



Agricultural
Marketing
Service

Catalog of Federal Domestic Assistance Number 10.168

FARMERS MARKET PROMOTION PROGRAM



2011 GUIDELINES

Farmers Market Promotion Program



New
for
2011

If you have applied for FMPP funding in the past, it is important that you read the entire FMPP Guidelines. There are numerous changes and new requirements for 2011, including:

- ❖ FMPP Priorities.
- ❖ Application must be RECEIVED *on or before* due date.
- ❖ SEPARATE APPLICATIONS are required for proposals that contain EBT project activities AND non-EBT project activities.
- ❖ Reporting contractor/sub-award debarment status.
- ❖ FSRS reporting for contractors and sub-awardees.
- ❖ No consecutive grant awards.
- ❖ Evaluation criteria.
- ❖ Grounds for application rejection.

Applicants that are employed by organizations eligible, but that are NOT applying under this 2011 grant program may elect to serve as FMPP peer reviewers. See the FMPP website at www.ams.usda.gov/FMPP for more information.

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APPENDIX 1

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-New. The time required to complete this information collection is estimated to average 6 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual’s income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA’s TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

I. PROGRAM BACKGROUND AND SCOPE

The Agricultural Marketing Service (AMS) has announced the availability of approximately \$10 million in competitive grant funds in fiscal year (FY) 2011 to be awarded through the Farmers Market Promotion Program (FMPP). This competitive program is administered by the Marketing Grants and Technical Services Branch (MGTSB), Marketing Services Division (MSD) of AMS and is designed to promote the domestic consumption of agricultural commodities by expanding direct producer-to-consumer marketing opportunities. The authorizing legislation for the FMPP includes the Agricultural Act of 1946 (7 U.S.C. 1621-1627), the Farmer-to-Consumer Direct Marketing Act of 1976 (7 U.S.C. 3001-3006) and the recent amendment to the 1976 Act, the FMPP (7 U.S.C. 3005).

Over \$14.5 million in grant funds were awarded for FMPP from 2006-2009. AMS awarded 20 grants in 2006; 23 grants in 2007; 85 grants in 2008, 86 grants in 2009, and 81 grants in 2010. In FY 2011 and FY 2012, approximately \$10 million in grant funds will be available each year.

The minimum award per grant is \$5,000 and the maximum is \$100,000. An applicant is limited to no more than one grant in a grant-funding year. FMPP funding will be available for use beginning in October 2011. **Project work should begin in October 2011 and end not later than October 2013.** Matching funds are not required.

Paper applications must be received on or before July 1, 2011. Grants.gov applications must be submitted by 11:59 p.m. EST on July 1, 2011, 2011.

These guidelines will help applicants and their cooperators develop proposals and carry out the administrative and procedural requirements for FMPP grant applications and projects.

II. ELIGIBLE ENTITIES

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All applicants shall be domestic entities, i.e., only those owned, operated, and located within one or more of the 50 United States and the District of Columbia. U.S. territories are not eligible. **ALL applications must contain all required paperwork in order to be considered. There will be NO EXCEPTIONS.**

Under this program, eligible entities must apply for FMPP funds on behalf of direct marketing operations that include two or more farmers/farm vendors who produce and sell their own products through a common distribution channel directly to consumers, and where the sales of these farm products represent the core business of the direct marketing operation. AMS will award grants to and oversee the implementation of projects that encourage the development, promotion, and expansion of direct marketing of agricultural commodities from farmers to consumers.

Proposals should support agricultural marketing enterprises where farmers or vendors sell their own products directly to consumers, and where the sales of these farm products

represent the core business of the direct marketing operation.

Eligible entities are:

- A. Agricultural Cooperative.** A group-owned or member-owned entity or business that provides, offers, or sells agricultural products or services for the mutual benefit of the members thereof.
- B. Producer Network.** A producer group- or member-owned organization or business that provides, offers, or sells agricultural products or services through a common distribution system for the mutual benefit of the members thereof.
- C. Producer Associations.** An organization or other business that assists or serves, represents, or serves producers or a producer network.
- D. Local Government.** - Any unit of local government within a State, including a county, borough, municipality, city, town, township, parish, local public authority, special district, school district, intrastate district, council of governments, and any other instrumentality of local government.
- E. Nonprofit Corporation.** Any organization or institution, including nonprofits with State or IRS 501 (c) status and accredited institutions of higher education, where no part of the net earnings of which inure to the benefit of any private shareholder or individual.
- F. Public Benefit Corporation.** A corporation organized to construct or operate a public improvement, the profits from which inure to the benefit of a State(s) or to the people thereof.
- G. Economic Development Corporation.** An organization whose mission is the improvement, maintenance, development and/or marketing or promotion of a specific geographic area.
- H. Regional Farmers Market Authority.** An entity that establishes and enforces regional, State, or county policies and jurisdiction over State, regional, or county, farmers markets.
- I. Tribal Government.** A governing body or a governmental agency of any Indian tribe, band, nation, or other organized group or community (including any native village as defined in section 3 of the Alaska Native Claims Settlement Act, 85 Stat. 688 (43 U.S.C. § 1602)) certified by the Secretary of the Interior as eligible for the special programs and services provided through the Bureau of Indian Affairs.

III. ELIGIBLE GRANT USES

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A. Grant Uses

1. **Eligible Projects.** Project(s) must establish, expand, or promote direct producer-to-consumer marketing activities within the United States.

In general, the project(s) must increase domestic consumption of agricultural commodities by: (a) improving and expanding, or assisting in the improvement and expansion of, domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, or other direct producer-to-consumer market opportunities; or (b) developing, or aiding in the development of, new farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, or other direct producer-to-consumer marketing opportunities.

2. **Project Examples.** Activities appropriate for FMPP grants include, but are not limited to, the following:

- Direct marketing of agricultural commodities.
- Enhancing product value and sales.
- Farmers market startups.
- Assessment/evaluation of the impact(s) of the vendors and/or direct markets in providing access to fresh fruits and vegetables to low-income communities.
- Increasing farmer revenue and efficiency, or reducing expenses.
- Infrastructure for electronic purchasing, value-added processing and packaging, and refrigerated storage.
- Operational or market management issues.
- The use and effect of market promotion and the measurement of its impact.
- Training, education, networking, and technical assistance.
- Transportation and delivery systems.
- Professional development, training, educational (including distance learning), business marketing, and recruitment and recruitment programs for new, existing and transitioning farmers including minority, women, immigrant, and transitioning farmers.
- Professional development, training, and educational programs (including distance learning) for farmers market managers, and boards/organizations that manage and/or operate farmers markets or other direct marketing enterprises.
- Business planning, market growth management, and recordkeeping.
- Consumer education that addresses new food and agricultural products, and product applications with a required emphasis on the assessment, evaluation, and impact of such education on consumer patronage at eligible markets/entities.
- Consumer trends and/or changing ethnic demographics, and their relationship to

customer purchasing patterns.

- Alternative purchasing methods, such as Women, Infants, and Children Farmers Market Nutrition Programs (WIC-FMNP); Senior Farmers Market Nutrition Program (SFMNP) coupons, and debit/credit technologies.
- Establishment of healthy, direct-market, food retail outlets in food deserts or a low-income area with at least a 20 percent poverty rate.
- Development of a direct producer-to-consumer marketing association or other organization.
- Strategies for addressing liability coverage and insurance.
- Facility planning and/or design.
- Food safety and handling.
- Green/renewable technology.
- Waste management/recycling.

3. FMPP Priority

- a. **2011 Priority.** In addition to the above mentioned grant uses, AMS has identified one priority for FY 2011. While projects that address this priority are particularly encouraged, all eligible activities will receive full consideration.

Increasing Food Access in Food Deserts and Low-income Communities.

Measurable output- and outcome-based projects that focus on developing healthy food direct-marketing outlets in food deserts and low-income communities. These projects must improve food access by developing marketing outlets that sell healthy foods in food desert and low-income (at least a 20 percent poverty rate) communities; or improving infrastructure (processing, storage, and other equipment) and distribution (transportation, including refrigerated transportation) for healthy foods in food desert and/or low-income communities.

- b. **Food Desert Projects.**

In a coordinated effort to eliminate food deserts in urban and rural areas in the United States, with limited access to affordable, nutritious, and healthy food, AMS, in coordination with other USDA, Treasury, and Health and Human Services grantors, gives funding priority for the development of healthy food retail outlets in food deserts (areas with limited access to affordable and nutritious food, particularly those composed of predominantly lower-income neighborhoods and communities). USDA, Treasury and Health and Human Services seek to increase access to “healthy foods” which include whole foods such as fruits, vegetables, whole grains, fat free or low-fat dairy, and lean meats that are perishable (fresh, refrigerated, or frozen) or canned as well as nutrient-dense foods and beverages encouraged by the 2010 Dietary Guidelines for Americans.

Under FMPP, healthy food retail outlets will include producer-to-consumer marketing outlets that sell healthy foods including, but not limited to, farmers markets, CSAs,

and road-side stands. A healthy food retail outlet might also be an existing producer-to-consumer market that upgrades to offer a full range of healthy food choices, particularly fresh fruits and vegetables in underserved (low-income area with at least a 20 percent poverty rate) and food desert areas.

Applicants awarded grants under this priority must comply with the evaluation, performance, and reporting requirements (see sections VII.A. and IX.A.) as terms of accepting the FMPP award.

- c. **Determining Food Desert Designation.** USDA, Treasury, and Health and Human Services use census tracts as units of analysis for identifying food deserts. Census tracts are considered food deserts if they:
- Qualify as “*low-income communities*” – based on having 1) a poverty rate of 20 percent or greater, 2) a median family income at or below 80 percent of the area median family income; AND
 - Qualify as “*low-access communities*” – based on the determination that at least 500 persons and/or at least 33 percent of the census tract’s population live more than 1 mile from a supermarket or large grocery store (10 miles, in the case of non-metropolitan census tracts).
- d. To determine if your project is located in a food desert, visit the USDA Food Desert website at <http://apps.ams.usda.gov/fooddeserts/foodDeserts.aspx> and follow the instructions at the bottom of the page for using the **ERS Food Desert Locator**. In order to be considered as a ‘food desert project’ the 11-digit Tract FIPS Code **MUST** be included in the application – formatted as XX-XXX-XXXXX – along with the project address. If a project is not in a food desert but will be implemented in a low-income area with at least a 20 percent poverty rate, the poverty rate **MUST** also be included in the Executive Summary, along with the county in which the project is located. To find the poverty rate for your county visit <http://www.ers.usda.gov/data/povertyrates> and click on your State. Scroll over the selected county and the write down the poverty rate that pops up.
- e. **Food Desert Project Title.** The title of a food desert proposal **should capture the primary focus of the project and add “Food Desert Project”** to the title and/or the county and poverty rate, as applicable.

B. EBT Projects

1. **EBT Legislative Mandate.** Under the 2008 Farm Bill additions, AMS has a mandate to utilize 10 percent of total funding for “new EBT projects at farmers markets.”

New EBT project means a new or start-up initiative at a farmers market where EBT (SNAP and WIC Federal nutritional assistance benefits) has not been initiated or implemented. The farmers market must also have been in business for one or more market years.

Additionally, the mandate states that the grant must not be “**used for funding the ongoing cost of carrying out any (EBT) project**” and must also “**demonstrate a plan to continue to provide EBT card access at one or more farmers markets following the receipt of the grant.**” FMPP will fund new EBT start-up costs, which may include: equipment/supplies (terminals, computers, tokens, tables, chairs), advertisement/promotion (signage, radio/newspapers), and outreach (fliers, posters).

New EBT projects at roadside stands, community supported agriculture programs, agritourism activities, and other direct producer-to-consumer marketing channels other than farmers markets are eligible for grant funds but will not count toward the 10 percent legislative mandate.

An existing EBT project means a farmers market that already has an EBT system in place, or requests funding for ongoing costs of carrying out any EBT project. Existing EBT projects are encouraged, but they do not count toward the 10 percent legislative mandate.

EBT (new/existing) AND non-EBT project activities are not permitted in the same application. See sections III.B.3., and III.D. through III.F. for additional information.

2. **Project Title.** The title for new/existing EBT proposals **should capture the primary focus of the project.** When an applicant submits a proposal that includes a new EBT project at one or more farmers markets, indicate “**New EBT Project**” in the project title. **If your proposal is an existing EBT project, use “Existing EBT Project”** in the project title.
3. **EBT Incentives.** NOTE: Any plan to offer an incentive, such as a bonus coupon, to SNAP customers using an EBT card to purchase food at the farmers market must be reported to a Food and Nutrition Service (FNS) Field Office. The FNS Field Office servicing your area can be found at <http://www.fns.usda.gov/cga/Contacts?FieldOffices/default.htm>.

C. New AND Existing EBT Projects

Applicants may submit one application if applying for a new EBT project AND an existing EBT project. **One narrative is required and two supplementary budget summaries, one for each of the EBT activity (new and existing budgets). Each project narrative and budget summary must be self-sustaining and able to stand alone.**

1. **New EBT Budget.** The first Supplemental Budget Summary should include all costs related to the activities under the *New EBT Project work ONLY*. The budget should also indicate “**New EBT Project**” on the paperwork or form. For convenience, AMS has developed a voluntary form, [Supplemental Budget Summary and Instructions for EBT Projects Only Form TM-31](#) AND
2. **Existing EBT Budget.** A second Supplemental Budget Summary should include all costs related to the activities under the *Existing EBT Project work ONLY*. The budget

should also indicate “**Existing EBT Project**” on the paperwork or form. For convenience, AMS has developed a voluntary [Supplemental Budget Summary and Instructions for EBT Projects Only Form TM-31](#).

D. New/Existing EBT AND Non-EBT Projects

Two Applications Are Required - **Each project/application must be self-sustaining and able to stand alone. Projects that are dependent on another FMPP application will not be considered:**

1. **New/Existing EBT Application.** Contains all required paperwork within the checklist (VI.I.); a budget(s) in III.C.; AND
2. **Non-EBT Application.** Contains all required paperwork within the checklist (VI.H.). The [Supplemental Budget Summary Form TM-30](#) may be used for requests and costs related to all other (non-EBT-related) project activities.
3. **Multiple Application Submissions.** Multiple applications may be submitted in one express envelope.

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E. EBT/Non-EBT Project Application Submission Matrix

<i>Type of Project</i>	Number of Application(s) Needed	1st Application* Must Contain a Narrative For	2nd Application* Must Contain a Narrative For	Number of Budgets Needed
Non-EBT Only	One	Non-EBT	n/a	One¹
Non-EBT + New EBT	Two	Non-EBT Only	New EBT Only	Two^{1,2}
Non-EBT + Existing EBT	Two	Non-EBT Only	Existing EBT Only	Two^{1,2}
Non-EBT + New EBT + Existing EBT	Two	Non-EBT Only	New EBT + Existing EBT	Three⁴
New EBT Only	One	New EBT	n/a	One²
Existing EBT Only	One	Existing EBT	n/a	One²
New EBT + Existing EBT	One	New EBT + Existing EBT	n/a	Two³

*“Application” means a completely separate narrative (for topic specified) plus all other items in the checklist (VII.). May use [Project Proposal Narrative Form TM-29](#) for the narrative(s).

¹ Need 1 budget – May use [Supplemental Budget Summary Form TM-30](#) for non-EBT budget.

² Need 1 budget – May use [Supplemental Budget Summary and Instructions for EBT Projects Only Form TM-31](#) for EBT budget.

³ Need 2 budgets – May use [Supplemental Budget Summary and Instructions for EBT Projects Only Form TM-31](#) (for each new EBT and existing EBT budget).

⁴ Need 3 budgets – May use [Supplemental Budget Summary Form TM-30](#) (for non-EBT budget) and two forms TM-31 (one for each EBT budget).

NOTE: Failure to follow application submission instructions will cause rejection of application.

F. Project Beneficiaries and Dissemination of Result(s)

Proprietary projects and projects that benefit one agricultural producer or an individual will not be considered. Moreover, any information or data derived from an FMPP-funded project, along with any report developed from these information or data sources, must be made available to AMS, which reserves the right to share these results with the general public.

IV. INELIGIBLE GRANT USES

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FMPP funds cannot be used to pay for:

A. Land/Buildings

The acquisition of land or the purchase, construction, rehabilitation, or repair of a building or facility.

B. Political Activities

The development of and/or participation in political or lobbying activities (7 CFR part 3018).

C. Prohibited Activities

Any activities prohibited by 7 CFR parts 3015, 3016, and 3019; FAR 31.2; and the unallowable costs provided in section VIII.F.

D. Existing or Pending Funded Activities

Any activity currently funded or pending support by a Federal Agency. Any activity that duplicates or overlaps substantially with one already reviewed and funded by another Federal agency will not be funded by FMPP.

V. APPLICATION DEADLINE

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Paper applications must be **RECEIVED** on or before 4:30 pm, EST, on **July 1, 2011** to the address in section IV.I. Submit an original and one copy of the proposal, along with all required forms, in one application package, preferably by express mail or courier.

Grants.gov applications must be submitted by 11:59 p.m. EST on **July 1, 2011**. Since a password is required from Grants.gov, applicants are strongly encouraged to initiate the electronic submission process at least two weeks prior to the application deadline.

Applications received after the deadline will not be considered.

VI. APPLICATION PROCEDURES AND REQUIREMENTS

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AMS/FMPP reserves the right, at its sole discretion, to reject an application if it:

- **Does not meet the FMPP mandates (sections I.-III.) including scope, eligibility, and allowable grant fund use.**
- **Is received after the deadline.**
- **Is incomplete, missing:**
 - ✓ Required forms, narrative, and supplemental budget(s)
 - ✓ Written proof of eligibility
 - ✓ Authorized signatures (except as allowed under Grants.gov) on required form(s) at the time of application due date
 - ✓ A DUNS number on required form(s) at the time of application due date
 - ✓ An EIN on required form(s) at the time of application due date
 - ✓ Central Contractor Registration
- **Does not follow the FMPP application requirements including, but not limited to:**
 - ✓ Hand-written narrative or forms
 - ✓ Narrative exceeding the 12-page limit
 - ✓ Applications assembled inappropriately (see VI.H.)
 - ✓ Documents submitted, via Grants.gov, in a format other than PDF
 - ✓ Incomplete information as required in VI.F and VI.I.

Additionally, an application will be rejected (after submission or prior to award) if information comes to FMPP's attention that:

- Determines an organization is ineligible for an award
- The application is materially misleading or incorrect
- Indicates fraud or mismanagement of Federal funds by an the organization
- Indicates funding of the same project work by another Federal Agency

Funding decisions are final and made on the basis of one round of competition and the level of funding available. Applicants must submit the following information as part of their application packages:

A. Required Forms

All of the following necessary forms-are available at the FMPP website under "Resources," "FMPP Forms and Additional Information," along with step-by-step instructions for completion. See also "[How to Apply for an FMPP Grant.](#)"

1. **Form SF-424 - Application for Federal Assistance.** This form must have an original signature.
2. **Form SF-424A - Budget Information - Non-Construction Programs. Sections C-F are not required.**
3. **Form SF-424B - Assurances - Non-Construction Programs.** The form must have an original signature.

B. Written Proof of Eligibility

All applicants must provide written proof of eligibility from a U.S. **State or Federal source**. Official documentation means a copy that includes the organization's eligibility status from the State (including all State governments and/or State Departments of Agriculture) or the Federal Government (including all Federal Executive Departments and/or the Internal Revenue Service).

Written proof of eligibility must be included in the application package for all entities. FMPP reserves the right to 1) request a certified copy or view the original documentation to confirm proof of eligibility, 2) reject an application with inappropriate written eligibility documentation, and/or 3) reject an application if the documentation received is not in effect/has expired or has not been received with the application package by the application deadline.

1. Acceptable Proof - Paperwork Examples

- ***Agricultural Cooperatives*** – Copy of the organization's current, official articles of incorporation from the State or the Internal Revenue Service indicating its agricultural cooperative status.
- ***Local Government*** – Copy of (a) charter from the Federal Government or State/County indicating local government status, or (b) award or letter from the U.S. State or Federal government, i.e., Department of Agriculture (or other Federal Executive Departments), which includes or indicates the official local government status.
- ***Producer Network/Producer Association*** – Copy of the organization's current, official articles of incorporation from the State or the Internal Revenue Service that indicates that the mission of the business is to provide, offer, sell agricultural products/services; or serves, represents, or serves producers or producer networks.
- ***Non-Profits/Universities*** – Copy of the organization's current, official articles of incorporation from the State or the Internal Revenue Service indicating its 501(c) status.
- ***Public Benefit/Economic Development Corporation*** – Copy of (a) the organization's current, official articles of incorporation from the State or the Internal Revenue Service; or (b) award or other acknowledgement/notification from the U.S. State or Federal Government indicating organization's status as a

public benefit/economic development organization.

- **Regional Farmers Market Authority** – Copy of (a) charter from the State, city, county, parish, borough; or (b) award or other acknowledgement or notification from the U.S. State or Federal government indicating organization’s official status as a farmers market authority.
- **Tribal Government** – Copy of the Federal Register Notice listing the organization as a Federally-recognized Tribal government.

2. Unacceptable Proof - Paperwork Examples. All Entities:

- Copies of incorporation paperwork filed by an organization to the State or Internal Revenue Service.
- Letter or other documentation from a university, board/president, lawyer, accountant, business, or anyone else (from non-State or non-Federal source) indicating the organization’s eligibility or status.
- Copies of the organization’s completion of Forms 1024, 1099, 2290, or 1040; and any other form your organization has submitted to the Internal Revenue Service or the Federal/State government.

C. Registration with the Central Contractor Registry.

All applicant organizations applying for FMPP Federal funding must create a user account with the Central Contractor Registration database (CCR) at www.CCR.gov (see Appendix 1).

EFFECTIVE FY-2011 – Applicants/awardees must provide the following contractor/subgrantee paperwork to FMPP with their incoming application or prior to project implementation:

Documentation that all contractors and subgrantees: 1) are registered with CCR and 2) have a DUNS number. This requirement applies to all contracts and subawards greater than \$25,000 made with FMPP funds. All subcontractors and subawards must also be reported by the FMPP awardee in the Federal Funding Accountability and Transparency Act (FFATA) Subaward Report (see section VIII.C).

Further, all contractors and subgrantees provided with FMPP grant funds must not be debarred or suspended. Prior to submitting the application, applicants must check the Excluded Parties List System at www.epls.gov to verify and print the debarment status of all contractors/subcontractors.

D. DUNS Number

All Federal grants (68 FR 38402) require a Dun and Bradstreet Data Universal Numbering System (DUNS) number. If your organization does not have a DUNS number, you may

acquire one online at no cost at <http://fedgov.dnb.com/webform>, or by calling the dedicated toll-free DUNS line at 1-866-705-5711.

Any application submitted to FMPP without a DUNS number will not be considered.

E. Intergovernmental Review (SPOC List)

The Farmers Market Promotion Program is eligible for coverage under [Executive Order 12372](#), "Intergovernmental Review of Federal Programs." Under this order, States may design their own process for reviewing and commenting on proposed Federal assistance under covered programs. An applicant should consult the office or official designated as the single point of contact (SPOC) in his or her State for more information on the process the State requires to be followed in applying for assistance, and if the State has selected FMPP for review. Visit http://www.whitehouse.gov/omb/grants_spoc for contact information. If a State does not appear on the list it has chosen not to participate. **Applicants are encouraged to check this list as soon as possible as it may affect the application timeline. Regardless of whether or not your State participates in this intergovernmental review, ALL applications must be received by FMPP no later than the application deadline.**

F. Project Length

All projects should not exceed 24 months in length, beginning in October 2011 and ending in October 2013. See section III.G. for more information about project timelines and project lengths.

G. Proposal Narrative Format

The narrative portion of the project proposal, including the supplemental budget summary, must be: **single-sided, typed, and not exceed 12 pages**. Additionally, the font type must be Times New Roman font, 12 pt. pitch, single-spaced, and typed on 8.5 x11 inch-paper. **Do not staple any part of the application.** NO HANDWRITTEN APPLICATIONS WILL BE ACCEPTED.

FMPP provides guidance to organize the narrative in its proper order with [Project Proposal Narrative Form TM-29](#). In order to expedite the application review process, **the narrative must be organized under the following headings:**

- 1. Project Title.** Must capture the primary focus of the project, and match the title provided on [Form SF-424](#). Indicate in the title if the project includes a 1) "New EBT" 2) "Existing EBT" or 3) "Food Desert" component.
- 2. Applicant/Organization Information.** Provide the applicant/organization name, contact name, mailing address, telephone and fax number. Also provide the email address for the person designated to answer questions about the application, financial information, and the proposed budget request.
- 3. Primary Project Manager Information.** Provide the name, mailing address, telephone and fax number, and email address for the person(s) responsible for managing and/or

overseeing the project.

4. **Requested FMPP Funding and Matching Funds.** Indicate the dollar amount (use whole dollar amounts only, do not use cents) requested from FMPP. Do not include funding from in-kind work from other sources in the “Requested FMPP Funding” section. Include other funding sources, matching, and in-kind contributions in the “Matching Funds” section as applicable.
5. **EBT, Equipment, Supplies, and Promotional Projects.** Answer either “Yes” or “No” to whether your proposal includes a new or existing electronic benefits transfer (EBT) component; or includes purchases of equipment, supplies, or other promotional items.
6. **Entity Type/Eligibility Statement.** Indicate the entity type of the applicant/organization. Provide an explanation of how the applicant/organization qualifies as an eligible entity. Written proof of eligibility must be provided from a U.S. State or Federal source. **Applications that do not contain proof of eligibility will not be considered.**
7. **Executive Summary.** Should not exceed 200 words and must include the following: a project description, goals to be accomplished, stages of work and resources required, expected timeframe for completing all tasks and results, and the primary project manager responsible for the project. For food desert projects, the 11-digit Tract FIPS Code – formatted as XX-XXX-XXXXX – **MUST** be included in the Executive Summary, along with the project address. If a project will be implemented in a low-income area with a poverty rate of at least 20 percent, the poverty rate **MUST** also be included in the Executive Summary, along with the county in which the project is located.
8. **Goals of the Project.** Provide a clear statement (no more than two sentences) focusing on the ultimate goal(s) and objective(s) of the project.
9. **Background Statement.** Provide specific information affecting your project(s). Describe past, current, and/or future events, conditions, or actions taken that justify the need for the project. Correlate the background and purpose of the activity to support your particular project issue. The relevance of the experience of the organizations that are involved in the proposed project, including the applicant entity and project partners and subcontractors/sub-awardees, and the type and extent of support that other organizations will be providing will be considered important background information.
10. **Workplan and Resource Requirements.** Provide a timeline and a planned scope of work, including anticipated stages (benchmarks) and the resources required to complete each activity. Identify who will do the work, whether collaborative arrangements or subcontractors will be used, the resource commitments of the collaborators, and the role(s) and responsibilities of each collaborator or project partner. Indicate in-kind and volunteer work, and whether matching or other funding is being provided.
11. **Expected Outcomes and Project Evaluation.** Describe what is to be accomplished, the expected results, and how success will be measured at the completion of the project

(quantitative and qualitative evaluation measurement of project's impact).

Developing and documenting the baseline, benchmarks, outputs/activities, and anticipated outcomes/results will assist in providing performance measures as the project moves forward. This information will be the basis of interim performance reports and evidence of final project impact for the final performance report. A model that is frequently used in this planning and performance measurement is a *logic model*. For assistance with creating a *logic model* for your project, to be included in your narrative, see [FMPP Performance Measurement and Evaluation](#).

12. Beneficiaries. Identify the individuals, organizations, and/or entities that will benefit from the project outcome and how they will benefit.

13. Evaluation Criteria Statements. Use the evaluation criteria as headings (VII.A.). Summarize how the project addresses each criterion. Provide references to the workplan and other narrative sections, as needed, to justify the project's plan and merit.

14. Existing and Pending Support. List all current and pending public or private support. Also, include personnel identified in the narrative who have committed portions of their time, whether or not salary support for persons involved is included in the budget. An application that duplicates or overlaps substantially with an application already reviewed and funded by another organization or agency will not be funded under FMPP.

15. Supplemental Budget Summary (DOES NOT COUNT toward the narrative's 12-page limit). Also see Section III.E. Provide additional detailed information about the budget categories listed on Form [SF- 424A](#). FMPP requires an itemized, line-by-line supplemental budget. Each SF-424A budget line (category) **MUST BE ITEMIZED** in the Supplemental Budget Summary with an actual cost estimate [e.g. on the basis of price analysis, vendor quote, cost per unit (including staff time), etc.] **AND** justified by the budget narrative.

For example, a line item for 'supplies' must be further itemized on the basis of 1) the cost of EACH supply item, and 2) the project activity for which each supply will be used. This information **MUST** be included in the itemized, supplementary budget and explained/justified with a narrative. All budget items must correlate to the purpose/goals of the project and each expense (for personnel, travel, supply, equipment, etc.) **MUST** be allocated to a project activity.

Failure to include a line-by-line budget itemization and narrative explanation will be grounds to reject the application for further consideration. This itemized information supplements, but does not replace, the SF-424A. All requested budget items and activities must:

- Be itemized, listing separately each item, its costs, and use.
- Correlate to the purpose/goals of the project and demonstrate that they are reasonable and adequate for the proposed work.
- **Not include** matching funds or in-kind work and items.
- **Be substantiated in a written budget narrative.**

FMPP has developed the voluntary form, [Supplemental Budget Summary Form TM-30](#) to assist in preparing supplemental budgets. **The use of this form is not required. However, the details regarding requested funds, fund usage, and a written budget narrative, are required.**

For EBT project work, prepare a separate application package, including a narrative and supplemental budget. AMS has developed the voluntary form, [Supplemental Budget Summary and Instructions for EBT Projects Only Form TM-31](#).

The Supplemental Budget Summary information may include the following categories and a budget narrative that provides justification for such budget categories and items:

- **Personnel/Contractual.** List the individual/contractor's name and title and the general categories of services the person/contractor cost will cover (e.g., project manager). Show annual/hourly rates and estimated number of hours to be spent on the project by each project participant. In the budget narrative:
 - ✓ Indicate the duties of each individual and correlate those duties to the purpose/goals of the project.
 - ✓ For contractors, indicate if the expense represents a flat fee for services or an hourly rate. Provide justification for the how and why the contractor was selected vs. the organization's own staff/personnel. List the general categories of services the contract covers (e.g., professional services, travel, lodging, administrative expenses, etc.).
 - ✓ Proof must be provided of the customary charges for such services rendered, based on the individual's qualifications and your locality (use the U.S. Bureau of Labor and Statistics, as needed, for applicable wages and salaries by State).

See sections VI.C. and VIII.C. for all contractors and subgrantees requirements.

- **Travel.** Itemize the details and purpose of each trip and the anticipated travel expenses. List each expense separately including: (1) the name of each person traveling, (2) purpose and date(s), (3) mode of travel, (4) number and duration of trips, (5) number of people, (6) destination, (7) number of miles, and (8) lodging and meals (as applicable). Mileage rates include gas costs and therefore FMPP will not recognize additional gas expenses as allowable. Include specific details about the travel expenses in the budget narrative.
- **Equipment.** Indicate anticipated purchases of equipment. List separately each item of equipment, its cost and use. *Equipment* means any tangible, nonexpendable, personal property, including exempt property charged directly to the grant having: (1) a useful life of more than 1 year, and (2) an acquisition cost of \$5,000 or more per unit (7 CFR 3016.3 and 7 CFR 3019.2). In the budget narrative, provide the basis of the cost estimate (e.g. price analyses, vendor quotes) for each piece of equipment and its correlation to the purpose/goals of the project to justify your need for the equipment to be purchased.
- **Supplies.** Provide an estimate of projected supply expenditures. List each item

separately, its cost and use. *Supplies* means any tangible, personal property other than equipment (as defined above), excluding debt instruments and inventions [defined in 7 CFR 3019.2(hh)]. In the budget narrative, provide the basis of the cost estimate (e.g. price analyses, vendor quotes) for each supply item being requested and its correlation to the purpose/goals of the project to justify your need for the supplies to be purchased.

- **Other.** Provide in sufficient detail an itemized list of projected expenditures, their cost and use. *Other items* mean any item not fitting into the personnel, contractual, equipment, travel, and supplies categories explained above (e.g., rentals). In the budget narrative, provide the basis of the cost estimate (e.g. price analysis, vendor quotes) for each item being requested and its correlation to the purpose/goals of the project to justify your need.
 - **Indirect Costs.** Indirect costs are defined as the expenses of doing business that are not readily identified with an FMPP project, but are necessary for the general operation of the organization and the implementation of FMPP-related activities. These costs benefit more than one cost objective and cannot be readily identified with a particular final cost objective without effort disproportionate to the results achieved.
 - ✓ Budget requests for indirect costs may not exceed 10 percent of any expense defined and itemized as a direct cost. Please note that a cost may not be allocated as an indirect cost if it is incurred for the same purpose under FMPP as a direct cost.
 - ✓ **The Supplemental Budget Summary narrative must explain how the indirect cost amount was determined, what it includes, and how it meets the definition and criteria above. FMPP WILL NOT AWARD any requests submitted without this definition and/or explanation.**
 - ✓ **Indicate only ONE indirect cost total -- 10 percent of total project costs; instead of multiple indirect costs for each individual project activity being proposed.**
 - ✓ **Approved indirect cost amounts cannot, however, be: (1) included in 10 percent budget changes (found in VIII.G.4.), or (2) increased during the life of the grant. With FMPP prior approval, approved indirect amounts can be amended and moved for use of approved direct cost expenses.**
 - **EBT Project Proposals.** Applicants should send in two (2) separate applications and multiple Supplemental Budget Summaries when submitting proposals that include (new and/or existing) EBT project work. See sections III.B thru III.E. for additional information.
- 16. Primary Proposal Activity.** It is mandatory that each FMPP application clearly identifies the primary proposal activity. Identify only one specific activity that meets the proposal's main goal and objective.
- 17. Proposal Activities.** List all other activities (as many as are applicable) that meet the

remaining goals and objectives. If using the form TM-29 activities checklist of proposal activities will not count against the 12-page limit.

H. Supporting Documents

Applicants are encouraged to enclose brief description(s) of experience or qualifications/vitae of principal project investigators. The qualifications of staff involved with the proposed project and/or organizational leadership should reflect the expertise necessary to carry out the proposed activities or similar types of activities.

Letters and/or other evidence of commitment from cooperators, contractors, or resource providers are strongly encouraged, and do not count against the 12-page limit.

All supporting documents must be submitted with the application. Ensure that the documents identify the applicant and the exact project title name. Supporting documents received before, apart from, or after the receipt of application will be placed in the applicant's file, but are not guaranteed to be included in the peer reviewer package.

Supporting document(s) for all Grants.gov must be submitted in one file that is a PDF format.

I. Compiling the Application

Individual applications (original and one copy) must be combined as follows:

The original and copy separated by a sheet of colored paper, both clipped together using a paperclip or binder clip only, **not stapled**.

DO NOT:

- Staple
- Bind
- Use tabs or tabbed paper
- Use heavy or high gloss paper
- Punch holes in pages

DO NOT PLACE APPLICATIONS IN:

- Notebooks
- Binders
- Folders

J. Application Submission Checklist

All applicants must provide an original and one copy of the application by **express mail or courier** in the following order:

- Form [SF-424](#)
- Form [SF-424A](#)
- Form [SF-424B](#)
- Written Proof of Eligibility
- Project Proposal Narrative
- Supplemental Budget Summary, Project Activities non-EBT or
- Supplemental Budget Summary, EBT Projects Only (as applicable)
- Supporting Documents, including printing the evidence of contractor/sub-awardee debarment status [see VI.C. (and <http://www.epls.gov>)]

K. Paper Submissions

The use of express mail or courier services is strongly recommended. Packages sent to USDA/FMPP via the United States Postal Service through regular mail may be damaged or delayed due to security procedures at USDA Washington, DC, headquarters.

To ensure that your application is delivered by the deadline, take your application to the US Postal Service, UPS, FedEx, DHL, etc. and request express delivery. To request that a delivery date be placed on your package, you must physically take your application to one of the express offices.

FMPP WILL NOT ACCEPT PACKAGES DELIVERED AFTER THE DEADLINE DATE. THERE WILL BE NO EXCEPTIONS.

Express mail or courier submissions should be sent to:

2011 FMPP Grant Program
USDA, Agricultural Marketing Service
1400 Independence Avenue, SW
Room 4509-South Building
Washington, D.C. 20250
(202) 720-8317

FMPP will e-mail a confirmation of the receipt of your application package, if an e-mail address is provided by the applicant. Confirmation will be sent no later than 6 weeks after the application deadline.

L. Electronic Submissions via Grants.gov

AMS will not accept applications/proposals via facsimile or electronic mail. FMPP encourages applicants to submit their application electronically via www.Grants.gov. Applicants benefit from using Grants.gov because they do not have to provide any paper documents to AMS for their submission. Grants.gov will also provide confirmation that the application was submitted and received by AMS before the deadline.

FMPP strongly recommends applicants initiate the Grants.gov electronic submission process at least 3 weeks prior to the application deadline. It takes time to set up a password and submit documents through the Grants.gov electronic interface. Applicants who delay starting the process may not meet the deadline, and may forfeit the opportunity to compete for FMPP funds this fiscal year.

No extensions past the deadline will be considered.

For information on how to apply electronically, please consult the Grants.gov website to learn how to [electronically apply for a grant](#). Applicants experiencing problems in electronic submission of documentation should visit the Grants.gov website, or telephone the Contact Center at 1-800-518-4726. The hours of operation are Monday-Friday, 7 a.m. to 9 p.m., Eastern Time. The Contact Center is closed on Federal Holidays. Keep a record of any correspondence with Grants.gov, including any ID or case number provided.

FMPP will not accept corrections or additions to Grants.gov submissions (by phone, mail, fax, or electronic mail to AMS). The only means of making a correction or adding to a Grants.gov application is re-submitting a new application prior to the deadline.

IT IS ANTICIPATED THAT IN FY 2012 FMPP WILL ONLY ACCEPT APPLICATIONS ELECTRONICALLY.

1. Grants.gov Document Format. All documents submitted with a Grants.gov FMPP application (narrative, supplemental budget summary(ies), supporting documents) must be submitted in a PDF format. Grants.gov provides a mechanism to convert files to PDF at the time applications are submitted. **Failure to comply with this requirement will result in the rejection of the application.**

2. Supporting Documents. Multiple supporting documents, including multiple letters of support, vitae, etc., should be scanned and submitted as a single (1) PDF file.

M. Consecutive Grant Awards

An eligible entity can submit more than one application for competitive review. However, FMPP will award only one grant per eligible entity in a grant funding year.

AMS will not award consecutive grants to any eligible entity. Any entity that has received a grant award may apply for future grants after 1) completion of the current grant/project AND 2) AMS has received and accepted all required documentation and reports for that current grant.

Here are two examples: First, a grant awarded in fiscal year 2010 for a 12-month project begins on October 1, 2010. The project is completed by September 30, 2011. All required documentation and reports are submitted and accepted by AMS no later than 90-days after project completion, i.e., December 31, 2011. The fiscal year 2010 awardee may then re-apply to FMPP after December 31, 2011, for the fiscal year 2012 funding cycle.

Second, if a 6-month grant extension was approved by AMS, the original 12-month fiscal year 2010 grant award would then have a project completion date of March 30, 2012. All required documentation and reports are submitted and accepted by AMS no later than 90-days after project completion, i.e., June 30, 2012. The fiscal year 2010 awardee may then re-apply to FMPP after July 1, 2012, for the fiscal year 2013 funding cycle.

This non-consecutive grant award process has been implemented in an effort to expand the availability for funding to an increased number of potential applicants. In so doing, FMPP hopes to more effectively broaden support to the rapidly growing numbers of farmers markets, roadside stands, community supported agriculture programs, agritourism activities, and other direct producer-to-consumer marketing channels.

An applicant not eligible to apply in 2011 or 2012 may continue supporting FMPP by serving as a peer reviewer during their year of ineligibility. See the Call for Reviewers information, posted all year on the FMPP website, at www.ams.usda.gov/FMPP.

VII. PROPOSAL EVALUATION

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A. Methods of Evaluating Proposals

FMPP is a competitive grant program; award decisions are final.

Applicants must therefore ensure that the evaluation criteria listed below are addressed within the proposal narrative. General guidance is provided with each criterion. However, it is recommended that applicants provide additional information based on each criterion.

Each criterion has a specific score value. The total maximum score will equal 100.

Each application will be reviewed competitively using the following criteria:

1. **Direct Benefit to Farmers/Vendors** (maximum score = 25). Explain the direct benefit to farmers and/or vendors of the market entity. Any resulting benefits should be provided for all participants. Include:
 - a. How and how many farmers/vendors will benefit.
 - b. The financial benefit farmers/vendors will receive.
 - c. The overall potential impact on the local/regional farm economy.
2. **The Need for the Project** (maximum score = 25). Provide a clearly identified issue/problem and the actions or project work to address it. Provide sufficient justification for the project approach and/or strategies in the proposal. Include:
 - a. Why and how the actions recommended in the proposal will address and/or “solve” the issue/problem(s) identified.
 - b. How the proposal demonstrates the project’s merit.

- c. Why these activities are appropriate for achieving the project's stated objectives.
- d. **For food desert projects**, the project must also meet the needs of a community through a sustainable initiative that meets the definition of a healthy food retail outlet (see page III.A.3.).

3. Quantitative Evaluation and Measurement of Project's Long Term Impact

(maximum score = 25). Describe the project's long term impact. Define the proposed method of program assessment (evaluation plan); identify how outputs and outcomes will be measured. Outputs and outcomes are the direct results of program activities. They are usually described in terms of size and scope of the services or products delivered or produced by the program? Include the following information:

- a. What are the starting conditions (baseline(s))?
- b. What measurable outputs (activities) would result from this project, i.e., classes taught, meetings held, materials produced, program/customer participation rates and demography, or hours of each type of service provided.

Examples might include: This project will hire a part time training coordinator/instructor to hold a series of five, 2-day workshops for farmers/ranchers that will teach records management and marketing skills to 30 small producers.

- c. What end results (impact) and measurable outcomes are anticipated from this project; i.e., number of jobs created and changes in attitudes, behaviors, knowledge, skills, and level of functioning? These outcomes may be quantitative or qualitative.

Examples might include:

- *Quantitative – after training completion, X number or percentage of farmer/ranchers, utilizing their new marketing skills, increased their net income by 10 percent. These results were measured by X number of farmer/rancher surveys/interviews (or other means).*
 - *Qualitative – after training completion, X percentage of farmer/ranchers reported increased confidence in selling their products directly to consumers, and will pursue selling produce to institutional customers like restaurants and schools. These results were measured by X number of farmer/rancher surveys/interviews (or other means).*
- d. Provide an outline and explanation of anticipated outputs/activities and outcomes/results of your project. You may use a logic model to map this information. A sample logic model is provided in [FMPP Performance Measurement and Evaluation](#).
 - e. **The evaluation report (submitted by the awardee every 6 months) must document results, impacts, and best practices of the project. Additionally as applicable, the evaluation report must also include the:**

- **Number new jobs created using FMPP funds.**
 - **Number existing jobs supported using FMPP funds.**
 - **Dollar amount and percentage change in sales of healthy foods.**
 - **Dollar amount of sales for each of SNAP, WIC, and/or other Federal nutrition assistance program.**
 - **Dollars spent on healthy food promotional activities.**
4. **Degree of Collaboration and Partnership Participation** (include partner qualifications) (maximum score = 10). Outline the collaboration/partnerships formed and farmer/vendor participation for this project. Include:
1. The degree of involvement by the necessary collaborators/partners.
 2. What resource commitments collaborators/partners will provide.
 3. How collaborators/partners and farmers/vendors will assist in implementing the project.
 4. **The organization should list additional and/or community assets that were leveraged through coordination and collaboration with other Federal agencies, local governments, and non-profit partners. These assets might include additional funding, in-kind contributions of services or equipment/materials, new partnerships made, etc.**
5. **Reasonableness of Budget** (maximum score = 5). Provide justification for the budget and funds usage by explaining how the budget items support the work plan in achieving the project goals. Include:
- a. How the budget is appropriate for the scope of work.
 - b. Why this budget item is needed.
 - c. How each item helps or assists in resolving the issues identified.
 - d. How the planned expenditures correlate with each item in the proposed work plan.
6. **Sustainability** (maximum score = 5). Describe the project's sustainability and transferability (how and why the proposed activities could be used elsewhere). Include:
- a. How self-sustaining the project will be after FMPP grant funds are exhausted.
 - b. How the outcome and lessons learned from this project will be applicable to other locations.
7. **Addresses the FY-2011 FMPP Priority** (maximum score = 5). Outline the proposal's activities and the identified FMPP priority. Projects implemented in a USDA-defined food desert census tract will receive 5 points.

B. Application Score Summary

Measurement Element	Maximum Points
1. Direct Benefit to Farmers/Vendors	25
2. Need for Project	25
3. Quantitative Evaluation/Measurement/LT Impact	25
4. Degree of Collaboration/Partnership	10
5. Reasonableness of Budget	5
6. Sustainability	5
7. Addresses FMPP Priority(ies)	5
TOTAL	100

C. Peer Reviewer Recommendations

To emphasize the importance of following the FMPP Guidelines, recommendations from the 2009 FMPP peer reviewers are provided below:

- Narrative
 - ✓ “Don’t be too creative.”
 - ✓ “Use the headings provided in the FMPP Guidelines” (narrative) (see section VI.F.).
 - ✓ “Tell your grant writers to follow the instructions in this document!”
 - ✓ “Provide historical information about the market/direct marketing activity in the background statement:
 - Number of farmers/producers/vendors
 - Number of customers
 - How often open and how long
 - Market/organization capacity (before/after) to explain impact of program planned.”
- Support Documents
 - ✓ “Get letters from farmers and involve farmers in your project(s).”
 - ✓ “Provide a one-page resume about the project manager.”

VIII. POST-AWARD MANAGEMENT OF FMPP GRANTS

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A. FMPP Grant Award Announcement

While there may be an exception to this rule, AMS expects to announce recipients of FMPP grant funds (awardees) on or before September 30, 2011.

B. Responsibilities of Grant Recipients

Grant recipients are responsible for:

- Complying with all terms and conditions of the grant agreement.
- **Ensuring organization's financial stability and capacity to begin and complete the FMPP awarded project.**
- Having adequate internal controls to implement the FMPP Federal grant. These internal controls may be requested to be submitted in writing to FMPP at any time during the grant period.
- **Filing a Federal Funding Accountability and Transparency Act (FFATA) Subaward Report for contractors/subawardees receiving \$25,000 or more in FMPP grant funds.**
- Monitoring the performance of all project activities and any sub-grantees, and ensuring that the work is completed within the grant period.
- Ensuring that FMPP funds are used only for activities covered by the approved project, workplan, and budget.
- Ensuring that proper grant management procedures are followed.
- Requesting prior approval for budget or project scope changes in accordance with 7 CFR 3016 and 3019.
- Sending FMPP a copy of any contract or secondary agreement relating to the project.
- Submitting financial reports ([Form SF-425](#)) **every 3 months**, including any program income earned. The awardee must also submit a final financial report **no later than 90 days** after the grant expiration date.
- Submitting a performance (progress) report **every six months**. The awardee must also submit a final performance report, summarizing findings and accomplishments, **no later than 90 days after the grant expiration date**. (For further details, see **Section IX, "Reporting Requirements for Awarded Projects."**)
- Submitting quarterly requests for advances/reimbursements (electronically or via a written [Form SF-270](#)) as needed to implement the project and workplan. Initial requests for payment must be made within the first 8 months of the project work. **The Agency can de-obligate the funds without further cause should the awardee fail to request fund within that timeframe.**
- Contacting the FMPP office, in writing, 60 days before the grant's expiration date to request a no-cost time extension if, for any reason, the project cannot be completed within the established time frame. A written or emailed letter from the grantee briefly explaining the need for the extension and specifying a new ending date is required (See section VIII.G.5. for more information).

C. Subaward Reporting System (FSRS)

The Federal Funding Accountability and Transparency Act of 2006 legislation (FFATA or Transparency Act - P.L.109-282, as amended by section 6202(a) of P.L. 110-252)) requires information on Federal awards (Federal financial assistance and expenditures) be made available to the public via a single, searchable website, which is www.USASpending.gov. The FFATA Subaward Reporting System (FSRS) is the reporting tool that all Federal awardees (i.e. grants recipients and contractors) **must use** to capture and report compensation of \$25,000 or more to any subaward (i.e., to contractors or subawardees). These awardees are subject to FFATA subaward reporting requirements as outlined in the Office of Management and Budgets guidance issued August 27, 2010. The subaward information entered in FSRS will then be displayed on the USASpending.gov website furthering Federal spending transparency.

For the purposes of the FMPP grants, the following applicable FSRS definitions will apply:

- **Grantees/awardees** – Entities receiving an FMPP grant greater than or equal to \$25,000.
- **Subaward** – A FMPP monetary award/funding made to a grantee who in turn gives FMPP funds to a subrecipient, subgrantee, or subcontractor.
- **Subgrantees/Subawardees** – Contractors or other organizations that receive or provide services to an entity receiving an FMPP grant.

FMPP awardees must file a FFATA subaward report by the end of the month following the month in which the grantee awards the subgrantee/subawardee \$25,000 or more. For example, if a subaward was made on October 15, 2012, the awardee has until November 30, 2012 to report the subaward information.

The FMPP grantee must report the following information about their subgrantees/subawardees in the FFATA:

1. Name of entity receiving award
2. Amount of award
3. Funding agency – USDA, Agricultural Marketing Service
4. North American Industry Classification System (NAICS) code for contracts / Catalog of Federal Domestic Assistance (CFDA) program number – CFDA #10.168, Farmers Market Promotion Program (FMPP) grants
5. Program source – USDA, Agricultural Marketing Service, Farmers Market Promotion Program (FMPP) grants
6. Award title descriptive of the purpose of the funding action
7. Location of the entity (including congressional district)
8. Place of performance (including congressional district)
9. Unique identifier of the entity and its parent; and
10. Total compensation and names of top five executives (same thresholds as for grantees)

For more detailed information about reporting using the FSRS system, see the learning module that demonstrates the FSRS reporting tool at www.FSRS.gov; click “FSRS Awardee User Demonstration” under Training Materials.

D. FMPP Orientation and Training

All awardees must participate in the mandatory orientation and training sessions.

1. **Orientation and Training.** The sessions will include, but not be limited to, information about sound business practices (internal controls) to implement FMPP (Federal) grants, grant administration and monitoring requirements, financial status and cash transaction reports, personnel requirements, performance reports, and electronic payment procedures and timelines.
2. **Representatives.** The person(s) participating in the mandatory sessions must be responsible for and knowledgeable of the organization’s:
 - Management of the FMPP grant.
 - Grant administration procedures, including a written code of conduct (internal controls).
 - Financial, personnel, procurement, and program management systems (internal controls).
 - Accounting and payment systems (i.e., completion of [SF-270](#) request for payments; payments to subgrantees, as applicable; any other accounting, payment, and reporting ([SF-425](#)) requirements under the grant).
 - Program income, personnel, equipment, supplies, and property systems (internal controls).
 - Grant records management (internal controls).
3. **Training Dates.** FMPP grant awardees will be notified of the dates and times of the orientation and training sessions. FMPP reserves the right to change or cancel meetings, conference calls, times, and dates.

E. Award Terms and Conditions

Upon agreement with FMPP terms and conditions for the award, the awardee will enter into a grant agreement with AMS. The grant agreement will include:

- Requirements set forth within this “2011 Farmers Market Promotion Program Guidelines.”
- “AMS Grant Agreement Face Sheet,” which will serve as the grant signature page for the awardee and AMS representative.
- “FMPP Grant General Terms and Conditions,” which contains the requirements for accepting FMPP grant funds including actions needing prior approval; changes in project contacts, leaders, and staff; performance monitoring; reporting requirements;

cost principles; payment requirements; and assurances and certifications (which replaces Form AD-1047, Form AD-1048, and Form AD-1049).

- Administrative requirements [7 CFR part 3015](#), [7 CFR part 3016](#), [7 CFR part 3019](#), and [FAR 31.2](#). (also available at <http://www.ams.usda.gov/fmpp>).
- AMS Approved “FMPP Project Proposal Narrative;” and
- AMS Approved “FMPP Supplemental Budget Summary(ies)” and their detailed, itemized, and approved costs/budget spreadsheet(s).

Additionally, grantees will be required to attend the mandatory FMPP grant orientation and training sessions (see section VIII.D.).

F. Unallowable Costs

The following costs are unallowable under this award unless otherwise permitted by law or approved by FMPP:

1. General Costs

- a. Development or participation in lobbying activities including costs of membership in organizations substantially engaged in lobbying.**
- b. Development or participation in political activities in accordance with provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7324-7326).
- c. Costs which lie outside the scope of the approved project(s) and any amendments thereto.
- d. Costs incurred after the expiration of grant award period, including no-cost extensions of time.
- e. Indirect costs in excess of 10 percent; this limitation also applies to any subcontracts under the funded award.

2. Selected Items of Cost

- a. Alcoholic beverages except when the costs are associated with implementing a project and prior approval is granted by FMPP.
- b. Bad debts, including losses (whether actual or estimated) arising from uncollectable accounts and other claims, related collection costs, and related legal costs.
- c. Capital expenditures for general purpose including purchases of building(s); construction, repair, or rehabilitation of building(s); and land acquisition.
- d. Contributions to a contingency reserve or any similar provision (rainy day funds) made for the occurrence of events which cannot be foretold with certainty as to time, intensity, or with an assurance of their happening.
- e. Donated or volunteered services may be furnished to an awardee by professional and technical personnel, consultants, and other skilled and unskilled labor. The value of these services is not reimbursable neither as a direct nor indirect cost.
- f. Contributions or donations, including cash, property, and services, made by the awardee, regardless of the recipient.

- g. Specific organizational entertainment costs including amusement, diversion, and social activities and any costs directly associated with such costs (such as tickets to shows or sports events, meals, lodging, rentals, transportation, and gratuities), regardless of their apparent relationship to project objectives.
- h. Airfare costs in excess of the customary standard commercial airfare (coach or equivalent), Federal Government contract airfare, or the lowest commercial discount airfare.
- i. Fines, penalties, damages, and other settlements resulting from violations (or alleged violations) of, or failure of the State or local governmental unit to comply with, Federal, State, local, or Indian tribal laws and regulations.
- j. General costs of State or local Government including: (1) salaries and expenses of the Office of the Governor of a State or the chief executive of a political subdivision or the chief executive of Federally-recognized Indian tribal government; (2) salaries and other expenses of a State legislature, tribal council, or similar local governmental body, such as a county supervisor, city council, school board, etc., whether incurred for purposes of legislation or executive direction; (3) costs of the judiciary branch of a government; (4) costs of prosecutorial activities; and (5) costs of other general types of government services normally provided to the general public, such as fire and police.
- k. Costs of goods or services for personal use of the State or local governmental unit's employees regardless of whether the cost is reported as taxable income to the employees.
- l. Costs of investment counsel and staff and similar expenses incurred to enhance income from investments.
- m. Grant funds cannot be used to supplant State funds.
- n. None of the funds under this award may be used towards travel costs for AMS FMPP employees.
- o. This list is not all inclusive. Questions regarding allowability of particular items of cost should be directed to the Program Contact for the FMPP in section XII.

G. Prior Approval Requirements

- 1. Key Personnel Change.** When it is necessary to change key personnel, the awardee must submit a written request (email is acceptable) to FMPP. The request should contain the new individual's name and contact information, the capacity in which this new individual will serve, and written notification from the individual signifying his or her willingness to serve on the project.

The following items require a written request (or email), including signature from the awardee (primary contact) AND an FMPP authorized representative (signature or email) before the awardee proceeds. FMPP will accept a) a faxed document, b) an email and the signed, mailed or faxed written request, c) a PDF file with a signature, or d) an express mail or overnight courier service delivered requests to the FMPP contact(s) found in section XII.

2. Scope or Objective Changes. When it is necessary to modify the scope or objectives of the award, submit a written justification for the change along with the revised scope or objectives of the award to FMPP. Submit a written justification for the change along with a project purpose, potential impact, expected measurable outcomes, work plan, budget narrative, and project oversight/commitment.

3. Change in Project Leaders. When the primary Project Leader (PL) plans to:

- Relinquish active direction of the project for more than 3 consecutive months,
- Have a 25 percent or more reduction in time devoted to the project, or
- Sever his/her connection with the awardee's organization, the awardee has the following prior approval options and responsibilities:

If the PL's absence is temporary, the awardee organization must notify FMPP in writing of arrangements for the continuing conduct of the project (i.e., identify who will be in charge during the PL's absence, including his/her qualifications to assume leadership of the project and his/her written concurrence).

If the PL severs his/her affiliation with the awardee organization, the awardee's options are:

- a. Replacing the PL on the project - The awardee organization must request, in writing, FMPP approval of the PL replacement and must include a copy of his/her qualifications and a submit information regarding the new PL's current and pending support of the new organization. The request also must contain the signature of the proposed PL replacement signifying his/her willingness to assume leadership of the project.
- b. Subcontracting to the former PL's new organization - The awardee may request approval to replace the PL (as outlined in above paragraph) and retain the award, but subcontract to the former PL's new organization certain portions of the project to be completed by the former PL.
- c. Relinquish the Award - If neither of the previous options is viable and the awardee wishes to relinquish the award, the following procedures should be followed:
 - The awardee should send a letter to FMPP, signed by the awardee organization contact and PL, which indicates the awardee is relinquishing the award and de-obligating any unused funds.
 - The letter should include the date the PL is leaving and a summary of progress to date. A final [Federal Financial Report Form SF-425](#), (see section IX.B.), which reflects the total amount of funds spent by the awardee should be attached to the letter.
 - Should the PL wish to transfer the award to his/her new institution, the new institution should submit the request in writing to FMPP to receive written instructions for such a transfer. The transfer will require submitting a new application to FMPP, completion of the forms and certifications; a project

summary/work statement covering the work to be completed under the project (the objectives must be the same as those outlined in the approved proposal); and an updated list of PL qualifications showing his/her new organizational affiliation.

NOTE: Experience has demonstrated that the transfer of an award from one institution to another can take 90 or more days to accomplish. If information is not submitted in a timely manner, the PL may experience a delay in resuming the project at the new institution. Total project length will not exceed 2.5 years, and will be considered on a case-by-case basis with justification acceptable to FMPP.

4. **Budget Changes.** When a modification to an FMPP-approved budget is necessary, the modification must be approved in writing by FMPP if the cumulative amount of such modifications exceeds 10 percent (10%) of the project's total budget as last approved by FMPP. A request for a budget change shall include: (a) a description of the change, (b) a justification for the change, (c) a description of how the change will enhance the project's goals and objectives, and (d) signatures by the organization contact for the awardee and FMPP. Note that any budget changes that also change the project scope or objectives are included in section VIII.G.2. Budget changes must be requested in writing at least 60 days before the grant expires.

Approved indirect amounts cannot be increased during the life of the grant. With FMPP prior approval initiated by an awardee's written request for a budget amendment, a portion of the approved indirect budget can be moved for use of approved direct cost expenses. Any such request shall include: (a) a description and amount of the change, (b) a justification for the change, (c) a description of how the change will enhance the project's goals and objectives and (d) signature by the organization contact for the awardee and approval signature or email from FMPP.

5. **Extension of Grant Agreement.** When an extension of time is required (no cost extension), the extension(s) must be received in writing no later than 60 days prior to the expiration date of the award. The request must come from the awardee contact and contain all of the following information:
 1. The length of additional time required to complete project objectives and a justification for the extension.
 2. A summary of progress to date (status of project timeline and objectives...etc.).
 3. An estimate of remaining funds on the original grant completion date.
 4. A projected timetable to complete the project for which the extension is being requested.

The fact that funds are expected to remain unutilized or unobligated at the end of the award is not in itself sufficient justification to receive a no cost extension of time. Approval decisions will be made on a case-by-case basis based on the written justification provided.

FMPP awards are limited to not more than 2.5 years in duration from the date of the grant agreement, **therefore no more than one extension up to 6 months will be provided.**

NOTE: Requests for no-cost extensions of time received after the original grant completion date of the award normally will not be honored. Only in extremely rare circumstances for which there are exceptional extenuating circumstances will requests received after the expiring award date be considered.

If an awardee has not requested and received an extension within the appropriate time period, AMS will deobligate any remaining grant funds 60 days after the grant period closes.

IX. REPORTING REQUIREMENTS FOR AWARDED PROJECTS

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A. Performance Reports

Semi-Annual and Final Performance Report should follow/correspond to your logic model activities submitted with the approved narrative. The reports must be formatted and submitted as provided within [FMPP Performance Measurement and Evaluation](#).

1. **Semi-Annual Performance Reports.** Performance (progress) reports are required at the midpoint of projects approved for one year and at six-month intervals for projects of longer duration. If the project is one year or less, only one performance report and a final performance report are required.
2. **Final Performance Report.** Required to fulfill the terms of the grant agreement, but this final performance report also represents an important vehicle for sharing project findings with Federal and State agencies and the public. Please contact FMPP before submission in order to discuss a format suitable (including both hard-copy and electronic copy) for wide distribution and posting on the FMPP website. The final performance report of results and accomplishments is due within 90 days following the grant ending date.

B. Financial Reports

Original financial reports, signed by the appropriate organizational representative, must be submitted to FMPP by mail, express mail, or courier service.

1. **Quarterly Federal Financial Reports.** A “Federal Financial Report” ([Form SF-425](#)) must be submitted every four months (or after payment request) by the awardee after the receipt of Federal grant funds until the expiration of the grant period. The report must be submitted not later than 45 calendar days after the end of each quarter. The information will be used to determine the use of cash provided by FMPP and the organization’s spending practices in correlation to the project performance reports. The SF-425 form can be downloaded from the FMPP website (see [Forms and Additional Information](#)) and sent by mail.

2. **Final Federal Financial Reports.** A final submission “Federal Financial Report” ([Form SF-425](#)), is also required no later than 90 days following the project’s ending date.

X. REQUESTS FOR PAYMENT

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All awardees must have already registered with the Central Contractor Registry (CCR) at www.CCR.gov in order to accept grant payments from AMS. See section VI.C. for more information.

FMPP funds will be made available beginning in October 2011, and payments will be made electronically by direct deposit into the awardee organization’s accounts.

A. Electronic ASAP Payment System

AMS is seeking to utilize an electronic payment management system, Automated Standard Application for Payments (ASAP), that will allow awardees to quickly log in via an Internet connection and draw down funds from the U.S. Treasury. Should the FMPP electronic payment system become operable in October 2011, AMS will contact awardees about submitting any additional information beyond that which was required under the already submitted registration with CCR. Additional training and use of the electronic payment system will be provided during the FMPP orientation and training meetings (see section VIII.D. for more orientation/training information).

B. SF-270 Paper Request System

If AMS is unable to establish the electronic ASAP payment system before October 2011, awardees must request the amount of funds to carry out the project by submitting a complete [Request for Advance or Reimbursement Form SF-270](#) for each payment requested.

Payments of grant funds must be requested by the same designated organization representative. This individual must request the amount of funds to carry out the project by submitting a completed form SF-270. Copies of invoice(s) or receipt(s) must be kept in the records of awarded organizations and must show the specific expenditures incurred during the requested payment period.

All payments, including advances and reimbursements will be limited to the minimum amount required to meet short-term disbursement needs. Copies of invoice(s) or receipt(s) must be kept by the awardee as documentation for the awardee’s grant files and records and must show the specific purchase(s) allotted. This documentation may be reviewed during a site visit or audit.

To expedite the payment requests, payment forms must be signed by the appropriate organizational representative and faxed or emailed (USDAFMPP@ams.usda.gov) to FMPP. The original [SF-270](#) form(s) must be submitted to FMPP by mail, express mail, or

courier service.

XI. GRANT CLOSEOUT

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Before an FMPP grant can be closed, an awardee must submit all required documents no more than 90 days following the project/grant's end date. The required documents for close out are: 1) final Performance Report, 2) final Federal Financial Report ([SF-425](#)), 3) any requested payment paperwork, 4) any project deliverables, and 5) any payment/deobligation (unused grant fund) checks payable to AMS.. After receipt, review, and approval of these documents, FMPP staff will email or mail the awardee a closeout letter.

On a case-by-case basis and with justification explaining the exceptional extenuating circumstances, awardees may request a no-cost grant extension (see section VII.G.) to utilize funds. **If an awardee has not requested an extension within the appropriate time period, AMS will deobligate any remaining grant funds 60 days after the grant period closes and will email or mail the awardee a closeout letter. NO FUNDS WILL BE DISPERSED AFTER GRANT CLOSEOUT.**

Future FMPP grants may be applied for after: 1) completion of the current grant project AND 2) AMS has received and accepted all required documentation and reports (above).

XII. RECORD RETENTION

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In accordance with Federal regulations, grant recipients should retain all records including documentation and receipts relating to the grant for a period of 3 years after the final financial status report has been submitted to FMPP.

XIII. FMPP CONTACTS

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Applications should be forwarded to:

2011 FMPP Grant Program
USDA, Agricultural Marketing Service
1400 Independence Avenue, SW
Room 4509-South Building
Washington, D.C. 20250
(202) 720-8317

Questions about the grant program should be directed to:

Carmen Humphrey, Program Manager and the FMPP Grant Program Staff
USDA, Agricultural Marketing Service
1400 Independence Avenue, SW
Room 4509-South Building
Washington, D.C. 20250
(202) 720-8317

XIV. FREQUENTLY ASKED QUESTIONS

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Q: Are for-profit organizations eligible under FMPP?

A: Yes. For-profit entities are eligible under FMPP. The organization must, however, meet the definition of a producer network or producer associations, as follows:

Producer Network - A producer group- or member-owned organization or business that provides, offers, or sells agricultural products or services through a common distribution system for the mutual benefit of the members thereof.

OR

Producer Associations - An organization or other business that assists or serves, represents, or serves producers or a producer network.

NOTE – The “organization or business” MUST support operations that include two or more farmers/farm vendors who produce and sell their agricultural products or services directly to consumers (not customers).

A. Application Package

Q When is the application deadline? Will FMPP accept applications DELIVERED, RECEIVED, OR POSTMARKED after the deadline?

A1: The application deadline is **July 1, 2011**; all applications must be **RECEIVED AT THE PROVIDED ADDRESS** on or before XXX XX, 2011 or submitted by 11:59 p.m. EST on **July 1, 2011** if submitted via Grants.gov.

A2: No. FMPP will not accept ANY applications after the deadline (see section V.).

Q: If I have problems with Grants.gov, will FMPP help me submit or accept my application package after the deadline?

A: No. FMPP does not provide applicants technical assistance with the Grants.gov system (see section VI.K.). The Grants.gov technical support center can be reached at 800-518-4726 or support@grants.gov. Hours of operation are 24 hours a day, 7 days a week. They are closed on [federal holidays](#).

- *FMPP strongly recommends applicants start the Grants.gov registration and submission processes at least three weeks prior to the deadline.*
- *FMPP will not accept ANY applications after the deadline.*
- **In FY-2012, it is anticipated that FMPP will only accept applications electronically.**

Q: I'm submitting on behalf of one organization. My proposal, however, has EBT and "other," non-EBT activities. Last year, I only needed one application for both projects. Why are two applications required in 2011; one for the EBT project and a second for the non-EBT project?

A1: During previous years, peer reviewers have informed FMPP staff that a clearer determination of the merits of a proposal could be determined if the applicant would concentrate on justifying one project activity, instead of two. It is expected that it is easier for an applicant to prepare a more competitive proposal, and for a reviewer to assess the merits of a proposal if efforts are devoted to either EBT or non-EBT, and not both simultaneously. Therefore, FMPP now requires that EBT proposals be submitted separate from non-EBT applications to provide applicants the opportunity to focus on the individual project activity.

A2: In some instances you may need two applications (and three budgets). See section III.E. to determine the appropriate number of FMPP applications.

Q: What is required in the FMPP application package?

A: Your application package must contain:

- Completed and signed [Form SF-424](#) – including the required DUNS number and Federal tax ID number (EIN)
- Completed Form [SF-424A](#) and signed Form [SF-424B](#)
- Written Proof of Eligibility from a U.S. State or Federal source
- Project Proposal Narrative
- Supplemental Budget Summary (All Project Activities Other Than EBT) AND/OR Supplemental Budget Summary – EBT Projects Only (as applicable for new and/or existing EBT projects)
- Supporting Document(s) including, as applicable, printing evidence of contractor/subawardee debarment status.

Q: What happens if I forget to include one of the documents in my express mail envelope to FMPP?

A: Your application package will be considered incomplete and will be rejected for review consideration. Applications that will be rejected include, but are not limited to, those that:

- Are submitted with an unsigned Form SF-424, an SF-424 without a DUNS number, and/or an SF-424 without a Federal tax ID number (EIN).
- Do not include written proof of eligibility from a **Federal** or **State** source.
- Are submitted with a project narrative that is incomplete, missing headings, and/or that does not provide the required information under each section.
- Have a supplemental budget summary that is incomplete or missing information, including a detailed, written budget justification.
- Fail to follow instructions for submitting an application(s), particularly those that contain multiple projects [including non-EBT, existing EBT, and/or new EBT project activities (see section III.E.)], will be rejected and will not be considered for review.

Double-check your application package before you express mail it to FMPP. Due to the increasing volume of applications submitted, FMPP will not contact ANY applicant about missing or incomplete documentation.

Q: Can I get a copy of an award winning application so I can use it to prepare my application?

A: No. FMPP does not forward successful or non-successful grant applications.

Q: Will FMPP staff review or edit my application/project narrative before I submit my (official) application?

A1: No. FMPP will not review any portion of the grant application prior to the due date, or provide comments about the application during the review and selection processes.

A2: Additionally, FMPP staff does not implement a pre-proposal or letter of intent application system. In order to assist applicants in a fair and comprehensive manner, FMPP has prepared four additional documents:

- [A Pre-Application Guide](#)
- [An Application Checklist](#)
- Guidance on [How to Apply for an FMPP Grant](#)
- Guidance on [FMPP Performance Measurement and Evaluation](#)

Q: How will I know FMPP received my application?

A: FMPP recommends that you request a tracking number for your express mail package to ensure its timely delivery. Applicants that provided an e-mail address, will receive e-mail confirmation of the receipt (see section VI.JI.).

B. Required Forms

Q: What are some examples of written proof of eligibility from a U.S. State or Federal source?

A: Written proof of eligibility examples include a copy of incorporation paperwork, charters, and the documentation examples provided in section VI.B.

Q: Do I have to use Forms TM-29 (narrative), TM-30 (supplemental budget summary), and TM-31 (supplemental budget summary – EBT projects only)?

A: No. Use of any of these forms is voluntary. The forms are provided for your convenience. The information requested and the order of the headings within the forms is mandatory to facilitate the reviewing process (see section VI.F.).

Prior applicants have indicated that NOT using our voluntary forms provides more space for project details and other justification text. The choice is yours.

If you are using word processing software, use the headings in section VI.F. for the narrative and supplemental budget summary, and fill in your project information.

Q: I used form [Project Proposal Narrative Form TM-29](#) to complete my narrative; must I complete question #17 (my proposal activities)? Are questions #16 and #17 counted in the 12-page limit?

A1: Yes. Completions of question #17 help staff understand applicant needs.

A2: No. Questions #16 and #17 do NOT count against the 12-page limitation.

Q: What part(s) of my application counts toward the 12-page limit?

A: The FMPP proposal narrative must not exceed 12 pages. Only the following portions of the narrative count toward the FMPP 12-page limit:

- Project title and applicant/organization information
- Primary project manager information
- Requested FMPP funding and matching funds
- EBT, equipment, supplies, and promotional projects (questions)

- Entity type/eligibility statement
- Executive summary
- Goals of the project
- Background statement
- Workplan and resource requirements (including timelines)
- Expected outcomes and project evaluation
- Beneficiaries
- Evaluation criteria statements
- Existing and pending support

Q: I prepared my SF-424A (general budget summary), must I complete the second page?

A: No. You do not have to complete sections C-F.

Q: If I prepared Form-424A, do I also need to prepare a Supplemental Budget Summary?

A: Yes. Both Form SF-424A and Supplemental Budget Summary are required (see sections III.E. and VI.F.). If your proposal contains a new EBT project, then you are required to provide a second Supplemental Budget Summary (see III.E. and VI.F.15. for more information).

Q: When must I prepare three Supplemental Budget Summaries?

A1: You only complete three Supplemental Budget Summaries (detailed budgets) if you are requesting funds for items purchased under a “new EBT project,” “existing EBT project,” AND items for “other,” non-EBT activities.

As an example, these are three activities: 1) purchasing terminals for a new EBT program at one farmers market (“new EBT project”), 2) purchasing terminals for an existing EBT program at another farmers market (“existing EBT project”), and 3) purchasing new tents for farmers (“other,” non-EBT activity). Three Supplemental Budget Summaries must be submitted to FMPP.

You have the option of using voluntary budget forms TM-31 (new EBT), TM-31 (existing EBT), and TM-30 (non-EBT) to complete your required supplemental budget summaries. The three detailed budgets will be reviewed and scored by different peer reviewers and each budget must stand alone.

You must also submit two separate FMPP applications:

- One application for the “new EBT” and “existing EBT” project activities
- A second application for the “non-EBT” activities

As mandated by Congress, 10 percent of total FMPP funding goes toward “new EBT projects.” As such, these new EBT proposals are reviewed separate from the “other,” non-EBT and “existing EBT” activity proposals. The “other,” non-EBT and “existing EBT” activities will compete with all other non-EBT projects.

A.2. See section III.E. to determine which and how many supplemental budget summaries are appropriate for your application.

Q: I prepared my SF-424A (general budget summary) AND Supplemental Budget Summary (detailed, itemized budget), must I also include a budget narrative in my Supplemental Budget Summary?

A: Yes. A written, narrative justification of the budget is required to document actual cost and use of each budget item, and to correlate cost items with project activities, goals, and objectives. **Each supplemental budget summary must be justified with a narrative that includes an actual cost estimates [e.g. on the basis of price analysis, vendor quote, cost per unit (including staff time), etc.] for each item. Each budget item should additionally be correlated to the purpose/goals of the project, e.g., each expense should be allocated to a necessary project activity. This detailed budget information is required and failure to include this justification will be grounds to reject the application for further consideration. This information supplements, but does not replace, the SF-424A.**

Q: Where can I find guidance on how to prepare my application forms (SF-424, SF-424A, and SF-424B)?

A: FMPP staff has developed the [How to Apply for an FMPP Grant](#) tutorial to assist you in preparing your forms.

C. 2011 Priority

Q. What is the FMPP priority in 2011?

A: FMPP in coordination with other USDA, Treasury, and Health and Human Services grantors is giving funding priority to the development of healthy food retail outlets (including, but not limited to, farmers markets, CSAs, and roadside stands) in food deserts and low-income communities with a poverty rate of at least 20 percent. This funding is an effort to eliminate areas in urban and rural in the United States with limited access to affordable and nutritious food.

Q. What is a food desert?

A: A food desert is an area with limited access to affordable and nutritious food, particularly areas composed of predominantly lower-income neighborhoods and communities. FMPP has designated a priority during the 2011 grant program to

address bringing food options to areas where healthy food is hard to find or is unaffordable.

Q. Does my organization have to be located in a food desert to receive an FMPP grant?

A1: No. The organization does not have to be located in a food desert community. The proposed project, however, **MUST BE IMPLEMENTED** in a food desert community. Appropriate activities in food desert census tract locations or low-income communities with a poverty rate of at least 20 percent will receive 5 points for addressing the 2011 priority.

A2: Of course, project activities located in non-food desert/low-income communities are also eligible for an FMPP grant.

Q: How will I know if my proposed FMPP project is located in a food desert?

A1: To determine if your project is located in a food desert, visit the USDA Food Desert website at <http://apps.ams.usda.gov/fooddeserts/foodDeserts.aspx> and follow the instructions at the bottom of the page for using the ERS Food Desert Locator. In order to be considered as a ‘food desert project’ the 11-digit Tract FIPS Code **MUST** be included in the application – formatted as XX-XXX-XXXXX – along with the project address.

If a project is not in a food desert but will be implemented in a low-income area with a poverty rate of at least 20 percent, the poverty rate **MUST** also be included in the Executive Summary, along with the county in which the project is located. To find the poverty rate for your county visit <http://www.ers.usda.gov/data/povertyrates> and click on your State. Scroll over the selected county and write down the poverty rate that pops up.

A2: Additionally, your project must be:

- Entitled ‘Food Desert Project’ in the Executive Summary.
- Designed to develop new marketing outlets such as farmers markets, CSA, and roadside stands in a food desert community.

Q. My project is not an FMPP priority (food desert/low-income area) activity; can I still receive a grant?

A: Yes. All eligible projects will be considered for awards.

D. Other

Q: What is the grant timeline after I submit my FMPP application?

A: Following the announcement closing, applicants should get an e-mail confirmation within six weeks:

- May thru July 2011 - FMPP will select peer reviewers that will review and rate the proposals and make recommendations.
- July/August 2011 - FMPP will contact those applicants recommended by peer reviewers' panels to finalize budgets and the proposal's goals and objectives.
- August and September 2011 - Recommended proposals will move through the AMS final agency approval system.
- Before end of September 2011 - USDA officials will announce 2011 FMPP award recipients.
- October/November 2011 - Selected awardees complete the mandatory orientation and training, start their projects, and receive initial funding.

Q: Can I apply for an FMPP grant this year if I was awarded a grant in 2010?

A: No. AMS will not award consecutive grants to any eligible entity. Any entity that has received a grant award may apply for future grants after: 1) completion of the current grant/project AND 2) AMS has received and accepted all required documentation and reports for that current grant. See section VI.L. and XI. for additional information.

Q: How can I find out about awarded or completed FMPP projects?

A: FMPP posts all awardees and finished projects on its website at www.ams.usda.gov/FMPP under "Guidelines, Grants, & Final Reports."

Q: Who do I call if I still have questions about the FMPP program or application?

A: **FMPP staff strongly recommends that you read the FMPP Guidelines before placing a call.** If you still have questions after having read the Guidelines, the program manager and five (5) program specialists (FMPP staff) can be reached at (202) 720-8317.

Appendix 1

Central Contractor Registry (CCR)

What is CCR? The CCR is the primary registrant database for the U.S. Federal Government. CCR collects, validates, stores, and disseminates data in support of agency acquisition missions, including Federal agency contract and assistance awards. Term “assistance awards” includes grants, cooperative agreements and other forms of Federal assistance. Whether applying for assistance awards, contracts, or other business opportunities, all entities are considered “registrants.”

As a part of the Federal Financial Assistance Management Improvement Act of 1999, also known as [Public Law 106-107](#), both current and potential Federal funding recipients are required to register in CCR in order to be awarded contracts by the Federal government. Registrants are required to complete a one-time registration to provide basic information relevant to procurement and financial transactions.

Registrants must update or renew their registration at least once per year to maintain an active status.

Additionally, entities (private non-profits, educational organizations, State and regional agencies, etc.) that apply for assistance awards from the Federal government through Grants.gov must now register with CCR as well. **However, registration in no way guarantees that a contract or assistance award will be awarded.**

CCR validates the registrant information and electronically shares the secure and encrypted data with the Federal agencies’ finance offices to facilitate paperless payments through electronic funds transfer (EFT). Additionally, CCR shares the data with Federal government procurement and electronic business systems.

What type of information is requested by CCR? CCR registrants are required to submit detailed information on their company in various categories. A User’s Guide is provided with guidelines on how to obtain unknown information. Categories of required and requested information include, but are not limited to:

- *General Information* – Includes, but is not limited to, DUNS number, CAGE Code, company name, Federal Tax Identification Number (TIN), location, receipts, employee numbers, and web site address.
- *Corporate Information* – Includes, but is not limited to, organization or business type and SBA-defined socioeconomic characteristics.
- *Financial Information* – Includes, but is not limited to, financial institution, American Banking Association (ABA) routing number, account number, remittance address, lock box number, automated clearing house (ACH) information, and credit card information.
- *Point of Contact (POC) Information* – Includes, but is not limited to, the primary and alternate points of contact and the electronic business, past performance, and government points of contact.

NOTE: The list above is not all inclusive. For the complete listing of information required by CCR go to www.CCR.gov. Any information provided in a CCR registration may be shared with authorized Federal government offices. However, this registration does not guarantee business with the AMS/FMPP or any other Federal government agency.