



Grant Follow-Up Report for Organizations

Organization Information

Date: 12/22/2013

Fiscal Agent: Chelsea Community Hospital

Intervention Contact: Stephanie Doll, Ashley Miller Helmholdt

Title: Eat Better Subcommittee Member, Farmers Market Manager

Telephone: 734-216-8832 cell, 607-664-6333

Email: selliff@hotmail.com, amiller84@gmail.com

Program Information:

Intervention Name: Farmers Market Health Initiative

Number of individuals participating in this intervention: 2 principle participants, 8 supporting volunteers

Check List

- The Grant Funds were utilized as designated
- Funds were disbursed to vendors of equipment or services and/or to nonprofit organizations providing direct services; no cash awards were made to clients.
- This report is being submitted within the time requested in the grant award letter.

Attachments

- A complete expense report that demonstrates how the grant award was used. If this is an Interim Report, please indicate expenses to date.
- If the full amount of the grant was not necessary to provide the approved services or programs, a check from the agency is enclosed for any unused funds above \$100.
- Amount Returned - \$0.00 Reason – n/a
- A photo(s) of the program (if appropriate). Photos will not be returned.
- Completed Photo Release Form

Narrative Responses

1. Referring to the goals described in your intervention (or any revisions submitted subsequent to the grant award), please indicate the following:
 - a. What were your major accomplishments?
 - b. What measures were used to determine effectiveness
 - c. Was this intervention effective? (Please provide supporting data)

d. What were the unexpected results or key learnings?

a) Major accomplishments: All short term and mid term goals of this long range intervention were either wholly accomplished or began on timetable in line with market season opening in May. Specifically:

- 1) hired a qualified market manager who worked her first market season in 2013;
- 1a) recruited new vendors to increase healthy offerings (7 for BBM, 11 for CFM);
- 1b) developed plan for market offerings/events focused on healthy food and began events in 2013 market season (5 events at each market, above goal of 3 per market);
- 1c) began tracking customer traffic, conducting customer surveys and documenting vendor food sales during the market season that began in May 2013;
- 1d) developed a pool of interns from University of Michigan Future Public Health Leaders Program and Eastern Michigan University's dietetics program;
- 2) coordinated with Faith in Action to connect with community members in need of food assistance and began promotion of same, including partnership for Prescription for Health program and marketing the new Double Up Food Bucks program;
- 3) began consultation with Town Square planning committee and obtained funding for strategic planning of the new market through the Michigan Economic Development Corporation;
- 5) Bushel Basket Market now offers SNAP program along with Chelsea Farmers Market;
- 6) Chelsea Farmers Market now offers Double Up Buck program; and
- 8) the market manager has made initial connections with other 5H Town market managers.

b) At the end of the market season, stats include:

Average sales for BBM 2013 season: \$179 per vendor, up 20% from last year (over 10% goal)

Average sales for CFM 2013 season: \$247 per vendor (no 2012 data)

Average Customers at BBM this season: 368, up 45% from last year (over 10% goal)

Average Customers at CFM this season: 603 (no 2012 data)

Number of SNAP \$ Spent in 2013 market season (minimal in 2012 market season):

- \$516 in Bridge Card sales for Bushel Basket Market
- \$2323 in Bridge Card sales and Double Up Food Bucks sales for Chelsea Farmers Market (DUFB plus second year in program)
- 103 SNAP transactions

Number of Prescription for Health \$ Spent in 2013 market season as compared to approximately \$6000 / 150 individuals in 2012 market season

- \$446 in Prescription for Health sales for Bushel Basket Market
- \$974 in Prescription for Health sales for Chelsea Farmers Market

Decline due to funding not participation.

Total Food Assistance Program Dollars to Date: \$4259 in 2013 market season

c) Intervention has short term, mid-term and long term goals. We are very satisfied with progress made to date (listed above).

d) Unexpected: Some additional research needs to be done to determine how to reach SNAP audiences and increase SNAP participation. The Double Up Food Bucks program really helped to increase participation at Saturday's market, with 81 customers participating (compared to only 10 in 2012), but only 23 customers at the Bushel Basket Market (in first year of program).

2. Describe any setbacks encountered during the period of this grant
 - a. How did these setbacks impact the intervention?
 - b. How were these setbacks addressed?

We anticipated investigation of the USDA Farmers Market Promotion Program for additional grant resources. Due to government cuts, it does not appear this grant will be available. The grant was for future funding and did not impact current year intervention. Cuts to SNAP are also pending, which could have a large impact on rural SNAP participants, of which there are 17% nationwide.

Other funding sources and options will be investigated. In July funding was applied for and awarded to the market by the MEDC (Michigan Economic Development Corporation) to support the portion of the intervention related to developing a permanent venue for the farmers market(s) and to support a more sustainable food assistance program and a strategic plan for fundraising. A friend of the markets campaign is being developed this winter, and other fundraising options are being pursued.

Furthermore, to overcome a slow start to the SNAP program in May and June, we increased signage, posters, news articles, marketing and outreach efforts. 27 newsletters were sent out for both markets, and regular articles (6) were written throughout local papers, as well as regular website and facebook updates and mailing through Faith in Action.

Next year, we are developing a strategy for reaching out to youth and families through schools, seniors through senior citizen homes and centers, and providing purchased produce for Faith in Action to expose this population to the market. We'd also like to streamline the food assistance programs and hire an intern to support this effort, since market management and data collection, plus running events and the SNAP machine was too hard for one person to operate alone. We are also looking to expand the events to focus on Prescription for Health topics (physical activity, diabetes ed, heart health and eating more fruits and vegetables), and include a multiple market passport incentive to increase outreach to the target population – the 87% of SNAP families that include youth, seniors or disabled individuals.

3. Indicate if program goals were altered in any way and why.

No modification. There is still progress to be made and the current paths seem appropriate.

4. Should this intervention be continued?

Yes. We've been extremely successful in our first year, and need to expand these programs (specifically, DUFB and Prescription for Health) to supplement cuts to SNAP programs that affect families in our community. We also intend to partner with the other markets to cross-market and increase collaboration. To increase the Chelsea community's access to healthy food, fostering the two farmers markets is key to success.

5. If yes what steps are being made to ensure the sustainability of the intervention beyond this grant period?

Additional funding sources are being investigated, beyond MEDC and CWF funding. Also, an advisory committee has recently been formed, with one of its goals being long-term planning on several fronts, including fundraising for both the market building and the market food assistance programs.

6. If your program involved collaboration with other organizations, please comment on the value the collaboration.

We have collaborated with Faith in Action, Chelsea Community Kitchen, Chelsea Community Hospital, Town Square ad-hoc committee, MSU Extension, Downtown Development Authority and Chelsea Chamber of Commerce. Value gained has included providing connections to people in need of food assistance, expertise in defining healthy foods, administrative support and long term visioning.

7. How did this intervention impact the organization responsible for implementation?

The organizations responsible for implementation are the markets themselves through the guidance of the market manager and the advisory committee. Both markets experiencing an increase in traffic, both general public and customers who utilize food assistance programs to make purchases.

8. If fiscal agent is different than those responsible for implementation, use this space for feedback from the fiscal agent, if any

From Reiley Curran:

CCH serves as the fiscal agent for this grant. We have been very pleased with Ashley's work over the past 7 month. She has done a great deal of work to get both markets up and running, with the SNAP and Double Up Food Bucks program, and to promote them in the communities. The main challenge has been finding a 501c with a bank account that has the capacity to help with the SNAP program. The hospital's finance department is not set up to facilitate this process, so unfortunately Ashley had to go back to the foundation for help with this. If the markets are interested, it may be worthwhile to investigate establishing a 501c3 to manage both markets.

[Doll comment: 501c status will be considered by the market advisory committee as part of its long-term sustainability initiatives being addressed by the Markets Advisory Committee.]

For reference only:	Grant Period	07/01/13 – 06/30/14
	Market season included:	07/01/13 – 10/31/13 05/01/14 – 06/30/14

Approval of Exec. Director or Equivalent Stephanie Doll
name