Farmers Market and Local Food Promotion Program
Grant Writing Workshop

Developing Your Idea

These workshops are funded by the USDA’s Agricultural Marketing Service and facilitated by USDA’s National Institute of Food and Agriculture. The project is coordinated by the USDA-NIFA Regional Rural Development Centers.

United States Department of Agriculture
National Institute of Food and Agriculture
Agricultural Marketing Service
Session Overview

- Road Map and Food Systems
- Background/Current Need
- Objectives/Goals
- Implementation
- Reality Check
- Impacts and Evaluation
- Outreach and Marketing
Available Funding

- LFPP – Local Food Promotion Program
  - Planning
  - Implementation

- FMPP – Farmers Market Promotion Program
  - Capacity Building
  - Community Development, Training, and Technical Assistance
Refine Ideas to Fit the Purposes and Scope of the Grant

Example Situations

#1 – Need for better managed farmers markets. (FMPP)

#2 – Need to assess options for a commercial kitchen and business incubator (LFPP – Planning)

#3 – Need to start a commercial kitchen/business incubator (LFPP – Implementation)
Roadmap: Formulating Your Idea into a Proposal

- Background Statement
- Objectives/Goals
  - Objectives/Activities – the measurable means of achieving goals
  - Goals - broad statements about your accomplishments
- Resources
- Implementation
- Outcomes and Impacts
  - Beneficiaries
  - By end of grant
  - After the grant
  - How will they be evaluated and measured
- Partners and Marketing
Food System Overview

Source: MSU – Philip Howard
Food System Overview

Source: CS Mott at Michigan State University and Virginia Farm to Table
Background Situation

- What are common situations/problems faced by the local food system?
- How are you going to assess the problem?
- Which grant program is the correct match for the proposed project?

GROUP EXERCISE

- Fill out background statement on worksheet *Roadmap for Formulating Your Idea into an AMSTA Proposal*
Background Situation

Pick your own or use one of the following:

#1 – Need for better managed farmers markets. (FMPP)

#2 – Need to assess options for a commercial kitchen and business incubator (LFPP – Planning)

#3 – Need to start a commercial kitchen/business incubator (LFPP – Implementation)
Developing Goals

- Broad purpose and impact statements
- Capture the imagination of the reader
- Build upon and extend present knowledge
- Show how your project is different or better
Goals of the Project

- What problem(s) will my idea specifically help solve?
- Who will benefit from the program?
- Overall what will my project accomplish?
- How and when will I measure those accomplishments?
- How do goals align with Outcome Indicators?
Developing Goals

- What is the overall goal?
- What will this project accomplish in broad terms?
- How will it help my project or organization?
- How could it help other projects or organizations in my town or region?
Developing Goals

- Is there a possibility to replicate this or have ongoing programs after the grant?

- GROUP EXERCISE
  - Read Outcome Indicators Fact Sheet
  - Fill out goals section on Roadmap worksheet
    - Example: Cooking demo leads to increased sales of produce due to consumer education on use/nutrition
Implementation

- How and when will your project be implemented?
  - Develop a work plan with specific activities/actions and a defined timeline
- Who are the participants (grant beneficiaries)?
- Where will they be conducted?
- Why will these methods accomplish the project goal(s)?
Implementation

- Does your organization have the capacity to complete the work?
- Do you have partners or collaborators?
GROUP EXERCISE

Describe the specific activities that will take place to achieve the goals:

- Address the How, When, Where, Why, and Who
- Convince the reviewer that you have a clear plan that will actually achieve the goals outlined
Reality Check

- Does this fit with the mission of your organization and the grant?
- Is the scale correct in terms of time, funding levels and skill set to accomplish the grant program?
- Do you have everything you need to accomplish objectives?
  - Either on hand or via grant expenditures
Reality Check

- Discuss and review how to find out the following pieces required for the RFP:
  - Benchmarks, implementation plan, defining impacts, outcomes, results, monitoring, evaluation, reports, budget....

- GROUP EXERCISE
  - Fill out the resources section of the Roadmap worksheet.
Impacts and Evaluation

- What do you expect beneficiaries to do?
- How can accomplishments be assessed?
  - How will you track progress on goals and objectives?
  - How will you measure impacts of the project?
Impact and Evaluation

- Crafting Impact Statements
  - Stating the activity isn’t enough, must relate to outcomes such as increased jobs or sales.
  - For example:
    - “Conduct market manager training”
      - Not enough
    - “Market manager training will lead to increased produce sales “ by
      - Added vendors
      - Increased attendance
      - Other _______________
# Impacts and Evaluation

## Impact Statement Example

1. Vendor GAP training will increase use of GAPs by 30%
2. FM manager training will lead to increased produce sales
3. Farmer use of incubator kitchen expands sales of value-added products

## Evaluation Technique

1. Conduct follow-up survey with vendors to verify implementation of GAPs
2. Compare vendor produce sales 2 and 4 months after manager training to pre training sales
3. Conduct pre and post (6 months) assessment of farmer value-added product sales
Impacts and Evaluation

- Evaluate and Measure Impacts
  - Economic/financial, social, environmental, etc.
- Project Replication
- Project Sustainability
- Required Performance Measures

**GROUP EXERCISE**
- Complete the outcomes indicators and impacts sections on the Roadmap worksheet. Refer to Outcome Indicator Fact Sheet
Outreach and Marketing

- How will the project be promoted?
- How will you create buy-in from project team and stakeholders?
- How will you communicate success?
- How will you communicate who benefited from the project?
Outreach and Marketing

- Within project team
- To local stakeholders
- To USDA during and after the project
- To media
- In project materials

**GROUP EXERCISE**

- Fill out the partners and marketing section of the *Roadmap* worksheet.
Final Look at the Project

- What is the project going to accomplish?
  - Who will benefit and why should people care?
  - Did the project create/retain additional jobs or sales? Could it in the future?
- How will you report what was measured combined with community context and hope for future projects?
Final Look at the Project

- GROUP EXERCISE
  - Pull all group exercise pieces and check against *Roadmap*, look for holes.
  - Craft take home message for end of project wrap-up report.
Thank you!

Questions?