing to increase at our markets. We are working with the City of Austin on hosting an anti-racism training for staff and board members as well as create policies that honor ethnic and cultural traditions in order to create a more welcoming and open environment at our markets. Increased ethnic diversity in both vendors and shoppers continues to be one of our top priorities as we move forward with our marketing and promotion plan for the year. As a means of supporting various ethnicities at our market we joined the Black, Hispanic, LGBTQ, and Asian Chambers of Commerce and are planning events with the leadership of each as a means of

welcoming new audiences to the market.

4. Discuss your community partnerships.
 - i. Who are your community partners? Sustainable Food Center, USDA, Texas Department of Agriculture, City of Austin, Farmshare Austin
 - ii. How have they contributed to the overall results of the FMPP project? Many of these organizations allow us to provide value to low income/low access populations and offer valuable feedback on program-related issues when needed. Others are regulatory or support organizations that we rely on for help with promoting our market mission in the community
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? We will continue to work with these organizations to meet our goals and further expand offerings to low income, low access and minority communities.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? We utilized contractors such as our Market Chef, our Market Instagrammers and design professionals who helped us create advertisements and printed materials to share with the public. These contractors' work has been an integral part of the results we achieved in promoting agricultural products and producers and educating the public about local, seasonal food and nutritious ways to prepare it.

6. Have you publicized any results yet?* Yes
 - i. If yes, how did you publicize the results? Newsletters during National Farmers' Market Week (attached to this report), In-person meetings
 - ii. To whom did you publicize the results? Texas Farmers' Market email audience; We met with City Council members who represent each market's district and shared the estimated sales data and impact of each market upon the community
 - iii. How many stakeholders (i.e. people, entities) did you reach? Approximately 4,000 email subscribers; Two council members' staff and constituencies

*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, we completed a survey in April 2017 for both vendors and shoppers.
 - i. If so, how did you collect the information? We collected survey results via Google Forms.
 - ii. What feedback was relayed (specific comments)? 1. 89% of 156 respondents on the customer survey said since beginning shopping at the market they now eat more fruits, vegetables, eggs, meats, bread and cheese as a result. 2. Chef Demos, Market Merchandise and giveaways (e.g. totebags), and Instagram posts were the top three items that shoppers noticed the most from our increased promotions plan. 3. Vendors reported they were very satisfied with our social media and promotional efforts on their behalf

8. 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: X
- 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

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 were very disappointed to learn that the company that hosted our mobile app, Spendsetter, closed their company while still in a contract period with us and we had no recourse against this action. Our legal advisor assisted us in attempting to recoup the funds that we paid them for services they did not render, but without a legal entity to pursue our attempt failed. Our growth and progress to reaching a 1,000 person user base on the TFM app was hinged on a small company's success and we now realize that was a position we do not want to find ourselves in again. We advise other groups to not pay for a contract in advance like we did, since this type of situation could happen at any time with any company.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: N/A
- 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: Data collection techniques are imperative to successful tracking and reporting; we would advise seeking support from Farmers Market Coalition in tracking metrics for grants.

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.

We are continuing the work of the grant by maintaining a robust social media and market audience promotion program, managed by the Marketing & Events Coordinator, who has now been promoted to a full-time Director role with the organization. We are hiring a new staff member as an assistant to both Directors to help manage data tracking for vendors and social media management as part of the role. We are finding new community partners to continue to share our food access programming with low income communities, for example, we just designed a postcard that the children's museum across the park from our Sunday market can hand out to visitors on free days (many low income families) to share information about the market's offerings and how to use food access programs there.

- 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?

We are planning to apply for funds from Texas Department of Agriculture for specialty crops promotion, so we might further our chef demo planning around local, seasonal fruits and

vegetables, since feedback from this grant showed us that our market shoppers both attend and gain interest and knowledge from local cooking demos.