

FMPP Grant FACT Sheet

BACKGROUND: In May, 2015, three members of the Clatskanie Farmers Market (CFM) drafted an application for a USDA Farmers Market Promotion Program Grant based on the premise that our community needs to better understand the value of eating fresh, locally grown, affordable produce. Furthermore, we believe that our community members would benefit from education on how to buy, store and prepare such food so that they will become consistent consumers at the farmers market. We figure that customers using food assistance benefits (SNAP/WIC/FDNP recipients) are an untapped resource for increased sales at the Market. And we conclude that additional produce vendors will want to sell at the Market once it is shown to be a viable venue for sales.

THE AWARD: We are pleased to announce that for this Outreach Project, the CFM was awarded a \$90,000 grant in September, 2015. This Outreach Project will seek to improve and expand the Clatskanie Farmers Market by increasing the number of consumers and farmers through education and strategic outreach to the greater Clatskanie area of 10,000 people within the next two years. This project will fund the creation of two outreach positions; they will develop curriculum and multi-media materials, present hands-on classes on food literacy, write a monthly newsletter, connect directly with SNAP/WIC/FDNP recipients and the general public about shopping at CFM, identify agencies who will continue to use the materials to foster food literacy, and promote CFM to area produce vendors. A data collection system will be developed and used to inform all aspects of the CFM.

EXPECTED OUTCOMES: We expect this project to result in: Increased number of SNAP/WIC/FDNP recipients buying goods at the CFM; Increased sales of produce and farm products; Increase in produce vendor participation; Increased confidence level of SNAP/WIC/FDNP recipients for knowing how to purchase, store and prepare produce purchased at CFM. All shoppers at the CFM will receive immediate health benefits from buying and preparing fresh produce; food literacy class participants will understand the significance of adding fresh, seasonal produce to their diets for long term health benefits; produce vendors will receive economic benefits from increased sales at the CFM. Two temporary job positions and several indirect job positions will be created through this project over the next 2 years.

PROJECT GOALS: The Clatskanie Farmers Market will expand its consumer base by attracting more customers each season, with many of those customers purchasing produce, and at least half of those customers using food assistance benefit funds. CFM will increase its total sales each season, with most of that increase being EBT/WIC/FDNP sales. CFM will increase its vendor base over 24 months, with many of those vendors being farmers or food producers.

MEASURING SUCCESS: We will evaluate outcomes during this project by tracking SNAP/WIC/FDNP sales throughout the season, count shoppers as they come into the market, track vendor sales in general, track number of produce vendors, and administer pre/post-tests during food literacy classes. When the project is completed we will compare all quantitative data with 2015 numbers, and we will compare food literacy class pre-tests with post-tests to check the participants' confidence levels in buying, storing and purchasing fresh produce at the CFM.

October 2015 - March 2016 (Develop Curriculum, Marketing Materials and Conduct Preliminary Surveys)

Develop multimedia materials and curriculum that will be used to educate customers (including those who use food assistance benefits) about fresh produce: how to select, purchase, prepare and store it, in order to increase customer awareness of the availability of local food. Develop preliminary vendor survey and online consumer surveys.

April 2016 – September 2016 (Present & Promote Food Literacy Curriculum; Collect Data)

Promote and distribute new curriculum throughout the greater Clatskanie area through educational presentations, cooking and preserving classes, and product cooking and tasting demonstrations at the Market. Succeed in the eventual distribution of materials to project leaders, educators and collaborators in the local community, in order to continue to influence and increase customer appreciation for local food. Collect and analyze data related to attendance, vendor sales, consumer satisfaction and outcomes of food demonstrations in the marketplace.

October 2016 – March 2017 (Increase Vendor Participation; Community Outreach and Collaboration with Partner Agencies)

Ongoing assessment that compares data from the 2016 season (market sales, number of consumers and farmers, and percent of customers using food assistance benefits as payment for fresh produce) with baseline data collected during the 2015 season, in order to reevaluate the marketing and outreach efforts, and to identify new target areas (geographic, demographic, etc.) Use the data to recruit farmers by providing evidence that the Market is growing into a stable and viable venue. Collaboration with local schools and community agencies to educate targeted consumer groups and continued food demonstrations during the Market's off season.

April 2017 - September 2017 (Collect and Analyze Data)

Continued data collection and marketplace demonstrations during 2017 Market season. Analyze data collected while meeting previous objective (comparison data used to adjust the marketing and outreach plan) in order to strategically design a program to carry the Market into the 2018 season and beyond.

*For questions or comments about this project, please email: ClatskanieFM@gmail.com