

# Farmers Market and Local Food Promotion Program Grant Writing Workshop



## Developing Your Idea

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

# Developing Your Idea

- Road Map and Food Systems
- Background/Current Need
- Goals
- Implementation
- Reality Check
- Impacts and Evaluation
- Outreach and Marketing



# Available Funding

1. FMPP – Farmers Market Promotion Program
2. LFPP – Local Food Promotion Program
  1. Planning
  2. Implementation



# Refine Ideas to Fit the Purposes and Scope of the Grant

## Example Situations

#1: Need for better managed farmers' markets (FMPP)

#2: Need to assess options for a business incubator/business resource center (LFPP - Planning)

#3: Need to start a kitchen incubator/food business resource center (LFPP- Implementation)

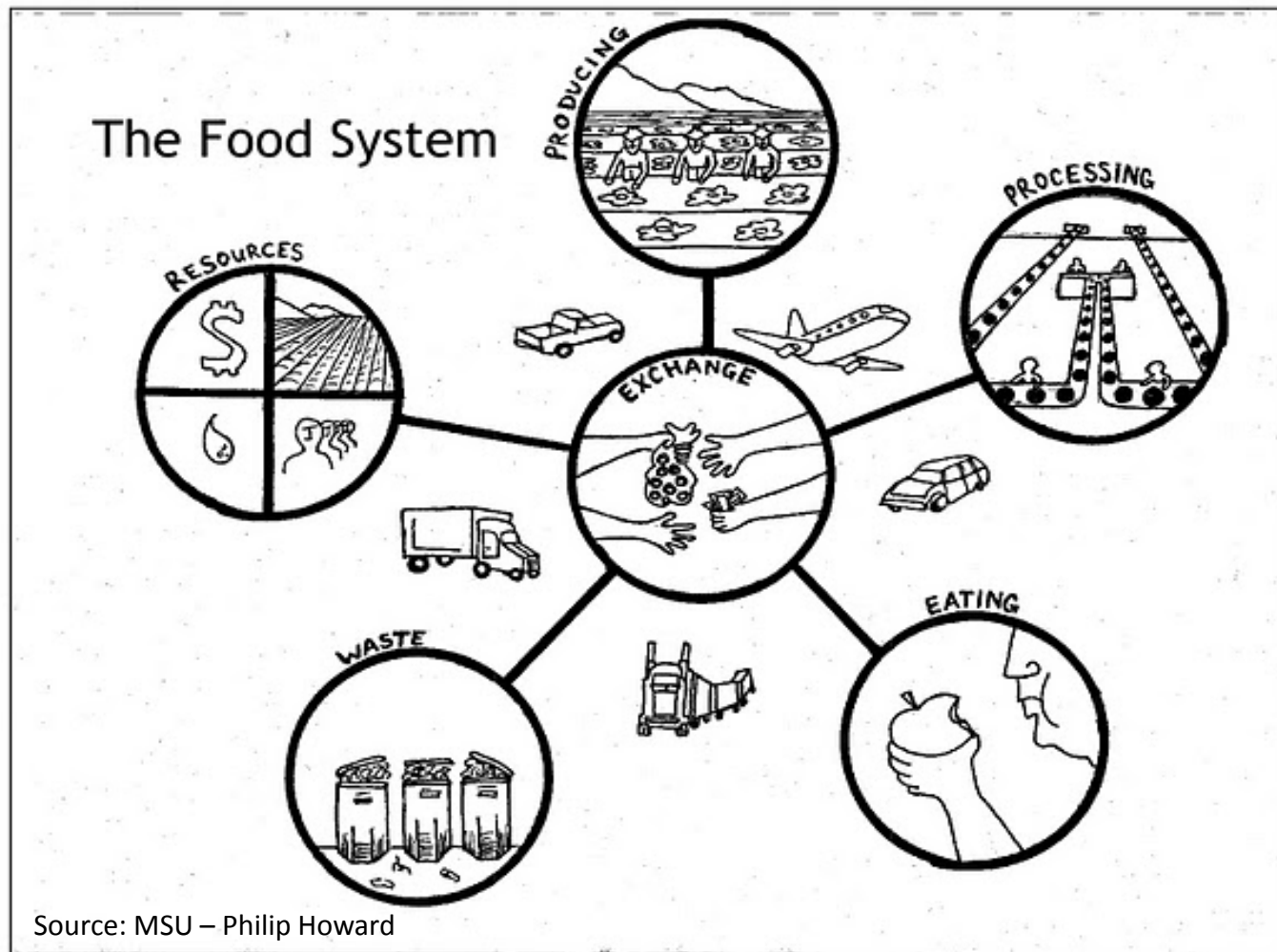


# Roadmap: Formulating Your Idea into a Proposal

- Background Statement
- Goals/Objectives
  - Goals- broad statements about your accomplishments
  - Objectives/Activities – the measurable means of achieving goals
- Resources
- Implementation
- Outcomes and Impacts
  - Beneficiaries
  - By end of grant
  - After the grant
  - How will they be evaluated and measured
- Partners and Marketing



# Food System Overview



# Food System Overview



Source: CS Mott at Michigan State University and Virginia Farm to Table



# Background Situation

- What are common situations/problems faced by the local food system?
- How are you going to assess the problem?
- Which grant program is the correct match for the proposed project?
- **GROUP EXERCISE**
  - Fill out background statement on worksheet *Roadmap for Formulating Your Idea into an AMSTA Proposal*





# Background Situation

**Pick your own or use one of the following:**

#1: Need for better managed farmers' markets (FMPP)

#2: Need to assess options for a business incubator/business resource center (LFPP - Planning)

#3: Need to start a kitchen incubator/food business resource center (LFPP- Implementation)



# Developing Goals

- Broad purpose and impact statements
- Capture the imagination of the reader
- Your proposal should build upon and extend present knowledge
- How your project is different or better



# Goals of the Project

- What problem(s) will my idea specifically help solve?
- Who will benefit from the program?
- Overall what will my project accomplish?
- How and when will I measure those accomplishments?



# Developing Goals

- What is the overall goal? What will this project accomplish in broad terms?
- How will it help my project or organization?
- How could it help other projects or organizations in my town or region?



# Developing Goals

- Is there a possibility to replicate this or have ongoing programs after the grant?
- **GROUP EXERCISE**
  - Fill out goals section on *Roadmap worksheet*
    - Example: Cooking demo leads to increased produce sales of produce due to consumer education on use/nutrition



# Implementation

- How and when will your project be implemented?
  - Develop a work plan with specific activities/actions and a defined timeline
- Who are the participants (grant beneficiaries)?
- Where will they be conducted?
- Why will these methods accomplish the project goal(s)?



# Implementation

- Do you have partners?
- Does your organization have the capacity to complete the work?





# Implementing Activities

## GROUP EXERCISE

Describe the specific activities that will take place to achieve the goals:

- Address the How, When, Where, Why, and Who
- Convince the reviewer that you have a clear plan that will actually achieve the goals outlined



# Reality Check

- Does this fit with the mission of your organization and the grant?
- Is the scale correct in terms time, funding levels and skill set to accomplish the grant program?
- Do you have everything you need to accomplish objectives?
  - Either on hand or via grant expenditures



# Reality Check

- Discuss and review how to find out the following pieces required for the RFP:
  - Benchmarks, implementation plan, defining impacts, outcomes, results, monitoring, evaluation, reports, budget....
- **GROUP EXERCISE**
  - Fill out the resources section of the *Roadmap* worksheet.



# Impacts and Evaluation

- What do you expect beneficiaries to do?
- How can accomplishments be assessed?
  - How will you track progress on goals and objectives?
  - How will you measure impacts of the project?



# Impact and Evaluation

## Crafting Impact Statements

- Stating the activity isn't enough, must relate to outcomes such as increased jobs or sales.
- For example:
  - “Conduct market manager training”
    - Not enough
  - “Market manager training will lead to increased produce sales “ by
    - Added vendors
    - Increased attendance
    - Other \_\_\_\_\_



# Impacts and Evaluation

| Impact Statement Example  | Evaluation Technique  |
|---|---|
| <ol style="list-style-type: none"><li>1. Vendor GAP training will increase use of GAPs by 30%</li><li>2. FM manger training will lead to increased produce sales</li><li>3. Farmer use of incubator kitchen expands sales of value-added products</li></ol> | <ol style="list-style-type: none"><li>1. Conduct follow-up survey with vendors to verify implementation of GAPs</li><li>2. Compare vendor produce sales 2 and 4 months after manager training to pre training sales</li><li>3. Conduct pre and post (6 months) assessment of farmer value-added product sales</li></ol> |

# Impacts and Evaluation

- Evaluate and Measure Impacts
  - Economic/financial, social, environmental, etc.
- Project Replication
- Project Sustainability
- **GROUP EXERCISE**
  - Complete the outcomes and impacts sections on the *Roadmap* worksheet.





# Outreach and Marketing

- How will the project be promoted?
- How will you create buy-in from project team and stakeholders?
- How will you communicate success?
- How will you communicate who benefited from the project?



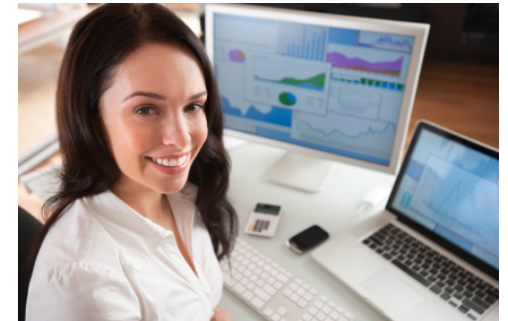
# Outreach and Marketing

- Within project team
- To local stakeholders
- To USDA during and after the project
- To media
- In project materials
- **GROUP EXERCISE**
  - Fill out the partners and marketing section of the *Roadmap* worksheet.



# Final Look at the Project

- What is the project going to accomplish?
  - Who will benefit and why should people care?
  - Did the project create/retain additional jobs or sales? Could it in the future?
- How will you report what was measured combined with community context and hope for future projects?



# Final Look at the Project

- **GROUP EXERCISE**
  - Pull all group exercise pieces and check against *Roadmap*, look for holes.
  - Craft take home message for end of project wrap-up report.



**Thank you!**

Questions?