

Farmers Market and Local Food Promotion Program Grant Writing Workshop



Preparing the Application

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

Session Overview

- Application Process
- Major Application Components
- Project Evaluation and Scoring
- Developing Your Narrative
- Developing Your Budget
- Helpful Hints



Application Steps

1. Obtain a DUNS Number (1 day)
2. Register with SAM (3-5 days, 2 weeks if errors)
3. Register on grants.gov (3-5 days, 2 weeks if errors)
4. Download grant application package (immediately as available)
5. Check with whoever must approve application/budget to determine timeline for processing/approvals/signatures
6. Develop proposal, budget, gather letters, supporting information & attachments (depends on pre-proposal development, 3+ weeks)
7. Submit grant application, including attachments (Start at least 3 days prior to application deadline)
8. Grants.gov sends Submission Receipt Number (same day)
9. Grants.gov sends Submission Validation Receipt (48 hours)

See example timeline

Application Components (FMPP and LFPP)

- Form SF-424 Application for Federal Assistance ([grants.gov](https://www.grants.gov))
- Form SF-424B Assurance – Non-construction Programs ([grants.gov](https://www.grants.gov))
- Attachments (uploaded into SF-424 item #15)
 - Project Narrative Form
 - Match Verification Form (LFPP only)
 - Project Budget Form (includes match for LFPP)
 - Evidence of Applicant DUNS Number & SAM Registration (screen shots of each will suffice)
 - Letter from Promise Zone Implementation Partner (if applicable)
 - Additional Supporting Documents (if desired)



SF-424 (FMPP and LFPP)

- Completed online via Grants.gov
 - Form contains instructions
 - Supplemental instructions in RFA
- Must be complete and include all supplemental materials
- No error checking!
 - Incorrect state, for example

The image shows a screenshot of the SF 424 (R&R) application form for Federal Assistance. The form is titled "APPLICATION FOR FEDERAL ASSISTANCE SF 424 (R&R)" and includes a "View/Print Statement" link. The form is divided into several sections:

- 1. TYPE OF SUBMISSION:** Includes radio buttons for "New application", "Application", and "Change/Corrected Application".
- 2. DATE SUBMITTED:** Includes a date field and an "Applicant Identifier" field.
- 3. APPLICANT INFORMATION:** Includes fields for Legal Name, Department, Street, Street2, City, State, Country, and ZIP / Postal Code.
- 4. DATE RECEIVED BY STATE:** Includes a date field and a "State Application Identifier" field.
- 4. a. Federal Identifier:** Includes a field for the Federal Identifier.
- 4. b. Agency Routing Identifier:** Includes a field for the Agency Routing Identifier.
- 4. c. Previous Grants.gov Tracking ID:** Includes a field for the Previous Grants.gov Tracking ID.
- 5. EMPLOYER IDENTIFICATION (EIN) or (TIN):** Includes a field for the Employer Identification Number.
- 6. TYPE OF APPLICANT:** Includes radio buttons for "Small Business Organization Type", "Women Owned", and "Socially and Economically Disadvantaged".
- 7. TYPE OF APPLICATION:** Includes radio buttons for "New", "Resubmission", "Renewal", "Continuation", and "Revision".
- 8. NAME OF FEDERAL AGENCY:** Includes a field for the Name of Federal Agency.
- 9. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:** Includes a field for the Catalog of Federal Domestic Assistance Number.
- 10. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:** Includes a field for the Descriptive Title of Applicant's Project.
- 11. PROPOSED PROJECT:** Includes fields for Start Date and Ending Date.
- 12. CONGRESSIONAL DISTRICT OF APPLICANT:** Includes a field for the Congressional District of Applicant.

SF-424B (FMPP and LFPP)

- Assurances for Non-Construction Programs
- Completed online via Grants.gov
- Must be signed by the authorized certifying official



Attachments (FMPP and LFPP)

- Prepared outside of Grants.gov
- Uploaded under #15 of SF-424
- Must be in order specified in respective RFA
- MS-Word file for narrative
narrative_organization_name
- MS-Excel file for budget
budget_organization_name



SAM Registration and DUNS Number (FMPP and LFPP)

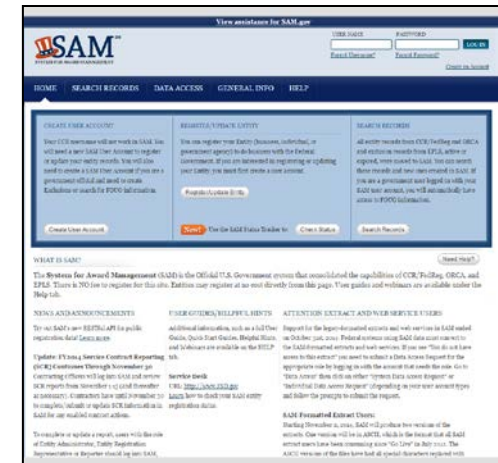
Registration and DUNS Number required for both FMPP and LFPP

SAM Registration:

<https://www.sam.gov/portal/SAM/##11>

DUNS Registration:

<http://fedgov.dnb.com/webform>



Project Narrative Form (FMPP and LFPP)

- Template with instructions available at:
 - <http://www.ams.usda.gov/FMPP>
 - <http://www.ams.usda.gov/LFPP>
- RFA contains additional guidance
- Requirements:
 - Typed single-spaced
 - 12-point Times Roman font
 - May not exceed 12 single-sided pages, 8.5" x 11" paper size
 - Must include all elements
 - Project title must match title listed on SF-424

OMB 0581-0235

Farmers' Market Promotion Program (FMPP) – 20____
PROJECT PROPOSAL NARRATIVE FORM AND INSTRUCTIONS

The use of this narrative form and a supplemental budget summary is mandatory. AMS strongly recommends reading the form instructions (below) and FMPP Announcement before completing this form. Insert information below; Sections 5-14 can be expanded, allowing the applicant to include as many lines of text as needed.

1. Project Title:

2. Organization Name: _____ 3. Primary Project Manager Name: _____

Mailing Address: _____ Mailing Address: _____

City: _____ State: _____ Zip Code: _____ City: _____ State: _____ Zip Code: _____

E-mail: _____ E-mail: _____

Local Food Promotion Program (LFPP) – 2014
GRANT NARRATIVE FORM AND INSTRUCTIONS

This narrative form is mandatory. AMS strongly recommends reading the form instructions (see page 5) and the "LFPP Announcement and Guidelines" before completing this form.

1. Project Title: _____

2. Organization Name: Email: Phone: Fax:	Mailing Address: _____
3. Primary Project Manager Name: Email: Phone: Fax:	Mailing Address: _____

4. Grant Application Type (check only one): Planning Grant Implementation Grant

5. Requested LFPP Funds \$ _____ Matching Funds (25% match required): \$ _____

Project Budget Form (FMPP and LFPP)

- Template with instructions available at
 - <http://www.ams.usda.gov/FMPP>
 - <http://www.ams.usda.gov/LFPP>
- RFA contains additional guidance
- Requirements
 - Does not count toward 12-page narrative limit
 - Itemized, line-by-line cost estimate
 - Based on price analysis, vendor quote, cost per unit (including staff time)
 - Must include budget narrative describing justification

OMBES1-0235

FM-30, Farmer Market Promotion Program (FMPP) Supplemental Budget Summary

Project Title:
 Organization:
 Phone:
 Contact:
 Contact Email:

Budget Summary Location: Personnel

Requested Budget

FMPP2014

This column is for FMPP Staff Use Only

Revised/Approved

Contractual

Travel

OMBES1-NEW

Local Food Promotion Program (LFPP) Budget and Match Request Form

Project Title:
 Organization:
 Contact Person:
 Contact Phone:
 Contact Email:

Budget Summary Location:	Requested	Requested	Match/Grant	Match/Grant	Budget
	Fed-Funds	Fed-Funds	Contribution	Contribution	
	Year 0	Year 0	Year 0	Year 0	Total
Personnel					
Total Personnel	\$0	\$0	\$0	\$0	\$0
Contractual					
Total Contractual	\$0	\$0	\$0	\$0	\$0
Travel					
Total Travel	\$0	\$0	\$0	\$0	\$0
Equipment					
Total Equipment	\$0	\$0	\$0	\$0	\$0

Project Budget Form (FMPP and LFPP)

- Itemized line item categories:
 - Personnel
 - Contractual
 - Travel
 - Equipment
 - Supplies
 - Other direct costs
 - Indirect costs
 - Limited to 10% of total expenses defined and itemized as a direct cost (This may change in 2015; refer to RFA when it is released)

Project Budget Form (FMPP and LFPP)

- Correlate budget with purpose/goals of project
- Demonstrate budget is both reasonable and adequate for proposed project

01/16/2014-2015

TM-30, Farmers Market Promotion Program (FMPP)
Supplemental Budget Summary

Project Title:
Organization:
Phone:
Contact:
Contact Email:

FMPP 2014
This Column for FMPP Staff Use Only. Revised/Approved

Budget Summary Itemization:	Requested Budget
Personnel:	
Contractual:	
Travel:	

01/16/2014-2015

Local Food Promotion Program (LFPP)
Budget and Match Request Form

Local Food Promotion Program (LFPP) Budget and Match Request Form

Project Title:
Organization:
Contact Person:
Contact Phone:
Contact Email:

Budget Summary Itemization:	Requested Federal Funds		Matching Contribution		Budget
	Year 1	Year 2	Year 1	Year 2	
Personnel:					
Total Personnel	\$0	\$0	\$0	\$0	\$0
Contractual:					
Total Contractual	\$0	\$0	\$0	\$0	\$0
Travel:					
Total Travel	\$0	\$0	\$0	\$0	\$0
Equipment:					
Total Equipment	\$0	\$0	\$0	\$0	\$0

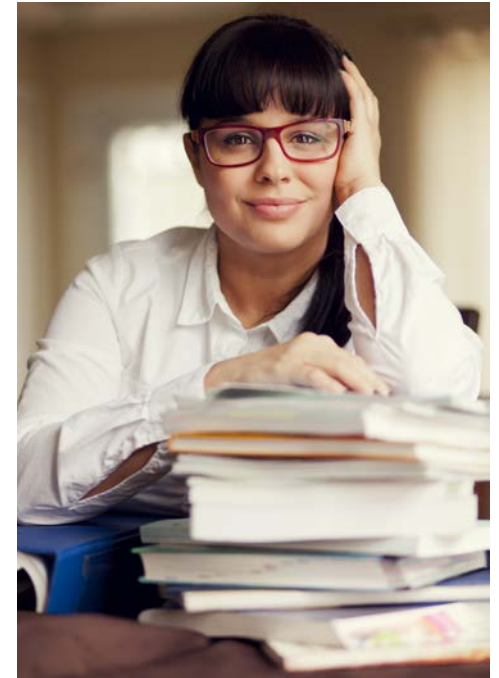
Matching Request (LFPP Only)

- Included in LFPP Budget Form
- Cash or in-kind equal to 25% of total cost
- Match Verification Forms will be posted on LFPP website and Appendix A of Project Narrative Form



Priority Project Information (FMPP and LFPP)

- Program priorities change yearly!
 - Check the 2015 RFA
- Proposals fitting priority area does not guarantee funding
- All applications, whether requesting consideration under the priority area or not, will be given equal weight in the evaluation process
- Applicants are not required to work in a priority area
- **Focus on writing a good project!**



Project Evaluation & Scoring (FMPP and LFPP)

Purpose (20 points)

- Meets the objectives of the program and will serve the intended beneficiaries

Approach (25 points)

- The work plan is well-written and clearly delineates how the work will meet the intended goals and objectives, and successfully assist its beneficiaries
- Project personnel demonstrate appropriate qualifications, knowledge and experience necessary to carry out the project
- Partnerships are appropriate and reliable to accomplish and accentuate the work and are documented with letters of support

Budget (20 points)

- All budget items are allowable, reasonable, allocable, and clearly described, and all items clearly correlate with the purpose and goals of the project
- All letters of support/verification are provided
- Needed infrastructure that will not be paid by the grant is in place

Project Evaluation & Scoring (FMPP and LFPP)

Impact (20 points)

- The proposal clearly describes expected outcomes, the intended beneficiaries, and how it will be evaluated while in progress and upon conclusion
- Both quantitative and qualitative metrics are described to demonstrate how the project will assess impact on intended beneficiaries to include but not limited to the following metrics:
 - Number of direct or indirect jobs retained and created
 - Number of markets expanded and/or new markets established, or expanded consumer base served
 - Dollar amount and percentage change in market sales
 - Number of farmer/producer beneficiaries

Outreach (15 points)

- The proposal outlines a plan to disseminate project results electronically and in person to the target audience, stakeholders, and interested parties beyond those directly served by the project
- A means of collecting feedback on the results is included.
- Outreach can be expected to continue beyond the term of the project

**PROPOSAL
NARRATIVE
TEMPLATE ACTIVITY**

Proposal Narrative Activity

- See narrative template exercises for FMPP and LFPP
- A narrative has been inserted for questions 9, 10, 11 and 12
- Assemble into teams of 4
- Review the narrative and answer the associated questions below each
- Report back to full group

BUDGET EXERCISE

Budget Exercise

- See narrative template exercises for FMPP and LFPP
- A budget and justification has been inserted or attached at end
- In the same teams review the budget and narrative, then answer the worksheet questions
- Report back to full group

Helpful Hints

- Follow directions
- Call AMS with questions
- Have others not associated with the project review for:
 - Clarity and understanding
 - Grammar and typos
- Don't wait till the last minute to ask for help or submit to grants.gov
 - **Allow five-week minimum for entire process**
- If you don't receive grants.gov confirmation after you submitted, call grants.gov!



AMS Contacts

For specific questions the AMS contacts are:

- Local Food Promotion Program:
 - Nicole Nelson-Miller
USDALFPPQuestions@ams.usda.gov; (202)
690-1300
- Farmers Market Promotion Program:
 - Carmen Humphrey
USDAFMPPQuestions@ams.usda.gov; (202)
690-1300

Subscribe to Receive Updates

For updates and alerts, click the link at the bottom of our webpage!

www.amsta.net

You'll be asked to fill out 4 questions, then you're done!

Welcome to... AMSTA
THE AGRICULTURAL MARKETING SERVICE TECHNICAL ASSISTANCE PROJECT

ABOUT US CURRICULUM WORKSHOPS LEADERSHIP TEAM RESOURCES

The AMSTA initiative shares knowledge through an in-person grant writing workshop in each US state, as well as additional tools and materials provided through the AMSTA website. Workshops will focus on effective grant-writing practices, with an emphasis on USDA's Farmers Market and Local Food Promotion Programs. Participation in an AMSTA workshop does not guarantee that an application submitted to USDA will be funded.

OUR OBJECTIVES

- Make local foods grant writing training widely available to interested parties.
- Reduce the time and effort required to apply for USDA's Agricultural Marketing Service Farmers Market and Local Food Promotion Program grants.
- Prepare applicants to successfully manage their award.

OUR METHODS

- State or regional level in-person workshops
- Webinars
- Electronic copies of all materials

Welcome to the Local Food Workshop Assessment

terminations in all its programs and activities on the basis of race, color, national origin, disability, political beliefs, sexual orientation, and marital or family status (not all apply to all programs). Persons with disabilities who require alternative means for program information (braille, large print, audio tape, etc.) should contact USDA's TARGET Center (voice and TDD).

discrimination, write USDA, Director, Office of Civil Rights, Room 326-06, Whitten Building, 1490 Independence Avenue, SW Washington, DC 20250-9410 or call (202) 720-6184 (voice or TDD). USDA is an equal opportunity provider.

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Thank you!

Questions?