Farmers Market and Local Food Promotion Program Overview

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A Little Housekeeping…

- **Technical difficulties?**
  Call 800.843.9166, or e-mail help@readytalk.com.

- **Have a question?**
  Use the chat mechanism on your screen to send it to us. We'll respond to as many as possible at the end of the presentation.

- **Want to hear and view this later?**
  Recorded webinar & MS PowerPoint on website.

What is the Farmers Market and Local Food Promotion Program?

- Authorized by 2014 Farm Bill (February 2014) to "… establish, expand, and promote direct producer-to-consumer marketing."

- Meant to increase U.S. consumption of agricultural products and to develop market opportunities for those serving local markets.

FMPP vs. LFPP

- **FMPP:** $13.3M in 2015 for farmer-to-consumer <u>direct marketing</u> projects.

    o e.g. Farmers markets, roadside stands, agri-tourism, etc.

- **LFPP:** $13.3M in 2015 to promote <u>intermediary (non-direct-to-consumer)</u> business enterprises.

    o **MUST** <u>process</u>, <u>distribute</u>, <u>aggregate</u>, and/or <u>store</u> locally- or regionally-produced food products.

    o e.g. Food Hubs, Mobile Markets, etc.

- Projects must benefit more than one farmer/individual.

Who is Eligible to Apply?

- Agricultural Businesses and Cooperatives

- For-profit and Non-profit Corporations

- Community Supported Agriculture (CSA) Networks and Associations

- Economic Development and Public Benefit Corporations

- Tribal and Local Governments

- Regional Famers Market Authorities

Who is Eligible to Apply?

- Domestic entities owned, operated, and located within the:

  – 50 United States,

  – District of Columbia, the

  – U.S. Territories (Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, and the Commonwealth of the Northern Mariana Islands).

The Farmers Market Promotion Program

Typical FMPP Projects

- **Develop/expand direct producer-to-consumer marketing**
  - Market start-up including infrastructure, expansion, or enhancement
  - Vendor and customer recruitment

- **Increase domestic consumption and access to agricultural products**
  - Product introduction or improvement, adding value, branding
  - Advertising and promotion

- **Develop outreach, training, and technical assistance**
  - Farmer, rancher, or manager training and education
  - Outreach for the market

FMPP Program Overview

- No matching is required

- Minimum grant award = $15,000

- Maximum grant award = $100,000

- Project Completion Time = 24 months

The Local Food Promotion Program

LFPP Definitions

- **Local or Regional Food Business Enterprise:** Serves as an intermediary between producers and buyers by carrying out local or regional food supply chain activities.

- **Local or Regional Food:** Total distance product is transported is at most 400 miles from the origin.

Two LFPP Project Types

- **Planning** and **Implementation**

  o Both grant types start September 30, 2015.

  o Both grant types require 25% match.

LFPP Planning Grants

- Test feasibility or develop a project idea.

  o Market research, feasibility study, business planning, convening experts.

- Minimum $5,000, maximum $25,000.

- Completion time 12 months.

- Recipients may apply for implementation grant in the next funding cycle if closeout materials received by June 30, 2015.

LFPP Implementation Grants

- To establish a new local/regional food business enterprise, or improve or expand an existing one.

  o Training and technical assistance, outreach and marketing, facilities and IT improvements.

- Minimum $25,000, maximum $100,000.

- Completion time 24 months.

FMPP & LFPP Priority Consideration Areas

- At least 10% of funding will go to projects that benefit communities in areas of concentrated poverty with limited access to supermarkets.

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

- Defined by:
  - o ERS Food Access Research Atlas Map
  - o Promise Zone Lead Applicant Organizations

ERS Food Access Research Atlas

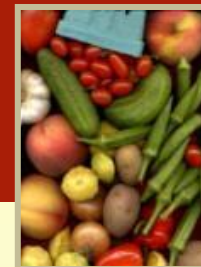(http://www.ers.usda.gov/data-products/food-access-research-atlas.aspx)

ERS Food Access Research Atlas

Once you enter the Atlas, check any of the four map layer(s) that applies to the proposal's targeted community.

ERS Food Access Research Atlas

Zoom in on the map to identify your community. Clicking on your targeted area will produce the census tract and additional information about the locale. In the example below, the **dark green** area qualifies as low income and low access, and the census tract would be **35047957600**.
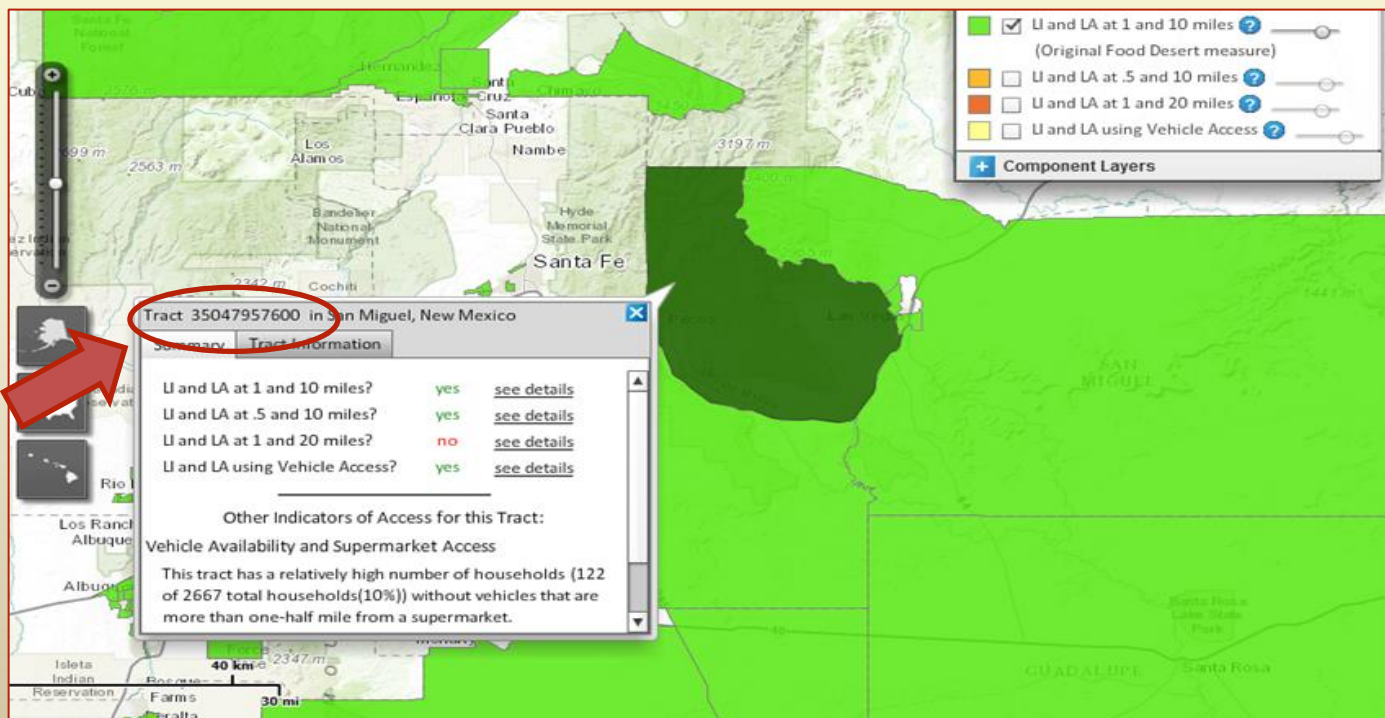
Promise Zones

- Competitive Presidential initiative to invest in high-poverty urban, rural and tribal communities.

- Organizations that work with designated 2014 and 2015 Promise Zones qualify as a priority area

- Visit HUD Promise Zone website for more information: http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/economicdevelopment/programs/pz

What Makes A Great Application?

It all hinges on the PROJECT!

FMPP & LFPP Applications Evaluated on:
Purpose, Approach, Budget, Impact, Outreach

Project (20% of score)

- Does it meets the objectives indicated in the 2014 Farm Bill?

  o To increase domestic consumption of ag products and develop market opportunities for farm and ranch operations serving local markets, by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in development, improvement and expansion.

- Does it fill a clear need in the community?

- Does it serve the intended beneficiaries?

Approach (25% of score)

- Is the project well-written?

- How will the work meet the intended goals and objectives of the project?

- Is project personnel qualified and do they have the expertise to carry out the project?

- Are the partnerships appropriate and reliable to accomplish and accentuate the work?

  o Qualified through letters of support and commitment, and for LFPP only-matching fund verification statement(s)

Budget (20% of score)

- Are the budget items allowable and reasonable?

- Does each budget item clearly **correlate** with the purpose and goals of the project?

Impact (20% of score)

- Does the proposal clearly describe expected outcomes?

- What changes have occurred as a result of a program?

- What is the impact on the intended beneficiaries?

- What metrics will you use to quantify your results throughout the process?

  - Specific metrics listed in the RFA. May include your own.

Outreach (15% of score)

- How will you disseminate results to target audience and stakeholders?

- What metrics will you use to collect data on your outreach efforts?

- How specifically will the project continue its outreach beyond the project performance period?

The Nuts and Bolts of the Application Process
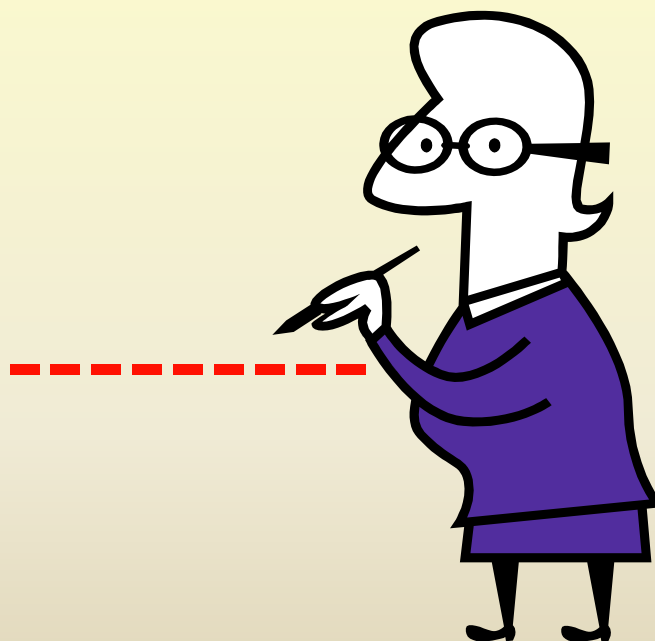
What You Need to Apply

Don't wait until the last minute!

1. FMPP's CFDA #: 10.168; LFPP's CFDA#: 10.172

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

3. Get a **DUNS number: http://fedgov.dnb.com/webform**

4. Register with **www.SAM.gov**

5. Register/submit through **www.Grants.gov**

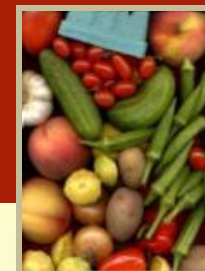# Forms to Upload When Applying

- Grants.gov submission automatically populates **SF-424 and SF-424B forms**.

- **AD-3030**, Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants (on Grants.gov).

- **AD-3031**, Assurance Regarding Felony Conviction or Tax Delinquent Status for Corporate Applicants (on Grants.gov).

- **Project Narrative Form** (on LFPP and FMPP websites)

  - LFPP applicants must include signed Appendix A for each cash or in-kind donation source.

- **Project Budget Form and LFPP Match Form** (on LFPP and FMPP websites). Match tab does not apply to FMPP.

Forms to Upload When Applying
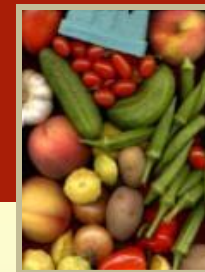
- **Letter from Promise Zone Implementation Partner**, if applicable.

- Copy of your **Approved Indirect Cost Rate Proposal** in case you are charging more than 10% indirect costs, if applicable.

- Evidence of applicant **DUNS number and SAM registration**, along with Debarment Status (screen shots of each suffice) (LFPP only)

- Letter(s) indicating **Critical Resources and Infrastructure** are in place, if applicable (FMPP only).

What's on the Forms?

FMPP & LFPP Project Narrative Form
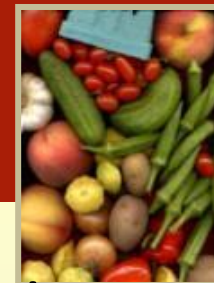
- Project Title, Organization, Authorized Representative (person responsible for signing documentation), and Requested Funding Amounts

  - Grants.gov information must EXACTLY match the project narrative information.

- For LFPP, indicate "Planning" or "Implementation" grant type.

- For LFPP, indicate matching dollar amount.

FMPP & LFPP Project Narrative Form

- List any previous USDA grants that have funded the work and/or the organization.

- List and describe **each** project activity and **connect to project objectives.**

- Provide timeline for **each activity's** completion.

- Identify resources needed to complete each activity.

- **Include milestones** for checking progress.

- Avoid "Everything but the Kitchen Sink" proposals!

FMPP & LFPP Project Narrative Form

- Identify who will complete activities, include collaborations and subcontracts.

- Specify who the beneficiaries will be.

- Provide baseline values for the impact metrics.

- Outreach:
  - How will you disseminate project results?
  - How will you collect feedback?
  - How will outreach continue beyond the project?

LFPP Only: Project Narrative Appendix A REQUIRED Project Match Verification Form

Print **one** Appendix A form for **each** match contribution (Applicant or Third-Party)

- *Example A: Applicant is providing match in terms of personnel.*

  - Applicant completes, prints and signs one (1) copy of Appendix A.

  - Upload as PDF with grant application to capture signature.

- *Example B: Four (4) separate Third-Party organizations are providing matching funds for a proposal.*

  - Applicant should have each of the four (4) Third-Parties complete, print and sign separate Appendix A forms and return them to the applicant.

  - Applicant/authorized representative signs and uploads the form as PDF with grant application to capture signature.

LFPP Only: Project Narrative Appendix A REQUIRED Project Match Verification Form

Appendix A: LFPP Verification of Matching Funds (Cash or In-Kind)

THIS FORM IS REQUIRED FOR EACH SEPARATE MATCHING CONTRIBUTION/CONTRIBUTOR.
Print one Appendix A form for each contributor and attach them to the LFPP application in Grants.gov. When preparing documentation to verify matching funds, follow Section 4.3.3 of the LFPP Request for Applications (RFA).
For additional information, refer to 2 CFR §200.306.

For purposes of carrying out the Project Narrative and Budget Activities identified in this LFPP application, I verify and confirm the following information:

1. The legal name of the LFPP Applicant as it is registered with DUNS and in SAM.gov is:

2. The name of the Third-Party providing cash matching funds is:
   (Only required if the match is coming from a third-party contributor, not an in-kind match from the applicant.)

3. The matching funds will benefit the LFPP project by (summarize in 200 words or less):

4. The proposed beginning and end dates for LFPP grant period are:
   (These dates should match what you provided on the SF-424. Planning Grants are 1-year projects; Implementation Grants are 2-year projects. Both begin September 30 of the grant year.)

5. Cash amount (in whole dollars) the Applicant will donate for LFPP eligible project purposes (if applicable): $
   (As stated in the RFA, the applicant must provide proof of funds via bank statement.)

6. Cash amount (in whole dollars) the Third-Party will donate for LFPP eligible project purposes (if applicable): $

7. Cash value (in whole dollars) of the Applicant's in-kind match for LFPP eligible project purposes (if applicable): $

   7a. Describe the Applicant's in-kind contribution:
   Examples:
   - *For personnel time, include name, title, total dollar amount and an indication of number of hours, percent of salary or FTEs the dollar amount represents.*
   - *For equipment, provide the total cash value and list of the item(s) to be contributed. If possible, attach copies of advertisements or websites as sample prices.*
   - *For additional contributions, consult 2 CFR §200.306 or email USDALFPPQuestions@ams.usda.gov.*

8. Cash value (in whole dollars) of the Third-Party's in-kind match for LFPP eligible project purposes (if applicable): $

   8a. Describe the Third-Party in-kind contribution:
   Examples:
   - *For personnel time, include name, title, total dollar amount and an indication of number of hours, percent of salary or FTEs the dollar amount represents.*
   - *For equipment, provide the total cash value and list of the item(s) to be contributed. If possible, attach copies of advertisements or websites as sample prices.*
   - *For additional contributions, consult 2 CFR §200.306 or email USDALFPPQuestions@ams.usda.gov.*

Authorized Representative Information and Signature (required):

Printed Name:		Address:	
Title:		Phone:	
Organization Name:		Email:	
Authorized Representative Signature:		Date:	

Third Party Match Contributor Information and Signature (required if applicable):

Printed Name:		Address:	
Title:		Phone:	
Organization Name:		Email:	
Third-Party Match Contributor Signature (if applicable):		Date:	

FMPP & LFPP Budget Form
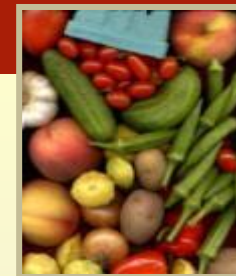
- Using Tabs at the bottom of the Excel spreadsheet, the form will automatically calculate your budget numbers.

| Instructions | Budget Summary | Requested Funds | Matching Funds | |
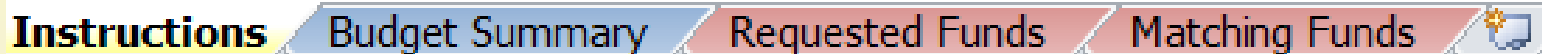
- Provide breakdown of expenses:

  - Personnel
  - Fringe Benefits
  - Contractors
  - Equipment
  - Travel

  - Supplies
  - Other
  - Indirect Costs
  - Matching Funds (LFPP only)

LFPP Only: Matching Component

- Matching funds required in the form of cash or an in-kind contribution.

- Amount ≥25% of the **total project cost**.

- Providing > 25% match does not give you extra credit!

Budget Forms – Matching Funds (LFPP Only)

- Enter Matching Funds (≥25%).

- Budget Form automatically calculates match amount, but RFA provides detailed formula (see previous slide).

- May include cash or third-party in-kind donations that are verifiable and align with LFPP allowable costs and Federal cost principles.

LFPP: Calculating the Match

Step 1:

Requested Federal Funds ($) divided by Federal Share (%) = Total Project Cost

Example: $100,000 / 75% = $133,333

Step 2:

Total Project Cost ($) minus Requested Federal Funds ($) = Applicant Match

Example: $133,333 - $100,000 = $33,333

Budget Forms – Indirect Costs

- Indirect costs are expenses that cannot be readily identified with a particular cost objective.

- Provide/Calculate Indirect Costs (≤10%).

- Budget Form automatically calculates this cost, but RFA provides detailed formula if interested.

- No extra credit for remaining below 10%.

- Indirect costs may be negotiated or change depending on an Indirect Cost Rate Proposal.
 - Refer to RFA for details.

Application Will Not Be Accepted If FMPP or LFPP Staff Confirms That:

- It is incomplete or does not follow criteria/format in RFA;

- It's submitted after the deadline (May 14, 2015, 11:59 pm EDT);

- The proposal does not fit the scope of the FMLFPP grant;

- The applicant has been debarred (www.SAM.gov);

- An applicant/organization has not fulfilled the terms and conditions of a previous Federal award;

- An applicant has committed fraud or has mismanaged Federal funds;

- The proposal is funding the same work by/with another organization.

Notice of Application Submission from Grants.gov
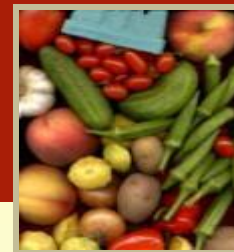
- <u>Submission Receipt Email:</u> The proposal has entered Grants.gov and is ready for validation.
  - Contains a tracking number and "Track My Application" link to see the progress of the submission.

- <u>Submission Validation (or Rejection with Errors):</u>
  - Email validates the submitted application package or indicates rejection due to errors (will not review application for award determination).

  **If you do not receive both of these email message within two business days, contact Grants.gov as soon as possible. **

- <u>AMS Retrieval Email:</u> Confirmation that FMLFPP has retrieved the application.

Technical Assistance

- **Questions about eligibility:** Refer to details in the RFA.

- **DUNS issues:** Contact Customer Response Center
  - 1-866-705-5711 (U.S. and U.S. Virgin Islands)
  - 1-800-234-3867 (Alaska and Puerto Rico)

- **SAM.gov issues:**

| HOME | SEARCH RECORDS | DATA ACCESS | GENERAL INFO | HELP | |

- **Grants.gov issues:** E-mail support@grants.gov or call 1-800-518-4726.
  - Keep a record of any correspondence with Grants.gov, including any ID or case number provided.

FMPP & LFPP
Grant Writing Workshops

- The Agricultural Marketing Service Technical Assistance (AMSTA) Project is conducting FMLFPP grant writing workshops.

- Both in-person workshops and recorded webinars are offered— see website http://www.amsta.net.

- Participation in an AMSTA workshop does not guarantee grant funding.

FMPP & LFPP Timeline

- **May 14, 2015:** Applications due by 11:59pm EDT

- **June-July 2015:** Peer review

- **By September 30, 2015:** Awards announced

- **September 30, 2015:** Funds available to awardees

Can You Serve as an FMPP & LFPP Reviewer?

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

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

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

Thank You and Questions

Program Managers:
FMPP:
LFPP: Nicole Nelson Miller

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

Websites:
http://www.ams.usda.gov/**FMPP**
http://www.ams.usda.gov/**LFPP**

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

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