

**Local Food Promotion Program (LFPP)
Final Performance Report**

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by LFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to your assigned grant specialist to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	July 1, 2016 – September 30, 2016
Authorized Representative Name:	Jamie Deaver
Authorized Representative Phone:	608-638-2667
Authorized Representative Email:	jdeaver@fifthseasoncoop.com
Recipient Organization Name:	Fifth Season Cooperative
Project Title as Stated on Grant Agreement:	Fifth Season Expands to Chicagoland
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-WI-0181
Year Grant was Awarded:	2014
Project City/State:	Viroqua, WI
Total Awarded Budget:	99,400

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
 Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. Goal/Objective 1: Develop branding and sales materials to introduce FSC's frozen line to Chicagoland markets.
 - a. Progress Made: Progress Made: Met with and hired a marketing firm to develop a plan to brand FSC's frozen line. Reviewed past collateral materials. Created product profiles and background information on producers and processors. Created print and web-based materials suitable for the Chicago market. The printed banners are displayed at Food Shows, the table tents and posters are displayed in cafeterias of the end users. Updates on the website, social media and in email newsletters focused on frozen blends. End users give us feedback on their thoughts of the ease of use and recipes they use the blends in.
 - b. Impact on Community: Hiring the marketing firm created 4 indirect jobs in the community. Our salesman was also hired creating another job in the community. Continued education and interest on locally sourced healthy food. This has helped to spark the attention of parents and other educational staff as to question where their food is coming from or how it is processed.
 - ii. Goal/Objective 2: Establish relationships with 20 Chicago food service buyers to increase the access to and consumption of regional food.
 - a. Progress Made: Our salesman has made several contacts in the Chicagoland area. He has spoken with 2 distributors/buyers and has spoken at and given samples to 4 of 28 public schools in the area. We have had one booth display in Chicago and have no results from that at this time. Hired a new marketer- Nicole Jones Designs due to Redmann Mahoney cancelling their contract with us after former operations manager Diane Chapeta left. We continue work on branding and sales materials. Recently printed banners and table tents for displays at food shows and in school cafeterias to help promote the purchase and education of local food. We attended the Good Food Fest in Chicago in March and contacted the Chicago Public Farm 2 School Director and will have follow up with her to work on setting up a partnership. Also, have been working with FarmLogix on setting up a partnership to assist in accessing regional foods. Attended a meeting with the USDA regarding freight into Chicago and how to assist in growing that to make regional food more accessible. Continuing to work with salesman/buyers in Chicago to build sales of regional food accessibility.
 - b. Impact on Community: Establishing the relationship with food service buyers and distributors in the Chicagoland area to create sales and consumption of regional foods into the public-school systems and restaurants. Hiring the new marketer created one new job in the community. Working with Farm2School and FarmLogix has assisted with increasing the access and consumption of the

frozen blends into the Chicagoland low income/low access areas with emphasis on the public- school systems at this point.

- iii. Goal/Objective 3: Sell frozen line into Chicago, increase sales and marketing share for 15 WI farmers and food processor members using WI farm ingredients.

- a. Progress Made: Our salesman has had meetings with distributors/salesman within the Chicagoland area. This is still a work in progress. We are also attending two foodservice shows in Chicago to assist in sales into Chicagoland. We have no evidence of any results from the first food show in Chicago. We have not been able to aggregate a member distributor in the Chicago area at this time. increased sales of the frozen line into Chicago being distributed into the public-school system through FarmLogix increasing the access to and consumption of regional food.

- b. Impact on Community: Increased sales and market share of 15 Wisconsin producers and processor members

- iv. Goal/Objective 4: Secure FSC's market path into Chicago to leverage sales for FSC full product line, providing more regional food to Chicago and greater returns to 34 producers and processors by September 29, 2016.

- a. Progress Made: We are currently working with a broker to move our frozen blends into the Chicagoland area. We have verbal information that the blends are being sold into the public-school systems currently. We are unable to obtain any supporting documentation.

- b. Impact on Community: no results available yet

- 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: 3
- ii. Number of jobs retained: 3
- iii. Number of indirect jobs created: 4
- iv. Number of markets expanded: 1
- v. Number of new markets established: 4
- vi. Market sales increased by \$23,908.20 and increased by 13.44%.
- vii. Number of farmers/producers that have benefited from the project: 27
 - a. Percent Increase: 10%

- 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? Yes, reaching into the Chicagoland area has proved to be all-of the above. Very eye opening experience in that the population does not have the means or education of local food.

- 4. Discuss your community partnerships.
 - i. Who are your community partners? Organic Valley, MOSA, Valley Stewardship

- ii. How have they contributed to the overall results of the LFPP project? Aggregation of raw vegetables for the frozen blends as we have mutual members. Training on GAP/HCAPP. Organic Certification education.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? We will continue to work collaboratively.

- 5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? We contracted with the marketing firms for the branding of the Co-Op and the frozen blends, marketing materials and social media and website.

- 6. Have you publicized any results yet?
 - i. If yes, how did you publicize the results? Yes. Newsletters, MailChimp, Website, Cooperative Magazine
 - ii. To whom did you publicize the results? Investors, members, buyers, public
 - iii. How many stakeholders (i.e. people, entities) did you reach? 250 plus

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

- 8. Budget Summary:
 - i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
 - ii. Did the project generate any income?
 - a. If yes, how much was generated and how was it used to further the objectives of the award?

- 9. Lessons Learned:
 - i. Summarize any lessons learned. Draw from 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 would be that the need for fresh produce is defiantly prevalent in the Chicagoland. The foodservice facilities and the retail areas are both demanding fresh products and don't have access to it locally. One issue that we ran into was logistics, finding transportation into the Chicagoland area is a major issue. Between finding a company to deliver in the Chicagoland and the cost it makes the price of the product unaffordable to the end users.
 - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Make sure that you have thought every scenario out thoroughly and have a back-up plan.
 - 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: This was a very nice grant program to work with. Everything is very clear and understandable, user friendly and

easy to work with.

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 will continue our work of this project beyond the performance period as it is laid out in the grant outlines and we will project our results as we have in the past, on our website, newsletters to our members, in magazine articles and such.

- 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? NA