The **Foothills Farmers’ Market** of Shelby, NC received $45,746 to create a brand for the Market; purchase print, radio, and billboard advertising; expand web/social media efforts, and engage community stakeholders in the development of a strategic plan for the growth and continued development of a sustainable local food system.

*Final Report FY10*
USDA Farmers Market Promotion Program

Final Performance Report

Date: December 15, 2012

Recipient Name: NC Cooperative Extension for Foothills Farmers’ Market, Inc.

Title of Project: Foothills Farmers’ Market – Increasing Direct Sales & Improving Health through Branding, Market Expansion, and Community Awareness

Grant Number: NC-087-2010-G-1169

Location: Shelby, North Carolina
Project Summary:
Farmers’ Market Promotion Program (FMPP) funds were utilized to:

a) clearly distinguish Foothills Farmers’ Market (FFM) as Cleveland County, North Carolina’s one-stop source for certified local foods and value-added farm commodities;
b) increase the direct sale of these goods by qualified vendors;
c) improve community access to local foods;
d) stimulate increased dietary intake of fresh fruits and vegetables among the general public (including targeted limited resource audiences), and;
e) engage farmers, community partners and the general public in the development of a strategic plan for creating a local food system.

These strategies were implemented and evaluated by an established market steering committee, the corporation’s pending officers & directors, work teams, market manager, and community partners with oversight from NC Cooperative Extension, who helped establish the market in 2008. The project’s stages of work were:

1. establishing a unique brand identity to position FFM for advantage against an array of local competitors including resale vendors, supermarkets, auction markets and tradelots
2. marketing and social networking to grow the market’s customer base
3. increasing opportunities for direct sale of locally-grown food and handmade crafts by creating two (2) new satellite markets
4. community awareness and engagement activities to create an informed customer base and to empower volunteers to support the market in purposeful and creative ways

Project Approach:

Branding: To create and communicate a brand identity that occupies a distinct, valuable place in the minds of consumers, we purchased a vintage farm truck (1951 Ford Flatbed) and featured it prominently in FFM’s new logo. The truck, fitted with promotional signage, was used regularly in support of daily market operations and served as a “rolling billboard” to attract public attention at outdoor festivals, community events, and parades. We also developed a graphic brand identity, which included a new logo, signature red and white cabana striping, and the “We Grow What We Sell” tagline. This brand identity was uniformly incorporated into market advertising and communications.

Marketing & Social Networking: A broad range of marketing and promotions activities were utilized to heighten visibility of the market and to increase foot traffic to FFM. These included: a) a re-designed website; b) weekly electronic customer newsletters; c) restaurant table toppers; d) signs and banners; e) advertising benches; f) brochures; g) billboards; h) print ads in local newspapers and magazines; i) creation of a Facebook page, and; j) paid Facebook advertising.

Increasing Direct Sales Opportunities: FFM established two new satellite market locations to improve vendor access to customers. One of these targeted employees of the local health department and hospital. The other satellite targeted residents of neighboring Boiling Springs, Home of Gardner-Webb University, Boiling Springs boasts a growing population young families with the expendable income to provide a demand for our vendors’ higher priced offerings, including organic produce, meats, cheeses, value-added products and specialty crops. The prevailing college town attitude also favors personal fitness and a commitment to the importance of local foods.
Community Awareness & Engagement: Activities undertaken to heighten community awareness about the importance and benefits of eating locally included: a) monthly local food potluck gatherings; b) two "Know Your Farmer, Know Your Food" progressive dinner farm tours; c) two documentary film screenings; d) farmer discussion panels, and; e) formation of a speakers’ bureau to support civic club presentations. Community engagement efforts led to formation of a board of directors and establishment of goal-oriented work groups, creation of a surplus food donation program, and procurement of a 501(c)(3) nonprofit designation for FFM.

Goals and Outcomes Achieved:

Baseline information: In 2009, FFM engaged 33 vendors who produced 77 different products and generated combined sales of $84k.

Goal 1: Increase the number of participating vendors by at least 30%.

Outcome 1: Increasing customer foot traffic and creating additional product demand led to a 118% increase in the number of farmers and home-based business entrepreneurs selling at Foothills Farmers’ Market. Vendor participation grew from 33 vendors to 72 vendors at the completion of the project.

Goal 2: Add 10 additional commodities to the market’s product line.

Outcome 2: Nearly thirty (30) new products were successfully introduced during the project period: heirloom vegetable varieties; assorted baked goods; ready-to-eat vegan meals; landscape perennials; grass-fed lamb; value-added pork and beef products; free-range turkeys; cheese, butter, and ice cream; marshmallows; herbal tinctures; jams and jellies; dried fruits and vegetables; cornmeal and grits; molasses; ornamental pumpkins and gourds; handcrafted clothing, pottery, and Adirondack furniture; Christmas trees and wreaths.

Goal 3: Vendors will generate an additional $45K per year in sales.

Outcome 3: Seventy-two (72) vendors who sold at Foothills Farmers’ Market during the 2012 season were surveyed at the completion of the project to assess market growth resulting from grant-funded marketing and promotions activities. Results indicated that:

a) Average total sales per vendor increased from $1,447.18 in 2011 to $3,475.04 in the 2012 market season, a 240% increase.
b) Estimated total sales grew from $84,000 in 2009 to $250,200 in 2012 ($166,200 in additional sales).
c) 87.5% of respondents indicated that resulting growth of the market allowed them to diversify their product line and grow their business.

Goal 4: Creation of 20 additional part-time jobs (farmers, farm workers, and home-based business entrepreneurs).

Outcome 4: Seven (7) new businesses were created as a result of market growth and increased demand for local foods. Market vendors reported hiring eight (8) additional part-time workers to assist with expanded production and marketing activities.
Goal 5: Delivery of seven (7) food-related demonstrations, five (5) producer/vendor workshops, and three (3) consumer seminars related to food & lifestyle choices.

Outcome 5: The following food-related demonstrations/workshops were delivered to educate consumers about the benefits of eating locally and how to incorporate local foods into their family meals:

1. Container gardening
2. Home food preservation (canning, freezing, drying)
3. Eating seasonally
4. French toast and fresh fruit (chef demonstration)
5. Summer salads
6. Quick veggie stir fry (chef demonstration)
7. Homesteading (vendor demonstration)

The following producer/vendor workshops were delivered:

1. Diversifying your product line
2. Extending the growing season
3. Tips to increase sales
4. Post-harvest handling and food safety
5. Customer relations

The following activities helped to heighten community awareness of the benefits of eating locally, improve visibility of Foothills Farmers' Market, and grow the customer base:

1. Farm to Table Progressive Dinner Tour
2. Local foods film screening and young farmer discussion panel
3. Local Foods Farm Tour
4. Local foods films screening and community potluck dinner

Goal 6: Vendors will diversify their direct marketing strategies to include institutional, internet, and community supported agriculture (CSA) sales.

Outcome 6: As a result of creating a partnership with an Uptown Shelby restaurant (Pleasant City Wood-Fired Grille) to feature local food specials on their Saturday menu (see attached menu samples), nineteen (19) vendors made $4,050 ($213 average per vendor) in additional institutional food sales during an 18–week period (June 30 through September 29, 2012).
Vendor education programs aided three (3) vendors\(^a\) in implementing online sales. Five (5) vendors\(^b\) collaborated in the development of a multi-farm CSA, which is projected to serve 25 subscribers beginning May 22, 2013 and to generate an additional $12,000 in sales over two 8-week subscription periods ($2,400 per farm).

\(^a\) Beam Family Farm, Lewis Farm, Dellinger Family Farm, Thom Hoffmaster, Fairview Farms, Greene Family Farm, Dragonfly Urban Farm, Berry Fields, Carroll Enterprises, Poverty Creek Farm, Ladybug Bakery, Guernsey Girl Creamery, Wild Dahlia Homestead, C-Saw Hill, Oakmoon Creamery, McMurry Farm, Underwood Family Farm, Rhodesdale Farm.

\(^b\) Beam Family Farm, C-Saw Hill, Nature’s Barn.

\(^c\) Poverty Creek Farm, 4 Brothers Garden, Wild Dahlia Homestead, Underwood Family Farm, Greene Family Farm.

**Goal 7:** Customers will attend the market in larger numbers and with greater frequency, demonstrate positive attitudes and behaviors related to local foods (especially fresh fruits & vegetables), and develop and demonstrate leadership skills, volunteerism, and participation in the community decision-making process related to local foods systems.

**Outcome 7:** Because our main market currently operates under tents on a street, it is nearly impossible to make an accurate customer count. In lieu of counting total attendance, we asked vendors to estimate the number of customers shopping at the market each week. Vendors estimated a 22 percent increase in foot traffic on Wednesdays, and a 69 percent increase on Saturdays from 2011 to 2012. This level of increased foot traffic does not explain the nearly three-fold increase in sales; it is our belief that vendors underestimated the increase in market foot traffic. Also, because the project generated additional vendors and new product selection, we surmise that customers and tending to shop longer and spend more than in previous years.

To gain perspective on attitudes and behaviors about local foods, Foothills Farmers Market surveyed 100 market customers. Results of the survey are indicated below:

<table>
<thead>
<tr>
<th>1. What is your age?</th>
<th>Response percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 or younger</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>21-29</td>
<td>10.0%</td>
<td>10</td>
</tr>
<tr>
<td>30-39</td>
<td>25.0%</td>
<td>25</td>
</tr>
<tr>
<td>40-49</td>
<td>22.0%</td>
<td>22</td>
</tr>
<tr>
<td>50-59</td>
<td>28.0%</td>
<td>28</td>
</tr>
<tr>
<td>60 or older</td>
<td>15.0%</td>
<td>15</td>
</tr>
<tr>
<td><strong>Answered question:</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

2. Are you male or female?

<table>
<thead>
<tr>
<th></th>
<th>Response percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>29.0%</td>
<td>29</td>
</tr>
<tr>
<td>Female</td>
<td>71.0%</td>
<td>71</td>
</tr>
<tr>
<td><strong>Answered question:</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>
### 3. How far do you travel to shop at the farmers’ market?

<table>
<thead>
<tr>
<th>Distance</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1 mile</td>
<td>8.0%</td>
<td>8</td>
</tr>
<tr>
<td>1-5 miles</td>
<td>33.0%</td>
<td>33</td>
</tr>
<tr>
<td>5-10 miles</td>
<td>30.0%</td>
<td>30</td>
</tr>
<tr>
<td>10-15 miles</td>
<td>22.0%</td>
<td>22</td>
</tr>
<tr>
<td>I do not shop at the market, but would if it was closer to home/work.</td>
<td>6.0%</td>
<td>6</td>
</tr>
</tbody>
</table>

Answered question: 100

### 4. Why do you shop at the farmers’ market?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience</td>
<td>3.0%</td>
<td>3</td>
</tr>
<tr>
<td>Fresh, healthier alternative to grocery store</td>
<td>71.0%</td>
<td>71</td>
</tr>
<tr>
<td>Social gathering</td>
<td>5.0%</td>
<td>5</td>
</tr>
<tr>
<td>Transparency of the local food system</td>
<td>12.0%</td>
<td>12</td>
</tr>
<tr>
<td>Other (support local business, teaching children, etc.)</td>
<td>5.0%</td>
<td>5</td>
</tr>
<tr>
<td>I do not shop at a farmers market</td>
<td>8.0%</td>
<td>8</td>
</tr>
</tbody>
</table>

Answered question: 100

### 5. What is most important to you in making a food-buying decision?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being able to see &amp; pick out the food you’re purchasing</td>
<td>8.0%</td>
<td>8</td>
</tr>
<tr>
<td>Quality &amp; freshness</td>
<td>29.0%</td>
<td>29</td>
</tr>
<tr>
<td>Locally-grown</td>
<td>52.0%</td>
<td>52</td>
</tr>
<tr>
<td>Other (knowing the farmer, organic, price, etc.)</td>
<td>11.0%</td>
<td>11</td>
</tr>
</tbody>
</table>

Answered question: 100

**Beneficiaries:**

- Seventy-two (72) market vendors, consisting of farmers and home-based business entrepreneurs benefited from the dramatically increased volume in sales generated by the project (each vendor earns an additional $2,028, on average, each market season). Capturing a larger portion of the local food dollar has allowed these vendors to grow their businesses through expansion and product diversification, and to create jobs. One market vendor commented:

  “We grew and sold 300 more chickens and 10 more hogs this year [2012] than last year”

- An estimated 800 market patrons each week helped our community garner the economic, health, social, and environmental benefits of eating locally. Many patrons report dietary/health benefits from shopping at Foothills Farmers’ Market. Posts to the market’s Facebook page frequently include statements such as:

  “It is important to know where your food comes from and how it was grown. I feel safer buying products from Foothills Farmers’ Market”.

  “My kids eat healthier because I now cook with fruits and vegetables I buy from the market”.

- Six (6) local restaurants and caterers gained competitive market advantage by sourcing ingredients locally. All of these business cited “significant economic benefit” from their affiliation with the local food movement.
Farmers benefited financially by increasing the volume of institutional food sales. Future plans include providing the infrastructure to stimulate and support additional institutional food purchases, which is projected to generate and additional $85k annually.

Individual farms and agritourism destinations that hosted tours and monthly local food gatherings reported added business from the increased exposure.

NC Cooperative Extension gained additional credibility with the local funding partner and the public by positioning itself as the lead organization in support of local food systems.

Thirteen (13) persons developed additional leadership skills and community service experience by serving as officers and directors for Foothills Farmers’ Market. The Foothills Farmers’ Market Board of Directors reflects a cross-section of community interests drawn together in support of local foods. Responsible for market oversight and long-range planning, our directors include market customers, health care professionals, educators, and vendors.

Market leadership and management gained valuable insight into the relative effectiveness of a variety of marketing and promotional strategies, and are now better positioned to make wiser allocation of budget resources. Provided they are properly planned and administered, lower cost marketing and communication strategies (including Constant Contact customer newsletters and postings to social media networks) appear to be more cost effective than traditional media advertisements.

Foothills Farmers’ Market has benefitted by gaining additional experience in resource development and grant management. As a result of the FMPP grant, we have adopted bylaws, fully incorporated as a 501(c)(3), contracted for the services of a certified public accountant, and implemented a new policies and procedures manual.

Foothills Farmers’ Market has also developed a comprehensive strategic plan to guide future direction, and have raised an additional $319k in grants to support construction of a permanent market facility.

Receiving the USDA FMPP grant also freed up other resources, allowing Foothills Farmers’ Market to create, improve, and sustain a range of programs and services, including:

a) Community Garden Share, a hands-on effort to eliminate hunger
b) Farmer Foodshare, a volunteer and farmer-led surplus food donations program
c) Community Math Academy Project, using local foods to help students build math and life skills
d) Community Outreach & Education, projects and activities to educate and inform the community about the many health, economic, environmental, and social benefits of local foods
e) Meet Up to Eat Up, a moving monthly feast that features local food and local farms

Pleasant City Wood Fired Grille, Smoke on the Square, Ni Fens, Dressing on the Side, Chen’s, The Sweezy House.
Lessons Learned:

- Strategic marketing and promotions activities can produce significant benefits for newly-established farmers’ markets. Our experience shows that each $1 invested generates $4 in added revenue for vendors.

- Farmers’ markets can benefit from the services of consultants and professionals, especially in the creation of a distinct visual brand identity, identifying targeted marketing strategies, and employing new communications technologies.

- Relationships, trust, and transparency set farmers markets apart from grocery chains and produce resellers. Farm tours, film screenings, panel discussions, community meals, and other activities that introduce the public to the farmers who grow their food are important to establishing a local food movement.

- Rural farmers’ markets and small institutional kitchens that source local ingredients can benefit from collaboration and cross-promotion.

- More than two-thirds (71%) of farmers’ market customers in our rural communities are female. Three-fourths (75%) are 30 to 59 years old. Marketing and promotions activities should be targeted to this demographic.

- Vendors have definite opinions about the relative effectiveness of various marketing and promotions activities. When developing a budget that allocates vendors’ membership fees and space fees to market promotions, farmers’ market boards and managers should focus on the marketing activities that vendors deem most effective. Foothills Farmers’ Market vendors favored relatively low-cost marketing strategies, including weekly electronic customer newsletters, social media status updates, and restaurant promotions:

<table>
<thead>
<tr>
<th>Marketing Strategy</th>
<th>Not effective</th>
<th>Somewhat effective</th>
<th>Very effective</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly electronic customer newsletter</td>
<td>0.0%</td>
<td>39.1%</td>
<td><strong>52.2%</strong></td>
<td>8.7%</td>
</tr>
<tr>
<td>Newspaper print ads</td>
<td>13.0%</td>
<td>39.1%</td>
<td>30.4%</td>
<td>17.4%</td>
</tr>
<tr>
<td>Magazine print ads</td>
<td>0.0%</td>
<td>56.5%</td>
<td>26.1%</td>
<td>17.4%</td>
</tr>
<tr>
<td>Local radio ads</td>
<td>13.6%</td>
<td>45.5%</td>
<td>9.1%</td>
<td>31.8%</td>
</tr>
<tr>
<td><strong>Facebook status updates</strong></td>
<td>0.0%</td>
<td>30.4%</td>
<td><strong>60.9%</strong></td>
<td>8.7%</td>
</tr>
<tr>
<td>Paid Facebook ads</td>
<td>13.6%</td>
<td>40.9%</td>
<td>27.3%</td>
<td>18.2%</td>
</tr>
<tr>
<td>Advertising benches</td>
<td>13.6%</td>
<td>36.4%</td>
<td>13.6%</td>
<td>36.4%</td>
</tr>
<tr>
<td>Restaurant table toppers</td>
<td>4.3%</td>
<td>34.8%</td>
<td>39.1%</td>
<td>21.7%</td>
</tr>
<tr>
<td><strong>Promotions with local restaurants</strong></td>
<td>0.0%</td>
<td>17.4%</td>
<td><strong>65.2%</strong></td>
<td>17.4%</td>
</tr>
<tr>
<td>Live entertainment</td>
<td>21.7%</td>
<td>26.1%</td>
<td>39.1%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Demonstrations (cooking, etc.)</td>
<td>9.5%</td>
<td>33.3%</td>
<td>42.9%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Displays (festivals, fairs, etc.)</td>
<td>0.0%</td>
<td>45.5%</td>
<td>31.8%</td>
<td>22.7%</td>
</tr>
</tbody>
</table>

- Developing a strong visual brand identity (that incorporates a logo, color theme, taglines, etc.) and incorporating it consistently into a range of marketing strategies (web site, print ads, newsletters,
flyers, table toppers, banners, billboards, etc.), will help distinguish a farmers’ market from other food shopping venues.

- A well-designed, user-friendly website provides the market with a valuable tool for organizing and sharing important information to a variety of constituencies (customers, the general public, partnering agencies and organizations, current vendors, potential vendors, etc.), but it does not function as an effective marketing and promotions tool.

Additional Information:

1. Of the 100 market customers surveyed, 54 expressed interest in subscribing to a Community Supported Agriculture (CSA), suggesting opportunities for creating addition sales for farmers. Foothills Farmers’ Market will organize a market-sponsored CSA during the 2013 market season.

2. Foothills Farmers’ Market benefited significantly from creating partnerships in the local community.
   a) NC Cooperative Extension was instrumental in guiding development of the market’s leadership structure (board of directors) and in securing a 501(c)(3) non-profit determination for the market. Extension also sponsored educational programs for vendors and customers and aided the newly-formed board in visioning and strategic planning, which identified the need for a permanent market facility. With a commitment to programming in the areas of community development and local food systems, NC Cooperative Extension has taken the lead in resource development for the proposed new market facility, garnering $319k from a blended stream of funding from municipal governments, private foundations, market fundraisers, lending institutions, corporations, private donors, and state and federal grants.

   b) Municipal governments provided significant levels of support to Foothills Farmers’ Market during the project period. County government provided salary for the part-time manager, insurance coverage for the market (general liability, directors & officers liability, and vintage market truck), plus committed $40k to the permanent market facility. City government permitted market operations on a public street, delivered traffic barricades each market day, committed $40k to the permanent facility, and dedicated a city-owned parking lot as the construction site.

   c) Owing to their experience with travel and tourism, Tour Cleveland County (a division of the local Chamber of Commerce) was instrumental in helping to organize, promote, and conduct motor coach tours to local farms.

   d) The Cleveland County Health Department aided in siting and managing a mobile market in their parking lot and in promoting the market to their staff, employees at the adjoining hospital, and residents of a neighboring low-income community.

Contact Person:
Greg Traywick, Cleveland County Extension Director  
NC Cooperative Extension  
130 S. Post Road, Suite 1, Shelby, NC 28152  
Phone: 704-482-4365 (office) or 704-472-4657 (mobile)  
Email: greg_traywick@ncsu.edu
1. Document impact on farmers:
   - The project enabled 39 additional farmers and home-based businesses to engage in direct marketing.
   - Approximately thirty (30) new agricultural commodities were successfully introduced to the market during the project period.
   - The average vendor’s total sales increased by $2,027.86 as a result of the project.
   - Total seasonal sales (farmer income) increased by $166,200.
   - Nearly 90% of vendors diversified their product lines and grew their businesses.
   - Seven (7) new businesses were created.
   - Eight (8) part-time jobs were created.

2. Document impact on customers:
   - Foot traffic increased significantly (estimates ranging from 22 to 69 percent daily) at all market locations.
   - Approximately 800 market patrons per week demonstrated their commitment to local foods.
   - Public awareness of production agriculture and local foods issues were dramatically increased. 1,519 persons subscribed to weekly customer newsletters; 2,056 followed the market on Facebook; more than 100 persons ordered local food restaurant specials each week; an average of 35 persons attended monthly local foods potluck gatherings; 112 participated in local foods tours, and; 122 attended film screenings.

3. How the FMPP grant helped the organization:
   - Provided the stimulus to incorporate as a non-profit and to secure a 501(c)(3) designation.
   - Enhanced credibility with local governments and leveraged their operational and financial support.
   - Provided the board with insight and involvement in administering grant-funded projects and activities.
   - Generated enthusiasm and vision, leading to the development of a long-range strategic plan and the confidence to raise an additional $319,000 to construct a permanent market facility.
   - Provided for essential funding for marketing and promotion, freeing up scarce resources to create, improve, and sustain a range of programs and services.

4. Changes in organizational operations:
   - Creation of a formal board of directors, including elected officers.
   - Improved fiscal management and accountability via the use of budget software and oversight of a certified public accountant.
   - Creation of work groups and committees to oversee important projects and activities (workload sharing).
5. Challenges:

- Making sure that the board and manager fully understand grant provisions and do not commit to unapproved expenditures. These were resolved through ongoing discussion and grant updates (progress reports) issued at monthly board meetings.

6. Key partnerships:

- NC Cooperative Extension guided development of the market’s leadership structure and helped the organization secure a 501(c)(3) non-profit determination for the market. Extension also sponsored educational programs for vendors and customers and aided the newly-formed board in visioning and strategic planning, which identified the need for a permanent market facility.

- County of Cleveland provided salary for the part-time manager, insurance coverage for the market (general liability, directors & officers liability, and vintage market truck), plus committed $40k to the permanent market facility.

- City of Shelby permitted market operations on a public street, delivered traffic barricades each market day, committed $40k to the permanent facility, and dedicated a city-owned parking lot as the construction site.

- Tour Cleveland County was instrumental in helping to organize, promote, and conduct motor coach tours to local farms.

- The Cleveland County Health Department aided in siting and managing a mobile market in their parking lot and in promoting the market to their staff, employees at the adjoining hospital, and residents of a neighboring low-income community.

- Pleasant City Wood Fired Grille partnered in creating a “Farmers’ Market Saturday Specials” menu.

7. Additional resources leveraged (toward construction of a permanent market facility):

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleveland County Chamber ((Progressive Dinner Tour)</td>
<td>890.00</td>
</tr>
<tr>
<td>NC Cooperative Extension</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Foothills Farmers’ Market (Community Painting fundraiser)</td>
<td>806.90</td>
</tr>
<tr>
<td>Weathers Family Foundation</td>
<td>2,000.00</td>
</tr>
<tr>
<td>Foothills Farmers’ Market</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Dover Foundation</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Cleveland Association of Governing Officials (CAGO)</td>
<td>10,000.00</td>
</tr>
<tr>
<td>Town of Mooresboro</td>
<td>500.00</td>
</tr>
<tr>
<td>County of Cleveland</td>
<td>40,000.00</td>
</tr>
<tr>
<td>City of Shelby</td>
<td>40,000.00</td>
</tr>
<tr>
<td>Cleveland County Farm Bureau</td>
<td>20,000.00</td>
</tr>
<tr>
<td>USDA Rural Business Enterprise Grant</td>
<td>75,000.00</td>
</tr>
<tr>
<td>USDA Community Facilities Grant</td>
<td>49,000.00</td>
</tr>
</tbody>
</table>
8. Can this project be replicated elsewhere?
   • Yes... the range of marketing and promotion strategies used to benefit Foothills Farmers’ Market should prove beneficial in other communities.

9. Overall experience:
   • Very positive and beneficial. The grant produced significant growth and impact.

10. Personal benefits:
    • Added confidence in resource development
    • Increased knowledge and skills related to organizational and leadership development
    • Expanded partnerships and networks
    • Increased skills in teamwork, delegation, supervision, and volunteer management

11. Willingness to participate in webinars, podcasts, videos, or participate in other events.
    • Yes.

I give my permission, as a participant in the Farmers Market Promotion Program grant, for the US Department of Agriculture to use my name and information provided by me in reports or other promotional material created about this FMPP-funded project:

Name: Gregory B. Traywick

Title or role within the FMPP-funded project: principle investigator

Signature: [Signature]

Date: December 31, 2012
**10 Reasons to Eat Locally**

1. It tastes better.
2. It's more nutritious.
3. It offers more variety.
4. It inspires a connection with food.
5. It supports local farm families.
6. It builds community.
7. It protects agriculture & preserves open space.
8. It supports the local economy.
9. It supports a clean environment.
10. It shapes our future.

**What you can do...**

- **✓** Shop at Foothills Farmers’ Market regularly. Bring a friend along.
- **✓** Share your passion for local foods with family, friends and co-workers (encourage them to eat locally, too).
- **✓** Spice up mealtime with some new recipes that feature fresh fruits, vegetables and herbs.
- **✓** Visit local pick-your-own farms and roadside stands.
- **✓** When dining out, ask your server if the menu features local foods. If so, order those selections. If not, encourage the chef to source ingredients from local growers.
- **✓** Grow your own. Start a family or community garden. Get the kids and neighbors involved.
- **✓** Join a CSA (community supported agriculture) or food buying club.
- **✓** Become a member of Foothills Farmers’ Market (we’ll keep you fed, informed and connected). Visit www.foothillsfarmersmarket.com to learn how.

Foothills Farmers’ Market is a part of what makes quality of life in Cleveland County so great! We collaborate with festivals & events in Uptown Shelby, including Art on the Square, Livermush Expo, Car Shows, and Art of Sound. We also coordinate special events at our markets to make the food shopping experience fun for the entire family and to engage customers in our efforts to combat hunger in the local community. These include:

- **Craft Days** - Local artisans demonstrate their skills and offer local art & craft items for sale.
- **Music** - Live performances by regional talent.
- **Food Demonstrations** - Watch local chefs prepare delicious, healthy recipes and learn about nutrition & food safety.
- **Farmer FoodShare** - Your donations (food or money) will help us feed the hungry right here at home.
- **Children’s Activities** - Hands-on activities to teach children about local foods and the beauty of nature.

Visit the EVENTS CALENDAR page on our website for a complete schedule of events.

Stay informed about what’s happening at Foothills Farmers’ Market. Visit our website to subscribe to our weekly electronic newsletter. You’ll get recipes and shopping tips, learn what’s fresh each week, and get information on market-related activities & events.

**Our Mission**

Foothills Farmers’ Market is a grower certified market that provides community access to the freshest local foods available anywhere.

We value family farms, endorse sustainable production practices and innovation, contribute to the health and prosperity of the local community, and support the creation of a local food economy.

www.foothillsfarmersmarket.com
History & Organization...

Foothills Farmers’ Market was established in 2008 following the closure of an older market building that had operated on Warren Street in Uptown Shelby for 30 years. A joint project of NC Cooperative Extension, Uptown Shelby Association, and the Cleveland County Chamber, Foothills Farmers’ Market capitalizes on national trends for local food and seeks to:

• Reduce risk to farmers by creating a viable market for locally-grown fruits, vegetables, ornamentals, and value-added products.
• Create opportunities for small and mid-size family farms to engage profitably in production agriculture.
• Improve public health by increasing consumption of fresh fruits and vegetables.
• Enhance tourism and retail trade in Cleveland County through spillover of farmers’ market shoppers.
• Strengthen the social fabric of the community by building awareness and appreciation for local agriculture.

Foothills Farmers’ Market is incorporated and is currently pursuing a 501(c)3 non-profit designation. Our membership is comprised of vendors (who form the heart of the organization and influence our governance), affiliate community organizations, and consumers. Paid members receive a range of benefits, including eligibility for election to our board of directors, which provides leadership and planning for the organization. Part-time managers oversee daily market operations and facilitate communications with market vendors & customers.

Key Partners...

• Local farmers & producers who share their commitment to sell quality, local products.
• City of Shelby and Ruby C. Hunt YMCA provide our market locations and publicity.
• Cleveland County provides a portion of our funding and liability insurance coverage.
• Eat Smart Move More Coalition shapes community policy related to nutrition and physical activity.

Plans are underway to construct a multi-purpose shade pavilion in Uptown Shelby that will provide a permanent home for our market and a venue for public gatherings.

Our Vendors

Most of the vendors authorized to sell at Foothills Farmers’ Market live and farm in Cleveland County, but we do permit the sale of products originating within a 50-mile radius of Shelby provided they are produced by the vendor. Some vendors utilize the market for only a few days during the season when their specialty crops like sweet corn, strawberries, asparagus, or melons are in supply. Other growers have more diversified product lines and sell at the market on a regular basis throughout the entire season.

We conduct certification site visits to verify that our vendors sell only locally-grown produce, crafts, and value-added food items. We’re also committed to food safety. Baked goods and other value-added foods must be prepared in kitchen facilities inspected by the local Health Department and/or the NC Department of Agriculture & Consumer Services.

Potential new vendors are required to submit an application (available on our web site) which is screened by Board and pay their annual membership dues prior to selling with us. Vendors pay a nominal fee for their space each market day.

Hours & Locations...

Uptown Shelby Market
Washington Street on historic courthouse square, from May through October.

Wednesdays & Saturdays, 8 AM - 12 N

Shelby Satellite
Cleveland County Health Department, 315 E. Grover Street June through August.

Tuesdays from 8 AM - 12 N

Boiling Springs Satellite
Ruby Hunt YMCA, 1322 Patrick Avenue, June through September.

Thursdays from 5 - 8 PM

Cleveland County Agriculture

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Total acres in county</td>
<td>297,120</td>
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<tr>
<td>Number of farms</td>
<td>1,188</td>
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<tr>
<td>Total land in farms, acres</td>
<td>115,637</td>
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<td>Average farm size, acres</td>
<td>97</td>
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<td>Harvested cropland, acres</td>
<td>35,365</td>
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<td>Average age of farmers</td>
<td>58.9</td>
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<tr>
<td>Total cash receipts (2009)</td>
<td>$78.3 million</td>
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</tbody>
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Uptown Shelby Manager:
Jonathan Dyer
jnthndyer@gmail.com
(704) 477-2742

Boiling Springs Manager:
Brittany Mote
bmote@gardner-webb.edu
(910) 214-6353