

Final Performance Report

Note: Please provide any tables, graphs, or pictures you have developed at the end of your report.

Project Title *Southeast Alaska Local Food Demand Analysis*

Project Impact and Findings

The Southeast Alaska Watershed Coalition and the Sustainable Southeast Partnership completed an analysis of local food demand in Southeast Alaska. The study conducted by research firm, McDowell Group, looked into the market for locally grown produce in the Juneau area. The information in the report is useful to current and potential growers, and others working to support commercial growing activities. Currently, at a small-scale, the local produce industry has the potential for significant rates of growth. Such growth will depend in part on improvements to the efficiency and profitability of area farms. Market research can support this development by helping farmers tailor their production to the demands of their target markets. Some of the key findings of the report include that the market far exceeds supply, continued focus of direct-to-consumer marketing is a good use of resources, there are some specific specialty crops that are a good fit for restaurants and grocery store sales. The final, 24-page, detailed report was shared with vendors of the Salt & Soil Marketplace which include backyard gardeners interested in scaling up, established farmers, and support agencies and organizations. It was also shared with attendees of the Southeast Alaska Farmers Summit and is available online at the Salt & Soil Marketplace website.

Beneficiaries

400 including disadvantaged farmers and beginning farmers.

Activities Performed

Objectives:

Provide the approved project's objectives.

#	Objective	Completed?	
		Yes	No*
1	Identify which specialty crops are most feasible and competitive for Southeast Alaska farmers to produce	x	
2	Understand which specialty crops are most marketable, due to the high demand and price that falls within the range acceptable to buyers and necessary to support farmers	x	
3	Estimate the potential local market size for local specialty crops	x	
4	Identify which buyers (individuals, retail, wholesale, institutions) are willing to pay premium prices to meet needs of farmers	x	
5	Make recommendations to organizations and agencies to support and enhance the production and marketing of specialty crops	x	

**If no is selected for any of the listed objectives, you must expand upon this in the challenges and lessons learned sections.*

Accomplishments:

List your accomplishments for the project's period of performance, including the impact they had on the project's beneficiaries, and indicate how these accomplishments assist in the fulfillment of your project's objective(s), outcome(s), and/or indicator(s).

Accomplishment	Relevance to Objective, Outcome, and/or Indicator
Educate beginning farmers on specialty crops to grow based on household consumer demand	This accomplishment aligns with Objective 1 and 2, to understand which specialty crops are most marketable due to the high demand and price that falls within the range acceptable to buyers. For beginning farmers who have little experience marketing and selling crops, this report provides baseline information to help them plan for crops that are in demand.
Educate existing farmers on specialty crop demand by wholesale buyers	This accomplishment aligns with Objective 1 and 2, to understand which specialty crops are most marketable due to the high demand and price that falls within the range acceptable to buyers. For experienced farmers, this information can be useful for planning for crops that are in demand by buyers that may support growth of their businesses.
Education to farmers on likely wholesale outlets for specialty crops	Objective 1 – 3, this accomplishment is a result of sharing information to farmers to help them determine price points that different types of buyers are able to pay. By understanding these price points, and other considerations that need to be taken when working with wholesale buyers, farmers are more likely to be successful, and are more likely to plan for the realities of the local markets.
Recommendations were made to streamline efforts of support agencies and organizations to effectively provide services to specialty crop growers	Objective 5, this accomplishment is a result of the researchers reflecting on all of the data collected from specialty crop producers and buyers. They were able to objectively provide some information in areas that support agencies and NGOs find useful in order to leveraging farmers and to allow more success in specialty crop production, and planning for specialty crop production.
Provide meaningful information to specialty crop producers to help them decide which types of local markets to target	Objective 4, this accomplishment will improve the likelihood for success of specialty crop farmers who are established and beginning.

Challenges and Developments:

If you experienced any challenges during the project's period of performance, provide a listing of them below. Also, provide the corrective actions you took to address these issues. If you did not attain the approved outcome(s) and indicator(s), provide an explanation in the Corrective Actions column.

Challenge	Corrective Actions
Keeping to the timeline outlined in the project proposal	The research period was extended to accommodate the need for more time to complete the report. Rather than having this report available prior to the 2017

	growing season, the report was completed towards the end of the growing season. This meant the outreach for the report was shifted to different events and the report will be shared throughout the winter to assist with planning for the 2019 growing season.

Lessons Learned:

Expecting to gather data from farmers during the summer months presents a challenge. Schedule projects, especially research projects, around the busy season of the stakeholders.

Continuation and Dissemination of Results (if applicable)

The Report provides a snapshot of the demand for specialty crops in Southeast Alaska. Ongoing work related to this project include updating these metrics periodically so that the data stays relevant, and continuing to refer beginning and existing specialty crop growers to the report to help them plan for their operations.

Outcomes and Indicators/ Sub-indicators

Provide the results of the project outcome(s) and indicator(s) as approved in your State Plan and project proposal. The results of the outcome(s) and indicator(s) will be used to evaluate the performance of the SCBGP on a national level.

Outcome Measures

Select the Outcome Measure(s) that were approved for your project.

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

Outcome 3, Indicator 1b.

Over 200 consumer or wholesale buyers reached by this report and 52 reported an intention to access/produce/prepare/preserve specialty crops during a survey of people who were presented the report by email and in person presentations.

Outcome 8

Indicator

1. Number of new rural careers created: 3
2. Number of new urban careers created: 0
3. Number of jobs maintained/created: 75
4. Number of small businesses maintained/created: 40
5. Increased revenue/increased savings/one-time capital purchases N/A
6. Number of new beginning farmers who went into specialty crop production 3
7. Number of socially disadvantaged farmers who went into specialty crop production 2

Data Collection

Outcome 3, Indicator 1b: The final report was sent via email and presented to vendors of the Salt & Soil Marketplace, a regional online farmers market. Vendors were then asked to take a survey at the end of the year that addressed their cultivation plans for the future. Five people reported intentions of continuing their production, preparation, or processing of specialty crops, and 46 individuals reported intentions of accessing specialty crops, and 1 reported intentions of preserving specialty crops.

Outcome 8, Indicator 1: Number of new rural careers created were tracked by looking at how many business plans were submitted for a business incubator, The Path to Prosperity, for food businesses. At least four businesses used data from this report to develop financial models for their new or existing specialty crop producing businesses. These businesses were located in rural Southeast Alaska.

Outcome 8, Indicator 3: This metric was determined by a survey of specialty crop vendors who sell on the regional online marketplace, the Salt & Soil Market (5). Additionally, the report was shared with the network of farmers who attended the Southeast Alaska Farmers Summit – over 70 individuals who are currently farming or intend to begin farming.

Outcome 8, indicator 4: Number of small businesses maintained/created was determined by counting the number of businesses that participated in the Salt and Soil Marketplace survey and had access to the report, and number of specialty crop producers that were included as interview subjects for the Specialty Crop Demand Analysis report.

Outcome 8, indicator 6: Number of new beginning farmers who went into specialty crop production was determined by the number of people working on business plans that used data from the Specialty Crop Demand Analysis report.

Outcome 8, indicator 7: Number of socially disadvantaged farmers who went into specialty crop production was determined by the number of people who classify as “socially disadvantaged farmers” working on business plans that used data from the Specialty Crop Demand Analysis report.

Contact Person

Contact Person for the Project Lia Heifetz
 Telephone Number 9073215425
 Email Address lia@growsoutheast.com

Federal Project Expenditures to Date

Expenditures:

Provide the most current approved budget for the categories applicable to your project, as well as the actual federal expenditures.

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel	\$2,530	2404.00
Fringe Benefits	\$703.20	468.71
Travel	\$0	
Equipment	\$0	
Supplies	\$0	
Contractual	\$25,000	\$25,000
Other		
Direct Costs Sub-Total	\$28,053	
Indirect Costs	\$2,244	\$2,229.82
Total Federal Costs	\$30,297	\$30102.53

Program Income:

Provide the amount approved in the budget as well as the actual amount earned.

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

Additional Information:

See report attached.