

**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, 2014 – September 29, 2016
Authorized Representative Name:	Julia Zander
Authorized Representative Phone:	360-265-5984
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Recipient Organization Name:	Bremerton Farmers Market
Project Title as Stated on Grant Agreement:	Accepted Here! Expanding the Use of Federal Food Benefits at the Kitsap Peninsula Farmers Markets in Washington State
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-WA-0171
Year Grant was Awarded:	2014
Project City/State:	Bremerton, WA (as well as Belfair, Port Orchard, Silverdale, Poulsbo, Kingston, Suquamish and Bainbridge Island, WA)
Total Awarded Budget:	\$16,966

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: _____; Email: _____; Phone: _____

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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: Ensure all of the Kitsap farmers markets are licensed to accept SNAP/EBT, as well as FMNP benefits, and increase the use of these benefits at each of the markets.*

- a. Progress Made:

The Kitsap Peninsula is home to 8 farmers markets, all operated by separate nonprofit organizations. Prior to the FMPP grant, 3 of the 8 markets were unable to administer SNAP/EBT onsite during market days (Belfair Saturday Market, Silverdale Farmers Market & Suquamish Farmers Market). We were able to get all 3 of these markets set up with FNS numbers through USDA, apply for free equipment through the Farmers Market Coalition, and 2 of the 3 are now running active SNAP/EBT programs at their respective markets. (The 3rd will hopefully have EBT equipment prior to the 2017 season).

Only one of the markets (Belfair Saturday Market) was unable to apply for the Farmers Market Nutrition Program (FMNP), serving both WIC clients and low income seniors. However, we were able to connect them with both the state WIC office and the local Area Agency on Aging office regarding application for the program in 2017.

We have worked with all 8 farmers markets to ensure that new staff, volunteers and board members receive training on both SNAP/EBT and FMNP. We’ve also shared examples and best management practices for tracking & reporting market sales data, with a special focus on tracking data for federal benefit programs. Information about these systems and programs was also shared annually at the Washington State Farmers Market Association Conference.

- b. Impact on Community:

Most notably, the farmers markets in the region have seen an increase in the numbers of SNAP/EBT and FMNP customers utilizing their benefits. Collaborative work with local direct service agencies and organizations has led to a much wider-spread knowledge of federal programs at the farmers markets, as well as individual partnerships and opportunities for program work across sectors. Additionally, having all regional markets able to accept the federal benefit programs helps customers to see these programs as universal and more easily accessible. With the direct benefit of helping get more fresh fruits and vegetables into the homes of low income families, we feel the work has been very successful.

- ii. *Goal/Objective 2: Form a nonprofit organization called the Kitsap Farmers Market Coalition, comprised of individuals representing each of the 8 farmers markets on the Kitsap Peninsula. The purpose of this coalition will be to collectively market and leverage funds for matching federal incentive programs at the farmers markets.*

- a. Progress Made:

During the grant period, we were able to meet several times with the Skagit Valley Farmers Market Coalition (SVFMC), as well as several of its key members. This relationship has been key in understanding how best multiple farmers markets can work together, given the challenges of separate boards of directors, community size and market structure, as well as a variable base of vendors and customers. While SVFMC is a coalition of just 4 farmers markets (and we are looking to bring 8 together), the variety and scale of the markets are very similar to those in Kitsap. Additionally, SVFMC has only been organized for 3 years, so we were particularly

interested in their lessons learned during startup, as well as division of labor/activities, organizational structure and daily function.

Initial startup meetings in Kitsap were held with each of the farmers market managers during the off-season, and later with key board members in attendance. The group still has a lot of organizational detail to discuss, but will be moving forward in the 2016/2017 off-season to put more planning into action.

b. Impact on Community:

The farmers market community of staff and vendors has already begun to see positive impact from the group collaboration, as the regional markets had never worked together previously. Moving forward with shared resources takes advantage of the broad spectrum of skills from each of the markets and allows all markets to benefit. Additional partnership opportunities have presented themselves as well, creating several separate multi-market projects, and bringing additional programs into the community. The broader region will also benefit from the combined leverage of the coalition, with its main purpose of creating and sustaining incentive programs for low income customers at the markets.

iii. Goal/Objective 3: *Provide outreach and education around the use of federal nutrition benefits at the farmers markets in order to increase redemption rates.*

a. Progress Made:

After reviewing results from a joint survey (Kitsap Public Health District, Bremerton Farmers Market, WIC office, and Meals on Wheels Kitsap), we were able to better identify some of the barriers keeping low income community members from shopping at the farmers markets. With the number one issue being lack of information – both about the markets and the benefits accepted – we set out to further engage other direct service organizations and community partners around information sharing. We utilized social media (mainly Facebook and Twitter) to reach out to customers, and we researched the effectiveness of using a text alert system. Additionally, we began developing joint marketing materials and an educational brochure that could be used by both agencies and markets. While we had some setbacks to delay the final printing, the markets will be moving forward with these materials in 2017, utilizing them as tools to both help educate the public and further promote the markets.

b. Impact on Community:

Utilizing the survey results, we are directly responding to the questions and concerns that our low income community members have presented. All initial materials have been developed using the survey answers as guidance, and the drafted information has been shared across several organizations. Additionally, we have worked to simplify some market programs and hope to further engage the local transit authority for more options during market hours. We are planning to continue involving low income customers as we move forward, and intend to use any direct feedback to help guide future materials and programs.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.

- i. Number of direct jobs created: 0
- ii. Number of jobs retained: 1
- iii. Number of indirect jobs created: 3
- iv. Number of markets expanded: 8
- v. Number of new markets established: 0
- vi. Market sales increased by \$21,600 and increased by 12% (for the Bremerton Farmers Market). Other market numbers still being calculated.

vii. Number of farmers/producers that have benefited from the project: 28-30 farmers

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

We expanded our customer base by reaching out to several low income / low access populations, mainly through increased outreach with community partner organizations, social media and targeted special market events. We reached out to new ethnic groups (mainly Hispanic) through the Kitsap Immigration Assistance Center and Kitsap Public Health, and simultaneously worked with our farmers to increase and /or diversify their produce to include ethnically-relevant fruits, vegetables and proteins. We also found new vendors through this outreach, which further increased the overall diversity of the market population.

4. Discuss your community partnerships.

i. Who are your community partners?

Along with all eight of the farmers markets (Bainbridge Island Farmers Market, Belfair Saturday Market, Bremerton Farmers Market, Kingston Farmers Market, Port Orchard Farmers Market, Poulsbo Farmers Market, Silverdale Farmers Market & Suquamish Farmers Market):

Kitsap Public Health District, Meals on Wheels Kitsap, WIC – Kitsap, Kitsap Mental Health, Bremerton Housing Authority, Kitsap Transit, 5210 Kitsap, City of Bremerton, DSHS – Bremerton CSO, Washington State University Extension – Kitsap, Kitsap Regional Library, Olympic College, Bremerton School District, Kitsap Community Resources, Kitsap Community Foundation, Kitsap County Commissioners, Kitsap Food Policy Council, Kitsap Community & Agricultural Alliance, Kitsap Food Bank Coalition (and individual food pantries), Harrison Medical Center, Suquamish Tribe, Washington State Farmers Market Association (WSFMA), Skagit Valley Farmers Market Coalition (SVFMC)

ii. How have they contributed to the overall results of the FMPP project?

Many of our community partners have contributed by helping share information and promote the farmers market resources; however, several organizations stand out in their efforts. The Kitsap Public Health District has been a crucial partner in helping bring partners together, reaching out to low income community members, strategizing best practices and more. Both Meals on Wheels Kitsap and WIC – Kitsap have played a critical role in helping reach out to FMNP clients, but also in helping to understand best ways for the markets to help increase FMNP redemption levels and strengthen the overall program. Similarly, the community health staff at the Suquamish Tribe helped us to better connect with the tribal community, as well as work with the Tribal Council to develop a more successful Farmers Market Nutrition Program at the Suquamish Farmers Market.

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

With the alliances that have been formed over the last 2 years, we are excited to move forward with our many partners. Several of these organizations will be working with the farmers markets on the ground level, bringing special programs to the market and helping educate customers about federal benefit programs. Nearly all partners will be helping to distribute materials from the farmers markets across their networks, as well as provide feedback for any needed improvements or opportunities for additional program work. Similarly, the markets will be working with many of these partners on other region-wide issues related to food access.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

This FMPP project included a small amount of work / travel from 2 contractors, both who work additionally as farmers market Regional Leads through WSFMA. Both contractors helped provide guidance, particularly around formation of the Kitsap Farmers Market Coalition, and both teamed up with the Project Manager to present regional program details at the annual WSFMA conferences. Note: The 2 original contractors were replaced by new people after the project had started.

6. Have you publicized any results yet?* Not yet.

- i. If yes, how did you publicize the results?
- ii. To whom did you publicize the results?
- iii. How many stakeholders (i.e. people, entities) did you reach?

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

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

- i. If so, how did you collect the information?

Not specifically – though we have been collecting feedback from partner organizations as we’ve moved forward, and we plan to get additional feedback from our targeted customer base prior to releasing any final versions. We asked partners for feedback both at joint meetings and through email communications, depending upon the material.

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

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: (Submitted separately)
- 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?

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).

Lessons learned –

We found that every new partnership came with both solutions for existing ‘problems’, as well as opportunities for more collaboration. These seemingly endless opportunities for additional work around food access were often distracting from our initial project goals, so it was important to continue revisiting our objectives (and revising them, if necessary).

Finding the champions (change-makers) in each organization was sometimes a bit difficult, but we found that staying in good communication about our efforts helped bring those individuals to the fore. Additionally, making the extra effort to meet individuals where they were (both physically and in the continuum of care realm) made a big difference in both understanding how best we could work together, as well as what the individual organization needs are.

We were very lucky to have SVFMC nearby to help mentor us through the process of forming a nonprofit farmers market coalition. Their guidance and lessons learned really helped us to understand what was possible, as well as common pitfalls. Additionally, having a similar-minded coalition nearby has helped with troubleshooting problems as they arose, and allowed for both groups to lean on each other as needed.

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

The outcomes that were not yet achieved were mainly due to scheduling conflicts and unexpected staff leave of absence. While we cannot anticipate the staffing complications, nearly all scheduling conflicts were due to the busy nature of farmers markets during the open season. We learned that in the future, most major planning and strategic work needs to happen between November – March (and really, from January – March, since so many local markets are now open through December.)

An additional lesson learned was in regard to the sheer number of markets that we have been working to bring together and the motivations behind their participation. We learned fairly quickly that we needed for each market to have a little skin in the game, so we talked with each manager / board about what they wanted / needed out of a coalition – whether it be for added leverage, group efficiency, or simply for group support, etc. This helped us to understand how best to work with organizations across the spectrum in regard to size, location, structure, and more.

- 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:

While I think we started out with a realistic timeline, we didn't think through alternatives quickly enough to make up for lost time / funding opportunities. Part of this is related to having only 1-2 people helping administer the project, so in the future we would work to really incorporate more individuals to help carry the work load.

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.

At this time, we are planning our next meeting for the Kitsap Farmers Market Coalition, and finalizing marketing and educational materials for the 2017 market season (which will start in April 2017). Many of our community partners will be helping review the materials before they are distributed, and we will be looking to plan special market events with partners across the region. In the past 2 years, we have been able to host events at several of the farmers markets with the theme of Community Health. At these events, we've had groups such as Washington Connection and the DSHS Mobile CSO available, and they've been able to sign eligible customers up for a variety of benefits, including SNAP/EBT. We will also be continuing our work with the Olympic College Culinary program, where they help create simple, affordable meal options during our Chef at the Market demonstrations.

We strongly feel that all of the markets will experience a rise in sales numbers, as well as customer counts, as we continue to promote the availability of federal benefit programs – and as we continue

to make these programs easier to manage and more accessible for all eligible community members. We want to meet people where they are at, and cut down any barriers that are within our means. At the same time, we expect that with the increase of SNAP/EBT and FMNP in our region and the support of a market coalition, the farmers markets will experience overall growth in their organizations. We hope to create fiscal sustainability for smaller markets that have struggled in the past, and we plan to continue encouraging new and emerging farmers to bring their produce to the markets.

Additional work

- 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 brief outline of some suggested immediate next steps:

- Collect and analyze all regional market SNAP/EBT and FMNP sales data for 2016
 - Compare with base and redemption levels from 2014-15
 - Share information at the WSFMA annual conference
- Convene next meeting of Kitsap Farmers Market Coalition
 - Further develop coalition structure, define responsibilities, appoint delegates/board
 - Update draft articles of incorporation, bylaws
 - Take first steps toward creating a federal 501(c)3 organization
 - Create coalition website
- Share final drafts of brochure, rack card and make any necessary edits
 - Put all information on coalition website, as well as individual market sites
 - Create links via social media
 - Encourage partners to also post electronically
 - Print & distribute materials prior to 2017 season (April 2017)
- Create calendar of events for service days, chef demos, etc. at the markets
- Continue working with Regional Leads, WSFMA, and DOH on aligned programming
- Continue assistance to individual markets to ensure all federal benefit programs are available and manageable
- Continue working with Kitsap Public Health and other community partners, particularly around direct outreach and in developing better systems for feedback from low income community members