

**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. September 30, 20XX-September 29, 20XX)</i>	October 1, 2014-March 30, 2016
Authorized Representative Name:	Carole Soule
Authorized Representative Phone:	603 892 6863
Authorized Representative Email:	cas@milesfarm.com
Recipient Organization Name:	Miles Smith Farm
Project Title as Stated on Grant Agreement:	Local Beef for Healthcare Institutions in NH Food Deserts
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-NH-0118
Year Grant was Awarded:	2014
Project City/State:	Loudon, NH
Total Awarded Budget:	\$92,120

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.

Goal/Objective 1: To provide locally raised beef to five Health Care Facilities

- *Progress Made: Five Health Care Facilities purchased beef from our hub*
- *Impact on Community: 25,546 pounds of locally-raised beef was served in these healthcare facilities. NH residents are now eating locally-raised beef and farmers' income has increased.*

Goal/Objective 2: To increase income for five farmers by \$60,000 from the sale of beef

- *Progress Made: \$127,433.22 has been received by this program.*
- *Impact on Community: Approximately \$63,864 has been received by five farmers during this grant period (25,545.99 x \$2.50 per pound)*

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, 2014). Include further explanation if necessary.
 - i. Number of direct jobs created: 2
 - ii. Number of jobs retained: 1
 - iii. Number of indirect jobs created: 2
 - iv. Number of markets expanded: 2
 - v. Number of new markets established: 3
 - vi. Market sales increased by \$127,433.22 from the beginning of this program and increased by over 100% since the beginning of this program.

Sales numbers

Concord Hospital	\$28,093.69
Franklin Regional Hospital	\$13,727.39
Huggins Hospital	\$10,778.81
Lakes Region General Hospital	\$57,936.24
Riverwoods Retirement Home	\$16,897.09
Total	\$127,433.22

- vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: 50%

Most of the farmers we currently source from are farms that we have previously sourced from. This program has allowed these farmers to increase their herds to provide more cattle for this program increasing their income. We were able to contract with one new farmer as a result of increased sales. With assistance from the Community Loan Fund we developed a Farmer Certification program which all

five farmers have signed. Certification form is available on-line on our website:
<http://www.milessmithfarm.com/sites/default/files/AnimalStandards.pdf>

We have achieved the goals of this grant. We have:

- Increased profitability for farmers
- Increased awareness of the importance of healthy food including beef for health care institutions in NH
- Local economy benefited from expanded income
- More farmland can now be devoted to producing local food, deterring urban sprawl
- Statistical analysis of project results has provided data for continued program support
- More beef is being produced locally because there is a guarantee market for local beef
- Local farmers' income has increased

We have also created educational and outreach materials which have shared with healthcare facilities in New Hampshire. Educational materials are included with this report.

The employee "Buyers Club", a program to deliver locally raised Grass fed beef directly to hospital employees, is being promoted. There has been some interest but not many orders so far. A 5% discount has been offered to all Hospital employees who purchase meat from the solar-powered farm store.

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?

We reached low income individuals who typically eat at hospitals because of the low cost of cafeteria meals. We reached many of these groups via our outreach events held at each institution, except Riverwoods. Due to Riverwood's program constraints we were unable to schedule an outreach event before the end of the grant period. We will hold an event, with other local producers, at Riverwoods in August, 2016.

4. Discuss your community partnerships.

- i. Who are your community partners?
- ii. Our community partners include:

Farms:

Pete Roy - PT Farm

Bobby Potter – Potter Farm

Roy Amey – Maple Ridge Farm

Marc Moran - Hopewell Farm – new producer

Miles Smith Farm

Others:

Community Loan Fund, Charlene Andersen, Manager of Business Education

Health Care Without Harm, Jennifer Obadia, PhD, Eastern U.S. Regional Director

- iii. How have they contributed to the overall results of the LFPP project?

The farmers provided cattle for our beef sales.

Dr. Obadia and Health Care Without Harm provided statistical information and charts for our promotional materials. She also invited us to present at regional meetings. At one of these meetings we connected with Huggins Hospital. As a result Huggins Hospital became a customer.

Ms Andersen, Community Loan Fund, provided consulting services including review of our Animal Welfare Standard documents. She also met with one of our farmer suppliers to review their financials and possibly provide funding assistance for that farm so that the farm could continue to provide cattle for this program.

- iv. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant?

The farmers made sales possible by providing cattle which was processed into beef. Also P.T. Farms has a USDA slaughter and processing facility which was used to process the beef. These five farmers will continue to provide cattle for ongoing sales to these institutions.

Healthcare Without Harm (HCWH) has already invited us to several future events at which we can continue to reach out to other healthcare institutions. HCWH has a mission to help healthcare find alternative, local sources of antibiotic, hormone free meat. They consider us a partner in this mission.

Community Loan Fund and Charlene Anderson is also supporting a mission of providing locally-raised meats to institutions. They sent out a survey to farms in support of this mission. They have committed to working with Miles Smith Farm to provide a Line of Credit so that we can buy more cattle from local farms to expand this program. Community Loan Fund will also connect with interested farms to help them fund expansion.

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

Yes we are using contractors. Boucher Public Relations has insured that the media is aware of the accomplishments of this program. Bruce Dawson has enhanced the web presence of the program and our delivery truck driver has made sure that product is delivered to the four hospitals. We contracted with a professional photographer, a graphic artist and a model to create educational materials for this program. We have also contracted with several individuals to help with outreach events and the farmer certification program. The program is successful, in part, due to this assistance.

6. Have you publicized any results yet?*

- i. If yes, how did you publicize the results?

We have publicized results by sending out press releases which were published on-line and in several local newspapers. Work included development and distribution of a press release about the partnership. Boucher Public Relations drafted the release, shared it with the hospital and incorporated hospital edits to come to a final product. The press release was then distributed regionally by Boucher Public Relations

- ii. To whom did you publicize the results?
Press releases were sent to: Union Leader, Foster's Daily Democrat, the Loudon Ledger, the Concord Monitor, the Concord Insider, WMUR and the Hippo Press.

Media coverage, including two large articles with photos, was obtained.

Food Management: <http://food-management.com/news-trends/meat-neighbors>

*The Citizen: <http://thecitizen.villagesoup.com/p/huggins-hospital-partners-with-local>
Foster's Daily Democrat:*

*http://www.fosters.com/apps/pbcs.dll/article?AID=/20150323/GJBUSINESS_01/150329949/0/SEARCH
http://www.fosters.com/apps/pbcs.dll/article?AID=/20150323/GJBUSINESS_01/150329949/0/SEARCH*

Morning Ag Clips: <https://www.morningagclips.com/hospital-embraces-local-beef/>

Loudon Ledger http://www.loudonnh.org/documents/comm/ledger/V17-04_April%202015_LR.pdf (page 5)

Laconia Daily Sun, 10/20/2015: <http://www.milessmithfarm.com/sites/default/files/lfpp/14-LFPPX-NH-0118-LRGHNews.pdf>

Food Management, 4/23/2015: <http://www.milessmithfarm.com/sites/default/files/lfpp/14-LFPPX-NH-0118-FoodManagementMagazine.pdf>

Fosters Daily Democrat, April 26, 2016:

<http://www.milessmithfarm.com/sites/default/files/lfpp/14-LFPPX-NH-0118-Huggins%20Hospital-News.pdf>

Several newsletters were sent electronically to over 1,900 email addresses on our mailing list. We send one newsletter (MoosLetter) out each week.

Newsletters:

<http://www.milessmithfarm.com/sites/default/files/lfpp/EducationalMaterials+Newsletters/14-LFPPX-NH-0118-MoosLetterMarch%203%202016.pdf>

<http://www.milessmithfarm.com/sites/default/files/lfpp/EducationalMaterials+Newsletters/14-LFPPX-NH-0118-MoosLetterMarch%2014%202016.pdf>

<http://www.milessmithfarm.com/sites/default/files/lfpp/EducationalMaterials+Newsletters/14-LFPPX-NH-0118-MoosLetterMarch%2029%202016.pdf>

Nine outreach events were held at the participating institutions. Samples were provided as well a raffle. Surveys were filled out by attendees. To encourage participation, beef snack sticks were given to each person who filled out a survey. Email addresses were also collected from people who wanted to receive our newsletter.

Event pictures: <http://www.milessmithfarm.com/sites/default/files/lfpp/14-LFPPX-NH-0118%20-%20Pictures.pdf>

The following materials were developed for this program:

Folder:

<http://www.milessmithfarm.com/sites/default/files/lfpp/EducationalMaterials+Newsletters/14-LFPPX-NH-0118-FolderCompleteLR.pdf>

Antibiotic Information:

<http://www.milessmithfarm.com/sites/default/files/lfpp/EducationalMaterials+Newsletters/14-LFPPX-NH%20Folder%20Insert%20Antibio.pdf>

Buyers Club:

<http://www.milessmithfarm.com/sites/default/files/lfpp/EducationalMaterials+Newsletters/14-LFPPX-NH%20Folder%20Insert%20BuyersClub.pdf>

Participating Farms:

<http://www.milessmithfarm.com/sites/default/files/lfpp/EducationalMaterials+Newsletters/14-LFPPX-NH%20Folder%20Insert%20Farms.pdf>

Our Story:

<http://www.milessmithfarm.com/sites/default/files/lfpp/EducationalMaterials+Newsletters/14-LFPPX-NH%20Folder%20Insert%20OurStory.pdf>

Sustainable Beef:

<http://www.milessmithfarm.com/sites/default/files/lfpp/EducationalMaterials+Newsletters/14-LFPPX-NH-0118-EducationalMaterials.pdf>

- iii. How many stakeholders (i.e. people, entities) did you reach?
*More than 50,000 which has not increased since our last report.
Brochures and promotional materials are attached.*

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?
- i. If so, how did you collect the information?
We conducted pre and post surveys from the community. Results are attached. We also conducted taped interviews with key personnel at two institutions.
- Survey Summary and Testimonials:**
<http://www.milessmithfarm.com/sites/default/files/lfpp/14-LFPPX-NH-0118-SurveyResults+Testimonials.pdf>
- Pre Program Survey Results:**
<http://www.milessmithfarm.com/sites/default/files/lfpp/14-LFPPX-NH-0118-Healthcare%20PreSurveys.pdf>

Post Program Survey Results:

<http://www.milesmithfarm.com/sites/default/files/lfpp/14-LFPPX-NH-0118-Healthcare%20PostSurveys.pdf>

- ii. What feedback was relayed (specific comments)?
- Shirley Valley, Food Service Director at Franklin Regional Hospital 10/23/2025**
“People are very excited about the fact that we have been serving Miles Smith Farm meat for the last two years. We have strictly Miles Smith Farm ground beef on the patient's trays and in the cafeteria. I think there is a lot of positive feedback. We cook the meat just like we cooked other meats. It is better quality meat than we've had in the past.”
- Chris Rufert, Dietician at LRGH 10/22/2015** “When you are buying local beef or anything local you are not only strengthening your community you are also buying a healthier product that is going to improve your health, the health of your community and your family.”

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?
- a. If yes, how much was generated and how was it used to further the objectives of the award?
- *Income collected was used to pay store staff to order and package meat.*
 - *Funds for a delivery driver were only partially covered by this grant so delivery costs were covered by program income.*
 - *Samples were also only partially covered by the grant as well, so income was used to cover samples*
 - *Sales calls were only partially covered by this grant. Income was used to cover these costs.*
 - *Website enhancement to automate ordering was funded by program income.*
 - *Social Media, including creating a mailing list, creating and sending newsletters, was also funded by program income.*
 - *When this grant was submitted I was asked to reallocate driver costs of \$5250. I did this but did not include \$5250 in the new budget. Therefore we have contributed marketing and advertizing of at least \$5250 to this project which I was not able to bill against the grant.*

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:

It is important to communicate with customers, even after they order your product. Follow up is essential. We found the surveys we conducted provided valuable information about the successes of the program as well as ways to improve the program.

We did find that it is best to reach out to institutions that have not outsourced their food service programs. It is impossible to work with corporations such as Sodexo or Sisco. We had many meetings with corporate sales reps. The reps always acted like they were interested in local meat but never followed up.

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.

Four hospitals currently purchase meat from the hub and New London Hospital has indicated they will start ordering soon. We have accomplished the following:

- *Increased profitability for farmers*
- *Increased awareness of the importance of healthy food including beef for health care institutions in NH*
- *Local economy benefited from expanded income*
- *Health care institutions are considered leaders in the community for moving to local-raised beef*
- *More farmland can be devoted to producing local food, deterring urban sprawl*
- *Statistical analysis of project results provides data for continued program support*
- *More beef will be produced locally because there is a guaranteed market for local beef*
- *Local farmers' income will increase*

We have also created educational and outreach materials which are shared with healthcare facilities and the public via our website and newsletters.

The employee "Buyers Club" where locally raised Grass fed beef will be delivered directly to hospital employees is being promoted. A 5% discount has been offered to all Hospital employees who purchase meat from which we will deliver to the healthcare facility. We will continue to promote this program now and in the future.

Now that sales have been established with these four healthcare institutions we will continue the same outreach events that we held with grant funds. In addition we will continue to reach out to institutions that showed interest in locally-raised meat. We have expanded our meat offering from just beef to lamb and pork.

We are also perfecting our on-line ordering system so that institutions can place orders at their convenience.

We anticipate that sales will continue to grow and that this program will generate about \$150,000 of sales this year. We expect that this will grow to \$200,000 in sales by 2018.

- 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?

It is vitally importance to maintain contact with your institutional customers. Outreach events to help them promote their support of local farms. Publicity is important, always. It is also important to include comments from supporters. Word of Mouth is an effective communication method.

We spent many hours trying to work with food service companies like Sodden and Sysco. These corporations manage food service for many healthcare institutions. While these corporations "talk the talk" about supporting local food systems they have yet to include locally raised beef on their menus. They are much more likely to work with vegetable producers than cattle farmers. We have found the most success working with food services that are not managed by external corporations under contract. Food service programs that are self-managed are much more receptive to working with local food hubs.