

Project #3 Project Fresh

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.

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

Project Title	Project Fresh		
Recipient Organization Name:	Heart of the Whetstone Valley, Horizons		
Period of Performance:	Start Date:	6/5/2019	End Date: 9/29/2022
Recipient's Project Contact			
Name:	Susan Goodhart		
Phone:	605 880 5568		
Email:	Susangoodhart40@gmail.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.

The point of this project was to educate public about nutritional options of produce. To have a more varied selection at our farmers market. To encourage existing and attract new vendors to grow more types of produce. To expand into more markets such as institutional, restaurants, such as grocery stores.

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	To encourage local fruit and vegetable producers to grow more commodities for local consumption	X	
2	To develop local markets by educating commercial and institutional establishments of the nutritional benefits and availability of locally grown	X	

	produce. *Local markets: weekly farmers market, care center, Wilmot school district, Wilmot Foods grocery store, area restaurants and residents.		
3	To educate our residents, business owners and administrators on the availability of nutritious home grown produce which will impact the overall health of consumers	X	
4	To increase the number of producers by a pre-count and post-count with goal of five new producers	X	
5	Seek out establishments that will purchase fresh produce with a goal of five new participating businesses.	X	
6	Provide educational materials to distribute to area producers and consumers on availability of fresh grown commodities and how it will affect healthy outcomes.	X	

**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	Free environmentally friendly produce bag giveaway, inside was a coupon to be used that week at the market.	To develop local market(s), people purchased more and different produce.
2	Flyers have been distributed to area businesses and available at weekly markets.	Objective 6: Provide educational materials to distribute to producers and consumers.
3	Corn Feed Supper of corn on the cob and other goods from the market.	Increased number of consumers and buyers to the market.
4	Cancer team, cancer walk combines with the farmers market.	People who came for the cancer walk were made aware of all the market had to offer. The market gained new customers.
5	Market manager established relationships with area restaurants. Two local restaurants had dishes with locally grown produce (in-season) as a selling point. This made restaurant customers aware of items available at our Farmer Market in Wilmot, open Wednesdays 4:30-6:30	Objective 5: Seek out establishments that will purchase our fresh produce.
6	Add 2 new producers: Monthly give away drawing, a basket filled with one donated items from each producer. Producers mark off dollars spend on a customer's give away slip. When there slip is full, they put in for the drawing. Each completed slip represents \$10 in sales. Vendors saw an increase in sales as customers spend more to fill out their slip. More slips meant more chances for customer to win. Last week of the month one winner was drawn and received the basket. Winners are posted on the website (with picture if permission). This ties into the objective with an increase in sales for producers. Increase number of producers wanting to sell at our market.	Objective 4: To increase number of producers by pre and post count with a goal of 5.
7	Increased variety of items available. 6 new varieties of peppers and mulberries. Available	Objective 1: To encourage local fruit and vegetables producers to grow more commodities for local consumption.

#	Accomplishment or Impact	Relevance to Objective, Outcome, and/or Indicator
	on Wed., 4:30-6:30 at the Wilmot Farmers Market, June-mid October.	
8	Weekly newspaper advertising and web site updates that inform of all the produce available that week.	Objective 3: To educate our residents, business owners and administrators on the availability of nutritious home grown produce which will impact the overall health of consumers.
9	Flyers have been distributed to area business and are available at weekly markets.	Objective 6: Provide educational materials to distribute to area producers and consumers on availability of fresh grown commodities and how it affects health outcomes.

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	Challenging not being able to enter the reservation due to COVID	Producers were able to sell in the city of Sisseton which is on the reservation and serves the indigenous community
2		
3		
4		

LESSONS LEARNED

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

Monthly market basket give-away, Sweet Corn Feed, recipes with produce sold, smaller size bread and jelly were great for older customers. Canned foods such as salsa, spaghetti sauce, jellies, pickles were good sellers. Customers really appreciated the items that were grown, baked, canned or made by the individual selling them. Making the farmers market a community event is a worthy goal to build customer relationships.

CONTINUATION AND DISSEMINATION OF RESULTS (IF APPLICABLE)

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

At this time our plans are to continue the farmers market the same way and by the same schedule.

BENEFICIARIES

Number of project beneficiaries:.....900 customers and 20 vendors over life of grant

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

- ☐ **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
- ☐ **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	Outcome #1 Enhance competitiveness of specialty crops through increased sales (required for marketing projects.) Indicator 1 Sales in 2019 is \$8000.00 and our goal is to increase sales by 30% in 2020 to \$12,400 as a result of marketing and/or promotional activities.	The reporter tracked sales and compared them to previous season. 2019: \$8,000 2020: \$10,000 2021: \$12,500 2022: \$13,000
2	Outcome #2 Enhance the competitiveness of specialty crops through increased consumption Indicator 1 Of the 125 children and youth reached: a. 125 gained knowledge about eating more specialty crops b. 100 reported the intention to eat more specialty crops c. 115 reported eating more specialty crops	Customers at the farmers market found produce they couldn't find elsewhere locally. Poblano peppers, black peppers, mulberries. Working with the school to educate students and help them to start their own edible and floral plants in the greenhouse. 95 students were able to take home a variety of garden plans to replant in their home gardens. Some younger students were also able to take home floral planters for Mother's Day. a. 125 gained knowledge about eating more specialty crops b. 100 reported the intention to eat more specialty crops c. 115 reported eating more specialty crops
3	Outcome 2. Indicator 2. Out of the 100 adults reached: a. 100 gained knowledge about eating specialty crops b. 70 reported the intent to eat more specialty crops c. 60 reported eating more specialty crops	Market vendors would talk with customers and offer flyers and information about the products they were selling. They would offer recipes and advice on how to use the specialty crops in their meals. a. 140 gained knowledge (how many customers the vendors talked to) b. 100 reported the intent to eat more specialty crops c. 85 reported eating more specialty crops

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.

Sales data were collected from 'monthly giveaway slip'. (If customer didn't take one, vendor would fill in amount of sale on a slip for records.) Sales data was also collected weekly by the reporter.

125 children gained knowledge about specialty crops through direct teaching in the classroom. Samples of specialty crops (broccoli, peppers, etc.) were given to students to taste, 100 of them said they would eat more. When asked at a later time in class, 115 said they had eaten them again. (This was done 2 of the last 3 years.)

Number of adults gaining knowledge was measured by how many took a copy of our brochure and how many talked with vendors. Indicators 1.b and c regarding eating more specialty crops were measured by customers purchasing specialty crops and return customers reporting that they were eating more.

FEDERAL PROJECT EXPENDITURES

EXPENDITURES

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel	12,750	9,300
Fringe Benefits		
Travel	1,605	2,084
Equipment		
Supplies	1,850	1,192.46
Contractual		
Other		
Direct Costs Sub-Total	\$16,205	12,576.96
Indirect Costs		
Total Federal Costs		12,576.96
Personnel differences: Number of hours manager would need were less than allotted for. Travel differences: As the manager hired lived further away from the market than anticipated, more miles were needed. Supplies: Estimated costs were less as local professionals had a lower hourly rate, and printing was less expensive.		

PROGRAM INCOME (IF APPLICABLE)

Source/Nature (i.e., registration fees)	Amount Approved in Budget	Actual Amount Earned
1.		
2.		
3.		
Total Program Income Earned		

Use of Program Income

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

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ADDITIONAL INFORMATION

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

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