



United States Department of Agriculture

A vibrant collage of fresh produce, including cherry tomatoes, a large green cucumber, a head of garlic, several peaches, yellow squash, and potatoes, arranged in a rustic, overlapping fashion.

Farmers Market and Local Food Promotion Program (FMLFPP) Overview

USDA Agricultural Marketing Service
2017

A Little Housekeeping...



Creating a Good Webinar Experience



Q & A	☰
Question: Participants will type questions into the Q&A pod for the Host or Presenters to answer	
<input type="text" value="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



Type	Amount	Duration
Capacity Building (CB)	\$50,000 - \$250,000	36 Months (3 years)
Community Development, Training and Technical Assistance (CDTTA)	\$250,000 - \$500,000	36 Months (3 years)

- 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

CB

- Local training and education.
- Farmers market, roadside stand, CSA, or agritourism activity startup and/or expansion.
- Market analysis and planning.
- Recruitment and outreach.

CDTTA

- Statewide or regional training and education.
- Technical assistance for advertising and promotion of locally and regionally produced agricultural products.
- Network and organization building, including developing sourcing channels using direct-to-consumer market opportunities.
- Tech support for small- and mid-sized producers to comply with specifications and standards.



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

LFPP Planning Projects



- 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



Planning

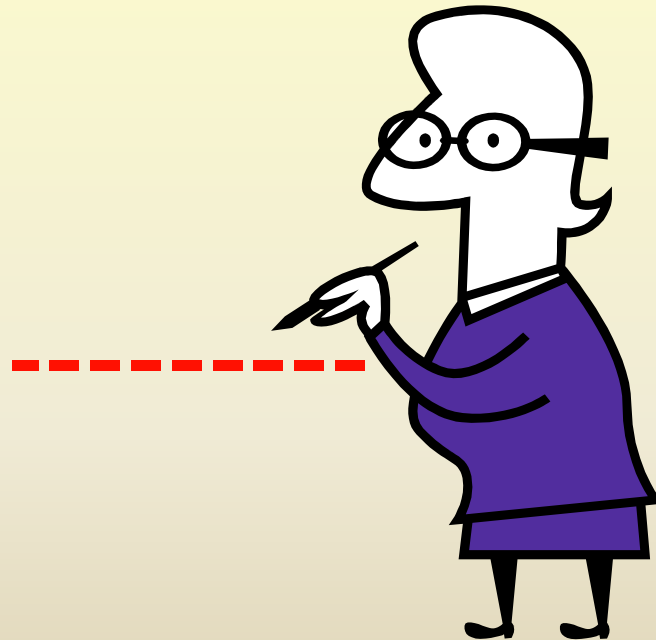
- Feasibility study for a new food hub.
- Hiring an expert(s) to provide technical assistance to implement a food transportation system.
- Hiring an expert(s) to train on managing a local/regional food storage or processing facility.
- Devising a business plan.

Implementation

- Establishing and/or expanding the scope of local/regional food incubators.
- Establishing, expanding and/or diversifying existing kitchens and food processing facilities.
- Instituting individual or group GAP certification for sellers of local food into wholesale marketing channels.
- Exploring opportunities for food hubs/aggregators to create institutional and retail market access through joint business networks.
- Providing training and/or technical assistance to accomplish any of, or related to, any of the above activities.



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>
3. Register with www.SAM.gov
4. Register through www.Grants.gov



What you Need

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



The Nuts and Bolts of the FMLFPP Electronic Application Process



2. Find Opportunity and Prepare Application

Find Opportunity

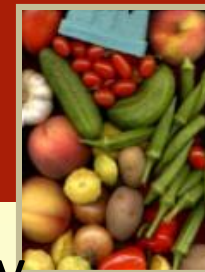


- You will need these number to search for the grant opportunity in Grants.gov

Program	CFDA Number
FMPP	10.168
LFPP	10.172

The screenshot shows the Grants.gov website interface. At the top, there is a search bar with the text "SEARCH: Grant Opportunities" and a "GO" button. Below the search bar is a navigation menu with options like HOME, LEARN GRANTS, SEARCH GRANTS, APPLICANTS, GRANTORS, SYSTEM-TO-SYSTEM, FORMS, OUTREACH, and SUPPORT. The main content area is titled "GET APPLICATION PACKAGE" and includes a section for "APPLICANT ACTIONS" and "APPLICANT RESOURCES". A prominent heading reads "Get Application Package Now" with instructions: "To get an application package, enter the appropriate CFDA Number OR Funding Opportunity Number and click the 'Search' button. If you do not remember the Funding Opportunity Number for the grant opportunity, return to the Search Grants section to locate the grant opportunity." Below this text are three input fields: "CFDA Number" (highlighted with a red box), "Funding Opportunity Number", and "Funding Opportunity Competition ID". A "Search" button is located below these fields. At the bottom of the page, there is a "NEED HELP?" section and a footer with contact information for the Agricultural Marketing Service.

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**

Project Narrative: Outcome Indicators



- 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.

Project Narrative

LFPP Only: Matching Component

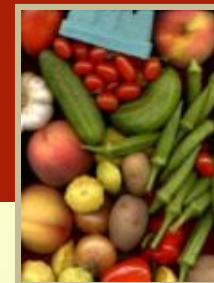


- Matching funds required in the form of cash or an in-kind contribution.
- Amount $\geq 25\%$ of the **total project cost**.
 - RFA provides links to matching calculator
- Must additionally provide match verification letter (info provided later in this presentation).
- Providing $> 25\%$ match does 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



SEARCH: Grant Opportunities [dropdown] Enter Keyword... [GO]

- HOME
- LEARN GRANTS
- SEARCH GRANTS
- APPLICANTS
- GRANTORS
- SYSTEM-TO-SYSTEM
- FORMS
- OUTREACH
- SUPPORT

GRANTS.GOV > Applicants > Apply For Grants

APPLY FOR GRANTS

APPLICANT ACTIONS

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- » [Track My Application](#)

APPLICANT RESOURCES

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- » [Individual Registration](#)
- » [Organization Applicant Registration](#)
- » [Workspace Overview](#)
- » [Applicant Tools & Tips](#)
- » [Applicant FAQs](#)
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Apply for Grants

Applying for a grant is an exciting but resource-intensive process. Below is an overview of the application process in Grants.gov. For more specific instructions on applying in Grants.gov, click on one of the steps below. If you are interested in more context and information about the grants lifecycle, visit [Grant 101](#).

Before you apply, make sure you found a funding opportunity [you are eligible for](#) and registered to apply through Grants.gov as [an individual](#) or [an organization](#). If you would like more time to plan before applying, search for [forecasts of grant opportunities](#) in Search Grants.

If a funding opportunity is compatible, you may choose to create a workspace in order to collaborate and apply with colleagues [using Workspace](#).

Get Application Package

If you know the specific CFDA Number, Funding Opportunity Number, or Funding Opportunity Competition ID, quickly search for the package:

[Get Application Package »](#)

Grants.gov Online User Guide

Find registration, login, and search instructions for all users in the [Grants.gov Online User Guide](#).

For detailed applicant information, review the Applicants section of the online user guide.

FIND

Search Grants



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 not submitted via www.Grants.gov.
- 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

Alignment and Intent (25 points)



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.

Fiscal Plan and Resources (10 Points)



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 20th, 2017.



5. Award Notifications

FMPP & LFPP Timeline

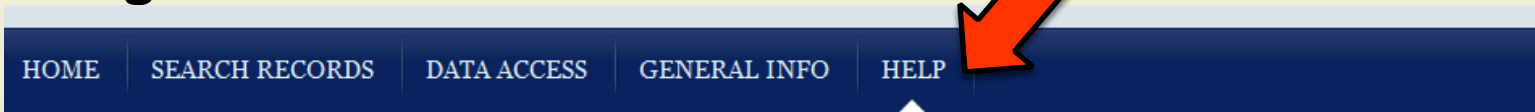


- **March 27, 2017:** Applications due by 11:59pm EDT
- **April-August 2017:** Applications undergo review
- **September 30, 2017:** Funds available to awardees

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:

USDAFMPPQuestions@ams.usda.gov

USDALFPPQuestions@ams.usda.gov

Phone Numbers:

FMPP: 202-720-0933

LFPP: 202-720-2731