Farmers Market Promotion Program (FMPP)

Frequently Asked Questions (FAQ)

Applying For a Grant

1. What types of organization are eligible for FMPP grants?

> Both nonprofit and profitmaking organizations are eligible, but the organization must be an agricultural business, producer network, or producer association.
>
> **Agricultural business** – A business entity that provides, holds, delivers, transports, offers, or sells agricultural products or services.
>
> **Producer network** – A producer group or member-owned organization or business that provides, offers, or sells agricultural products or services through a common distribution system for the benefit of its members.
>
> **Producer association** – An organization or other business that assists or serves, represents, or serves producers or a producer network.
>
> Eligible entities must be legally identified by a State or Federal Agency. The organization must support operations that include two or more farmers, producers, or farm vendors who sell their agricultural products or services directly to consumers.

2. When is the application deadline?

> The application deadline is June 20, 2014. Applications must be received via Grants.gov by 11:59 p.m. EST on June 20, 2014.

3. Must applications be submitted through Grants.gov?

> Yes. FMPP will not accept paper, mailed, hand-delivered, faxed, electronic, or emailed applications (see Section 4.4 of the 2014 Funding Announcement).

4. What is required in the FMPP application package?

> Your application package must contain:
> - Form SF-424 and required attachments
> - Form SF-424B
>
> Attach these documents to your SF-424 document in Grants.gov:
>
> - Form TM-29, FMPP Project Proposal Narrative
> - Form TM-30, FMPP Supplemental Budget Summary

- Critical Resource and Infrastructure Documentation
- Evidence of Contractor/Subrecipient SAM registration and DUNS number, as applicable
- Evidence of contractor and subrecipient's debarment status, as applicable
- Priority project information, as applicable
- Supporting documents, as applicable

Applications that omit any of the required information will be considered incomplete and rejected.

5. Where can I find guidance for preparing my application forms (SF-424 and SF-424B)?

Please see the 2014 Funding Announcement, (Section 4.0, "Application and Submission Information) for guidance on preparing forms SF-424 and SF-424B.

6. How do I show "Evidence of contractors and subrecipient's debarment status"?

On http://www.SAM.gov, follow these steps:

- Click the third box: Search Records
- Click Advanced Search – Exclusion
- Search for the SSN for individuals or the TIN or EIN for organizations
- Print the results, scan the printout, and submit with your application

7. How do I get and show "Evidence of Contractors and Subrecipient's SAM registration and DUNS number"?

Either:
- Have the contractor go to http://www.SAM.gov website and print registration confirmation from SAM.gov.

or

- Go to http://mycredit.dnb.com/search-for-duns-number to look up the DUNs number from Dun and Bradstreet. Print the results and scan with your application

8. Does my State participate in intergovernmental review of FMPP applications? What does Executive Order 12372 mean?

Some States participate in intergovernmental review under Executive Order 12372 that allows them to review your application for Federal funding. Visit http://www.whitehouse.gov/omb/grants_spoc to see if your State participates in this type of review and if they include FMPP in their list of programs for review. If your State does not appear on the list it has chosen not to participate in such review. Applicants are encouraged to check this list as soon as possible because it may affect the application timeline. Whether or not your State participates in this intergovernmental review, applications must be received by FMPP by the deadline.

9. How can I prove I submitted my application in on time?

> FMPP recommends that you print your Grants.gov confirmation for your records as proof of timely delivery.

10. If I have problems with Grants.gov, will FMPP staff help me submit or accept my application package after the deadline?

> No. Sorry, but FMPP will not provide technical assistance with the Grants.gov system. The Grants.gov technical support center can be reached at 800-518-4726 or support@grants.gov.

11. Why does Grants.gov forms SF-424 and SF-424B not indicate that other documents are required for an FMPP application?

> Grants.gov Forms SF-424, and SF-424B, are used by other Federal grantors; they are not exclusively FMPP's form. Form SF-424 states that applicants are to upload and "Attach supporting documents as specified in agency instructions." In FMPP, these required documents include:
> - Form TM-29, Project Proposal Narrative
> - Form TM-30, Supplemental Budget Summary, Project Activities or Supporting Documents
> - Written proof of contractor/sub-awardee's debarment status
> - Written evidence of contractor/sub-awardee's SAM registration and DUNS number
> - Low Income/Low Access project information, as applicable (see 2.6.1. in the 2014 Funding Announcement)
> - Promise Zones documentation, as applicable (see 2.6.2 in the 2014 Funding Announcement)

12. My organization is registered in Grants.gov and is submitting an FMPP application. Do our contractors and subrecipient have to be registered in Grants.gov, also?

> No. Only the organization submitting an FMPP application is required to be registered with Grants.gov.

13. What happens if I forget to include one of the documents in my Grants.gov application?

> Your application package will be rejected. The only way to make a correction or add to a Grants.gov application is to submit a new application prior to the deadline.

What Can I Do With Grant Funds?

14. Can I receive a grant to construct or expand a farmer's market?

No, construction and rehabilitation are not allowed under FMPP rules.

15. What is considered infrastructure if no construction or rehabilitation is allowed?

Infrastructure refers to equipment like refrigeration, tents, and tables. If you are unsure if an item is covered, please contact FMPP at USDAFMPPQuestions@ams.usda.gov.

16. Can FMPP funds be used to purchase a vehicle?

No, FMPP funds cannot be used to purchase a vehicle, but they can be used to *lease* a vehicle.

17. Can I use FMPP funds to donate food to a food pantry?

No. Food donations, giveaways, vouchers, and coupons are not allowed as part of FMPP projects.

Preparing Applications

18. Can I get a copy of an award-winning application so I can use it to prepare my application?

No. Sorry, but FMPP cannot share either successful or non-successful grant applications.

19. How can I find out about awarded or completed FMPP projects?

FMPP posts awardees and finished projects on its website at FMPP Guidelines, Grants, and Final Reports.

20. Will FMPP staff review or edit my application/project narrative before I submit my (official) application?

No. FMPP will not review the grant application prior to the due date or provide comments about the application during the review and selection processes. In order to assist all applicants in a fair and comprehensive manner, FMPP has provided all application information in the 2014 Funding Announcement

21. Do I have to use Forms TM-29, the FMPP Narrative, and TM-30, the Supplemental Budget Summary?

Yes. These forms are necessary for the reviewing process (see Section 4.0, 2014 Funding Announcement).

22. Must I also include a budget narrative in my TM-30, Supplemental Budget Summary?

Yes. A written, narrative justification of the budget is required to document the cost and use of each budget item, and to correlate items with project activities, goals, and objectives. Each narrative has to include a cost estimate (a price analysis, vendor quote,

cost per unit (including staff time), etc.) for each budget item, and each item should be allocated to a project activity.

23. What parts of my application count toward the 12-page limit?

TM-29, FMPP proposal narrative must not exceed 12 pages. Only these portions of the narrative count toward the FMPP 12-page limit:

- Project title and organization information
- Primary project manager information
- Requested funding and matching funds
- Eligibility statement for your entity type
- EBT, equipment, supplies, and promotional projects (questions)
- Executive summary
- Project implementation address
- Goals of the project
- Background statement (excluding the priority project information)
- Work plan, resource, and timeline requirements
- Expected outcomes and beneficiaries
- Existing and pending support

Low Income/Low Access Areas and Promise Zones

24. What is the 2014 Limited Access priority?

Priority are given to applications that include projects that benefit communities in areas of concentrated poverty with limited access to supermarkets. FMPP will award at least 10% of the total funding to these projects.

25. How will I know if my proposed FMPP project is located in a low income/low access area?

The project's implementation address must be in a low income/low food access census tract as defined by the USDA.

The "Implementation address" is the street address or geocoded location within the targeted community (low income/low food access census tract) at which the applicant plans to conduct or deliver approved project activity. See the 2014 Funding Announcement (Section 2.6 Priority Areas) for further information.

26. How do I qualify as a Promise Zone.

Eligible entities partnering with Promise Zone Lead Applicant Organizations, must identify the Promise Zone area in which your project will be implemented and attach a letter on letterhead stationery from, and signed by, the Promise Zone Lead Applicant Organization that certifies the partnership. The letter must include:

- The name of the organization applying to FMPP
- The name of the project being implemented in the Promise Zone
- The expected benefits of the project to the Promise Zone strategy
- A statement expressing the nature of the partnership

27. What areas are considered Promise Zones?

Designated urban, rural, and tribal Promise Zone areas include the following:
- San Antonio, TX (Eastside Neighborhood)
- Los Angeles, CA (Neighborhoods of Pico Union, Westlake, Koreatown, Hollywood, and East Hollywood)
- Philadelphia, PA (West Philadelphia)
- Southeastern Kentucky (Kentucky Highlands, including the following counties: Bell, Harlan, Letcher, Perry, Leslie, Clay, Knox and part of Whitley County)
- Choctaw Nation of Oklahoma (entire territory excluding Hughes County and parts of Bryan, Pittsburg, and LeFlore counties)

28. My project is not an FMPP priority (low income/low access area or Promise Zone) activity; can I still receive a grant?

Yes. All eligible projects will be considered for awards.

Other Topics

28. What is the grant timeline after I submit my FMPP application?

- May through July 2014: FMPP will select peer reviewers that will review and rate the proposals and make recommendations.
- July, August, and September 2014: FMPP will contact those applicants recommended by peer reviewers to finalize budgets and the proposal's goals and objectives. If no questions are required, the applicant may be contacted with the award notification.
- August and September 2014: Recommended proposals will move through USDA's agency approval system.
- Before the end of September 2014: USDA officials will announce 2014 FMPP award recipients.
- October and November 2014: Selected awardees complete the mandatory orientation and training, start their projects, and received funding.

29. Can I apply for an FMPP grant this year if I was awarded a grant in 2012?

Any entity that has received a grant award may apply for future grants after the current grant project has been completed, AMS has accepted the reports for that grant, and the awardee has received the FMPP grant close-out letter.

30. After reading the Announcement, where can I get more help if I still have questions about the FMPP program or application?

The FMPP strongly recommends that you read the 2014 Funding Announcmement first. If you still have questions, contact the FMPP can be reached at (202) 720-0933 or via e-mail USDAFMPPQuestions@ams.usda.gov.

31. Will reviewers receive a stipend this year?

Yes, reviewers will receive a stipend of $400 for their service.

Frequently asked questions about FMPP and LFPP grants

32. What is the difference between the Local Food Promotion Program (LFPP) and the Farmers Market Promotion Program (FMPP)?

LFPP promotes intermediary supply chain activities (activities that get products from the farmer to the market place, other than the farmer selling directly to the consumer). There are two grant sub-types under LFPP—planning and implementation. LFPP grants require a 25% match. Funding ranges from $5,000 to $100,000.

FMPP promotes direct-to-consumer activities (farmers selling products directly to consumers). There is no match requirement or grant sub-type for FMPP. Funding ranges from $15,000 to $100,000.

	FMPP	**LFPP**
Grants offered	Projects related to direct-to consumer marketing from $15K to $100K	Supply-chain projects: • Planning grants from $5K to $25K • Implementation grants from $25K to $100K
Matching Funds	Not required	25% required
Required Budget Forms	• TM-29 FMPP Narrative • TM-30 FMPP Supplemental Budget Summary	• LFPP Grant Narrative • LFPP Project Budget and Match Request
Application Request	FMPP Request for Application	LFPP Request for Application
Website	www.ams.usda.gov/FMPP	www.ams.usda.gov/LFPP

33. Can an organization submit a proposal to both FMPP and LFPP for an award?

Yes, your organization may submit simultaneous applications to each programs, but you will only receive one grant from FMPP or LFPP in a grant funding year.

34. If my organization submits a proposal to LFPP can I serve as a reviewer for FMPP?

Yes, if your organization submits an LFPP or FMPP proposal you may serve as a reviewer for the program to which you have not submitted an application.