



Transportation and Marketing



Grant Opportunities

Farmers Market Promotion Program

The Farmers Market Promotion Program (FMPP) is implemented under the Local Agriculture Market Program (LAMP), a program authorized by subtitle A of the Agricultural Marketing Act of 1946 (7 U.S.C. § 1627c), as amended. FMPP funds projects that develop, coordinate and expand direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products. FMPP achieves this goal through the creation, coordination, and delivery of outreach, training, and technical assistance to domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, online sales or other direct producer-to-consumer (including direct producer-to-retail, direct producer-to-restaurant and direct producer-to-institutional marketing) market opportunities.

In FY2024, FMPP offers four project types: 1) Capacity Building (CB), 2) Community Development Training and Technical Assistance (CTA), 3) Turnkey Marketing and Promotion, and 4) Turnkey Recruitment and Training. CB projects are intended to assist farm and ranch operations serving local markets to build long-term organizational capacity, while CTA projects seek to provide outreach, training, and technical assistance to this same audience. The Turnkey project types (Marketing and Promotion, Recruitment and Training) streamline the application process for applicants conducting activities from a prescribed list.

In FY 2024, AMS anticipates approximately \$10.5 million will be available to fund FMPP projects.

Important Dates

Application opens: Tuesday, February 27, 2024

Program Webinar: Tuesday, March 26, 2024, at 1 p.m. Eastern Time

<https://www.ams.usda.gov/services/grants/webinars>

Application Closes: Tuesday, May 14, 2024, at 11:59 p.m. Eastern Time

Who Is Eligible?

All applicants must be domestic entities owned, operated, and located within the 50 United States, the District of Columbia, the Commonwealth of Puerto Rico, the United States Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands, or Tribal Governments.

Eligible entities that meet the criteria above include agricultural businesses and cooperatives, producer networks and associations, Community Supported Agriculture (CSA) networks and associations, food councils, local governments, nonprofit and public benefit corporations, economic development corporations, regional farmers' market authorities, and tribal governments.

What is the Maximum Grant Amount?

For Capacity Building (CB) projects, applicants may request \$50,000 to \$250,000 for 36 months. Community Development Training and Technical Assistance (CTA), applicants may request \$100,000 to \$500,000 for 36 months. For the Turnkey Marketing and Promotion and the new Turnkey Recruitment and Training projects, applicants may request \$50,000 to \$100,000 for 24 months.

Is there a Cost Share or Match required?

FMPP requires matching funds from non-Federal sources in the form of cash and/or in-kind contributions in an amount equal to 25 percent of the total Federal portion of the grant.

What Can I Use the Funding For?

FMPP CB projects are intended to assist applicants' efforts to achieve their mission and build long-term organizational capacity in the development, coordination, and expansion of direct producer-to-consumer market opportunities. Projects can include but are not limited to market analysis and strategic planning, producer or market manager training and education, online sales operation or expansion, and producer and consumer outreach.

FMPP CTA projects are intended to provide outreach, training, and technical assistance to farm and ranch operations serving local markets to develop, coordinate and expand direct producer-to-consumer market opportunities. Projects can include but are not limited to producer marketing and promotion assistance, producer-to-consumer networks and organizations, and technical assistance to support small- and mid-sized producers in compliance with regulatory and buyer requirements for direct marketing opportunities.

Turnkey Marketing and Promotion projects are intended to offer a streamlined approach to some of the most common FMPP grant activities. Applicants must agree to conduct a minimum of three of the following activities: identify and analyze new/improved market opportunities, develop/revise a marketing plan, design/purchase marketing and promotion media, implement a marketing plan, or evaluate marketing and promotion activities. The new Turnkey Recruitment and Training projects support the most common FMPP recruitment and training activities such as identification and analysis of strategies for vendor and producer

recruitment, training or both as well as the development of a plan, design materials, implement the plan, and evaluate the outcomes.

More Information

Visit the FMPP web site for the application and more information:

<https://www.ams.usda.gov/services/grants/fmpp>. For questions about FMPP, please see the program's FAQs at: <https://www.ams.usda.gov/sites/default/files/media/FMLFPPFAQs.pdf>.

Contact Us

For questions about FMPP after closely reviewing the RFA and FAQs, please email FMLFPPGrants@usda.gov.