

# Farmers Market and Local Food Promotion Program Grant Writing Workshop



## Grant Programs Overview

Participation in this workshop does not guarantee that an application submitted to USDA will be funded.

These workshops are funded by the USDA's Agricultural Marketing Service and facilitated by USDA's National Institute of Food and Agriculture. The project is coordinated by the USDA-NIFA Regional Rural Development Centers.



United States  
Department of  
Agriculture

National Institute  
of Food and  
Agriculture

Agricultural  
Marketing  
Service

# Grants Overview

USDA Agricultural Marketing Service (AMS)  
local foods competitive grants:

- Farmers' Market Promotion Program (FMPP)
- Local Food Promotion Program (LFPP)

Funding authorized through 2018

Application period announced each spring

# Welcome from Anne Alonzo, Administrator, USDA Agricultural Marketing Service

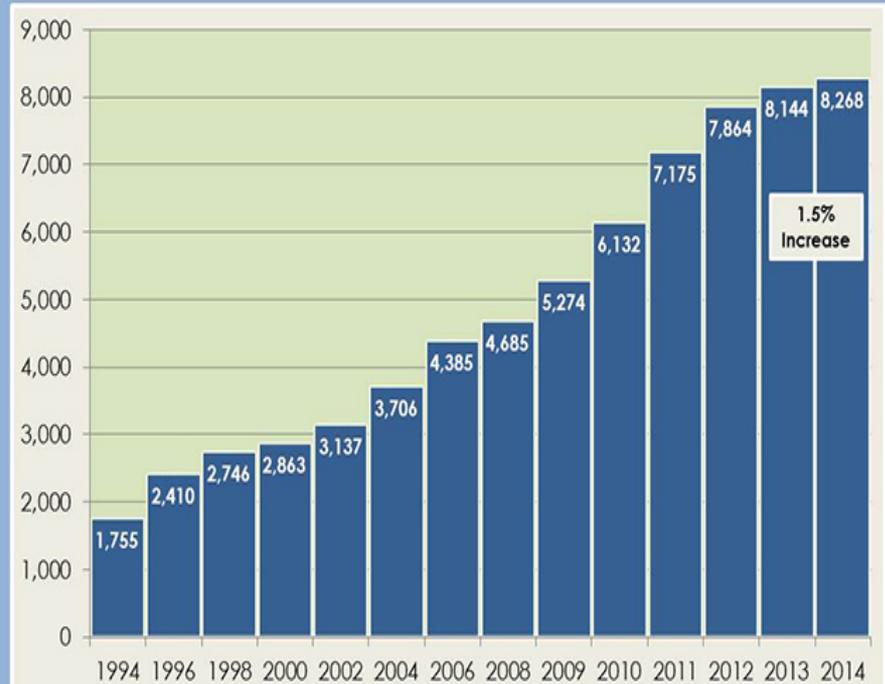
<https://www.youtube.com/watch?v=-nuiTqpg-1g&feature=youtu.be>



# Why Grant Training Now?

- Interest in local foods has grown tremendously
- There are opportunities, but also challenges:
  - “Low hanging fruit” may have been picked in many regions
  - As shown at right, growth continues, but slowing
- New opportunities:
  - Strengthening existing systems
  - Identifying new channels
  - Creative solutions
- AMS grants support innovation and strengthening of the local food system

National Count of Farmers Market Directory Listings



Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS-Marketing Services Division

# **Local Food Promotion Program (LFPP)**

# Local Food Promotion Program (LFPP)

Increase domestic consumption of, and access to, locally and regionally produced agricultural products through an intermediary:

- Projects supporting the development and expansion of local and regional food business enterprises.
- Projects for entities that process, distribute, aggregate, or store locally or regionally produced food products.

# Local Food Promotion Program (LFPP)

Two types of project applications are accepted under LFPP:

- Planning grants
- Implementation grants



# LFPP Planning Grants

Activities can include, but are not limited to:

- Market research
- Feasibility studies
- Business planning

Per grant awards in FY 14-15:

- \$5,000 - \$25,000, 25% match required
- 12 month grant period
  - Extension not to exceed 6 months



# LFPP Implementation Grants

Used to establish a new local and regional food business enterprise, or to improve or expand an existing local or regional food business enterprise:

Per grant awards in FY 14-15:

- \$25,000 - \$100,000
- 24 month grant period
  - Extension not to exceed 6 months



## Examples

- Training & technical assistance
- Outreach & marketing
- Non-construction infrastructure improvements
- Working capital

# **Farmers' Market Promotion Program (FMPP)**

# Farmers Market Promotion Program (FMPP)

Increase domestic consumption of, and access to, locally- and regionally-produced agricultural products direct-to-consumer:

- Projects that develop new market opportunities for farm and ranch operations serving local markets by developing, improving, expanding, and providing outreach, training, and technical assistance.
- Projects that assist in the development, improvement, and expansion of...
  - Farmers markets
  - Roadside stands
  - Community-supported agriculture programs
  - Agritourism and food activities
  - Other direct producer-to-consumer market opportunities

# Farmers Market Promotion Program (FMPP)

## Per grant awards in FY 14-15:

- \$15,000 - \$100,000
- 24 month grant period
  - Extension not to exceed 6 months



# Which Grant Program?

## Local Foods Promotion Program (LFPP)

- Intermediaries (distribution, storage, processing, etc.)
  - Planning
  - Implementation

## Farmers Market Promotion Program (FMPP)

- Direct-to-consumer
- Farmers markets, CSAs, stands, agritourism, etc....

All projects must benefit more than one producer or individual!



# Grant Decision Tree



Does project support local / regional food efforts?

yes

no

Project is ineligible for FMPP and/or LFPP

Qualifies for LFPP if project involves intermediary supply chain activities

Qualifies for FMPP if project promotes direct to consumer marketing

Project moves / promotes product from origin to distributor

Project moves / promotes product from distributor to retail

Marketing to consumer

Marketing information campaign

# 2014 Funded Project Examples

## FMPP

- Promotion of new Coastal Farmer/Fisherman market, provide vendors GAP training
- Improve attendance of low income population at farmers market, add EBT
- Train farmers in agritourism activities and promote these activities

## LFPP

- Formation of producer cooperative to aggregate and market local food
- Conduct food hub feasibility study and business plan
- Create incubator market for new farmers and food processors, provide technical assistance

# Project Scoring

- Purpose (20 points)
- Approach (25 points)
- Budget (20 points)
- Impact (20 points)
- Outreach (15 points)



# Purpose

- Is there clear need?
- Do objectives and goals meet *Program* goals?
- Do outcomes benefit intended audience?



# Approach

- Is the proposal well written?
- Is the project realistic and is it possible to meet goals and objectives?
- Are project personnel qualified?
- Are partnerships appropriate?



# Budget

- Are requested items allowed and reasonable?
- Do items clearly correlate with purpose and goals?



# Impact

- Are expected outcomes and impacts clearly described?
- How will impacts be measured?
- What metrics will be used to quantify impacts?



# Outreach

- What is the plan to publicize project activities?
- How will the project engage people?
- Are the measures used to collect outreach data clear?
- What is the outreach plan for after the project ends?



# How Will Proposals be Evaluated?

- ❑ Scoring criteria
- ❑ Capacity to meet objectives
- ❑ Evaluators' perspective
- ❑ “So what?”



# How Will Proposals be Evaluated?

What makes an application better than another?

- Innovative concept
- Replicable elsewhere
- Impacts after the grant period
- Sustainable after the grant period

Projects must benefit more than one producer or individual!



# Eligible Entities

- Agricultural Businesses
- Agricultural Cooperatives
- Community Supported Agriculture (CSA) Networks
- CSA Associations
- Economic Development Corporations
- Local Governments
- Nonprofit Corporations and Institutions of Higher Learning
- Producer Networks
- Producer Associations
- Public Benefit Corporations
- Regional Farmers Market Authorities
- Tribal Governments



**Thank you!**

Questions?