Creating a Good Webinar Experience

Q & A

Question: Participants will type questions into the Q&A pod for the Host or Presenters to answer

Type questions here
What is the Farmers Market and Local Food Promotion Program?

• Authorized by the 2014 Farm Bill
  “To increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets.”

• Local Food: Must come from within a 400 mile radius.
**FMPP vs. LFPP**

- **FMPP:** producer-to-consumer **direct marketing** activities.
- **LFPP:** intermediary (non-direct-to-consumer) food business enterprises that **process**, **distribute**, **aggregate**, and/or **store** locally- or regionally-produced food products.
- $13 million available to support each program
Who is Eligible to Apply?

- Agricultural Businesses and Cooperatives
- Producer Networks and Associations
- Non-profit Corporations
- Community Supported Agriculture (CSA) Networks and Associations
- Economic Development and Public Benefit Corporations
- Tribal and Local Governments
- Regional Farmers Market Authorities
Who is Eligible to Apply?

• Domestic entities owned, operated, and located within the:
  – 50 United States,
  – District of Columbia,
  – U.S. Territories (Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, and the Commonwealth of the Northern Mariana Islands).
Types of Applications

• **New application:** All new applications will be reviewed competitively using the selection process and evaluation criteria described in [5.0 Application Review Information](#).

• **Continuation application:** These applicants have received prior FMLFPP funding, such as an LFPP planning grant or a previous FMPP grant.
  - Must contain the same information that is required for new applications and describe how the new proposal builds on previous activities.
  - Evaluated according to the same evaluation criteria as new applications, in addition to considering the applicant’s performance during the previous FMLFPP grants and their apparent ability to improve upon that work.
LIMIT ON NUMBER OF APPLICATIONS

• May submit multiple applications to FMPP and/or LFPP, but may accept a total of two awards: 1 FMPP and 1 LFPP.

• Organizations with active (not closed-out) award from a previous year must complete and submit close out materials by March 27, 2017.

• Fiscal Sponsorship: Allowed and referenced in section 3.3.1 of the RFA.
Which Projects/Activities NOT Eligible?

• Are not related to producer to consumer direct marketing or local and regional food.

• Are to purchase food or services to donate to other entities and/or individuals.

• Are for production-related expenses, including the purchase of farm equipment, tools, materials, supplies and other related costs.

• Depend on the purchase or lease-to-own purchase of a vehicle.

• Benefit only one agricultural producer or individual.
Priority Consideration

- **Priority Areas:** 1.) concentrated poverty with limited access to supermarkets 2.) Agri-business in rural areas with <50,000 population 3.) Promise Zone Lead Applicant

- Implementation in a priority area or Promise Zone is NOT required.

- All projects given equal consideration during peer review regardless of priority area designation.

- Priority Areas:
  - At least 10% of funding will go to projects that benefit communities in areas of concentrated poverty with limited access to supermarkets.
The Farmers Market Promotion Program (FMPP)
## FMPP Program Overview

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacity Building (CB)</td>
<td>$50,000 - $250,000</td>
<td>36 Months (3 years)</td>
</tr>
<tr>
<td>Community Development, Training and Technical Assistance (CDTTA)</td>
<td>$250,000 - $500,000</td>
<td>36 Months (3 years)</td>
</tr>
</tbody>
</table>

- **No Match Required**
FMPP CB Projects

• Capacity Building (CB)
  – Develop, improve, and expand domestic farmers markets, roadside stands, CSA programs, agritourism activities, and other direct producer-to-consumer market opportunities.
  – Demonstrate a direct benefit to farm and ranch operations serving local markets and maximize the involvement of farmers and ranchers and community organizations.
FMPP CDTTA Projects

• Community Development, Training and Technical Assistance (CDTTA)
  – Provide outreach, training, and technical assistance to farm and ranch operations serving local markets to develop, improve and expand domestic farmers markets, roadside stands, CSA programs, agritourism activities, and other direct producer-to-consumer market opportunities.
  – Should engage a diverse set of stakeholders, including farmers and ranchers, to illustrate a substantive effect on the food system and stakeholders.
### FMPP CB versus CDTTA Project Examples

<table>
<thead>
<tr>
<th>CB</th>
<th>CDTTA</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Local training and education.</td>
<td>• Statewide or regional training and education.</td>
</tr>
<tr>
<td>• Farmers market, roadside stand, CSA, or agritourism activity startup and/or expansion.</td>
<td>• Technical assistance for advertising and promotion of locally and regionally produced agricultural products.</td>
</tr>
<tr>
<td>• Market analysis and planning.</td>
<td>• Network and organization building, including developing sourcing channels using direct-to-consumer market opportunities.</td>
</tr>
<tr>
<td>• Recruitment and outreach.</td>
<td>• Tech support for small- and mid-sized producers to comply with specifications and standards.</td>
</tr>
</tbody>
</table>
The Local Food Promotion Program (LFPP)
## LFPP Program Overview

**Type** | **Amount** | **Duration**
---|---|---
Planning Grants | $25,000 - $100,000 | 18 months (1.5 years)
Implementation Grants | $100,000 - $500,000 | 36 months (3 years)

- **25% Match of Total Project Budget Required**
• Used in the planning stages of establishing, improving or expanding a Local and Regional Food Business Enterprise that will:
  – Increase domestic consumption of and access to locally and regionally produced agricultural products;
  – Develop new market opportunities for farm and ranch operations serving local markets.
LFPP Implementation Projects

• Used to establish, improve or expand Local and Regional Food Business Enterprise including:
  – Developing, improving, expanding, and providing outreach, training, and technical assistance to; or
  – Assisting in the development, improvement and expansion of such business enterprises.

• If you previously received an LFPP planning award that directly relates to the current proposal, you must indicate how the previous planning project contributed to the work proposed in the current proposal.
# LFPP Planning versus Implementation

## Project Examples

<table>
<thead>
<tr>
<th>Planning</th>
<th>Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Feasibility study for a new food hub.</td>
<td>• Establishing and/or expanding the scope of local/regional food incubators.</td>
</tr>
<tr>
<td>• Hiring an expert(s) to provide technical assistance to implement a food transportation system.</td>
<td>• Establishing, expanding and/or diversifying existing kitchens and food processing facilities.</td>
</tr>
<tr>
<td>• Hiring an expert(s) to train on managing a local/regional food storage or processing facility.</td>
<td>• Instituting individual or group GAP certification for sellers of local food into wholesale marketing channels.</td>
</tr>
<tr>
<td>• Devising a business plan.</td>
<td>• Exploring opportunities for food hubs/aggregators to create institutional and retail market access through joint business networks.</td>
</tr>
<tr>
<td></td>
<td>• Providing training and/or technical assistance to accomplish any of, or related to, any of the above activities.</td>
</tr>
</tbody>
</table>
The Nuts and Bolts of the FMLFPP Electronic Application Process
The Nuts and Bolts of the FMLFPP Electronic Application Process

1. Prepare to Apply and Register
2. Find Opportunity and Prepare Application
3. Submit through Grants.gov
4. Review and Evaluation of Applications
5. Awards Notification
The Nuts and Bolts of the
FMLFPP Electronic Application Process

1. Prepare to Apply and Register
What You Need

Don’t wait until the last minute!

1. Have an **EIN number** (Fed tax ID number)

2. Get a **DUNS number**: [http://fedgov.dnb.com/webform](http://fedgov.dnb.com/webform)

3. Register with [www.SAM.gov](http://www.SAM.gov)

## What you Need

<table>
<thead>
<tr>
<th>Required Action</th>
<th>Timing to Obtain/Submit</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMS Deadline to submit application and all supporting materials</td>
<td>March 27, 2017-11:59 p.m. (EDT)</td>
</tr>
<tr>
<td>Obtaining Your Organization’s DUNS Number (if you do not already have one)</td>
<td>1-2 business days</td>
</tr>
<tr>
<td>Establishing an Active SAM.gov Account (if you do not already have one)</td>
<td>7-10 business days</td>
</tr>
<tr>
<td>Obtaining an TIN/EIN (if you do not already have one)</td>
<td>Up to 2 weeks</td>
</tr>
<tr>
<td>Creating your Grants.gov profile and registering your AOR authorization</td>
<td>Up to 2 weeks</td>
</tr>
</tbody>
</table>
2. Find Opportunity and Prepare Application
Find Opportunity

- You will need these numbers to search for the grant opportunity in Grants.gov

<table>
<thead>
<tr>
<th>Program</th>
<th>CFDA Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>FMPP</td>
<td>10.168</td>
</tr>
<tr>
<td>LFPP</td>
<td>10.172</td>
</tr>
</tbody>
</table>
Required FMLFPP Application Forms

- **SF-424 and SF-424B forms** (populated automatically by Grants.gov).

- **Project Narrative Form** (in PDF format)

- **Letters Verifying Matching Funds** for EACH cash and/or in kind resource (LFPP only)

- **Letters of Commitment from Partner Organizations**

- **Accounting System and Financial Capability Questionnaire** (only if considered for funding)
FMLFPP Application Forms to Use as Applicable

- **AD-3030**, Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants (Grants.gov).
- **AD-3031**, Assurance Regarding Felony Conviction or Tax Delinquent Status for Corporate Applicants (Grants.gov).
- HUD Form 50153 **Promise Zone Certification Form**
- Letter(s) Stating **Evidence of Critical Resources and Infrastructure** (template on LFPP and FMPP websites)
- **Negotiated Indirect Cost Rate Agreement**
• Each applicant must provide benchmarks and estimated targets on all outcomes and indicators.

• If unable to report on an indicator, the applicant should explain why they are unable to do so.

• If an applicant receives an award, they will be required to report on the applicable outcomes and indicators in Annual and Final Performance Reports.

• All applicants are REQUIRED to identify at least one additional outcome and indicator based on relevant project activities not covered above.
• Matching funds required in the form of cash or an in-kind contribution.
• Amount ≥25% of the **total project cost**.
  – RFA provides links to matching calculator
• Must additionally provide match verification letter (info provided later in this presentation).
• Providing > 25% match does not give you extra credit!
Letters of Commitment from Partner Organizations (LFPP and FMPP)

- Applicants must provide letters of commitment (MS Word or PDF) from all partner/collaborator organizations stating they agree to the project management plan presented in the Project Narrative.
  - These letters differ from the LFPP matching letters, in that they illustrate general community support for the project rather than simply showing financial/activity support.

- HIGHLY RECOMMENDED: Use PARTNER ORGANIZATION TEMPLATE LETTER on FMPP and LFPP application websites.
Select Allowable/Unallowable Costs

- Building and construction costs are unallowable.
  - Includes nails, cement, boards, etc.
  - Also includes greenhouses.

- Rental of general purpose equipment may be allowable.
  - Vehicles may be leased, but not purchased.
  - Lease agreements to own (i.e., lease-to-own or rent-to-own) unallowable.

- Special Purpose Equipment is allowable with conditions (i.e., mobile markets):
  - Unallowable if the vehicle is commercially available for rent (i.e., refrigerated trucks)
  - Allowable with conditions if you are retrofitting a vehicle as “special purpose equipment”—check with your AMS staff.
3. Submit Through Grants.gov
4. Review and Evaluation of Applications
Application Will Not Be Accepted If FMLFPP Staff Confirms That:

- Application is received by Grants.gov after the submission deadline.
- Application is incomplete, including improper uploading of all required attachments
  - Use the “Add Attachments” button under SF-424 item #15—do NOT use the “paperclip” icon in Adobe.
- Does not follow the requirements for formatting, length, and submission.
- Application does not fit the scope of the respective RFA.
Application Will Not Be Accepted If FMLFPP Staff Confirms That:

- An applicant or recipient has not fulfilled all the terms and conditions of a previous Federal award.
- An applicant or recipient has committed fraud, including using materially misleading or incorrect information on the application.
- An applicant or recipient has mismanaged Federal funds or is found to be ineligible for a Federal award for other reasons.
- The proposal is funding the same activities as another Federal grant program.
Evaluation Criteria
Goals align with FMLFPP’s purpose as stated in Section 1.2 of the RFA, and:

– Describes the specific issue, problem, or need and objectives for the project.

– Describes how the project increases domestic consumption of and access to locally and regionally produced agricultural products and develops new market opportunities for farm and ranch operations serving local markets.

– Describes the intended and number of beneficiaries and how they will benefit from the project.
Technical Merit (25 Points)

Work plan/approach is well designed, ready for implementation, and consistent with the expectations described in the RFA. Establishes:

- A clear and well-conceived methodology to fulfill the goals and objectives of the proposed project.
- A realistic schedule for implementing the proposed project.
- If previously funded, how the previous lessons learned are incorporated into the project.
Achievability (15 Points)

• The likelihood of success in fulfilling the project’s goals, objectives, and selected performance measures.

• The project proposal must show:
  – How outcomes and indicators are feasible for the scale and scope of the project.
  – The extent the proposed project can be easily adapted to other regions, communities or agricultural systems.
  – Comprehensive plan to target audiences, stakeholders and interested parties.
Expertise and Partners (25 Points)

• The proposed presents a substantial and diverse array of partners and collaborators to accomplish goals and objectives.

• Describes plan for coordination, communication, data sharing and reporting among members of the project team and stakeholders.

• Describes how the project, and its partnerships and collaborations, will be sustained beyond the project period.
The project proposal must illustrate that the planned expenditures in the budget are clearly described; allowable, reasonable, and necessary. This includes:

- Budget being consistent with size and scope of the project.
- Budget related logically with the narrative describing the project.

- Provides evidence that critical resources and infrastructure are currently in place for the initiation and completion of the project.
Can You Serve as an FMPP & LFPP Reviewer?

Yes, but only for the grant program you are NOT applying under....

- See the FMPP or LFPP website for details: https://www.ams.usda.gov/services/grants

- Email: USDAReviewer@ams.usda.gov

- Deadline to submit your reviewer application is March 20\textsuperscript{th}, 2017.
5. Award Notifications
• **March 27, 2017:** Applications due by 11:59pm EDT

• **April-August 2017:** Applications undergo review

• **September 30, 2017:** Funds available to awardees
Technical Assistance

- **Questions about eligibility**: Refer to details in the RFA.
- **DUNS issues**: Contact Customer Response Center
  - 1-866-705-5711 (U.S. and U.S. Virgin Islands)
  - 1-800-234-3867 (Alaska and Puerto Rico)
- **SAM.gov issues**:
- **Grants.gov issues**: E-mail support@grants.gov or call 1-800-518-4726.
  - Keep a record of any correspondence with Grants.gov, including any ID or case number provided.
Thank You and Questions

**Mailing Address:**
Farmers Market and Local Food Promotion Program
USDA-AMS
1400 Independence Avenue, SW
Room 4534-South Building
Mail Stop 0269
Washington, DC 20250-0269

**Website:**
https://www.ams.usda.gov/services/grants

**E-mails:**
USDA FMPP Questions@ams.usda.gov
USDA LFPP Questions@ams.usda.gov

**Phone Numbers:**
FMPP: 202-720-0933
LFPP: 202-720-2731