

**Project #1 South Dakota Specialty Producers Association**

# FINAL PERFORMANCE REPORT

AWARD YEARS 2016 FORWARD

A Final Performance Report must be received within 90 days after the end of the grant agreement. You are required to report on the administration of the agreement and each project approved within the agreement. The completed Final Performance Report will be posted to the AMS website.

## GRANT INFORMATION

### AGREEMENT

<b>AMS Agreement Number:</b>	AM18SCBPSD0049-00			
<b>Period of Performance:</b>	<b>Start Date:</b>	9/30/18	<b>End Date:</b>	9/29/2022
<b>Award Amount:</b>	\$52,487.00			

### RECIPIENT

<b>Recipient Organization Name:</b>	South Dakota Specialty Producers Association		
<b>Recipient's Point of Contact</b>			
<b>Name:</b>	Peggy Martin		
<b>Phone:</b>	605.685.5428		
<b>Email:</b>	peggy@cedarcreekgarden.com		

### REPORT

<b>Report Type:</b>	Final Performance Report
<b>Date Report is Submitted:</b>	Nov 2, 2022

## GRANT ADMINISTRATION

If funds were used for grant administration, indicate the amount of funding expended from the beginning of the grant to the end of the reporting period covered by this report. Also, indicate the amount charged as indirect expenses versus the amount charged as direct expenses.

Amount Requested	Direct and/or Indirect Expended to Date
\$3,779.54	Indirect
\$48,707.46	Direct

## FINAL PROJECT REPORT TEMPLATE

Final Performance Reports must illustrate the completion of each project within the grant agreement. Each project shall be outlined as separate project profiles. You will report on projects in the same order they were submitted in the approved application and subsequent amendments.

## PROJECT INFORMATION

<b>Project Title</b>	"Development of Statewide Farmers Markets Collaborative Support System and Specialty Crop/Local Foods Brand"		
<b>Recipient Organization Name:</b>	South Dakota Specialty Producers Association		
<b>Period of Performance:</b>	<b>Start Date:</b>	9/30/18	<b>End Date:</b> 9/29/2022
<b>Recipient's Project Contact</b>			
<b>Name:</b>	Peggy Martin		
<b>Phone:</b>	605.685.5428		
<b>Email:</b>	peggy@cedarcreekgarden.com		

## PERFORMANCE NARRATIVE

### PROJECT BACKGROUND

*Provide enough information for the reader to understand the importance or context of the project. This section may draw from the background and justification contained in the approved project proposal.*

A crucial marketing outlet for many specialty crop producers, and especially small-scale producers, are the farmers markets in South Dakota. Farmers Markets provide fresh produce in food deserts and keep food dollars local. The development of a statewide farmers market collaborative support system allowed for us to bring market managers, vendors, and stakeholders together to develop a plan to address their needs and promote the Farmers Markets through marketing. Providing educational resources has also helped support the markets and vendors.

Additionally, we hoped to work with SD Local Foods Coalition partners to develop a SD Local Foods brand through this grant to help customers instantly recognize a product as being grown locally in our state. Prior to being awarded this grant, another member of the coalition had taken it upon themselves to develop a local foods brand, and so our work went to supporting their brand rather than creating one, including collaboration with the SD Local Foods Coalition.

### ACTIVITIES PERFORMED

*Address the below sections as they relate to the entire project's period of performance.*

### OBJECTIVES

*Provide the approved project's objectives.*

#	Objective	Completed?	
		Yes	No*
1	<b>Objective 1 Develop a plan for statewide farmers market collaborative support system</b>	X	
2	<b>Objective 2 Develop a statewide specialty crop/local foods brand</b>	X	
3			
4			

*\*If no is selected for any of the listed objectives, you must expand upon this in the challenges and lessons learned sections.*

## ACCOMPLISHMENTS

List your accomplishments for the project's period of performance, including the impact they had on the project's beneficiaries, and indicate how these accomplishments assist in the fulfillment of your project's objective(s), outcome(s), and/or indicator(s).

#	Accomplishment or Impact	Relevance to Objective, Outcome, and/or Indicator
1	<p>SDSPA took planning steps to develop collaborative support systems for farmers markets (FM), beginning in 2019.</p> <p>A needs assessment tool was created in 2020 and shared with markets. All South Dakota Farmers Markets were contacted, of which 28 responded online or to a phone call from a SDSPA contractor. Through this data collection, Farmers Market Representatives shared educational training or resource requests of their vendors and markets, areas that they needed support, and ideas they wished to share.</p> <p>The official statewide Farmers Market SDSPA chapter, which is now called the S.D. Farmers Market Coalition, launched in early 2020. We had six markets in 2020. In 2021 there were 17chapter members. In 2022 there were 14 members. Paid memberships decreased during the grant period, however several markets continued to participate without submitting dues. 28 SD markets have attended at least one chapter meeting.</p> <p>In 2022 the coalition continued monthly networking meetings and our Farmers market communications list grew to 51. This year the farmers market coalition recruited a leadership team of three individuals that have assisted with guiding the group and bringing in new ideas for education. In 2022 the coalition leadership team developed a Facebook Page for public marketing and a Facebook Group for farmers market manager communications.</p> <p>SD Farmers Market Coalition monthly meetings are a chance for market managers and vendors to gather, share ideas to improve markets, talk through similar issues, and offer coordinated education. Education in 2021 included food</p>	<p><b>Objective 1 Develop a plan for statewide farmers market collaborative support system</b></p> <p><b>Outcome 3 Indicator 3a</b> Develop a plan for statewide farmers market collaborative support system</p> <p><b>Outcome 8 Indicator 5</b> Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.</p>

#	Accomplishment or Impact	Relevance to Objective, Outcome, and/or Indicator
	<p>safety, the Power of Produce Club (a program of the National FM Coalition), S.D. Sales taxes regulation for vendors presented by the South Dakota Department of Revenue, and the Naturally Certified Grown program. In 2022, we had a presentation on how Farmers Markets were able to use SNAP for sales (and provided a recording on our YouTube channel-28 views- <a href="https://www.youtube.com/watch?v=dzK4OfPbFNQ">https://www.youtube.com/watch?v=dzK4OfPbFNQ</a>), the Food4All program (YouTube channel recording- 28 views- <a href="https://youtu.be/bvzfKbmmLdw">https://youtu.be/bvzfKbmmLdw</a>), Nonprofit status for Farmers Markets (YouTube channel recording- 10 views- <a href="https://www.youtube.com/watch?v=se4Uw6IMh0&amp;ab_channel=SDSPA">https://www.youtube.com/watch?v=se4Uw6IMh0&amp;ab_channel=SDSPA</a>). We also had an official proclamation from the state Governor to bring awareness to National Farmers Market week.</p> <p>The coalition participants have recognized the value of collaboration, and have decided they will establish themselves with bylaws providing more formality to their SDSPA chapter status, and will elect a board in 2023. This will also allow them to have their own funds to assist with chapter work &amp; goals.</p> <p>The SD FM Coalition meetings have proven to be a valuable resource for vendors and market managers, and through this grant project we have been able to develop the framework needed by this chapter to develop as an independent unit. There is now a SDSPA chapter policy, chapter application and chapter by-law templates in line with the SDSPA By-Laws, available for any potential chapter to use to have the ability to clearly define a chapter's abilities and opportunities.</p>	
2	<p>SDSPA launched the farmers market website in February 2019, <a href="https://sdspecialtyproducers.org/farmers-markets/">https://sdspecialtyproducers.org/farmers-markets/</a>. South Dakota Farmers Markets are currently listed with contact information. To date, this list is the most current and accurate online listing for FM's in SD in one place. Since 2019 we</p>	<p><b>Outcome 3 Indicator 3a</b> Develop a plan for statewide farmers market collaborative support system</p>

#	Accomplishment or Impact	Relevance to Objective, Outcome, and/or Indicator
	<p>have contacted markets annually to complete or update the farmers market data collection survey. This information is used to update the online directory. Unique page views from June 2021-Sept 30, 2022 totaled 1,599.</p> <p>Resources have been compiled for the farmers market managers and vendors and are easily accessible for them on the Farmers Market page of the SDSPA website. Items included price reports, monthly farmers market meeting summaries, and the SDSPA Farmers Market Resource Guide.</p>	
3	<p>In response to COVID-19 in 2020 and its effect on markets' ability to reach customers, we launched an online farmers market software sponsorship. The online farmers market software continued to be used with great success. Markets were able to select their preferred software falling within the budget of \$525.</p>	<p><b>Outcome 8a Indicator 5</b> Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.</p> <p><b>Outcome 3 Indicator 3a</b> Develop a plan for statewide farmers market collaborative support system</p>
4	<p>In 2019 one of the key objectives was to determine what promotional materials were needed to promote the purchasing of specialty crops at farmers markets.</p> <p>To promote all South Dakota farmers markets SDSPA purchased multiple promotion items. One included a vendor display designed to look like a farmers market booth, which we utilized at all public outreach events. Additional items included postcards, farmers market themed temporary tattoos, and two display banners. We continued to utilize these items to promote specialty crops at events through 2021, such as Value Added Ag Day at the SD State Fair in 2021.</p> <p>In 2020 and 2021 SDSPA participated in youth focused activities promoting &amp; educating on specialty crops found at S.D. Farmers markets during Ag Day at the Washington Pavillion. Other events were scheduled but canceled due to Covid.</p> <p>In 2021 we used knowledge gained from our needs assessment to implement a farmers market</p>	<p><b>Outcome 3 Indicator 3a</b> Develop a plan for statewide farmers market collaborative support system</p>

#	Accomplishment or Impact	Relevance to Objective, Outcome, and/or Indicator
	<p>signage program. Eight markets were reimbursed up to \$450 for specialty crop focused farmers market signage.</p> <p>In 2021 advertisements promoting the farmers market website directory were purchased in Down Country Roads Magazine (2,500 printed, 2 months online) and in the S.D. Magazine (40,000 subscriptions). A Farmers Market promotional rack cards with QR code that directed users to SPA's online farmers market directory and 10,000 were distributed at 140 locations including I90 and I29 welcome centers. We also partnered with the Black Hills Farmers Market to develop a S.D. Farmers Market Commercial that aired multiple times on a local station and was cross posted online.</p>	
5	<p>Based on a need frequently discussed at farmers market coalition meetings, to provide vendors with price averages and ranges across the state, while maintaining the privacy &amp; anonymity of the vendors providing data, we gathered, compiled &amp; shared specialty crop price data in 2021. Reports are available on our website at <a href="https://sdspecialtyproducers.org/resources-2/economics/">https://sdspecialtyproducers.org/resources-2/economics/</a>.</p>	<p><b>Outcome 8a Indicator 5</b> Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.</p>
6	<p>Shifting funds originally intended for the SD Local Foods Branding project for objective 2, we hosted the first virtual S.D. Local Foods Conference Nov. 2020 to provide educational information on marketing, soil health, producer innovations, value added ideas, traditional preservation of Lakota foods, IPM, and offered two chef demonstrations using specialty crops. Presentations can be viewed at <a href="https://sdspecialtyproducers.org/2021/04/27/2020-south-dakota-local-foods-conference-videos/">https://sdspecialtyproducers.org/2021/04/27/2020-south-dakota-local-foods-conference-videos/</a></p>	<p><b>Outcome 3 Indicator 3a</b> Develop a plan for statewide farmers market collaborative support system</p>
7	<p>Statewide Local Foods Branding is one of the objectives of the SD Local Foods Coalition. One of the concerns for the branding issue is the fact that another ag-related organization created a brand without the input and/or support of the rest of the state. The group was already promoting this logo/brand as the official S.D.</p>	<p><b>Objective 2 Develop a statewide specialty crop/local foods brand</b></p> <p><b>Outcome 8a Indicator 5</b> Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.</p>

#	Accomplishment or Impact	Relevance to Objective, Outcome, and/or Indicator
	Local Foods brand. Because of this problem, the SDSPA Board decided to support and promote the logo that was developed. We continue to promote the “SoDak Grown” branding by incorporating the logo into marketing materials distributed at events, in local foods conference branding, and other marketing materials.	<b>Outcome 3 Indicator 3a</b> Develop a plan for statewide farmers market collaborative support system

## CHALLENGES AND DEVELOPMENTS

*Provide any challenges to the completion of your project or any positive developments outside of the project’s original intent that you experienced during this project. Also, provide the corrective actions you took to address these issues. If you did not attain an approved objectives, outcome(s), and/or indicator(s), provide an explanation in the Corrective Actions column.*

#	Challenge or Development	Corrective Action or Project Change
1	In 2019 severe weather events resulted in attendance being less than expected for the Farmers Market Chapter development. Extreme flooding throughout the state continued to plague producers and conversations, which put dialogue with FM managers behind schedule.	In late 2019 during the Local Foods Conference, Farmers Market managers & vendors connected and teleconference meetings followed, leading to chapter development in 2020.
2	Additional contractor time was needed to develop professional chapter establishment, processes and documents and support.	In Sept. of 2019, a long term/very experienced contractor left SDSPA to pursue private business goals. The loss of the individual and hiring processes had a short-term effect on organization projects. A service agreement started May 15, 2021 with Laura Kahler to provide farmers market focused contracted services.
3	Covid-19 Pandemic	The pandemic hindered activities and the normal ways of doing things in 2019 and 2020. Farmers market managers were apprehensive about scheduling face to face events. Many events were canceled. An extension was requested in 2021 for this grant since our efforts were restricted and the timeline adjusted for completion in the Fall of 2022. SDSPA shifted to supporting activities virtually and through other methods. Meetings and webinars were scheduled through Zoom vs. face-to-face. Live events incorporated Covid guidelines. Rather than bumper stickers and promotional items, we funded statewide farmers market promotional efforts in magazines and

#	Challenge or Development	Corrective Action or Project Change
		television ads rather than items designed for face-to-face events.
4	One of the concerns for the branding issue is that fact that Dakota Rural Action created a brand without the input and/or support of the rest of the state and is already promoting this logo/brand as the SD Local Foods brand. Because of this problem, the SDSPA Board decided we will support the use of the existing statewide branding logo created by DRA vs. using resources to develop a different logo and compete. Statewide Local Foods Branding is one of the focus areas of the SD Local Foods Coalition.	We had originally budgeted \$5,000 for graphic design work, but reallocated these funds to support farmers markets and local producers via educational outreach at the statewide S.D. Local Foods Conference, which will be a virtual event this year.

### LESSONS LEARNED

*Provide recommendations or advice that others may use to improve their performance in implementing similar projects.*

This project brought to the light the importance of having focused grower/networking groups. SDSPA provides an avenue for communication, financial management, marketing and support for these types of groups to function. The knowledge gained from this grant directed the content submitted in our 2022 grant, to help form new specialty crop focused networking groups.

While all participants find the networking & education to be extremely valuable, one thing that we have struggled with is finding individuals within the group to take on leadership. Participants are available to step in to help facilitate meetings and lead discussion; it is difficult to find volunteers to assist with group communications, agenda development, speaker contact and similar work which SDSPA contractors have had to complete on behalf of the group. This is likely due to the fact that the season when the group is most active and desiring to connect is also the season that those involved in specialty crop production are professionally busy with their farm work. From this, we've learned the importance of ensuring SDSPA contractor time is available to provide consistency and administrative support to the group throughout the year.

### CONTINUATION AND DISSEMINATION OF RESULTS (IF APPLICABLE)

*Describe your plans for continuing the project (sustainability; capacity building) and/or disseminating the project results.*

The Farmers Market Website will continue to be managed by SDSPA. The official state farmers market list and future projects, events and relevant communications will be shared there.

The coalition and its leadership team concluded the grant period by implementing plans to establish the group as a chapter of SDSPA. They have found the monthly meetings to be especially valuable and instrumental in their market support system. The leadership team is completing bylaws and will elect positions in January 2023.

### BENEFICIARIES

**Number of project beneficiaries:** 2,692 individuals

Views on YouTube channel related to SCBG 2018: 92 views

Attendance at FM coalition meetings: average 8 attendees \* 32 meetings = 256 participants contacted via meetings

Coalition members: 51 individuals signed up on our monthly email list

Farmers Markets: Promotion of 44 farmers markets and their vendors

Value Added Ag Day 2021: 250

Washington Pavillion 2020 & 2021 (interacted with 200 each year)

Website- Unique page views from June 2021-Sept 30, 2022 totaled 1,599.

## OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

*Provide the results of the project outcome(s) and indicator(s) as approved in your application and project proposal. The results of the outcome(s) and indicator(s) will be used to evaluate the performance of the Program on a national level.*

### OUTCOME MEASURE(S)

*Select the Outcome Measure(s) that were approved for your project.*

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- x  **Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- x  **Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

### OUTCOME INDICATOR(S)

*Provide the indicator approved for your project and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator (add more rows as needed).*

#	Outcome and Indicator	Quantifiable Results
1	<p><b>Outcome 3 Indicator 3a</b></p> <p>Enhance the competitiveness of specialty crops through increased access</p> <p>Of the 38 farmers markets in South Dakota listed in the 2017-18 SD Local Foods Directory, SDSPA expanded the delivery system of specialty crops through increased visibility and coordination of markets through 95% increased website representation.</p>	<p>Creation of Farmers Market Directory Online <a href="https://sdspecialtyproducers.org/farmers-markets/">https://sdspecialtyproducers.org/farmers-markets/</a></p> <p>Thirty-eight farmers markets were listed in a print S.D. Local Foods directory (2017-2018). SDSPA made a more convenient online directory which includes a visual Google map feature. Each market has a complete detailed listing including such things as hours, location, contacts and more. We have exceeded the 95% website</p>

	<p>SDSPA will provide the completed Farmers Market Plan as a deliverable of project work.</p>	<p>representation outcome 3, indicator 3a, by putting 44 markets on the SDSPA website in 2021. This official list has been updated annually since 2019.</p> <p>The Farmers Market webpage and online directory was the 2nd most visited page overall on the SDSPA website in 2021 with average time spent by users of 2 minutes and 5 seconds. According to a study done by Sevell Marketing the average consumer spends 45 seconds statistically. In 2022 it continues to be the 2nd most visited page with average time spent at 2 minutes and 9 seconds.</p>
2	<p><b>Outcome 3, indicator 3a</b> Enhance the competitiveness of specialty crops through increased access</p> <p>Of the 38 farmers markets in South Dakota listed in the 2017-18 SD Local Foods Directory, SDSPA expanded the delivery system of specialty crops through increased visibility and coordination of markets through 95% increased website representation.</p> <p>SDSPA will provide the completed Farmers Market Plan as a deliverable of project work.</p>	<p>SDSPA's Farmers Market Resource Guide allows new and developing markets to better plan for their structure and function. Available online as a PDF (<a href="https://sdspecialtyproducers.org/wp-content/uploads/2022/03/FM-Resource-Outline-2022-version.pdf">https://sdspecialtyproducers.org/wp-content/uploads/2022/03/FM-Resource-Outline-2022-version.pdf</a>), the resource guide includes information for farmers markets on market structure and organization, including bylaws, market rules, policies &amp; procedures. It also provides informational links for regulations and best practices for specific products.</p>
3	<p><b>Outcome 3 Indicator 3a</b> Enhance the competitiveness of specialty crops through increased access</p> <p>Of the 38 farmers markets in South Dakota listed in the 2017-18 SD Local Foods Directory, SDSPA expanded the delivery system of specialty crops through increased visibility and coordination of markets through 95% increased website representation.</p> <p>SDSPA will provide the completed Farmers Market Plan as a deliverable of project work.</p>	<p>Two Farmers Market banners designed and ordered for SPA and were used at 6 events in 2020 and all events we did in person in 2021. Photos of the Farmers Market themed display can be viewed in the 2020 Ag Fest photos at <a href="https://sdspecialtyproducers.org/gallery/">https://sdspecialtyproducers.org/gallery/</a></p>
4	<p><b>Outcome 3 Indicator 3a</b> Enhance the competitiveness of specialty crops through increased access</p> <p>Of the 38 farmers markets in South Dakota listed in the 2017-18 SD Local Foods Directory, SDSPA expanded the delivery system of specialty crops through increased visibility and coordination of</p>	<p>We had six markets in 2020. In 2021 there were 17 chapter members. In 2022 there were 14 members, though some continue to participate without paying dues. 28 SD markets have attended at least one chapter meeting. Our Farmers market communications list has grown to 51.</p>

	<p>markets through 95% increased website representation.</p> <p>SDSPA will provide the completed Farmers Market Plan as a deliverable of project work.</p>	
5	<p><b>Outcome 8, Indicator 5</b></p> <p>Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development</p> <p>Increased revenue of farmers market vendors by \$25 per day average.</p> <p>This number is based on average vendor sales of \$500 per day from the farmers market survey conducted in 2016 by Ben Stout, SDDA. (Attached).</p>	<p>We do not have documentable results, but we have verbal communication that our television, magazine, and newspaper ads were effective in driving consumers to purchase local at farmers markets.</p>
6	<p><b>Outcome 3 Indicator 3a</b></p> <p>Enhance the competitiveness of specialty crops through increased access</p> <p>Of the 38 farmers markets in South Dakota listed in the 2017-18 SD Local Foods Directory, SDSPA expanded the delivery system of specialty crops through increased visibility and coordination of markets through 95% increased website representation.</p> <p>SDSPA will provide the completed Farmers Market Plan as a deliverable of project work.</p> <p><b>Outcome 8a Indicator 3a</b></p> <p>Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development</p> <p>Increased revenue of farmers market vendors by \$25 per day average.</p> <p>This number is based on average vendor sales of \$500 per day from the farmers market survey conducted in 2016 by Ben Stout, SDDA. (Attached).</p>	<p>Three Farmers Market's launched online ordering systems for their customers as a result of a software sponsorship from SPA. Our efforts were redirected from Statewide branding to focus on marketing online.</p> <p>Capital City Farmers Market, one of the sponsorship recipients, said they would not have had any markets May 2020 without the grant dollars that supported the online software.</p> <p>The Vermillion Farmers Market, another recipient, launched their online ordering system in September 2020. They submitted statistical data that indicated utilization of the system began in mid-September. They were able to increase sales. They did not increase \$25 every market but were in line with covid disruptions, and saw new customers.</p> <p>The last recipient, the Black Hills Farmers Market, launched their online system in June 2020. Their survey response indicated they saw an average online monthly sales per producer of \$303 per month, and peaked in September at \$539. This system was heavily utilized during the COVID period, and then transitioned into a platform for the development of their wholesale market ordering.</p>
7	<p><b>Outcome 8, Indicator 5</b></p>	<p>19 vendors from various farmers markets across the state responded to a survey regarding how</p>

	<p>Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development</p> <p>Increased revenue of farmers market vendors by \$25 per day average.</p> <p>This number is based on average vendor sales of \$500 per day from the farmers market survey conducted in 2016 by Ben Stout, SDDA. (Attached).</p>	<p>their sales changed since the start of the grant work in 2018. For two vendors, 2022 was their first year and so they had no growth. However, 15 saw an increase in sales during this time period. This is especially exciting given the challenges COVID presented vendors during this time.</p> <p>Of the 15 who saw an increase in sales, 47% had an increase over \$25/ market and 53% had an increase in the range of \$0-25/ market. While we had hoped that more vendors would report an increase above \$25/ market, it's also important to note that many of our reporting vendors never exceed sales of \$500/market.</p> <p>12 of these vendors reported sales under \$400/ market, and 7 had sales over \$400/ market.</p>
8	<p><b>Outcome 8, Indicator 5</b></p> <p>Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development</p> <p>Increased revenue of farmers market vendors by \$25 per day average.</p> <p>This number is based on average vendor sales of \$500 per day from the farmers market survey conducted in 2016 by Ben Stout, SDDA. (Attached).</p>	<p>Markets who received sponsorship towards Farmers Market signage expressed in a 2022 survey that they had strongly appreciated the signage, with 15 of the 17 vendors &amp; managers associated with those markets stating that signage had a valuable impact at their market. Survey responses stated they noticed the signage project was responsible for increasing weekly attendance, helping new customers locate the market, increasing community awareness, serving as a reminder of the market date/time, and increasing sales.</p>

## DATA COLLECTION

*Explain what data was collected, how it was collected, the evaluation methods used, and how the data was analyzed to derive the quantifiable indicator.*

A farmers market needs assessment form was created for self-entry or phone interview entry. A farmers market data collection survey was created for gathering logistical details, vendor numbers, product type, etc. Farmers markets are contacted annually for updates. Both forms continue to be available on the farmers market webpage for markets to add current needs or update/add market information.

Markets involved in the online ordering systems were contacted directly for sales information reporting. Markets involved in the signage sponsorship completed a survey in 2022 survey to report impact of signage.

Farmers markets across the state responded to a survey in 2022 regarding how their sales changed since the start of the grant work in 2018.

## FEDERAL PROJECT EXPENDITURES

## EXPENDITURES

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel		
Fringe Benefits		
Travel	\$2,649.00	\$1,340.19
Equipment		
Supplies	\$7,250.00	\$8,009.61
Contractual	\$37,500.00	\$37,359.26
Other	\$1,200.00	\$1,998.40
<b>Direct Costs Sub-Total</b>		\$48,707.46
<b>Indirect Costs</b>	\$3,888.00	\$3,779.54
<b>Total Federal Costs</b>	\$52,487.00	\$52,487.00

## DISCUSSION OF EXPENDITURES

For 1<sup>st</sup> Annual Reports if this amount is less than 30 percent and for 2<sup>nd</sup> Annual Reports if this amount is less than 60 percent, include a statement explaining how the grant funds will be expended and project activities completed as planned by the end date on the grant agreement.

Over the period of the grant, COVID severely reduced the ability to travel, and therefore our need to fund travel. Supporting farmers markets needs required slight shifting in funds, resulting in underspending in travel but then utilizing those funds for the other categories.

## PROGRAM INCOME (IF APPLICABLE)

Source/Nature (i.e., registration fees)	Amount Approved in Budget	Actual Amount Earned
1. 2022 FM Chapter Dues (14)		\$560
2.		
3.		
<b>Total Program Income Earned</b>		

## Use of Program Income

Describe how the earned program income was used to further the objectives of this project.

Supporting the Farmers Market Chapters. Dollars were used for upkeep for the farmers market coalition contractor support hours. This form is still available on the FM website for markets that want to report a need.

## ADDITIONAL INFORMATION

Provide additional information available (i.e., publications, websites, photographs) that is not applicable to any of the prior sections.

S.D. Farmers Market Online Directory: <https://sdspecialtyproducers.org/farmers-markets/>  
 S.D. Farmers Market Coalition Members Group: <https://www.facebook.com/groups/562122468614189>  
 S.D. Farmers Market Coalition Page: <https://www.facebook.com/SDfarmersmarketcoalition>  
Vendor Sale Survey Results:

If you are a vendor, what was your average revenue at each market in 2021?	If you are a vendor, how have your revenues from farmer's markets changed since 2018 (or when you started as a vendor if you began after 2018)?	Do you have any comments regarding sales/revenue at the farmer's market?
\$100-250	2021 was first year	learned alot our first year - will implement new things for 2022
\$100-250	Revenues have increased by \$25-50/market	No
\$100-250	This year was my first market	No
\$100-250	Revenues have increased by \$25-50/market	
\$100-250	Revenues have increased by more than \$50/ market	No
\$100-250	Revenues have increased by \$0- 25/market	We should focus on getting more people to sign up to be a vendor at the Market! We also need a created location for the farmers market!
\$100-250	Revenues have increased by more than \$50/ market	We shut down for the year 2020 it was hard getting our customer's back in 2021
\$250-400	Revenues have increased by \$25-50/market	
\$250-400	Revenues have not changed	Sales depends a lot on time of market and which day, and June seems to be better than July if you can have products others do not have.
\$250-400	Revenues have increased by more than \$50/ market	I am more than satisfied with my sales at the market.
\$250-400	Revenues have increased by \$0- 25/market	

\$400-650	Revenues have increased by \$0- 25/market	The more people that come, the bigger our revenues.
\$400-650	Revenues have increased by more than \$50/ market	Our markets have new vendors and increased attendance by customers
\$400-650	Revenues have decreased by \$25-50/ market	Too much work for too little money, but I don't want it to die!
Less than \$100	Revenues have increased by \$0- 25/market	We go to the market to increase awareness, because our actual sales are not much. We give our weekly vegetable shares out at the Market as well.
More than \$650	Revenues have increased by more than \$50/ market	Sales are better when there are more vendors.
More than \$650	Revenues have increased by more than \$50/ market	
More than \$650	Revenues have increased by more than \$50/ market	
More than \$650	Not applicable	