

Farmers Market and Local Food Promotion Program Grant

Does the project support local/regional food efforts?

Yes

No

Qualifies for LFPP if project involves intermediary supply chain activity:

Qualifies for FMPP if project is promoting direct-to-consumer marketing:

Project is ineligible for both FMPP and LFPP.

Project moves/promotes product from the origin of the product to a distributor (e.g. food hub).

Marketing product directly to consumers at food outlet (e.g. farmers markets, roadside stands, etc.).

Project moves/promotes product from the distributor (e.g. food hub) to the retail outlet (e.g. store, CSA, farmers market, etc.).

Marketing products directly to consumers via information campaign (e.g. farmers market promotional activities, etc.).

**FMPP**

**LFPP**

**Grants offered**

All direct-marketing related  
(min \$15K, max \$100K)

Planning Grants  
(min \$5K, max \$25K)

Implementation Grants  
(min \$25K, max \$100K)

**Matching Funds**

Not required

25% required

**Application Information**

[FMPP Announcement/RFA](#)

[LFPP Announcement/RFA](#)

**Website**

[www.ams.usda.gov/FMPP](http://www.ams.usda.gov/FMPP)

[www.ams.usda.gov/LFPP](http://www.ams.usda.gov/LFPP)