

FY2023 Buncombe County Strategic Partnership Grant Report

Organization Name:	Bounty & Soul	
Project Name:	Farmers Alliance: Supporting Farm Viability and Farmland Preservation through Market Opportunities	
Reporting Quarter: (Check one)	<input type="checkbox"/>	Quarter 1 (July 1, 2022 - September 30, 2022)
	<input type="checkbox"/>	Quarter 2 (October 1, 2022 - December 31, 2022)
	<input type="checkbox"/>	Quarter 3 (January 1, 2023 - March 31, 2023)
	<input checked="" type="checkbox"/>	Quarter 4 (April 1, 2023 - June 30, 2023)

Narrative summary of grant related activities

Please provide a brief summary (no more than 1500 characters). You may attach supplemental documents if needed.

Quarter 1	<p>Grant funds were utilized to support our Farmers Alliance Manager salary, BC farm food purchases, & transport van operations. The van refrigeration unit has not yet been purchased. It was partially funded by the SPG and we need to raise the balance. We've submitted a grant with the Community Foundation of WNC, and await the award.</p> <p>During the period, we purchased and transported 3,411 lbs. of produce totalling \$5,608 from 8 BC farmers over 11 weeks. Three of those were BIPOC farmers, sales totaling \$1,711. The produce was transported to and distributed at our Produce to the People no cost community markets, our Latinx markets, and our Benevolent Box home delivery program, all distributed to over 750 families each week. We also featured BC farm fresh produce at our free local food station. Buncombe Co Farm Purchases</p> <p>The eight BC farms we purchased from range from small scale beginning farmers to large scale commercial operations. We highlight the farms who have grown the food through social media, signage, pre-market announcements for volunteers & participants, and through educational food labels that feature who grew the food & where, how to prepare and store the food, the medicinal benefits of the food, as well as specialty items. Through social media & outreach efforts and the educational material, we have increased consumer awareness of the incredible variety of food grown in BC and the farms that are growing this produce. Overall, during this quarterly period, we have achieved 101,055 consumer reaches. Consumer awareness reaches</p>
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<p>Quarter 2</p>	<p>Q2 funds were used to support our Farmers Alliance Manager salary, BC farm food purchases, & transport van operations. We successfully raised the balance of the cost of the refrigeration unit through funding from the Community Foundation of WNC. The installation is in process and we expect to have our van back in 10 weeks. We expect to pay for the install in Q3. In the interim, we'll transport produce in a backup vehicle.</p> <p>In quarter 2, we purchased and transported 2,340 lbs of produce totalling \$4,121 from 5 BC farmers over 12 weeks. The funding for BC farm purchases was especially valuable during Q2 as we were able to provide a market for farms whose CSA programs had ended for the season and for farms who needed to sell off their produce before the cold weather ended their season. The produce was transported to and distributed at our Produce to the People™ no cost community markets, our Latinx markets, and our Benevolent Box home delivery program, all distributed to over 850 families each week.</p> <p>The five BC farms purchases represent a diverse range of farm operations that included a small-scale urban farm, an agrihood farm, and several medium to large scale commercial operations. We featured their produce at our local food station at our markets and highlighted the farms who grew the food through social media, signage, pre-market announcements for volunteers & participants, and through educational food labels that feature who grew the food & where. In Q2, we achieved 66,778 consumer reaches. A recent survey of our community market participants concluded that 94% of participants state that our local food stand and educational material has increased their knowledge of the farms that are growing produce in our area and the diversity of the produce that is locally grown.</p>
<p>Quarter 3</p>	<p>Q3 funds were used to support our Farmers Alliance Manager salary, BC farm food purchases, & transport van operations. We successfully raised the balance of the cost of the refrigeration unit through funding from the Community Foundation of WNC. The installation is in process; however, due to supply chain shortages the installation is taking longer than the expected 10 weeks. We expect the installation to be complete by April 14th and we will pay for the install with the \$12,000 in grants funds in Q4.</p> <p>In quarter 3, we purchased and transported 641 lbs of produce totalling \$2,797.50 from 3 BC farms over 11 weeks. The total dollar amount and pounds of food purchased was lower this quarter compared to the previous quarters due to the fact that many of our BC growers were not producing through the winter. However, we were able to add an additional BC grower this quarter, bringing our total BC Farms to 9 with an annual goal of 10. During Quarter 3, we were unable to make any food purchases from BC BIPOC farms due to lack of availability.</p> <p>Due to the variable and sometimes unpleasant weather that we experienced this winter, the Q3 purchasing funds were incredibly helpful in supporting our growers when they had low attendance at their winter farmer's markets and had leftover produce. We were able to purchase that produce at market rates, thereby preventing a significant loss for the farms. We featured the purchased produce at our local food station at our markets and highlighted the farms who grew the food through social media, signage, pre-market announcements for volunteers & participants, and through educational food labels that feature who grew the food & where, In Q3, we achieved 70,102 consumer reaches.</p>

Quarter 4

Q4 funds were used to support BC farm food purchases and a portion of the cost of the Thermo-King refrigeration unit that was installed on our transport van. The remainder of the balance of the cost of the refrigeration was funded by a grant from the Community Foundation of WNC. The refrigeration unit has allowed us to transport produce from the far reaches of Buncombe County in a manner that preserves the quality, freshness, and storage life of the purchased produce.

In quarter 4, we purchased and transported 1803 lbs of produce totalling \$5473 from 7 BC farms over 11 weeks. Of the 7 BC farms, one farm was a BIPOC farmer that we have supported for the second season in a row through this grant. Also, we achieved 78,131 consumer reaches through our markets, social media, and newsletters.

Throughout the grant period, we have purchased 8,196 pounds of produce totalling \$18,000. We met our goal of purchasing from 10 total BC farms, 3 of which were BIPOC farmers. We purchased 989 pounds of produce totalling \$2,296 from those 3 BIPOC farmers. We far surpassed our goal of 40,800 consumer reaches achieving 316,066 reaches throughout the grant period. We also surpassed our goal of 26 weeks of transporting produce from the BC farms to the consumer having transported produce a total of 47 weeks. Although the grant period has ended for this Strategic Partnership grant, we will continue to support the BC farmers that we have partnered with throughout this grant period as our funds allow, and we will continue to use our refrigerated transport van to transport produce from BC farms to the consumer. We hope to be considered for this grant again so that we can continue to support our BC farms and help to conserve our precious BC farmland. It has been our great pleasure to partner with BC in this way, and together, to impact farmland preservation by bringing their products to a new market while supporting those who are experiencing food insecurity.

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Progress toward annual goals

Measure	Annual Goal	Actual Results (Enter Data)				Progress
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Total dollar amount of food purchased from Buncombe County farms	\$ 18,000	\$ 5,608	\$ 4,121	\$ 2,798	\$ 5,473	\$ 18,000
Number of Buncombe County farms supported by food purchases	10	8	5	3	7	10
Number of Buncombe County BIPOC farms supported by food purchase	3	3	0	0	1	3
Number of consumer awareness messages achieved through farm promotions	40,800	101,055	66,778	70,102	78,131	316,066
Number of weeks transportation provided from farms to the consumer	26	11	12	11	13	47

Comments:

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Use of funds to date and any budget considerations

Spending Category			Total Spending (Enter Data)					Amount
			Starting	Quarter 1	Quarter 2	Quarter 3		
Personnel			\$ 3,200	\$ 800	\$ 1,200	\$ 1,200		\$ -
Training								\$ -
Supplies/Materials								\$ -
Meetings								\$ -
Equipment/Furniture								\$ -
Printing/Marketing								\$ -
Licensing/Memberships/Dues/Subscriptions								\$ -
Client Support								\$ -
Contracts								\$ -
Professional Services								\$ -
Insurance and Bonds								\$ -
Building Maintenance								\$ -
Farm Fresh Food Purchases			\$ 18,000	\$ 5,608	\$ 4,121	\$ 2,798	\$ 5,473	\$ -
Refrigeration for Van			\$ 12,000	\$ -	\$ -		\$ 12,000	\$ -
Transportation/Delivery Costs			\$ 2,000	\$ 800	\$ 1,200			\$ -
Total			\$ 35,200	\$ 7,208	\$ 6,521	\$ 3,998	\$ 17,473	\$ -

Comments: