

Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by LFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. October 1-March 31, 20XX)</i>	April 1, 2015 – June 30, 2015
Today's Date:	June 30, 2015
Authorized Representative Name:	Sarah Nelson
Authorized Representative Phone:	(415) 994-2164
Authorized Representative Email:	sarah@18reasons.org
Recipient Organization Name:	18 Reasons
Project Title as Stated on Grant Agreement:	18 Reasons Café and Cannery
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-CA-0011
Year Grant was Awarded:	2014
Project City/State:	San Francisco, CA
Total Awarded Budget:	\$25,000

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
- Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. Goal/Objective 1: Conduct market research for Café operation design and business plan.
 - a. Progress Made: We have been working with a team of consultants, who have helped us identify three research areas: program design, geographic location, and funding for the project. We have worked together to explore different aspects of programming that could take place in the new 18 Reasons Café and Cannery, including job training, value-added production, and basic café operations. We have also explored how our current expertise in offering hands-on cooking classes and workshops with local producers could complement these activities in a multi-function space. We have attached our feasibility study and business plan to this report.
 - b. Impact on Community: We have explored the many ways we could use our expertise to the benefit of the community. Training local youth to work in the Café still seems like the way we could make the biggest impact. We currently train youth to teach our free cooking classes in the community, and envision the training program as the next logical step in a pipeline for youth who are interested in working in the local food system. Our goal is to offer a logical series of steps for young people looking for meaningful work in food to launch their careers, while benefiting local farmers and producers.
 - ii. Goal/Objective 2: Research and plan job training program.
 - a. Progress Made: We have researched local job training programs and interviewed staff of several programs. There are two local programs that specifically focus on training aspiring chefs to work in restaurants. There are also two local food incubators that help low-income community residents launch their own food businesses.
 - b. Impact on Community: Our goal is to complement existing programs in the community and help interested young people gain access to a variety of resources. We believe there is room for a program that trains and employs local residents in a variety of culinary jobs that are not traditional restaurant work, including the production of value-added products and teaching cooking classes.
 - iii. Goal/Objective 3: Develop farmer-facing program elements, including value-added processing.
 - a. Progress Made: See business plan, attached.
 - b. Impact on Community: Processing excess produce for local farmers could help create a new income stream for farmers while offering locally-produced products to urban consumers and creating jobs for workers needed to develop and produce value-added products.
2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 20__). Include further explanation if necessary.
 - i. Number of direct jobs created: 0
 - ii. Number of jobs retained: 0

- iii. Number of indirect jobs created: 0
- iv. Number of markets expanded: 0
- v. Number of new markets established: 0
- vi. Market sales increased by \$0 and increased by 0%.
- vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: 0

This is a planning grant, so we have not directly created jobs or impacted sales.

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

This is a planning grant, so we have not reached new populations yet.

4. Discuss your community partnerships.
 - i. Who are your community partners? We have developed partnerships with local food businesses and nonprofits who support our enterprise. Partners include restaurants, food producers, grocery stores, and nonprofits devoted to urban agriculture, nutrition education, food justice, and job training.
 - ii. How have they contributed to the results you've already achieved? Our partners have participated in interviews and brainstorming sessions to help us plan the project.
 - iii. How will they contribute to future results? Partners will be instrumental in building community support for our project, and sustaining the project in the long run. Even when we reach the point where we are ready to stop planning and start implementing the project, we will continue to invest significant time and effort in building and sustaining community partnerships. For instance, we plan to co-host events with our partners, offer our space to partners for off-site meetings, and solicit feedback and participation at every step of the project.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?

We worked with two contractors: INSPIRE, a group of pro bono consultants who conducted research and wrote our feasibility study, and Fare Resources, who wrote our business plan. Both consultants provided expertise and insight into our business operations, as well as reaching out to community partners to gain their insight. We plan to continue to work with Fare Resources as we implement the project over the next two years.

6. Have you publicized any results yet?* No.
7. Have you collected any feedback from your community and additional stakeholders about your work? No.
8. Budget Summary:
 - i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: x
 - ii. Did the project generate any income? No.

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

We learned several important lessons in developing this project:

- a. Community partnerships are vital to success. Our partners will help publicize our programs, recruit participants, and increase sales.
- b. Multiple streams of income will be the key to our financial success and long-term sustainability. A mix of earned income, grants, and general fundraising will enable the project to become self-sufficient within the first four years.
- c. We have not found any local projects similar to ours, and believe that this is the perfect time to launch this project. We have found that demand for food education and locally-produced food products is growing quickly, as is the demand for jobs in the food industry.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

We have applied for a Local Food Promotion Program Implementation Grant, and hope to begin the implementation process this fall. We are confident in our business plan and projections.

Once fully implemented, we estimate that we will be able to train and employ four community members at a time, as well as two Café managers, and will help these trained workers continue to thrive in the food business. We anticipate increasing sales to \$100,000 per year by the fourth year of implementation.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

Building strong community partnerships and fundraising for the project are our two most important future activities. One of our Program Coordinators has taken on a larger role in building community partnerships in anticipation of this project, and our development committee is working on a long-term fundraising plan in support of our expansion.