Agricultural Marketing Service
Creating Opportunities for American Farmers and Businesses
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.
Session Overview

- Local Food Promotion Program
  - Planning
  - Implementation
- Farmers Market Promotion Program
  - Capacity Building
  - Community Development, Training, and Technical Assistance
- Eligible Entities
- Grants Summary
Local Food Promotion Program (LFPP)
Local Food Promotion Program

To increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets, by:

- Developing, improving, expanding, and providing outreach, training, and technical assistance to Local and Regional Food Business Enterprises, or
- Assisting in the development, improvement, and expansion of Local and Regional Food Business Enterprises.
Local Food Promotion Program

Two types of project applications are accepted under LFPP:

- Planning
- Implementation
LFPP Planning Grants

Activities can include, but are not limited to:

- Market research
- Feasibility studies
- Business planning
- Providing technical assistance to produce such activities

Award Information:

- $25,000 - $100,000 (25% match)
- 18 month grant period
LFPP Planning Grants

Projects may include, but are not limited to:

- Completing a feasibility study for a new food hub.
- Hiring an expert(s) to provide technical assistance to implement a local/regional food transportation system.
- Hiring an expert(s) to provide training on managing a local/regional food storage or processing facility.
- Devising a business plan to establish or expand the scope of a food incubator program.
LFPP Implementation Grants

Activities can include, but are not limited to:

- Training and technical assistance for the business enterprise
- Outreach and marketing to buyers and consumers
- Non-construction infrastructure improvements to business enterprise facilities or information technology systems

Award Information:

- $100,000 - $500,000 (25% match)
- 36 month grant period
Projects may include, but are not limited to:

- Establishing, expanding and/or diversifying the operation of existing community kitchens and food processing facilities.
- Instituting individual or group-based Good Agricultural Practice (GAP) certification for sellers of local food into wholesale marketing channels.
- Aggregating from producer to wholesale buyers through a website or virtual marketplace.
- Helping urban farmers scale up production and increase their farm-based income by creating new wholesale market opportunities.
- Providing training and/or technical assistance to accomplish any of, or related to, any of the above activities.
Farmers’ Market Promotion Program (FMPP)
Farmers Market Promotion Program

To increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets, by:

- Developing, improving, expanding, and providing outreach, training, and technical assistance to:
  - Domestic farmers markets
  - Roadside stands
  - Community-supported agriculture (CSA) programs
  - Agritourism activities, and
  - Other direct producer-to-consumer market opportunities
Farmers Market Promotion Program

Two types of project applications are accepted under FMPP:

- Capacity Building
- Community Development, Training, and Technical Assistance
Capacity building projects are intended to assist applicants in the:

- Development
- Improvement, and
- Expansion

of their direct producer-to-consumer market opportunities.

Award Information:

- $50,000 - $250,000
- 36 month grant period
FMPP Capacity Building

Projects can include, but are not limited to:

- Local farmer, rancher, or manager (i.e., farmers market manager) training and education.
- Farmers market, roadside stand, CSA, or agritourism activity startup and/or expansion.
- Market analysis and planning for a direct producer-to-consumer market opportunity.
- Recruitment and outreach to new and beginning farmers and consumers of direct producer-to-consumer market opportunities.
Community Development, Training, and Technical Assistance (CTA) projects are intended to support applicants’ efforts to provide:

- Outreach
- Training, and
- Technical assistance.

Award Information:
- $250,000 - $500,000
- 36 month grant period
FMPP Community Development, Training, and Technical Assistance

Projects can include, but are not limited to:

- Statewide or regional farmer, rancher, or manager (i.e., farmers market manager) training and education.
- Assisting farmers and ranchers in advertising and promoting their locally and regionally produced agricultural products through technical assistance.
- Technical support for small- and mid-sized producers to become compliant with local, state, federal, and/or industry specifications and standards in order to increase their direct-to-consumer market opportunities.
Eligible Entities

- Agricultural Businesses
- Agricultural Cooperatives
- Community Supported Agriculture (CSA) Networks
- CSA Associations
- Economic Development Corporations
- Local Governments
- Nonprofit Corporations
- Producer Networks
- Producer Associations
- Public Benefit Corporations
- Regional Farmers Market Authorities
- Tribal Governments
Which Grant Program?

Local Foods Promotion Program (LFPP)
- Intermediaries (distribution, storage, processing, etc.)
  - Planning
  - Implementation

Farmers Market Promotion Program (FMPP)
- Direct-to-consumer
  - Capacity Building
  - Community Development, Training, and Technical Assistance

All projects must show evidence of existing community support and engagement!
Does the project support local/regional food efforts to increase consumption of such products and develop, improve, or expand local/regional markets?

**YES**
Qualifies for the Farmers Market Promotion Program (FMPP) if project is promoting direct-to-consumer marketing:
- Marketing project directly to consumers at food outlets (e.g. farmers markets, roadside stands, CSAs, agritourist, etc.)
- Marketing products directly to consumers via information campaign (e.g. farmers market promotional activities, etc.)
- Project provides outreach, training, and technical assistance for direct-to-consumer marketing (e.g. assistance with market establishment and design, working with experts to market specific products, etc.)

**YES**
Qualifies for the Local Food Promotion Program (LFPP) if project involves intermediary non-direct-to-consumer supply chain activity:
- Project moves/promotes product from the origin of the product to a distributor (e.g. food hub)
- Project moves/promotes product from the distributor (e.g. food hub) to the retail outlet (e.g. store, CSA, farmers market, etc.)
- Project provides outreach, training, and technical assistance (e.g. establishing shared kitchens, food incubators, etc.)

**NO**
Project is ineligible for both FMPP and LFPP.
Check www.grants.gov for other federal opportunities.
2015 Funded Project Examples

FMPP

- Increase domestic consumption of and access to local agricultural products by establishing a new farmers markets and providing training and technical assistance to struggling markets in the metro Atlanta area.

- Partner with Corbin Hill Food Project to improve access to fresh, affordable food in Fort Greene neighborhood of Brooklyn, New York by recruiting local producers to create the Fresh Food Box CSA program; and creating and coordinating an advertising campaign for the Fresh Food Box program.
2015 Funded Project Examples

LFPP

- This farm-to-table online store offers home delivery for local food, thereby providing direct producer-to-consumer sales. The recipient will improve, expand, and develop their current aggregation/sorting systems, delivery, and IT infrastructure.

- Recipients will conduct a feasibility study to evaluate the possibility of creating a purchasing co-op for five independent cooperative grocery stores. Ultimately, the project will end with a business plan that details operational processes, major costs, and up-front capital needs.
Thank you!

Questions?