

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>	September 30, 2014 – March 31, 2017
Authorized Representative Name:	Melinda J. Danforth
Authorized Representative Phone:	920-869-2214 Ext. 4461
Authorized Representative Email:	grant@oneidanation.org
Recipient Organization Name:	Oneida Nation of Wisconsin
Project Title as Stated on Grant Agreement:	Oneida Food Enterprise Development & Healthy Foods Initiative
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-WI-0188
Year Grant was Awarded:	2014
Project City/State:	Oneida, Wisconsin
Total Awarded Budget:	\$80,429.00

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: Bill Ver Voort; Email: Wvervoor@oneidanation.org; Phone: 920-954-9809

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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: *Expand availability, improve access & increase producer income.*

a. Progress Made: **We identified two tasks under this goal. 1) Increase customer spending at the Oneida Farmers Market by 20% from \$9.09/week by \$1.82/week to average \$10.91 spent per week. The Farmers Market season in 2016 had an increase of \$2.09/ week spent which gave our total customer expenditure of \$11.18 per week making it a 23% increase. 2) Increase vendor participation by 15% from 40 vendors per week in 2014 to average 46 vendors per week in 2016. We did not quite reach that goal. We did increase the number of vendors but we only averaged 45 vendors per week which equates to a 13% increase. We expect to increase the 2017 season to 47 vendors to reach the 15% increase yet this year.**

b. Impact on Community: **We were able to increase customer spending by 23% thus surpassing our original 20% goal. This had a profound impact on the community. For example, one of the vendors that started up with this program was able to expand her product line due to this increase. In addition, the increase in customer spending meant more money for the vendors at the Oneida Farmers Market. This in turn encouraged more community members to become vendors at the Market. It is our hope that this will carry over into the 2017 Farmers Market and we will continue to increase producers /entrepreneurs and increase the amounts of fresh, healthy foods into the local communities.**

ii. Goal/Objective 2: *Increase consumption, improve community nutrition & health and support/encourage rural economic development.*

a. Progress Made: **In this goal we expected to increase the Oneida Farmers Market customer base by 5% from 299 customers per week by 15 additional customers to average 314 customers per week. In fact we EXCEEDED this goal. We increased our customer base by 49% to average 445 customers per week.**

b. Impact on Community: **Increasing the number of customers at the Oneida Farmers Market was a nice step in encouraging healthy lifestyles. However, in addition to increasing the number of community members exposed to fresh locally produced foods we also had two additional events that the vendors from the Farmers Market attended. The Oneida Farmers Market vendors were at the Oneida Big Apple Fest event on Saturday, September 17. This event was held at the Oneida Apple Orchard and on the Cultural Heritage grounds. It was attended by over 8,000 community members from Oneida, Green Bay, DePere, Appleton, Ashwaubenon, Pulaski and numerous other surrounding communities. In addition, we had some of the vendors attend the Harvest Fest event on Saturday, October 7 at the Tsyunhehkwa organic farm. This event allowed us to showcase various workshops, along with our traditional white**

corn and other local entrepreneurs'. These events really gave us the opportunity to showcase locally produced foods and allowed the entrepreneurs an excellent opportunity to not only increase their present sales, but to show case the Oneida Farmers Market for the 2017 season.

- iii. Goal/Objective 3: *Provide educational opportunities for producer/seller and youth.*
- a. Progress Made: **In the grant we identified 12 workshops that we would host. However after additional community input/interest we added an additional 4 workshops to the list. Then this past winter we offered an additional 9 workshops. Thus increasing the total number of workshops offered to the community to 36 over this entire grant period. The additional 9 workshops included: Corn Storage, Corn Husk Doll, Corn Mat, Basket Weaving, Food Safety, Branding, Marketing, Aquaponics and Beef Jerky making. We anticipated having at least 65 community members participate in our educational workshops. Last time we reported having 117 local community members participate in these workshops with 74 of them being unique. This number has now increased to 142 local community members who participate with 96 of them being unique. This is more than double the number of participants that we had anticipated and we consider this a success, and other Tribes have sought our advice and materials to replicate in their communities.**

In addition to this, the workshops have spurred an increase in educational opportunities here within the Oneida Community. Thanks to this grant a coop was established in 2016 called White Corn Growers group which came together to discuss the harvesting of the white corn that they had planted together in spring. There were around 45 people involved in this project and it continues to grow with an anticipated 70 people interested in being involved in this cooperative group in 2017.

b. Impact on Community: **In addition to the workshops we also had various educational events at the Oneida Farmers Market. Some of these events were: Health and Fitness Day where we had a speaker talk about food and diabetes and had the local YMCA there to demonstrate yoga and other stretching routines. Oneida Culture Day where we had free samples of the traditional Oneida White Corn soup. We had a Kids Day where the kids walked around the ½ mile track near the Market and everyone received a prize for participating.**

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, 20__). Include further explanation if necessary.
- i. Number of direct jobs created:
 - ii. Number of jobs retained: **2**
 - iii. Number of indirect jobs created:
 - iv. Number of markets expanded: **1**
 - v. Number of new markets established:
 - vi. Market sales increased by **\$2.09/week** and increased by **23%/week**.
 - vii. Number of farmers/producers that have benefited from the project: **12**

a. Percent Increase:

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 were able to reach out to low income populations by getting a wireless EBT machine at the 2016 Oneida Farmers Market, which brought in an additional \$941 to the Market. This not only assisted the low income families in the area, but brought an additional \$941 to our Market producers that they normally would not have probably gotten. We hope that we will have more people utilizing this program at our 2017 Farmers Market.
4. Discuss your community partnerships.
 - i. Who are your community partners? **LIVE54218 was created around simple recommendations we could all live every day. Their mission is to create environments in the community that support and promote all residents daily in consuming 5 fruits and vegetables, drinking 4 bottles of water, having less than 2 hours of screen time, and participating in at least 1 hour of physical activity, and sleeping 8 hours a night, Brown County UW-Extension, Glacierland RC&D and Northeast Wisconsin Technical College (NWTC).**
 - ii. How have they contributed to the overall results of the LFPP project? **Assisted in getting the workshop information out to the community in an attempt to increase community participation, and assisted in planning the workshops. NWTC actually assisted with hands on experience at the Growing Gardeners workshop in 2016.**
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? **Will actively assist in presenting at the continuing workshops this summer that correspond to their strengths.**
5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? **No**
6. Have you publicized any results yet? * **Yes**
 - i. If yes, how did you publicize the results? **Newspaper articles, Oneida Farmers Market Facebook, Oneida Tribal website and Oneida Farmers Market newsletters.**
 - ii. To whom did you publicize the results? **The results were open to anyone who wished to view them. However, we assume it was mostly community members who viewed them.**
 - iii. How many stakeholders (i.e. people, entities) did you reach? ? **Seymour newspaper about 10,000 people, the Kalihwisaks goes to about 7,000 households, and the Freedom Pursuit reaches approximately 2,500 people. The Oneida Farmers Market newsletter goes out via email to 385 employees of the Oneida Tribe and an additional 198 people who signed up. The Oneida Farmers Market Facebook page has 1,339 followers to date.**

*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**

- i. If so, how did you collect the information? **We surveyed the participants of the workshops and the Experiential Learning workshops to get their feedback.**
 - ii. What feedback was relayed (specific comments)? **When asked what their experience in the workshops were, the average response was 90% agreed or strongly agreed it was a good experience (some workshops were higher and some were lower). We asked them if they would like to see these workshops offered in their communities, 100% of the participants replied yes. When we asked them if they got the proper tools for them to move forward on their own, the average response was 88% yes.**

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: **The budget information will be sent separately for they need more time to complete their report.**
 - ii. Did the project generate any income? **No**
 - 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). **The Oneida community and other surrounding communities were so invested and excited about these educational opportunities that the Oneida Nation of Wisconsin has decided to utilize Oneida Nation resources to continue to offer educational opportunities to community members in an attempt to encourage and engage more community members into participating in the local economy and in specifically the local food promotion movement.**
 - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: **We were able to achieve our goals; in fact we surpassed our expected goals.**
 - 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: **Even though we surpassed our goals, a lesson learned would be to ensure you allot the proper amount of time for planning purposes. We feel that our project was a huge success, yet we needed additional time to ensure that this indeed did happen. Thus we would recommend allowing additional time to planning your educational hands on experiential learning workshops.**

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. **In addition to continuing to offer the educational workshops, we are supporting the White Corn Growers group in their goal of increasing the number of backyard White Corn growers. White Corn is a traditional crop of the Oneida People**

and contains more nutritional properties than the average sweet corn. This group not only wants to increase the number of White Corn growers, but also offer them an entrepreneurial opportunity for them to make money. At the same time, this group will provide a product that is in high demand in the Oneida Community, but low access at this time.

- 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? **One of our goals in this project was to increase consumption, improve community nutrition & health and support/encourage rural economic development. We increased our customer base at the Oneida Farmers Market by 49% to average 445 customers per week. This increase not only assisted the vendors at the market to increase their revenue, but it will also show that the consumption of nutritious locally produced foods will increase within the community. This long term, increased consumption of locally produced foods will provide a health benefit by supporting reductions in obesity, chronic diseases, poor nutrition, and a corresponding reduction in health care costs.**