

The **Friends of the City Market** of Kansas City, MO received \$67,254 to equip a low cost commercial kitchen facility for vendors to prepare value-added products for direct marketing to consumers, and to provide education to vendors and consumers on proper food handling and preparation, food safety, and nutrition.

[Final Report FY10](#)

FRIENDS OF THE CITY MARKET

Mark Thomas, Chairman
Troy Marquis, President
Paige Powers, Vice President
Bill Cielo, Treasurer
Deb Churchill, Secretary

Final Performance Report

To: Mr. Karl Hacker
FMPP Grant Program: Progress Report
USDA Agricultural Marketing Service
1400 Independence Avenue, SW
Room 4509 - South Building
Washington DC 20250

Title of Project: Farm to Table Kitchen
Grant Number: 12-25-G-1168
Location: Kansas City, MO
Contact: Deb Churchill
Phone: 816.842.1271

Final Performance Report: July 31, 2012

Project Summary:

This grant was awarded to Friends of the City Market to develop, install and promote the use of a commercial kitchen facility. The primary focus of the City Market Farm to Table Kitchen would be for farmers' market vendors to enhance product value and sales through the preparation, testing and improvement of direct farm to consumer products created with locally grown and sourced ingredients. The Farm to Table Kitchen would also incorporate an educational component for both vendors and consumers covering a variety of important topics such as food safety, food handling, preparation and general nutrition.

There were construction delays as coordination issues arose with the General Contractor. There were issues with the hood installation, grease interceptor and final inspections. We experienced numerous issues with policies and procedures with our Health Department and user compliance. This was a much more complex and costly construction venture and much more labor intensive to facilitate than anticipated.

Our farmer vendors have not utilized the Kitchen as anticipated with only about one or two having used it to date. The Farmers' Market educational programming, cooking demo's and samplings have however done very well. Interest from the public for use of the Kitchen has been overwhelming. Since opening in November we have had 115 inquiries and/or tours. We currently have 11 contracted hourly users, three food truck vendors using it for prep and storage and have had 6 other one-time event based users.

Overall the Farm to Table Kitchen is a success.



FRIENDS OF THE CITY MARKET

Mark Thomas, Chairman
Troy Marquis, President
Paige Powers, Vice President
Bill Cielo, Treasurer
Deb Churchill, Secretary

Project Approach:

I think from the beginning all we thought about was how could this help the Market and not what would it take to do it from construction through daily operation. Our initial approach was very surface based but we quickly found out that we had to regroup and come back with a more detailed and goal based approach. This allowed us to have a kitchen that works, that is fun and functional and has good flow. We knew we needed policies and procedures and safety in place and developed a full handbook. Internally we divided up operational tasks to make sure that everything runs smoothly. Custodial and maintenance check the kitchen after every use. Our Office Manager & Event Assistance manages all contracted hourly and monthly rental users. Our Marketing & Events Manager coordinates all educational programming, cooking classes and event based use. We really had to approach this as a true business and finally have it running smoothly.

Goals and Outcomes Achieved:

The goals of the Farm to Table Kitchen are:

1. To provide a kitchen that would give our farmers a place to expand their product line, allow a more affordable option than they may currently be using or to allow for new start up vendors. Outcome: We have only had one or two farmers' market vendors utilize the kitchen so far and several that have expressed interest which has been less than we anticipated.
2. To create educational opportunities, cooking demo's and sampling's during the hours of the farmers' market for our customers to experience. Outcome: This has gone great! We work with the University of Missouri Extension Office, Culinary Center of Kansas City and Harvesters that all use time in the Kitchen on Saturday's and Sunday's during the farmers' market to provide educational and nutrition information, do cooking demo's and samplings and provide recipes. This has been a great success and addition to the Market.
3. To create a "Shop with the Chef" program where patrons can sign up to shop the farmers market with the chef, and then go back to the kitchen to make an item from what they bought in the market. Outcome: Though we don't have a formal program in place with this title we have two users that have cooking classes that bring in chef's who purchase from the farmers and then do the cooking class from there so it is a start and the classes have gone very well.

Beneficiaries:

- **Farmers** - Most of the kitchen users are buying their product directly from the farmers. With the programming outlined for this season, the organizations will be promoting the farmers' that they have bought their product from for their cooking demos and samplings so that customers go shop with those farmers so they can take home what they learned from the market and make it themselves, and recipes are being handed out so patrons know how to cook some of the different foods when they get home. All of this increases the farmers' revenue. We are continuing the conversation with our farmer vendors about the opportunities to increase their products by utilizing



FRIENDS OF THE CITY MARKET

Mark Thomas, Chairman
Troy Marquis, President
Paige Powers, Vice President
Bill Cielo, Treasurer
Deb Churchill, Secretary

the kitchen or to be speakers for educational programming. We have had calls from new vendors looking to make their product in the kitchen so that they can be a Market vendor.

- A few farmers are also using the kitchen so this too is increasing their business and bottom line.
- **Consumers** - They are learning more about the nutritional aspects of produce and about how to cook some of the produce they buy and to try new things. And some of the consumers are also users of the kitchen so that takes it full circle.
- **Educational Partners** - The Missouri Extension Office and Culinary Center of Kansas City are great partners and providing an education component and sampling on Saturday's during the farmers' market. We have scheduled Harvesters for education, cooking demos and sampling, on Sundays. We continue to field inquiries from various organizations such as Cultivate KC, the Kansas City Food Circle, and various caterers looking to use the kitchen space for cooking demonstrations and/or classes. A current schedule of programming is included.
- **City Market** - This simply improves what the City Market Farmers' Market has to offer to our customers, users and to our budget in the long run to recoup some of the costs incurred in the process.

Lessons Learned:

There were construction delays, as we had hoped to up and operational by end of July and did not complete until November. Coordination issues arose with the General Contractor. There were issues with the hood installation, grease interceptor and final inspections. The city's health department has had every changing rules and compliance issues that has made it difficult to get users up and running. This was a much more complex and costly construction venture and much more labor intensive to facilitate moving forward than anticipated and we learned a lot along the way. With all that, still this has been a great addition to the City Market and the patrons and users really enjoy the space and what it adds to the market.

Additional Information:

Our feedback would be, that this is a much bigger venture to take on than people might expect and we should have done more investigating with other markets in advance of pursuing this opportunity. Our decision may have been different as to whether we would do it or not, but it has been a good educational process and believe it will be good in the end for our farmers and the Market. It would be more than helpful to have a dedicated staff person for management of the kitchen for rentals, programming and education for operational purposes, than to have this as an added duty on top of what staff is already managing. We have been bombarded with calls, inquiries, tours and general interest. This is a great problem to have as long as you can manage it successfully. Our 2012 Farmers' Market season is now full with have programming set with the Missouri Extension Office, Harvester's and The Culinary Center of Kansas City. We currently have some sort of educational programming, food demonstrations or samplings scheduled in the kitchen during the farmers market almost every Saturday, May through October and a few



FRIENDS OF THE CITY MARKET

Mark Thomas, Chairman
Troy Marquis, President
Paige Powers, Vice President
Bill Cielo, Treasurer
Deb Churchill, Secretary

Sunday's as well. In our opinion the Farm to Table Kitchen is already a success and participation throughout the summer will simply solidify that success.

Contact Person:

Deb Churchill, Project Manager
dchurchill@copaken-brooks.com
816.842.1271

In closing, I would like to thank the USDA FMPP program staff that has the difficult task of implementing these grants and their compliance. I am sure it can be a thankless job, but what you are doing is so great for the process of farmers' markets around the country. We are thankful to have benefited from this program and appreciate your help throughout the process.

Sincerely,

Deb Churchill





• FARM TO TABLE •

KITCHEN

==== CITY MARKET ====



Farm to Table Kitchen

WEST
UNION

SOYA





Farm to Table Kitchen

WEST
UNION



Stainless steel kitchen cabinets and range hood.







CAPTIVEAFIRE

MUSKY

CAUTION

11