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# *Farmers Market and Local Food Promotion Program (FMLFPP) Overview*

USDA Agricultural Marketing Service

2016



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# A Little Housekeeping...



## Creating a Good Webinar Experience





## 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

- An applicant that submits multiple applications to both FMPP and LFPP can accept a total of two awards, one award from FMPP and one award from LFPP. They cannot receive more than one award under FMPP and more than one award under LFPP.
- An organization that currently has an active (not closed-out) grant award from a previous year may apply for another FMPP or LFPP grant if the project is a new project.
- If an applicant has an active grant award that is a continuation of the previous award activities, then the applicant must complete all work by March 31, 2016, and submit the final close-out materials to FMLFPP staff by June 30, 2016, prior to receiving consideration for another FMPP or LFPP award.





## Which Projects/Activities NOT Eligible?



- Are not related to local and regional food.
- Are to purchase food or services to donate to other entities and/or individuals (see [section 4.7.3](#)).
- Are for production-related expenses, including the purchase of farm equipment, tools, materials, supplies and other related costs (see [section 4.7.3](#)).
- Depend on the purchase or lease-to-own purchase of a vehicle (see [section 4.7.3](#)).
- Benefit only one agricultural producer or individual.

# Priority Consideration



- **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.
  - Defined by ERS Food Access Research Atlas Map



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# The Farmers Market Promotion Program (FMPP)



## FMPP Program Overview



- No Match Required
- Project Completion Time = 36 months (3 years)
- Two Types of FMPP Grants:
  - Capacity Building (CB)
    - Minimum grant award is \$50,000. Maximum award is \$250,000.
  - Community Development, Training and Technical Assistance (CDTTA)
    - Minimum grant award is \$250,000. Maximum award \$500,000.



## FMPP CB versus CDTTA Grant Types

- 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 CB versus CDTTA Grant Types

- 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	CDTTA
<ul style="list-style-type: none"><li>• Local training and education.</li><li>• Farmers market, roadside stand, CSA, or agritourism activity startup and/or expansion.</li><li>• Market analysis and planning.</li><li>• Recruitment and outreach.</li></ul>	<ul style="list-style-type: none"><li>• Statewide or regional training and education.</li><li>• Technical assistance for advertising and promotion of locally and regionally produced agricultural products.</li><li>• Network and organization building, including developing sourcing channels using direct-to-consumer market opportunities.</li><li>• Tech support for small- and mid-sized producers to comply with specifications and standards.</li></ul>



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# The Local Food Promotion Program (LFPP)





## LFPP Program Overview



- 25% Match Required
- Two Types of LFPP Grants:
  - Planning Grants
    - Minimum award is \$25,000. Maximum award is \$100,000.
    - Project Completion Time = 18 months
  - Implementation Grants
    - Minimum award is \$100,000. Maximum award is \$500,000.
    - Project Completion Time = 36 months (3 years)



## LFPP Planning Grants



- 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 Grants



- 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.



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# LFPP Planning versus Implementation Grant Examples

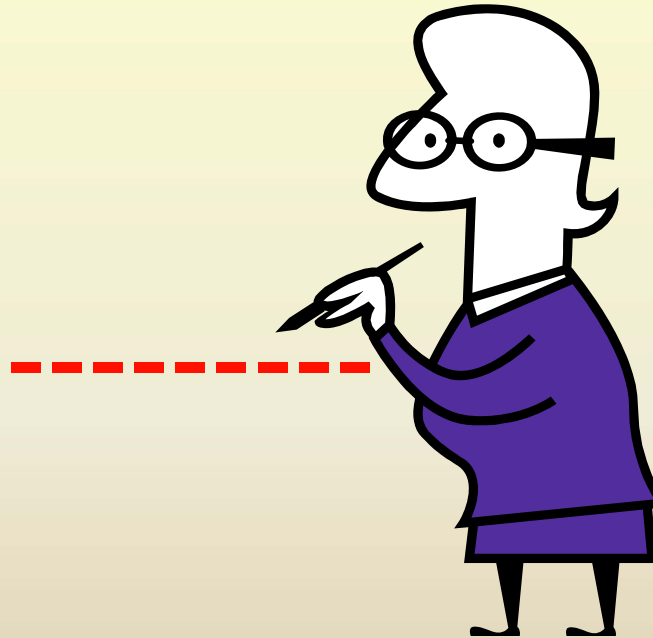


Planning	Implementation
<ul style="list-style-type: none"><li>• Feasibility study for a new food hub.</li><li>• Hiring an expert(s) to provide technical assistance to implement a food transportation system.</li><li>• Hiring an expert(s) to train on managing a local/regional food storage or processing facility.</li><li>• Devising a business plan.</li></ul>	<ul style="list-style-type: none"><li>• Establishing and/or expanding the scope of local/regional food incubators.</li><li>• Establishing, expanding and/or diversifying existing kitchens and food processing facilities.</li><li>• Instituting individual or group GAP certification for sellers of local food into wholesale marketing channels.</li><li>• Exploring opportunities for food hubs/aggregators to create institutional and retail market access through joint business networks.</li><li>• Providing training and/or technical assistance to accomplish any of, or related to, any of the above activities.</li></ul>



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# The Nuts and Bolts of the FMLFPP Application Process





## What You Need to Apply



**Don't wait until the last minute!**

1. FMPP's CFDA #: 10.168; LFPP's CFDA#: 10.172 – You will need these number to search for the grant opportunity in Grants.gov
2. Have an **EIN number** (Fed tax ID number)
3. Get a **DUNS number**: <http://fedgov.dnb.com/webform>
4. Register with [www.SAM.gov](http://www.SAM.gov)
5. Register/submit through [www.Grants.gov](http://www.Grants.gov)



# Grants.gov Submission Procedures

Required Action	Timing to Obtain/Submit
<b>AMS Deadline to submit application and all supporting materials</b>	May 12, 2016
<b>Obtaining Your Organization's DUNS Number (if you do not already have one)</b>	1-2 business days
<b>Establishing an Active SAM.gov Account (if you do not already have one)</b>	7-10 business days
<b>Obtaining an TIN/EIN (if you do not already have one)</b>	Up to 2 weeks
<b>Creating your Grants.gov profile and registering your AOR authorization</b>	Up to 2 weeks



## Required FMLFPP Application Forms



- **SF-424 and SF-424B forms** (populated automatically by Grants.gov).
- **SF-424A Budget Information** (Grants.gov)
- **Project Narrative Form** (LFPP and FMPP websites)
- **Letters Verifying Matching Funds** for EACH cash and/or in kind resource (LFPP only – template on LFPP website)
- **Letters of Commitment from Partner Organizations** (template on LFPP and FMPP websites)
- **Accounting System and Financial Capability Questionnaire** (LFPP and FMPP websites)





## 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.
- Applicants must also develop at least one project-specific outcome(s) and indicator(s) and explain how data will be collected to report it/them.



## 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 detailed formula
- 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 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.



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## 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** (e.g. 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 grant specialist.



# Application Submission



## 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](http://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.





# How Will Your Application Be Evaluated?



# Scoring



## Alignment and Intent (15 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 work plan that is sound, feasible, incorporates the listed partners and collaborators, and clearly outlines how the applicant will meet the intended goals and objectives.
- A comprehensive plan to disseminate the project's results.
- Outcomes and indicator(s) is/are appropriate.

## Achievability (25 Points)



- The likelihood of success in fulfilling the project’s goals, objectives, and selected performance measures.
- The project proposal must:
  - Include a robust evaluation plan.
  - Illustrate that project goals, objectives, activities, and expected outcomes can be adaptable to other regions, communities, and/or agricultural systems.
  - Describe the potential challenges and how they will be addressed.
  - Provide a concise and straightforward depiction of any previously-funded project results.



## Expertise and Partners (20 Points)

- The proposed project has a clear management plan.
- The project's key participants:
  - Are knowledgeable on local and regional agricultural products;
  - Illustrate that they are capable of fulfilling their obligations;
  - Demonstrate an active participation in the development of the project;
  - Are willing to fulfill the project's activities and outcomes;
  - Committed to communicating the results of the project.

## Fiscal Plan and Resources (15 Points)



The project proposal must:

- Illustrate that the planned expenditures in the budget are clearly described; allowable, reasonable, and necessary;
- Adequately provide any ***Evidence of Critical Resources and Infrastructure*** necessary for the initiation and completion of the proposed project and ensure they are in place at the time of proposal submission;
- Demonstrates the applicant's or its partners/collaborators contribution of non-Federal cash resources or in-kind contributions are available and obtainable for the project.  
(LFPP only)



## FMPP & LFPP Timeline



- **May 12, 2016:** Applications due by 11:59pm EDT
- **June-July 2016:** Peer review
- **September 30, 2016:** 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](mailto: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.
  - **Two Grants.gov webinars announced with RFA.**



## 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:  
[USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov)  
[USDALFPPQuestions@ams.usda.gov](mailto:USDALFPPQuestions@ams.usda.gov)



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# 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](mailto:USDAFMPPQuestions@ams.usda.gov)

[USDALFPPQuestions@ams.usda.gov](mailto:USDALFPPQuestions@ams.usda.gov)

## Phone Numbers:

FMPP: 202-720-0933

LFPP: 202-720-2731