VI. APPLICATION PROCEDURES AND REQUIREMENTS

Applicants must submit the following information as part of their application packages; application packages which do not contain this information will not be considered.

A.   **Required Forms**

The required forms, listed below, may be requested from FMPP or downloaded from the FMPP website at www.ams.usda.gov/FMPP.

1. Form SF-424 , "Application for Federal Assistance."
   This form must have an original signature.

2. **Form SF-424A**, "Budget Information – Non-Construction Programs."
   This form must have an original signature.

3. **Form SF-424B**, "Assurances – Non-Construction Programs."
   This form must have an original signature.

The following instructions should be followed when completing specific information blocks on Form SF-424:

Block 1: TYPE OF SUBMISSION – check "Non-Construction."

Block 8: TYPE OF APPLICATION – check "New."

Block 9. NAME OF FEDERAL AGENCY - AMS, USDA.

Block 10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER - 10.168; Title – Farmers Market Promotion Program

Block 11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT - Provide only the project title, not a detailed description.

Block 16. **IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?** To determine if your proposal is subject to review under State Executive Order 12372, please consult the following website: www.whitehouse.gov/omb/grants/spoc.html.

B. **DUNS Number**

A Dun and Bradstreet Data Universal Numbering System (DUNS) number is required for all FMPP applications and all Federal grants (68 FR 38 402). You may check to see if your organization already has a DUNS number, or if you do not already have a DUNS number, you may acquire one online at no cost at http://fedgov.dnb.com/webform You may also acquire one by calling the dedicated toll-free DUNS number request line on 1-866-705-5711.

C. **Eligibility Statement**

Applicants should provide an explanation of how they meet the definition of an agricultural cooperative, local government, non-profit corporation, public benefit corporation, regional farmers market authority, or Tribal Government. Applications that do not contain sufficient information to determine the eligibility of the applicant will not be considered. The eligibility statement will be counted against the 10-page limit for the proposal narrative.

D. **Proposal Narrative**

The narrative portion of the project proposal, including the supplemental budget summary but not including letters of support or biographies of key personnel, must not exceed 10 pages (Times New Roman font, 12 pt. pitch, single spaced, 8.5 by 11 inch-paper). AMS has provided guidance for use in organizing the narrative and placing this information in its proper order with the creation of the "FMPP Project Proposal Narrative Form" and the "FMPP Supplemental Budget Summary Form." The narrative must be organized under the following headings:

1. **Project Title**. Provide a title that captures the primary focus of the project.

2**.** **Applicant/Organization Information**. Provide the applicant/organization name, applicant/organization contact name, mailing address, telephone and fax number, and email address for the person responsible for the application, financial information, and the proposed project budget.

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. **Entity Type**. Indicate the entity type of the applicant/organization, i.e., an agricultural cooperative, local government, nonprofit corporation, public benefit corporation, economic benefit corporation, regional farmers' market authority, tribal government, or other entity type.

5**.** **Executive Summary**. The project proposal summary, not to exceed 200 words, must include the following: a description of the project including the goals to be accomplished, stages of work and resources required, the expected timeframe for completing all tasks and results, and primary project manager responsible for the project.

6**.** **Goals of the Project**. Provide a clear statement that includes the ultimate goal(s) and objective(s) (one or two sentences) of the project.

7. **Background Statement**. Provide information regarding past, current, and/or future events, conditions, or actions taken that justify the need for the project.

8**.** **Workplan and Resource Requirements.** Provide a statement that includes the planned scope of work, anticipated stages and timelines, and the resources required to complete the project. Identify who will do the work, whether collaborative arrangements or subcontractors will be used, the amount of resource commitments of the collaborators, and the role(s) and responsibilities of each collaborator or project partner.

9. **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.

10. **Beneficiaries.** Describe which persons, organizations, and/or entities will benefit from the project work or research outlined in the proposal.

11. **Supplemental Budget Summary**
    Counted toward the 10 page limit, the budget summary needs to provide sufficient detail about the budget categories listed on Form SF–424A to demonstrate that the budget is reasonable and adequate for the proposed work. AMS has developed the "FMPP Supplemental Budget Summary Form, available at www.ams.usda.gov/FMPP to assist applicants in preparing supplemental budgets properly. This information should include:

    - Personnel. To the extent possible, show hourly rates and estimated number of hours to be spent on the project by each project participant. Hourly rates must not exceed $55 per hour.

    - Travel. Indicate anticipated travel expenses (e.g., mode of travel, how many people, how many days, destination, lodging, meals, etc., as applicable).

- Equipment. Indicate anticipated purchases of equipment. List separately each item of equipment and its cost.

- Supplies. Provide an estimate of projected supply expenditures.

- Contractual. Indicate if the expense represents a flat fee for services or an hourly rate. If the latter, indicate the hourly rate to be applied. Hourly rates must not exceed $55 per hour. List the general categories of services the contract covers (e.g., professional services, travel, lodging, administrative expenses, etc.).

- Indirect Costs. Indirect costs may not exceed 10 percent of any proposed budget.

- Additional detail and justification must be provided for any purchase that is expected to exceed $5,000.

- Except for new start-up markets, FMPP funds cannot cover routine operational expenses such as staff salaries associated with normal operations of direct marketing outlets, utility bills, or insurance premiums.

12. **Primary Proposal Activity**. Identify the main activity (only one specific activity, i.e., waste management) that the proposal has indicated to meet the goals and objectives. Refer to the "Eligible Grant Uses" section to assist in identifying this activity.

13. **Secondary Proposal Activity**. Identify the secondary activities (as many as are applicable) that the proposal has indicated to meet the goals and objectives. Refer to the "Eligible Grant Uses" section to assist in identifying these activities.

E.   **Supporting Documents**

- Letters and/or other evidence of commitment by cooperators, contractors, or resource providers are strongly encouraged.

- Descriptions of experience or qualifications of principal project investigators should be brief.

F.   **Application Checklist**
         Once you've completed the required documents, please use this list to <u>PLACE YOUR PAPERWORK IN THE PROPER ORDER FOR SUBMISSION</u>

-    <u>Form SF-424</u>
-    <u>Form SF-424A</u>
-    <u>Form SF-424B</u>
-    Proposal Narrative
-    Supplemental Budget Narrative
-    Supporting Documents

G.   **Standard Electronic Submissions**

For the FY-2007 FMPP program, proposals will not be accepted via electronic mail.

H.   **Paper Submissions**

For paper submissions, an original and one copy of the proposal, along with all required forms, must be submitted in one application package, preferably by express mail or courier. Because packages sent to the Agency through the United States Postal Service may be damaged or delayed due to security procedures at USDA Washington DC headquarters, the use of express mail or courier services is strongly recommended. Paper submissions must be sent to:

         Mr. Errol Bragg, Associate Deputy Administrator
         Marketing Services Branch
         Transportation and Marketing Programs, AMS, USDA
         Room 2646-South
         1400 Independence Avenue, SW
         Washington, D.C., 20250-0269
         202/720-8317

FMPP will send applicants an e-mail message confirming the receipt of their application package.

I.   Electronic Submissions via Grants.gov

Applicants may apply electronically for grants through the Federal grants website, www.grants.gov. Such applicants are not required to submit any paper documents to AMS. For information on how to apply electronically, please consult www.grants.gov/GetStarted. Applicants are strongly encouraged to initiate the electronic submission process on www.grants.gov at least two weeks prior to the application deadline. It takes time to set up a password and submit documents through the electronic

interface. Applicants who delay starting the process may not meet the deadline, thus losing the opportunity to compete for FMPP funds.

J.   **Project Length**

Projects should not exceed 18 months in length.