

Farmers Market Promotion Program (FMPP) – 20__

Project Proposal Narrative Form

1. Project Title:

2. Project Number:

3. State

4. Organizational Name:

5. Primary Contact:

Mailing Address:

Mailing Address:

City:

State:

Zip Code:

City:

State:

Zip Code:

E-mail:

E-mail:

Phone:

Fax:

Phone:

Fax:

Requested Federal Funding:

Matching Funds:

7. Entity Type:

Agricultural Cooperative

Nonprofit corporation

Regional farmers market authority

Local government

Public benefit corporation

Tribal government

Eligibility Statement:

Executive Summary:

[Empty box for Executive Summary content]

Project Goals:

[Empty box for Project Goals content]

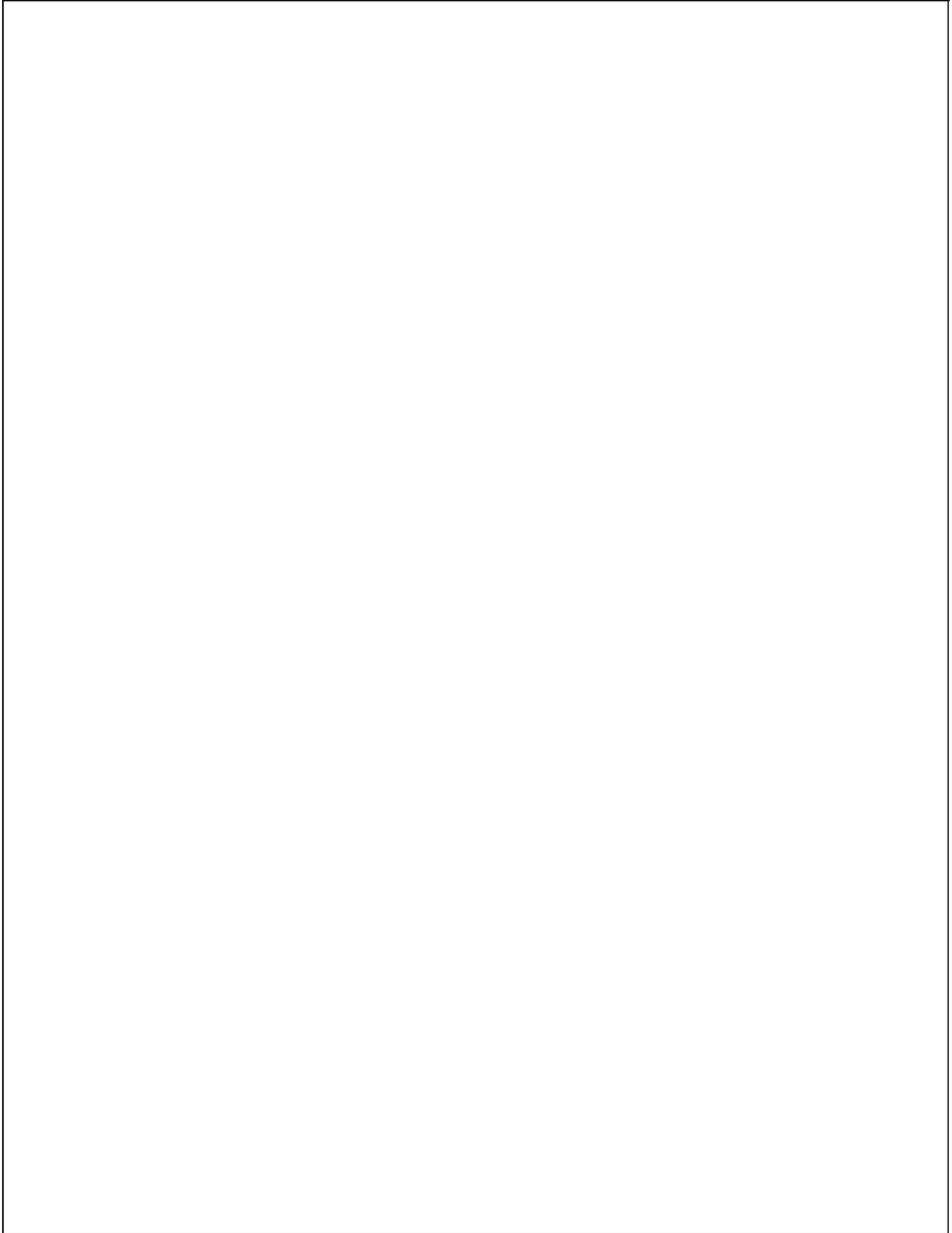
Background Statement:

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to provide a background statement.

Work Plan and Resource Requirements:

A large, empty rectangular box with a thin black border, occupying the majority of the page. It is intended for the user to provide details regarding the work plan and resource requirements.

Work Plan and Resource Requirements (cont.):

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to provide the 'Work Plan and Resource Requirements' as indicated by the section header above it.

Expected Results:

A large, empty rectangular box with a thin black border, intended for the user to provide details on the expected results of the project or program.

Beneficiaries:

A large, empty rectangular box with a thin black border, intended for the user to list the beneficiaries of the project or program.

Beneficiaries (cont.)

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Primary and Secondary Grant Proposal Activity (ies)

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1. Improving Farmer/Vendor Access to Relevant Marketing/Financial Information. Projects provide an opportunity and promote training, education, networking, technical assistance and information sharing for farmers/vendors/market managers and sponsors.

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|---|--------------------------|
| 1.1 Direct marketing practices and methods, business planning, market growth management, recordkeeping, food handling and safety. | <input type="checkbox"/> |
| 1.2 Farmer and vendor selection, recruitment, and retention. | <input type="checkbox"/> |
| 1.3 Consumer trends, demographics, ethnic demographic changes and their relationship to customer purchasing patterns. | <input type="checkbox"/> |
| 1.4 Alternative purchasing methods, debit/credit technologies such as WIC-FMNP coupons and/or SFMNP coupons. | <input type="checkbox"/> |
| 1.5 Association and other organizational development. | <input type="checkbox"/> |
| 1.6 Other, please describe: | <input type="checkbox"/> |

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2. Consumer-Based Education and Market Access.

Projects addressing ways to improve consumer's access and utilization of markets/entities.

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|--|--------------------------|
| 2.1 Consumer education focusing on new food and agricultural products, product applications and chef demonstrations with a required emphasis on the assessment, evaluation, and impact of such education on consumer patronage at eligible markets/entities. | <input type="checkbox"/> |
| 2.2 Assessment, evaluation, and impact of the vendors and/or the market/entities in providing access to fresh fruits and vegetables to low-income households, children, and seniors. | <input type="checkbox"/> |
| 2.3 Other, please describe: | <input type="checkbox"/> |

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3. Innovative Approaches to Market/Facility Operations and Management.	
Projects addressing operational/marketing opportunities and issues of markets and/or farmers/vendors to enhance product value and sales: increase revenue/efficiency; or reduce expenses.	
3.1 Use and effect of advertising, market promotion, labeling, and/or signage and their impact measurement.	<input type="checkbox"/>
3.2 Waste management/recycling	<input type="checkbox"/>
3.3 Liability coverage and insurance	<input type="checkbox"/>
3.4 Facility planning and/or design	<input type="checkbox"/>
3.5 Transportation and delivery systems	<input type="checkbox"/>
3.6 Infrastructure for electronic benefits transfer (EBT) usage; processing, kitchen incubators, storage, packaging, and refrigeration	<input type="checkbox"/>
3.7 Other, please describe:	<input type="checkbox"/>

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