

Best Practices for FY08 Traditional and FY08 Farm Bill Specialty Crop Block Grants

Quarterly reports are due in 3 month intervals.

Quarterly reports must include:

- *Summary of progress to date
- *How has what you've done so far affected your expected measurable outcomes
- *Benefits to the Ohio specialty crop industry
- *Budget expenditures (be sure to include match)
- *Copies of any printed materials (ie: publications, flyers, etc.)

Example of quarterly report:

QUARTERLY REPORT
SPECIALTY CROP BLOCK GRANT
SEPTEMBER 30, 2009

RE: Alliance Farmers' Market

1) **Summary of progress to date:** We believe our participation in the EBT program has been successful. We hear positive comments from our EBT customers who are glad to be able to purchase fresh foods at the market, and from our vendors who are glad to provide healthier food to members of our community who wouldn't otherwise shop at the market. We hope next year will bring even more EBT customers to the market - the word is getting around. We will be handing out EBT customer questionnaires to all EBT customers who visit the market in October (attachment 1) and EBT vendor questionnaires to all vendors who were able to accept tokens (attachment 2).

2) **How our activities have affected our expected measurable outcomes:** Because this was the first year that our market included the EBT program, we did not plan or anticipate measurable expectations. Based on a number of activities conducted by our team both pre-market and during the market season, we were pleased with the outcome of the EBT program. These activities (detailed in Section 5 of this report) encompassed an awareness campaign that included distribution of marketing materials, placement of advertisements, newspaper articles and face-to-face meetings.

3) **Benefits to specialty crop industry:** So far this season (15 weeks), our vendors have received \$1,886.00 from EBT customers, most of which they would not have received last year.

4) **Budget details:** Attached are:

a) Bills related to our telephone installation and monthly charges (attachments 3-9):

Installation	-	\$227.85
June	-	38.64
July	-	38.43
Correction	-	3.03
Total	-	\$307.95

Note: Our phone bill comes to the City of Alliance. Our charges are highlighted. There was a discrepancy this summer about a long distance bill which was charged to us but was not ours - the long distance charge was removed from the bill, but we had to pay for a couple of days; hence the \$3.03 charge at the end. The Administrative Assistant at the City Offices indicated that the telephone bills arrive quite late (as you can see they have not yet received the ones for August and September) so we may not have all of our telephone information until well into December (our market ends on October 17th).

b) Our tokens were generously donated to us by a local company who made them for us (attachment 10).

c) Our black and white copies of flyers were all made at Staples (see bills - attachment 11) - total of \$73.12. Our 8½" x 11" flyers were color copies made at the UPS store (see copy of check #8792) for a total of \$24.71 (attachment 12).

d) We purchased a Security Cable Cash Box for our EBT procedure - \$20.22 (attachment 13).

e) We have paid two invoices for Alliance Review ads - each was \$189.00 (attachment 14 and 15).

f) We have paid \$338.00 to Salem News and \$178.20 to Louisville Herald but have not received paid invoices yet from them. We will have copies for our final report.

5) **Copies of printed materials:**

Full page flyers (attachment 16) were posted in the places listed on attachment 17.

Half page flyers (attachment 18) were handed out in quantities to specific places listed on attachment 17.

Weekly advertisements were placed in the Alliance Review (local newspaper) - sample (attachment 19).

Mention of EBT in press releases published weekly in the Alliance Review - sample (attachment 20).

Advertisement once weekly in Louisville Herald and in Salem News (area newspapers) - samples (attachments 21 and 22)

Final reports are due at the end of the project but have a specified term.

Final reports must include:

Cover Page

Project Title

Project Summary

Project Approach

Goals and Outcomes Achieved (how expected measurable outcomes were met)

All Budget activity (be sure to include match)

Beneficiaries (how specialty crop industry as a whole benefited from the project)

Lessons Learned

Copies of all backup documentation (invoices, paid checks, printed materials, etc.)

Contact Person

Additional Information

Additional resources:

Ohio Department of Agriculture website:

<http://www.agri.ohio.gov/Grants/Grants.aspx>

USDA Website:

www.ams.usda.gov/scbgp