

Linking Fresno's Expanding Farmers Market System to the Nutritional Needs of the County's Underserved Population

Fresno County Economic Opportunities Commission of Fresno, CA received \$52,829, to expand six and start two new farmers markets in the Fresno area. The funds benefitted refugees, immigrants, and other nutritionally at-risk groups with market planning, and EBT usage and implementation.

Final Report

**Fresno County Economic Opportunities Commission (FCEOC)
USDA AMS Farmers Market Promotion Program**

**Title of Project:
Linking Fresno's Expanding Farmers Market System to the
Nutritional Needs of the County's Underserved Population**

Final Report

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Commonly Used Words

Fresno County Economic Opportunities Commission (EOC)

Women, Infant, Children (WIC)

Farmers Market Nutrition Program (FMNP)

Agricultural Land Base Training Association (ALBA)

Market on the Mall (MOTM)

Root of Change (ROC)

Electronic Benefits Transfer (EBT)

Supplement Nutrition Assistance Program (SNAP)

I. Project Summary

- A. The purpose of this final performance report is to provide status, issue, and lesson learned on the Farmers' Market Program Promotion (FMPP) for the review period of September 30, 2008 through September 30, 2010. Fresno County EOC's objective were to provide technical support to 35 existing and new refugee and immigrant rural and urban farmers and market gardeners in the region's "Food Shed" to expand the local market for ethnic fresh fruits and vegetables to benefit farmers, market gardeners and an estimated 30,000 refugees, immigrant and nutritionally at risk consumers. The project also work closely with CAFF staff in Davis, California to expand direct marketing to Google, UC Berkeley and Kaiser Permanente's Healthcare Systems in Oakland.

II. Project Approach

- A. In this project, EOC addressed the food security and access to nutritional food through the following tasks below:
1. developed three local farmers markets: Market on the Mall, Fowler's Farmers Market, and Garden Market at Courthouse Park;
 2. collaborated with the Fresno Metro Ministry to link EOC with appropriate agencies for WIC certification and establishment of EBT scrip system at the markets; promote access awareness of the local farmers market via accepting the federal assistance programs;
 3. convened meeting/conference/workshops focusing on the development of Farmers Market in Fresno County;
 4. participated and partnered with local partners in a Farmers Market Project Advisory Committee;
 5. provided translation services when applicable, and assist in implementing of a campaign promoting EBT and WIC sales at local farmers' markets.

III. Goals and Outcome Achieved

- A. EOC was able to continue many of its core activities and expanded into additional activities to include the following the successful farmers markets launched because of funding support from the ROC (October 1, 2009 – November 30, 2010) and the County of Fresno (March 1, 2010 – February 28, 2011).
1. The MOTM farmers market launched in May 13, 2009 in the historic of downtown Fresno - next to EOC's head quarter office - where it's consider as a foodshed area. In 2008 before the MOTM opened near by, each year, 11,000 vouchers are randomly distributed to the WIC clients; whereas, the WIC office redemption was 29%. The MOTM accepted EBT, WIC and senior FMNP voucher; gave out matching bonus monies called Fresh Tops "aka" Top Up.
 2. Fowler's Farmers Market started August 13, 2009 in the City of Fowler, a rural community area; accepted WIC and senior FMNP vouchers.
 3. The Garden Market at Courthouse Park (former name- International Market at the Courthouse Park) is the third farmers market. The market started June 1, 2010 and accepted EBT and WIC and senior FMNP voucher. The Garden Market also gave out matching bonus monies called Fresh Tops "aka" Top up.

B. Market on the Mall Accomplishments 2010:

1. March
 - a. EOC funded by the Fresno County to assist in establishing the Garden Market at the Courthouse Park via accepting EBT and WIC.
2. April
 - a. Market on the Mall started with 3 certified farmers in April and averaged 6 farmers selling.
 - b. EOC and other community partners hosted its 2nd Farmers Market Summit on April 5th, 2010. The 2nd Farmers Market Summit attracted over 200 participants; which 45 of were local farmers and 14 who had registered as market managers. Seating was limited and chairs had to be pulled in to accommodate the extras attendees. In addition, there was a press conference held which was later featured on four local news stations: KMPH Fox 26, CBS 47, KSEE 24, and KFSN ABC 30.

3. June

- a. June 30, 2010, the Fresno Fuego soccer team came to MOTM to encourage healthy lifestyle activities. Festivities included fun activities for children, healthy food samples for all, prizes to lucky contestants. Also there were three members of the Fresno Fuego on hand to meet fans, sign autographs, and participate in the fun soccer games.

4. July

- a. Kicked- off the Fresh Tops incentive program: The Top up program was serve the SNAP and seniors with Farmers Market Nutrition Program (FMNP) vouchers match dollars; for instance, for every dollar spent at the Market on the Mall 50 cents was added on top of their dollars as a bonus . There were certain exclusion that applied, such as, clients are limited to \$10 match per market day. As partners of the County and City of Fresno, EOC is proposing for the both local government agencies to compete and fundraise against each other.

5. August

- a. August 20, 2010, Congressman Jim Costa Office partnered with MOTM to help shed more light on healthy eating in the Central Valley. Along with Costa joined by Eric Amador, the former White House chef (who served Presidents George W. Bush and Barack Obama), Chef Jon Escobar of EOC Food Services and Chef Judy Lee from WIC. Each chef offered their own take on delicious and healthy meals that everyone can make in the comfort of their own kitchens. Lisa Pino, USDA's Deputy Administrator for the Supplemental Food Assistance Program (SNAP) was also in attendance to oversee the event. In addition to cooking demonstrations, Market patrons also enjoyed a free yoga session by instructor Richard Stone of The Yoga Center in Fresno; live music played throughout the market by the EOC's own Jeremy Hofer and his band, Walkingmercy.
- b. August 27, 2010, EOC's 45th Anniversary Resource Fair held between the EOC buildings and MOTM. There were over 20 booths in attendance where information were greatly highlighted. The Community Services Department had a booths regarding MOTM and Fresh Tops program. WIC and Head Start also had booths that discussed healthy eating, especially among children.

6. September

- a. September 15 & 17, 2010: Mexican Independence Day celebrations at Fulton Mall. The Mexican Independence Day brought a new cultural experience to the mall. Booths filled the entire mall, from food vendors to arts and crafts, jewelry and toy vendors. This event brought

in thousands of people, and many of them were able to experience MOTM. EOC was fortunate enough to have a representative of the Fresno Madera Agency on Aging attend one market day to distribute Senior FMNP vouchers. She registered many people and ran out of vouchers quickly. Those that were unable to receive vouchers at the market were given contact information for the Fresno Madera Agency on Aging.

- b. Interviewed by Latino USA radio, regarding the local agriculture opportunities for the Hispanic farmers in the Fresno.

7. October

- a. October 26, 2010, EOC/MOTM partnered with Central Health Valley Network to celebrate Healthy Halloween Happening - Children's Power Play! Campaign! Event. Over 150 kids from Southeast Elementary participated in the Farmers Market Tour. With first hand experiences, EOC/Market on the Mall captured the smiling faces of the children and witnessed activeness to promote healthy eating and habits.
- b. Funded seconded round by the Roots of Change to joined six Consortium partners to increase sales of specialty crops by encouraging people receiving federal nutrition assistance to shop at farmers' markets via implementing the Fresh Tops "aka" Top-up program. (contract is pending)
- c. EOC staff nominated as Central Health Valley Network Champions Award

8. November

- a. November 15, 2010, EOC partnered with Food and Water Watch and hosted the filmed Food Inc.
- b. EOC Community Service Staff invited to attend the Central Health Valley Network Collaborative Council Retreat.
- c. ALBA organization nominated EOC's farmers market manager, Jensen Vang to be part of the California Food and Justice Coalition Steering Committee group.

9. December

- a. Featured on the KSEE 24 TV station regarding – buy fresh, buy local and to support local farmers markets in Fresno.

C. Other MOTM Miscellaneous Accomplishments:

1. Launching two successful Facebook accounts, which currently have over *140* member and average 500 viewers every two weeks.
2. EOC successfully petitioned the Downtown Association to allow food vendors to participate at the farmers market, in an effort to attract other customers to the farmers market.
3. Trained *two* college student volunteer (for assigned for marketing and public relation and the second person) - focusing on accounting and reconciliation.
4. Trained *three* staff to manage the farmers market
5. Trained *two* volunteers to commit 3 months of volunteer at the farmers market
6. EOC predicts that both local government agencies competing will fundraised much supporters and donors; such as, Fresno County Health Department, applied through the California Endowment for opportunities (pending) for the SNAP to provide bonus and incentives to local EBT customers buying fresh and healthy food at the local farmers market.
7. EOC continues to apply for grants to also support the program.

D. Market on the Mall Accomplishments 2009:

i. February

- a. February 23, 2009, EOC partnered with the Fresno County Health Dept. and eight other local community partners to kick off the first Fresno Farmers' Market Workshop. The event had over 120 participants from local farmers, market managers, and others.
- b. The farmers market successfully launched and celebrated the new California WIC program of the new foods to the Women, Infants, and Children (WIC) Nutrition Program with the state and local staff and joined celebrity chef Garrett Henderson from Slaters Restaurant – showing Californians how they can prepare healthy meals (see flyer and pictures attached).
- c. The Market on the Mall farmers market in downtown Fresno became certified EBT/SNAP retailer and launched a SNAP campaign.
- d. Published 15 write-ups featuring Market on the Mall vendors. These write-ups were published on both the Market on the Mall and Fresno County EOC websites and featured a different vendor each week.
- e. Market on the Mall vendors and produce were featured on "Vida En El Valle" blogs about farm life in the Central Valley.
- f. The Manager of the Market on the Mall served as a special advisor to the City of Fresno's Planning Department in its effort to establish codes and policies governing the establishments of farmers markets.

- g. Conducted an online survey in which over 1,500 respondents gave feedback on best times, days, and product offerings.
 - h. Successfully petitioned the City of Fresno to waive individual vendor insurance requirements that were making it prohibitive for small farmers (many of them immigrant and refugee) to participate.
 - i. Completed an arduous Conditional Use Permitting process, which establishes a farmers market at this location in perpetuity.
 - j. Worked with project partners to develop logos and promotional materials (see attached).
 - k. Successfully petitioned the Downtown Association to allow food vendor to participate at the farmers market.
- ii. August
- a. August 19, 2009, Fresno Mayor Ashley Swearengin utilized Market on the Mall as the backdrop to unveil the City's brand new platform "a set of guidelines that govern all aspects of a brand: visual elements, messages, perceptions and implementations."
3. September
- a. Hosted Latino Health Awareness Month with the Central Valley Health Network to promote consumption of fresh fruits and vegetables among Central Valley Latinos on Friday, September 18, 2009.
 - b. Co-hosted the Market on the Mall Blood Drive with the Central California Blood Center on Wednesday, September 9, 2009.
 - c. Partnered with the City of Fresno's Public Work Dept and the American Diabetes Association's Step Out Walk to Fight Diabetes event on Saturday, September 19, 2009.
4. October
- a. **Funded by the Roots of Change** to joined six Consortium partners to increase sales of specialty crops by encouraging people receiving federal nutrition assistance to shop at farmers' markets via implementing the Fresh Tops "aka" Top-up program.

E. Table 1				
MARKET ON THE MALL				
GROSS SALE				
(May 13, 2009 – November 30, 2010)				
		2009 (May – December)	2010 (January – December)	Total
Gross Sale		\$96,000	\$88,000	\$184,000

Table 1 shows the breakdown of the gross sales of the Market on the Mall during May 13, 2009 to November 30, 2010. The total grossed sale was \$184,000 for the two years operation. Year 2010 was a slower year in sales compared to 2009 because of the furloughs the County and City of Fresno departments were facing, which they're the main supporter/shoppers of the farmers market.

F. Table 2				
MARKET ON THE MALL				
TOTAL SCRIP ISSUED, REEDED, UNREDEEM, & TRANSACTIONS				
(May 13, 2009 – November 30, 2010)				
	Year	2009	2010	Total
	*EBT Issued	\$2,500	\$2,885	\$5,385
	EBT Redeemed	\$2,200	\$3,769	\$5,969
	EBT unredeemed/	-300	-388	
	EBT Recipients/ Transactions	218	326	544
*EBT Issued included EBT, cash, and paper voucher transaction				

Table 2 shows the breakdown of the EBT scrip issued during May 13, 2009 to November 30, 2010. In 2009, \$2,500 of EBT scrip's were issued and to date, the EBT scrip's issued grew 115%; from \$2,500 to \$2,885. As for the breakdown of the EBT recipients, 218 benefited from the farmers market in 2009 and as of November 30, 2010, 326 benefited from the farmer market; an increase of 150%. The result of the increase was due to the community advocacy promotion and support and the Fresh Tops "aka" Top up pilot incentive program that was implemented.

G. Table 3				
MARKET ON THE MALL WIC REDEMPTION (May 13, 2009 – November 30, 2010)				
	2008	2009	2010	Avg.
* WIC FMNP Redemption Rate	29%	56%	Currently at 34%	Avg. at 45%
*The WIC redemption rate provided by Fresno EOC				

Table 3 provides the Market on the Mall breakout amount of the WIC redemption from May 13, 2009 to November 30, 2010. When the farmers market opened it helped the Fresno EOC WIC redemption rate to increase an average by 45%. The most successful WIC redemption rate was the first year; up 25% from **29%, from 56%**. The current WIC redemption is 34% as of September; which is low because not all check are deposited since the end of the voucher deposit period ends in December 31, 2010.

H. Table 4			
MARKET ON THE MALL FRESH TOPS FUNDRAISED (May 13, 2009 – November 30, 2010)			
	2009	2010	Total
Fresh Tops Fundraised	Roots of Change: \$0 EOC: \$0	Roots of Change: \$6,000 EOC: \$2,100	Roots of Change: \$6,000 EOC: \$2,100
Fresh Tops Issued	\$0	\$8,100	\$8,100

Table 4 show the breakdown of the Fresh Tops fund fundraised. As result of the fundraising, EOC raised \$2,100 and \$6,000 received from Roots of Change; which totaled to \$8,000. The program's purpose was to increase the buying power of the customers on WIC and Senior FMNP vouchers and EBT (SNAP) cards by 50 cents of every dollar spent at the local farmers markets.

The support of the \$6,000 from Roots of Change was a result of the contract EOC working with them. The program allowed EBT, WIC FMNP, and Senior FMNP recipients to have more money to spend on healthy fruits and vegetables. To date, the market matched over \$4,300 to the EBT and WIC FMNP customers.

I. Fowler's Farmers Market Accomplishments 09- Present:

1. The farmers market successfully launched the City of Fowler with the majority support from the City of Fowler Councilmen and Mayor. The Fowler's Farmers Market was primarily open to target the County of Fresno area for low to moderate income individuals and families the direct access to healthy and fresh food (see flyer and pictures attached). The market started with 10 local farmers and 4 miscellaneous vendors.
2. In 2010, the Fowlers Farmers' Market started with 4 – 5 vendors at the market due to the previous manager retiring. The Chamber of Commerce took over the farmers market.

J. Table 5

FOWLER'S FARMERS' MARKET GROSS SALE AND MARKET DATA REPORT				
		2009 (May – December)	2010 (January – August)	Total
Gross Sale		\$16,000	\$9,000	\$25,000
EBT Issued	N/A	N/A	N/A	N/A
EBT Transaction	N/A	N/A	N/A	N/A
WIC Redemption Rate	N/A	N/A	N/A	N/A
Fresh Tops Fundraised	N/A	N/A	N/A	N/A
Fresh Tops Issued	N/A	N/A	N/A	N/A

Table 5 shows the breakdown of the gross sales of the Fowler's Farmers' Market during August 11, 2009 to August 31, 2010. The total grossed sale was \$25,000 for the two years operation. Year 2010 was a slower year in sales compared to 2009 because of the previous manager in charge of the farmers market retired; therefore, the City of Fowler Chamber of Commerce took over the market. Due to the lack of management the EBT program did not implemented at the Fowler's Farmers Market.

K. Garden Market Accomplishments June 1, 2010 – Present:

1. June
 - a. The Garden Market opened on June 1, 2010. It is in operation on Tuesdays from 10am to 2pm. Since the opening of the market, we have had 23 different vendors in total. As of now, we are averaging four to six vendors any given day.
2. Low participation among Certified Producers and consumers:
 - a. Certified producers:
 - b. Since the launch of the Garden Market in June, the market has had 21 farmers participate as vendors, two of which were non-certified farmers.
 - c. Of the 21 vendors, 16 of them have dropped out due to low sales volume.
 - d. To date, the FMM and staff have contacted over 100 potential vendors. Of those contacted, about 80 farmers have stated that they are not interested.
3. Consumers:
 - a. The Garden Market has 500 people shopping every Tuesday, and the market has over 1,000 foot traffics of people a day (bus patrons, jurors, County and City of Fresno staff, local businesses, etc.).
 - b. EOC received an additional \$1,000 sponsorship from Health Net in California to use as vouchers for low-income families participating at the Garden Market.
 - c. Fresno Community Food Bank's Nutrition on Wheels cooking demonstrations:
 - d. In mid July, the Farmers Market Manager scheduled the NOW event at the Garden Market. However, the NOW event was cancelled due to circumstances beyond the Food Bank's control and instead, they sent EBT Food Stamp outreach staff to the Garden Market.
 - e. The NOW event was scheduled for September 28th and gave away 200 boxes of food, which will serve more than 300 individuals (Please see attachments – Section 2).
 - f. Another NOW event is scheduled for Oct 26th and to give away 300 boxes of food (last day of the farmers market).
4. Advertising and promotion of the market to local consumers:
 - a. There are several ways the Garden Market has been advertised, as follows:
 - b. Worked with partners in Fresno to host a Farmers' Market Workshop, which, attracted local news and media of the Garden Market; had over 240 people participate.
 - c. Via a blog and website page (www.gardenmarket.wordpress.com),
 - d. Social network websites, such as Facebook Group and Fan page, which has over 70 friends
 - e. More than 500 + flyers have been distributed (Garden Market and Market on the Mall).

- f. There have been press releases made in the following formats: newsletters, online announcements, and local television stations broadcasts.
 - g. Supervisor Henry Perea's Office sent out an agency-wide e-mail to more than 1,000 County of Fresno employees.
 - h. EOC has also promoted the Garden Market through its Fresh Tops incentive program, and EOC intranet articles (viewable to 1,400 full-time and part-time staff).
 - i. Added Garden Market on the San Joaquin Food Guide Resource Book (1,000 books will be distributed in Fresno)
 - j. EOC has provided approximately \$5,500 of in-kind marketing and technical support for the Garden Market. Should the County of Fresno decide to fund promotional campaign, EOC will consider to take on the marketing promotion.
 - k. Certified the Garden Market to become a certified farmers market in the State of California and submitted proper documentation for the Garden Market to be able to accept WIC and EBT.
 - l. On September 28, 2010, the Community Food Bank came to the Garden Market to distribute free food to those in needs. They had approximately 200 boxes of food, which contained non-perishable foods. There were also staff members present who assisted people to fill out applications for food stamps
5. Lessons learned for the Garden Market:
- a. Attracting more customers
 - 1) Vendors
 - a) We have noticed a significant difference in the amount of customers at the Garden Market compared to what we usually have at the Market on the Mall. We believe that this is partially due to the fact that we do not have any food vendors to attract people to come to the farmers market. We will try to work with the County of Fresno to permit food vendors, as our current contract prohibits them.
 - b) Currently, our contract only allows us to have certified farmers at the market. This prohibits us from having non-certified vendors, and any other type of vendor at the Garden Market. Not all farmers are certified, and many potential vendors that have inquired about a booth at the market are not or will not become certified. This greatly filters the amount of farmers available to sell produce at our market.
 - c) The contract with the County of Fresno also restricts us from having any non-food vendors. Having a greater variety of products available would likely attract more customers because it would create a "one-stop shopping" experience in which people could buy more than just fruits and vegetables.

6. Events

- a. We have had very few events at the Garden Market. Our contract with the County of Fresno restricts us from having music or bands at the market. We are trying to work with the County to allow us to have bands and/or music to help draw in more customers.

7. Location

- a. The Fresno County Superior Courthouse does not permit food to be taken inside. This prohibits many people that visit the market from buying any food.
- b. The courthouse and its immediate surroundings cater to professionals and citizens who need to be at the courthouse and FAX bus users. Many people do not have time or are in the mindset to be shopping, let alone purchase items and then take them on the bus.

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L. Table 6		
GARDEN MARKET GROSS SALE (June 1, 2010 – October 30, 2010)		
	2010	Total
Gross Sale	\$17,000	\$17,000

Table 6 shows the breakdown of the gross sales of the Fowler's Farmers' Market during August 11, 2009 to August 31, 2010. The total grossed sale was \$17,000 for the first year operation. The slow sales was due to the restriction from the Fresno County Courthouse unable to allow shoppers (majority of market shoppers) to bring their fruits and vegetables inside the courthouse.

M. Table 7	
GARDEN MARKET TOTAL SCRIP ISSUED, REDEEMED, UNREDEEMED, & TRANSACTIONS (June 1, 2010 – October 30, 2010)	
*EBT Issued	\$1215
EBT Redeemed	\$1021
EBT unredeemed/	-195
EBT Recipients/ Transactions	185
*EBT Issued included cash and paper voucher transaction	

Table 7 shows the breakdown of the EBT scrip issued during June 1, 2010 to October 30, 2010. \$1,215 of EBT scrip's were issued; whereas \$1,021 was redeemed. 185 EBT recipients benefited from the farmers market location. The result of the increase was due to the community advocacy promotion and support and the Fresh Tops "aka" Top – up pilot incentive program that was implemented. Other information estimated that EBT has supplemented \$342, WIC FMNP has supplemented \$28, and Senior FMNP \$204. In addition, the Fresh Tops program has contributed an estimated \$752.

IV. Beneficiaries: *See attached*

V. Over all lesson learned

- A. Starting and managing the Market on the Mall in a low income area was challenging for EOC due to the fact the location was could not provide farmers enough money to stay at the farmers market. Although, EOC reached its goals by receiving many media exposures, being able to set-up the EBT system and program and becoming WIC authorized.
- B. Starting and managing the Fowler's Farmers Market was also a challenge due to the market manager lacked of technical knowledge of how to manage or promote a farmers market. EOC assisted them through offering support services and ways for the City to reach out to EOC for assistance. Overall, the farmers market in Fowler was very politically – having the Councilman debating over the market location and the Fowler's market manager retired less than a year after there market launched. EOC also learned that as we proceed with other farmers market development, it is one of EOC's requirement that the proposed market MUST have a committed staff (employed or volunteered) to commit to the farmers market.
- C. Starting and managing the Garden Market at the Courthouse Park was also another challenge. Shoppers at the market mostly jury duty. Many of them who bought fruits and vegetable were not able to bring their items to the Courthouse, so the market lost a lot of economic support and shoppers each market day. EOC attempted to resolve this problem through the Fresno County departments; however, the rules were set by the county court house.
- D. Facilitating cooking demonstration was a challenge for all three markets due to the excessive food safety rules and regulations. EOC after several attempts to spin all two farmers markets (Fresno City College and Asian Village) proceed in using that budget to purchase the department a three compartment sink; to meet the Health Dept. regulation and abide by the rules and regulations.
- E. Starting farmers market in the City of Fresno was time consuming and a difficult step. In order to start a farmers market, the farmers' market organizer needs to apply for a Conditional Use Permit, which took at least 30 to 45 days for approval depending on the location.
- F. EBT and WIC programs requires a lot of time for a one staff market manager; therefore, can or could result in an ineffective result of the program. For example, on a weekly basis the program staff is working on other work duties that includes: administration work; applying for future grants, attend partners meeting and manage three market days per week (each market takes up 7.5 hours; which is the entire day), so realistically, the market manager has 14.5 hours and/or less time to do miscellaneous work per week during April to the end of November. The time adds up and is not sufficient for a successful market to implement.
- G. The Market on the Mall and the Garden Market are very different. MOTM has been very successful these past two years and we are trying to do more in order to make the Garden

Market more successful. We will continue to work with the County of Fresno in order to make the Garden market more successful as proposed in sections 1 and 2 above.

- H. EOC and the surrounding shops in Fulton Mall are more low-income friendly. EOC has WIC and many other departments that assist low-income persons and many of the shops in the mall have discounted prices for the more economical consumer. As result, we have seen a greater number of EBT and WIC FMNP users at our certified farmers market.
- I. Since EOC first farmers market (Market on the Mall) started, the demand for additional healthy food accessibility (farmers market) in Fresno is paramount. The extension period will be April 1, 2010 through September 30, 2010.
- J. EOC received requests for assistance in forming and/or running other markets from in the City of Fresno, City of Biola, Fresno City College, City of Firebaugh, City of Mendota, City of Sanger, City of Reedley, and City of Selma.
- K. Unlike other cities in California, Fresno County is known for its large agribusiness and the community at large doesn't seem to be worried of the lack of farmers markets in Fresno County or any push for sustainable agriculture and supporting the small farmers.

VI. Additional Information:

A. Other project objectives was not achieved

- a. EOC's attempt to start farmers market in Southeast Fresno (Asian Village) was challenging. For instance, and it became politically challenging; the steps for EOC to get the conditional use permit was very long within the timeframe of USDA. The process of getting the permit takes 30 to 45 days for approval. The goal of the Asian Village farmers market is anticipated to help increase the usage of WIC and seniors vouchers by \$1,500. *The uniqueness of the location is it primarily serve the recent Hmong arrivals (population of 1,000 +) which enter the U.S. in early 2000.*
- b. Starting farmers market on the school campus Fresno City Community College had several challenges and unsuccessful because the location and getting the school board to approve the farmers market was political; the process to proposed the farmers market was time consuming; such as, having to go through the school principal and its board members; which up held EOC to develop a farmers market on Fresno City College Campus. As of today, EOC has halted its support in providing in kind technical assistance to a collaborative group that is interested in starting a farmers market on the community college campus. The reason for this action was, EOC had committed its time and funds for two other farmers' market (Southeast Fresno and the Courthouse Park FM) and because of the politics of getting the farmers market approved. The proposed farmers' market goal was to strengthen the Health and Wellness Program on the Fresno City College campus. It will serve primarily 95% of their students; which are low income or is on some public assistance program (SNAP and WIC). In addition, the campus market

would alleviate access to healthy fresh fruits and veggies on campus; increase the numbers of WIC and EBT and yet to be redeemed by the 22,000 students enrolled; help embrace college health and nutrition awareness more effectively; and allow the college to take on the management of the farmers market. The farmers market is anticipated to serve 20 new farmers.

- c. Fresno Adventists Academy – In July 2010, EOC second attempts to start a farmers market at the Southeast side of Fresno. The farmers market launch was unsuccessfully due to the City of Fresno “zoning” ordinance prohibited a commercial setup on the land. The entity had a private elementary school, farm land, community garden, and church on the property. The farmers market was proposed to serve 20 community gardens and support 200 families with CSA, and expand new farmers to their 40 acres of land – free of rent.
- d. Fresno County Farmers Market Association recently launched its second meeting on April 27, 2010. The turn out consisted of three farmers and seven non-profit organization. A recap of the meeting discussed were that, the Central Valley does not have a resource organization to find in order to start farmers market and a trade association was an ideal organization in the establishment of this Central Valley Farmers’ Market Association. EOC learned that its Market on the Mall is the only certified farmers market that is currently accepting SNAP as a payment option; whereas, the association could help assist other markets to register and become part of the SNAP program.
- e. A facebook account established to bring network from the valley on tune in with the discussion of the association establishment – currently has 18 members enrolled.

List of farmers markets information:

Market on the Mall

Website: www.marketonthemall.wordpress.com

Day(s): Wednesday and Friday

Season: Year – round, however, Friday’s market are closed during winter season.

Hour: 10 am – 2 pm

Location: Fulton Mall and Mariposa, Fresno CA

Fowler’s Farmers’ Market

Website: N/A

Day(s): Wednesday

Season: May – August

Hour: 4 pm – 8 pm

Location: Merced St and 3rd St

The Garden Market at the Courthouse Park

Website: www.gardenmarket.wordpress.com

Day(s): Tuesday

Season: May - August

Hour: 10 am – 2 pm

Location: Northeast Van Ness and Tulare St

Healthy project proposed in Fresno County or nearby:

- Appellation Valley is a wine industry and is interested in starting a farmers market in Madera.
 - *Multiple fruits stands are being proposed and developed in Central Valley, primarily in Madera and Fresno County.*
 - *Corner-Store grocery serving local farm product (downtown Fresno).*
 - *Multiple School Farm Stands proposed and developed in three elementary schools in Fresno.*

Much of the future project progress will depend upon a successful marketing campaign and support of local shoppers. This will help to retain a good volume of 10 farmers in a market to increase revenue for the market vendors; maintain their participation; and keep the integrity of the farmers market alive. The limited resource immigrant and refugee growers have additional training needs above and beyond the average market vendor. Workshops and one-on-one technical assistance will be needed to improve their competitive viability.

VII. Contact Person:

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Appendix A

Beneficiaries

Beneficiaries list, accomplishment and goals:

Overall, EOC mission is to connect all the partners and bridge them to support the following imitative and efforts in Fresno County:

- 1) Roots of Change Fresno Community Fellowship group to convene and recognize of the importance of enhancing and innovating ways to improve the food system around Fresno County. The benefits of this group will connect small farmers and rancher to sales outlet from institution(farm to school, CSA's, distributions, etc) to local level whereas, its never been tapped.
- 2) The California Healthy Finance Imitative – benefit will provide some thousands of dollars available to finance the operation of food to corner stores, farmers markets, and other operations in all California counties.
- 3) Participate with the Food System Alliance: **What is an Food System Alliance?** A Food System Alliance (FSA) is county-based coalition of people working to create a sustainable local food system. The local food system includes food producers, distributors, and consumers. A sustainable local food system is one where local growers are economically viable, the physical environment is unpolluted, and consumers have access to healthy food.
- 4) Support Fresno Metro Ministry Food Policy Task Force initiative in Fresno County. The Food Policy Task force is proposed to be supported by the City of Fresno and its surrounding counties to address Fresno County health issues and ways to address them from local to regional level.

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Community Partners 09-Present		
Partner(s)	Year	Description of organization and benefits
<p>Fresno County EOC Departments</p> <ul style="list-style-type: none"> • Women, Infant, Children (WIC) • Head Start • Food Service • Community Food Distribution • Foster Grandparents • Human Resources 	08-Present	<p>To humanelly focus all available resources to empower low-income families and individuals working toward the skills, knowledge and motivation for self-sufficiency.</p> <ol style="list-style-type: none"> 1) WIC FMNP vouchers improved by 25% from the farmers markets 2) Head Start – proposed to develop a community garden for kids via inviting local farmers to teach kids how to grow their own food 3) Food Service benefited to learning the value of buying locally from farmers 4) Community Food Distribution – benefited by promoting farmers market to the rural community 5) Foster Grandparents – seniors FMNP benefited; more convenient for them to shop and spent their FMNP vouchers 6) Human Resource – benefited through leveraging the farmers market as part of their Wellness Program
City of Fresno – Community Downtown Revitalization Department	09-Present	<p>Assisted with the development of the farmers market and the city permits. The farmer market will continue to bring people to downtown Fresno.</p> <p>The City of Fresno Community Downtown Revitalization benefited from the farmers market through economic community development.</p>
Fresno Metro Ministry	08-Present	<p>Advocacy organization promoting EBT and WIC at local farmers markets and other venues that serve low-income neighborhood access to food.</p> <p>Fresno Metro Ministry benefited as a sub-contractor for the USDA grant and leveraging the farmers markets to promote their hunger and nutrition program and Food Policy Task Force initiative.</p>
Downtown Association of Fresno	08-Present	<p>Marketing entity that benefited from the farmers market in there downtown area – bring foot traffics to the Fulton Mall. The farmer market will continue to bring people to downtown Fresno.</p> <p>The Downtown Association benefited from the farmers market through economic community development and bring a varieties of customers to shop at the historic heart of Fresno (Fulton Mall).</p>
Fresno Convention and Visitor's Bureau	09-Present	<p>Marketing entity assisted in promoting buying at local farmers markets and</p>

		will tide its Farm Trail map with local farmers markets in the Valley.
Ace Parking	09-Present	Provided parking space available for farmers' market vendor at <u>NO COST</u> . Ace Parking will gain foot traffic at its parking lot in result of the development of the farmers' market downtown.
City of Fowler	09-Present	Benefited in the development of a farmers market in there community. The year 2011, the City of Fowler is proposed the benefit from the "top up" <u>incentive program</u> .
City of Fowler Chamber of Commerce	09- Present	Benefited in the development of farmer
Central California Regional Obesity Prevention Program (CCROPP)	09-Present	Advocacy organization promoting EBT and WIC and organizing corner food store other venues that serve low-income neighborhood access to food. In addition, CCROPP has formed community councils in each county, bringing together community members, schools, local government, health care providers and others to fight the obesity epidemic. CCROPP is working towards change in a variety of ways to help Valley community members lead healthier lives.
Roots of Change	09-Present	CCROPP benefited from the farmers market through leverage some of the farmers for multiple farm stand projects in Fresno County. <u>Sponsored and partnered with Fresno County EOC of the California Healthy Food Access Consortium project</u> is currently supporting efforts in six foodsheds of San Diego, Los Angeles, Fresno, Monterey, Oakland and San Francisco to direct market healthy, sustainably grown local fresh fruits and vegetables to nutritionally vulnerable county citizens. This project builds on a previous project funded under the 2009 SCBGP, with plans to expand to 8 counties adding Sacramento and Santa Clara Counties. The Consortium would encourage the purchase of eligible specialty crops by SNAP, seniors and Women, Infants, and Children (WIC) clients at farmers markets in these foodsheds. The project leveraged SCBGP with additional foundation resources to provide the healthy foods grown by California farmers for direct marketing to improve the nutritionally needs of vulnerable people in the designated foodsheds.
Central Valley Health Network representing Network for Health California and Champions for Change	09-Present	New partner – promoting healthy eating and food demonstration, through its affiliated campaign: the Children's Power Play! Campaign!, Networking for Health California, Champions for Change, Latino Health Campaign.
Central Valley Health Network Collaborative	Present	The Central Valley Health & Nutrition Collaborative (CVHNC) is comprised

		of more than 100 health and nutrition-related partner organizations and more than 250 individuals who are committed to the health of residents in Mariposa, Merced, Madera, Fresno, Tulare, Kings and Kern Counties. The Collaborative brings organizations together to address regional health concerns through policy, prevention and intervention activities.
		Benefited the MOTM as one of their goals to improve access to healthy food within CVHNC and the farmers market manager, newly appointed to be part of the CVHNC council.
Congressman Jim Costa	Present	Rep. Costa partnered with Fresno County EOC and Central Health Valley Network to host Valley Nutrition Event At Market on the Mall "aka" Fulton Mall Farmers' Market, which featured cooking demonstrations by local chefs, highlight the importance of healthy living and nutrition. The Chefs includes former White House Chef and Fresno EOC Chef.
Eric Amador, from NAS Lemoore Academy (Former White House Chef for Bush and Obama Administration)	Present	Partners with Costa's office, Fresno County EOC, and Central Valley to host live cooking demonstrations for a healthier life style and nutrition.
Fresno Community Food Bank	Present	Benefited from the food distribution and SNAP pre-screening and outreach.
County of Fresno <ul style="list-style-type: none"> • Department of Social Services • Environmental Health • Health Dept • Ag Commission • Garden Market at Count • County of Fresno Supervisors (Phil Larson, Henry Perea, Debbie Pochigian, Susan Anderson, Judy Case) 	09-Present	Benefited in the development of a farmers market in there community. The year 2011, the City of Fowler is proposed the benefit from the "top up" <u>incentive program.</u>
Wholesome Wave Foundation	09-Present	Benefited from its innovated farmers market programs to promote healthy eating via increasing SNAP usages at Market on the Mall.
Fresno Community Development Financial Institution formerly know as the Refugee Service Department	08-Present	Market on the Mall vendors benefited from the micro-loan, IDA, and financial literacy and business planning.
Palatine Dentistry	2009	Vendor and marketing entity benefited from outreach.
Fresno Madera Agency on Aging	09-Present	Advocacy group serving the seniors with the senior WIC FMNP vouchers.

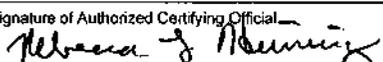
Fresno Surgery Center	2009	Dental office benefited from
UC Cooperative Extension Fresno Region	08-Present	Market on the Mall vendors benefited small farming advising support and technical assistance.
State WIC office	08-Present	In 2011, the Market on the Mall will be accepting the <u>Fruit and Vegetable Voucher Checks</u>
Central California Blood Center	2009	Benefited from blood drive
American Diabetes Association	2009	Benefited from farmers market vendor to participate at the Step Out to fight for Diabetes events
Clinic Sierra Vista Healthcare for Homeless	2009	Vendor and marketing entity benefited from outreach.
C-TAP	2009	Vendor and marketing entity benefited from outreach.
Fresno Avanti's	2009	Vendor and marketing entity benefited from outreach.
Farmers Insurance	2009	Vendor and marketing entity benefited from outreach.
Dr. John Comprise	2011	In 2011, there clinic is proposed to benefit from the Fruit and Veggie Prescription Program to their patients.
City of Biola	2011	In 2011, there farmers market is proposed to benefit from the "top up" incentive program.
City of Selma	2011	In 2011, there farmers market is proposed to benefit from the "top up" incentive program.
City of Sanger	2011	In 2011, there farmers market is proposed to benefit from the "top up" incentive program.
City of Firebaugh		
City of Reedley	2011	In 2011, there farmers market is proposed to benefit from the "top up" incentive program.
City of Parlier	2011	In 2011, there farmers market is proposed to benefit from the "top up" incentive program.
Whole Farm	2011	In 2011, there mobile pantry healthy food business and farm is proposed to benefit from the "top up" incentive program.

Appendix B

Form 269

FINANCIAL STATUS REPORT
(Long Form)

(Follow instructions on the back)

1. Federal Agency and Organizational Element to Which Report is Submitted USDA-Agricultural Marketing Services		2. Federal Grant or Other Identifying Number Assigned By Federal Agency 12-25-G-0693		OMB Approval No. 0348-0039	Page of 1 1 pages
3. Recipient Organization (Name and complete address, including ZIP code) Fresno County Economic Opportunities Commission					
4. Employer Identification Number 94-1606519		5. Recipient Account Number or Identifying Number		6. Final Report <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
7. Basis <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual					
8. Funding/Grant Period (See instructions) From: (Month, Day, Year) 9/26/2008		To: (Month, Day, Year) 9/28/2010		9. Period Covered by this Report From: (Month, Day, Year) 9/26/2008	
To: (Month, Day, Year) 9/28/2010					
10. Transactions:					
		I Previously Reported	II This Period	III Cumulative	
a. Total outlays		0.00	52,829.00	52,829.00	
b. Refunds, rebates, etc.			0.00	0.00	
c. Program income used in accordance with the deduction alternative			0.00	0.00	
d. Net outlays (Line a, less the sum of lines b and c)		0.00	52,829.00	52,829.00	
Recipient's share of net outlays, consisting of:					
e. Third party (in-kind) contributions				0.00	
f. Other Federal awards authorized to be used to match this award				0.00	
g. Program income used in accordance with the matching or cost sharing alternative				0.00	
h. All other recipient outlays not shown on lines e, f or g				0.00	
i. Total recipient share of net outlays (Sum of lines e, f, g and h)		0.00	0.00	0.00	
j. Federal share of net outlays (line d less line i)		0.00	52,829.00	52,829.00	
k. Total unliquidated obligations					
l. Recipient's share of unliquidated obligations					
m. Federal share of unliquidated obligations					
n. Total Federal share (sum of lines j and m)				52,829.00	
o. Total Federal funds authorized for this funding period				52,829.00	
p. Unobligated balance of Federal funds (Line o minus line n)				0.00	
Program Income, consisting of:					
q. Disbursed program income shown on lines c and/or g above					
r. Disbursed program income using the addition alternative					
s. Undisbursed program income					
t. Total program income realized (Sum of lines q, r and s)				0.00	
11. Indirect Expense	a. Type of Rate (Place "X" in appropriate box) <input checked="" type="checkbox"/> Provisional <input type="checkbox"/> Predetermined <input type="checkbox"/> Final <input type="checkbox"/> Fixed				
	b. Rate 6.5%	c. Base 49,548.00	d. Total Amount 3,221.00	e. Federal Share 3,221.00	
12. Remarks: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation.					
13. Certification: I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.					
Typed or Printed Name and Title Rebecca Heinrich, Finance Director			Telephone (Area code, number and extension) 559-263-1054		
Signature of Authorized Certifying Official 			Date Report Submitted December 14, 2010		