

ANNUAL PERFORMANCE REPORT

An Annual Performance Report must be received within 90 days after the end of the first year of the date of the signed grant agreement and 90 days after the end of each subsequent year until the expiration date of the grant period. You are required to report on the administration of the agreement and each project approved within the agreement.

GRANT INFORMATION

AGREEMENT

AMS Agreement Number:	[REDACTED]			
Period of Performance:	Start Date:	9.30.2021	End Date:	9/29/2024
Award Amount:	\$13,000			

RECIPIENT

Recipient Organization Name:	[REDACTED]		
Recipient's Point of Contact			
Name:	[REDACTED]		
Phone:	[REDACTED]		
	[REDACTED]		

REPORT

Report Type:	Annual Report
Date Report is Submitted:	09/29/2022

GRANT ADMINISTRATION

If funds were used for grant administration, indicate the amount of funding that has been expended from the beginning of the grant to the end of the reporting period covered by this report. Also, indicate the amount charged as indirect expenses versus the amount charged as direct expenses.

Amount Requested	Direct and/or Indirect Expended to Date
\$5,445	\$5,445

ANNUAL PROJECT REPORT TEMPLATE

Annual Performance Reports must illustrate the progress made toward the completion of each project within the grant agreement. Each project shall be outlined as separate project profiles. You will report on projects in the same order they were submitted in the approved application and subsequent amendments.

If a project is completed at the time of Annual Performance Report submission, the project report should be submitted in Final Performance Report format.

PROJECT INFORMATION



Project Title	Specialty Crop Education and Consumer Awareness through [REDACTED] Agriculture in the Classroom: Farmers Market Ag Mag and Companion Poster		
Recipient Organization Name:	[REDACTED]		
Recipient's Project Contact			
Name:	[REDACTED]		
Phone:	[REDACTED]		
Email:	[REDACTED]		

PROJECT REPORT

Annual Report Type:	1 st Annual Report		
Reporting Period:	Start Date: 9/30/2021	End Date: 11/28/2022	09/29/2022

PERFORMANCE NARRATIVE

ACTIVITIES PERFORMED

Address the below sections as they relate to this reporting period.

ACCOMPLISHMENTS

Estimate the Total Percentage (%) of Work Completed on the Project.....45%

List your accomplishments or activities for this period of performance, and indicate how these accomplishments assist in the fulfillment of your project's objective(s), identifying the specific objective(s) from the Accepted Project Proposal.

#	Accomplishment/Activity	Relevance to Objective
1	The [REDACTED] education team began assessment and development of material content. The <i>Farmers Market Ag Mag</i> and subsequent classroom lessons and activities will feature [REDACTED] specialty growers and highlight what they grow, where you can find them locally, and the many ways specialty crops are sold and enjoyed at farmers markets throughout the state.	Objectives: 1. Teach students how to make connections between products at Farmers Markets and the farmers who grow these specialty crops 2. Use specialty crop farmer stories as a vehicle to teach reading, writing and science concepts 3. Encourage students to think about where food comes from; distinguish between fact and fiction 4. Expose students to the specialty crop industry and the variety of specialty crop products found at farmers markets 5. Students can identify farmers markets in their local region
2	Interviews were conducted with farmers market managers and specialty growers in different regions of the state. Content will be utilized in both the <i>Farmers Market Ag Mag</i> and the <i>Farmers Market Poster</i> .	Objectives: 1. Teach students how to make connections between products at Farmers Markets and the farmers who grow these specialty crops 2. Use specialty crop farmer stories as a vehicle to teach reading, writing and science concepts

#	Accomplishment/Activity	Relevance to Objective
		<ol style="list-style-type: none"> 3. Encourage students to think about where food comes from; distinguish between fact and fiction 4. Expose students to the specialty crop industry and the variety of specialty crop products found at farmers markets 5. Students can identify farmers markets in their local region
3	<p>Farmers Market Posters were completed and distributed to Ag Literacy Coordinators in September 2022. The two-sided poster presents Spring-Summer themed crops on one side, and Fall-Winter themed crops on the other. 4,000 large posters and 10,000 small posters were printed with the largest quantity designated for school use, and a small portion designated for farmers market use, which will be introduced during the 2023 specialty growers/farmers market conference.</p>	<p>Objectives:</p> <ol style="list-style-type: none"> 1. Teach students how to make connections between products at Farmers Markets and the farmers who grow these specialty crops 2. Use specialty crop farmer stories as a vehicle to teach reading, writing and science concepts 3. Encourage students to think about where food comes from; distinguish between fact and fiction 4. Expose students to the specialty crop industry and the variety of specialty crop products found at farmers markets 5. Students can identify farmers markets in their local region
4	<p>Farmers Market Ag Mag is entering its final stages of review and being prepared to print and distribute to classrooms.</p>	<p>Objectives:</p> <ol style="list-style-type: none"> 1. Teach students how to make connections between products at Farmers Markets and the farmers who grow these specialty crops 2. Use specialty crop farmer stories as a vehicle to teach reading, writing and science concepts 3. Encourage students to think about where food comes from; distinguish between fact and fiction 4. Expose students to the specialty crop industry and the variety of specialty crop products found at farmers markets 5. Students can identify farmers markets in their local region

CHALLENGES AND DEVELOPMENTS

Provide any challenges to the completion of your project or any positive developments outside of the project's original intent that you experienced during this reporting period. If those challenges or developments resulted or will result in corrective actions and/or changes to the project, include those in the space below.

#	Challenge or Development	Corrective Action or Project Change
1	Program priorities and project delays pushed back the launch of materials from May to September.	Relevant adjustments to the timeline were made accordingly. Ag literacy coordinators received materials and training at their September 2022 meeting. Farmers Market Association outreach will begin January 2023.
2	Due to supply chain issues, print vendors are shortening the length of pricing quotes, and we have seen a recent increase of up to 60% for related print costs.	A meeting was held with our in-house printing expert to help anticipate our needs. 6-8 weeks lead time is needed for securing materials and new print quotes. Three bids were secured to help find the best pricing for the project. Quantities may be adjusted to keep the project within budget.
3	Adjustments to originally proposed poster quantities.	Based on Ag Literacy Coordinator and teacher feedback, original poster quantities were adjusted to include a larger quantity of the small version, which also allowed for a larger overall quantity to be printed at a similar price. Due to continued volatility in paper markets, pricing quote has been adjusted twice, with the final expense coming in slightly over the amended budget of \$5,000.
4	Adjustments to originally proposed Ag Mag quantities and supplementary budget support.	As the Farmers Market Ag Mag nears completion, multiple quotes were requested and received for print cost at various quantities. It was determined to lower the originally expected quantity from 130,000 to 80,000 in order to stay closer to the original budget. At an expected cost of \$12,636, Foundation will utilize additional matching dollars to ensure project completion.
5	Combination of identified training opportunities	originally identified two separate conferences at which to conduct trainings: The Specialty Growers Conference, and the Live Local Food & Farmers Market Conference. We have since learned that those two conferences are being combined into one conference entitled "Everything Local", therefore, will place its in-person presence and training emphasis at this hybrid conference.

OUTCOME AND INDICATOR RESULTS TO DATE

Please list the Outcomes and Indicators you selected in your accepted project proposal, and identify the quantifiable results, along with an update on their progress. It is understood that the results may not yet be final at the time that this report is submitted; however, please provide an update on the progress to date.

#	Outcome/Indicator	Quantifiable Results
1	Outcome 2, Indicator 1.a. Of the 600,000 total number of children and youth reached annually, 200,000 gained knowledge about eating more specialty crops	Lesson Subject Reporting will be collected and reported in October 2023

2	<p>Outcome 2, Indicator 2.a.</p> <p>Of the 11 farmers market regions identified by [REDACTED], offer to provide resources will be communicated to all 11 regions, and resources will be placed in all 11 regions.</p>	This effort begins January 2023
3	<p>Outcome 2, Indicator 3.a.</p> <p>Educators will include specialty crop lessons and engage students to make stronger connections to where their food is grown, including identifying specific specialty crop farmers and farmers markets to visit, motivating an increased consumption of locally grown products.</p>	Pre-Post Testing will take place during Summer Agricultural Academies June-August 2023
4		

DISCUSSION OF ACTIVITIES PERFORMED (IF NEEDED)

Provide any additional information that has not already been covered by Accomplishments, Challenges, and/or Outcomes sections. This section is not required.

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UPCOMING ACTIVITIES

Describe activities you plan to complete during the next reporting period.

#	Activity	Anticipated Completion
1	Finalize and Print Farmers Market Ag Mag	Dec 2023
2	Present [REDACTED] materials during the Specialty Growers/Farmers Market Conference	Jan 2023
3	Begin Farmers Market Ag Mag Distribution to County Ag Literacy Coordinators	Jan 2023
4	Facilitate Farmers Market and Specialty Grower Ag Mag/Poster Requests through County Ag Literacy Coordinators	Feb 2023

PROJECT EXPENDITURES TO DATE

EXPENDITURES

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel		
Fringe Benefits		
Travel		
Equipment		
Supplies	\$13,000	\$5,445

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Contractual		
Other		
Direct Costs Sub-Total		
Indirect Costs		
Total Federal Costs	\$5,445	\$5,445

DISCUSSION OF EXPENDITURES

For 1st Annual Reports if this amount is less than 30 percent and for 2nd Annual Reports if this amount is less than 60 percent, include a statement explaining how the grant funds will be expended and project activities completed as planned by the end date on the grant agreement.

Farmers Market posters were completed first and distributed to Ag Literacy Coordinators in September 2022. A total of 14,000 posters were made available during this first print run, with the majority distributed to classrooms and a supply reserved for introduction at the Specialty Growers/Farmers Market Association conference taking place in January 2023. The two-sided poster presents Spring-Summer themed crops on one side, and Fall-Winter themed crops on the other. 4,000 large posters and 10,000 small posters were printed.

Farmers Market Ag Mag is anticipated to go to print in the next 60 days. The remainder of grant funds available will support a print run of 80,000 Ag Mags.

PROGRAM INCOME (IF APPLICABLE)

Source/Nature (i.e., registration fees)	Amount Approved in Budget	Actual Amount Earned
NA		
Total Program Income Earned		

Use of Program Income

Describe how the earned program income was used to further the objectives of this project.