

FY 2012

**FY 2012 Farm and Garden Market Cooperative Association, Inc.
Dba Lexington Farmers Market**

**Farmer Market, Education, Outreach, Food Desert, Advertisements, Transportation,
Promotional, Schools, Existing EBT, Low income consumers**

\$86,820 to Farm & Garden cooperative Association dba Lexington Farmers Market, Lexington, KY, to promote the Lexington Farmers Markets in low-income communities through two outreach programs targeted at low-income residents in food deserts and farm-to-school vendors and consumers, better serve local farmers and residents, and educate school children on the benefits of healthy eating habits.

Final Report

FMPP Final Performance Report

Report Number/Period: #4 (October 1, 2012-September 30, 2014)

Date: September 25, 2014

Contact: Robert M. Stone, 859-608-2655, info@lexingtonfarmersmarket.com

Recipient Name: Farm and Garden Market Cooperative Association, Inc.
dba Lexington Farmers Market

Project Title: Lexington Farmers Market Food Desert Project: Expanding Local Food Awareness, Providing Healthy Food Education, and Increasing the Availability of Affordable Fresh Products to Food Desert Residents

Grant Number: 12-25-G-1570

Project Location: Lexington, KY

Total Awarded Budget: \$ 86,820.00

Objective

The Lexington Farmers' Market aimed at expanding local food awareness, healthy food education, and access to affordable fresh products through outreach programs targeted at low-income residents in food deserts in an effort to increase the economic viability of the Lexington Farmers' Market members in an effort to increase the economic viability of the Lexington Farmers' Market members.

Summary of Activities

Know Your Farmer, Know Your Food Series

Twenty Lexington Farmers' Market members were selected based on interest and availability to participate in a *Know Your Farmer Series*. This series captured the stories and photographs of the operations of a wide variety market members. The stories were written and photographs captured during the term of the grant and will be released one by one in the market "off-season" to capture the public's attention and highlight the year-round activities of the local food economy supported by the Lexington Farmers' Market.

Promotional Materials for Food Desert Residents

Over the course of the grant, seasonal vouchers were designed, printed, and distributed to thousands of food desert residents at various community events. Partner organizations were also utilized to distribute seasonal vouchers to the target population. The seasonal vouchers included coupons for market produce, information about market locations, and easy, healthy recipes for families. Seasonal vouchers came in two forms: attached to a seasonal calendar or solo. A sample seasonal voucher with calendar can be found in Appendix A.

In addition to seasonal vouchers, postcards were mailed directly to each resident in the two identified food deserts in Lexington, Kentucky. Each resident received two postcards that were exchangeable for free produce at any market location. Residents who turned in postcards were placed on a mailing list to receive updates, coupons, and recipes in the future.

Seasonal Education Packets for Schools

Three partner Elementary Schools were identified within Lexington's food deserts. Each partner school was the site of four seasonal taste tests aimed at introducing new and often unknown local food items to the next generation. A taste test was carried out each season to offer a more comprehensive understanding of the year-round nature of farming and market shopping. Teachers at each partner school were also given resources to incorporate food education into their classroom instruction and

posters to promote local food being served in the cafeteria. Appendix B included photos from grant funded taste tests.

Direct to Resident Educational Courses

In an effort to expand upon the outreach through mailings and vouchers, educational opportunities were made available to community members in both of Lexington's food deserts. Cooking demonstrations were scheduled at community events and regularly at two community centers in Lexington. Monthly food education courses were utilized to create long-term relationships with community members and increase their understanding of the importance of local food and farmers' markets. Appendix C includes descriptions of the courses offered.

Food Desert Market Promotion

Several bus advertisements were designed and placed on buses in Lexington's public transportation fleet. Interior advertisements were placed in 25 buses, exterior side ads on two buses and a large wrap was placed on a single bus. These ads ran throughout the term of the grant to promote the Lexington Farmers' Market locations through a new advertising medium. These bus ads helped us reach those Lexington residents who rely on buses for transportation as well as regularly promote the year-round market locations. Appendix D included photographs of some of the advertisements in this campaign.

Radio advertisements were also commissioned and played in two series, one during each year of the grant. These advertisements featured the voice of a youth ambassador for the market and highlighted the role local food plays in keeping kids healthy and happy.

Performance

Know Your Farmer, Know Your Food Series

While the Know Your Farmer, Know Your Food series was completed by the author and photograph contracted to do so, the performance metrics had to be altered. The series was completed to the standard desired, but not in the timeline requested, prohibiting the release of the stories within the time frame of the grant. The Lexington Farmers' Market looks forward to releasing these stories in the off season and measuring how they received through hits on the website and community feedback.

Promotional Materials for Food Desert Residents

All print materials were well received by residents who described them as colorful and engaging. All materials included a tracking mechanism used to gauge the effectiveness of outreach efforts at given locations or events. 8,400 calendars and seasonal produce vouchers were distributed through the grant term. Overall, the vouchers had a rate of return of 36% which far exceeded our initial expectations.

Each year, 4,079 households, or an estimated 9,381 people, were mailed two postcards. The postcards has the highest rate of return of any distribution method at 55%. Additionally, all individuals who turned in postcards for produce expressed a desire for more information about the market and incorporating local produce into their daily lives.

Seasonal Education Packets for Schools

This prominent component of our *Food Desert Initiative* is certainly one of the most interactive and rewarding. The ability to offer educational lessons, paired with fresh tastings in a school environment provides the students with a firsthand account of where food comes from and where they can find it in this area. Participating schools embraced the taste tests, utilized the banners provided to the grant, and often created their own form of internal advertisement as a way to increase anticipation prior to a sampling. Teachers who directly interacted with the taste test requested more information about incorporating the next sampling into their curriculum. Overall, all taste tests were well received by the school communities and there were requests to continue this partnership beyond the term of the grant from all schools.

The impact of this portion of the grant was clear at market as well. Many students from the partner schools were seen shopping at market with their families after a taste test. Seasonal produce vouchers distributed through the education courses, however, had a relatively high rate of return of 15%.

Direct to Resident Educational Courses

Discussing local ingredients, practicing preparation tips and tasting the final product in direct to resident educational courses helped to compliment the underlying educational component necessary to support successful market operations. What began as an irregular offering of classes to diverse groups of residents, developed into a partnership with two community centers. Classes were offered once a month at each location for youth and for adults. As these programs developed, several other centers and community organizations expressed interest in creating similar offerings.

Class sizes steadily increased over time as the community began to anticipate upcoming topics. The most successful classes occurred over the summer when both youth and adults had more time to commit to participating in community education. However, participation remained steady year-round and an estimated 6,500 people were directly interacted with over the two-year period through direct to resident programming. Seasonal produce vouchers distributed through the education courses, however, had the lowest rate of return at 2%.

Food Desert Market Promotion

A pillar of this grant project, these larger than life bus advertisements, combined with similarly colorful and informative cards that are seen by the riders themselves, have received high praise from many of the market members, customers and important community partners. On a daily basis, residents of Lexington's food deserts viewed these advertisements reminding them that the Lexington Farmers' Market was open every week, all year long. Additionally, targeted radio advertisements were heard by thousands of households during the early fall, when market participation tended to drop off. It was estimated that these promotional efforts directly reached over 10,000 households in total.

These promotional efforts, coupled with the other projects of the granted results in much growth for the Lexington Farmers' Market. The Market saw a 25% increase in token purchases, both with SNAP EBT cards and debit cards. This resulted in over 25,000 more dollars flowing through market over the two-year grant term. Additionally, over 800 additional people utilized the Market's token system over the two-year term.

For the first time, the Lexington Farmers' Market occupied the same outdoor location every Saturday of the year and those vendors who participated in the winter reported a 30% increase in sales. The Food Desert Promotion Program has made a significant impact in the Market's growth and reach.

Problems and Delays

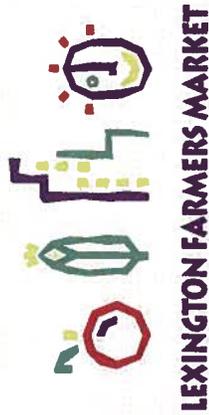
The programs funded by the grant were fully implemented, however a few changes to the timeline were required. Most notably, the write with which we contracted to complete the Know Your Farmers series completed the series much later than anticipated. This delay resulted in the decision to utilize series beyond the life of the grant.

Financial Summary

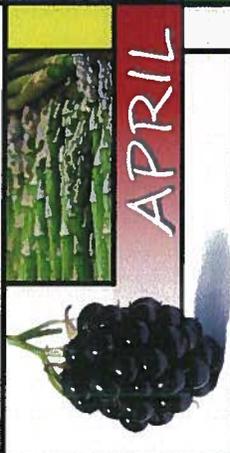
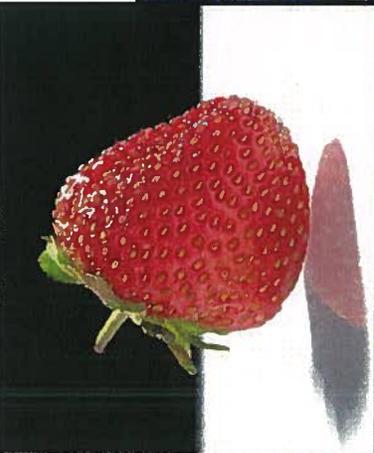
We expended \$76,433 during the grant period, completing all project elements under-budget.

SATURDAY
CHEASIDE PARK
7AM-2PM

SUNDAY
SOUTHLAND DRIVE
10AM-2PM



LEXINGTON FARMERS MARKET

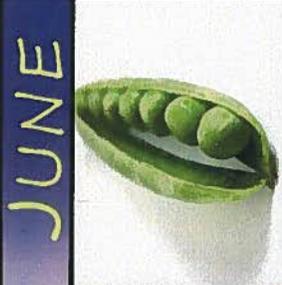


APRIL



WEDNESDAY
ALUMNTI & UNIV.
3PM-6PM

TUES. & THURS.
SBROADWAY & MAXWELL
7AM-4PM



JUNE



Lexingtonfarmersmarket.com

Q: How many seeds are on an average strawberry?

Answer on the back.

Q: What did Native Americans call the blueberry?

Answer on the back.

FREE
LFM farm sample!
See reverse for details

FREE
LFM t-shirt or \$10 off!
See reverse for details

Farm French Toast, for 2

ALL YOU NEED

1. 2 large or 3 small Organic Farm Eggs
2. 1 T butter or oil
3. 4-5 slices whole grain or sour dough bread
4. cinnamon, powdered
5. pure maple syrup



- Break two or three whole eggs into a mixing bowl with splash of water.
Mix thoroughly with whisk.

- Meanwhile, in a griddle or large frying pan over medium heat, add butter or oil, only enough to prevent sticking.

- Dredge bread slice in egg mixture, turning over to fully absorb. Place dredged bread on hot griddle or frying pan. Sprinkle with cinnamon. Cook 4-7 minutes, turning once midway. Serve hot, drizzled with pure maple syrup.

BLUEBERRY ANSWER:

Star berries, because the five points of the bloom make a star shape. Can you find the star shape on the blueberries?

FREE TEE-SHIRT or \$10 OFF:

Good for one Lexington Farmers Market tee or \$10 off any merchandise. REDEEM AT INFORMATION TABLE LOCATIONS. Valid at ANY Lexington Farmers Market location. Participating vendors only. One Voucher per person. While supplies last. Good: April 1 - June 30.



LEXINGTON FARMERS MARKET

STRAWBERRY ANSWER:

There are 200 seeds on the average strawberry and it is the only fruit that has seeds on the outside.

FARM TO TABLE SAMPLE:

Good for one free, fresh, farmers market sample. REDEEM AT ANY INFORMATION BOOTH. Valid at ANY Lexington Farmers Market location. Participating vendors only. One Voucher per person. While supplies last. Good: April 1 - June 30.



LEXINGTON FARMERS MARKET

Appendix B



Appendix C

Youth Vegetable Literacy Class

William Wells Brown Community Center
548 E. Sixth Street Lexington, Kentucky 40508

Join LFM staff-member, Stephanie Hopkins in a vegetable adventure! Participants will read, craft, taste, and play their way to a better understanding of vegetables and their importance. Suitable for elementary and middle school students.

Adult Vegetable Literacy Class

William Wells Brown Community Center
548 E. Sixth Street Lexington, Kentucky 40508

Join LFM staff-member, Stephanie Hopkins in this discussion-based class for adults. Participants will discuss barriers to buying and preparing fresh produce and strategies for breaking down those barriers. Resources, recipes, and coupons will be shared.

Elementary Food Club

Winburn Community Action Council
1169 Winburn Drive Lexington, Kentucky 40511

Join LFM staff-member, Stephanie Hopkins in a vegetable adventure! Participants will read, craft, and play their way to a better understanding of vegetables and their importance. Suitable for elementary school students.

Middle School Food Club

Winburn Community Learning Center
1060 Winburn Drive Lexington, Kentucky 40511

Join LFM staff-member, Stephanie Hopkins in this discussion-based class for middle and high school students. Participants will discuss the impact of buying local on the local economy, job creation, and agribusiness. Participants will work to become ambassadors for the local economy by encouraging their peers to buy local.

Appendix D



LEXINGTON FARMERS MARKET
www.LexingtonFarmersMarket.com

SATURDAYS
Cheapside Park
Every Week, All Year

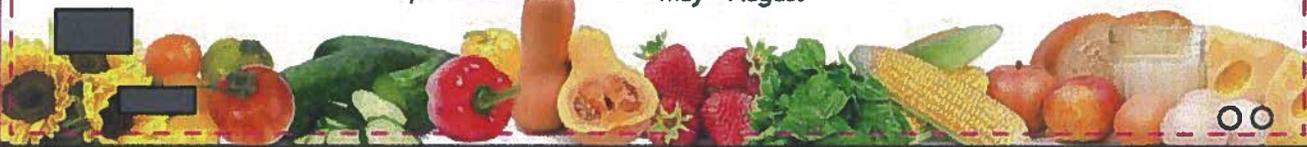
SUNDAYS
Southland Drive
April – October

TUES. & THURS.
S. Broadway & Maxwell
May – November

WEDNESDAYS
Alumni & University
May – August

We accept / Aceptamos
SNAP, WIC, and SFMNP

YOUR YEAR-ROUND SOURCE FOR LOCAL



EVERY SATURDAY

Cheapside Park
8AM – 1PM
On Routes 24 and 25
Walking distance from Transit Center



LEXINGTON FARMERS MARKET
www.LexingtonFarmersMarket.com

We accept / Aceptamos
SNAP, WIC, and SFMNP

YOUR YEAR-ROUND SOURCE FOR LOCAL

