

# Farmers Market and Local Food Promotion Program (FMLFPP)

## Frequently Asked Questions

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## Section 1. Definitions

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

FMPP promotes direct-to-consumer activities (farmers selling products directly to consumers). There are two grant sub-types under FMPP— **Capacity Building (CB)** and **Community Development, Training, and Technical Assistance (CTA)** projects. There is no match requirement or grant sub-type for FMPP. Funding ranges from \$50,000 to \$500,000.

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). Applicants must aggregate, distribute, process or store locally or regionally-produced products (within a 400 mile radius). There are two grant sub-types under LFPP— planning and implementation. LFPP grants require a 25% match. Funding ranges from \$25,000 to \$500,000.

	<u><b>FMPP</b></u>	<u><b>LFPP</b></u>
<b>CFDA Number</b>	10.168	10.172
<b>Grants offered</b>	Projects related to direct-to consumer marketing: <ul style="list-style-type: none"><li>• Capacity Building grants from \$50K to \$250K</li><li>• Community Development, Training, and Technical Assistance grants from \$250K to \$500K</li></ul>	Intermediary supply chain projects that aggregate, distribute, process and/or store agricultural products: <ul style="list-style-type: none"><li>• Planning grants from \$25K to \$100K</li><li>• Implementation grants from \$100K to \$500K</li></ul>
<b>Matching Funds</b>	Not required	25% required
<b>Website</b>	<a href="https://www.ams.usda.gov/services/grants/fmpp">https://www.ams.usda.gov/services/grants/fmpp</a>	<a href="https://www.ams.usda.gov/services/grants/lfpp">https://www.ams.usda.gov/services/grants/lfpp</a>

### What is the definition of a Local or Regional Food Business Enterprise?

This is an organization or business entity that functions as an intermediary between producers (farmers or growers) and buyers by carrying out one or more of the following local or regional food supply chain activities to meet market demand:

- Aggregating
- Storing
- Processing
- Distribution

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## Section 2: Application Package

### Does any part of the Grant Narrative application count towards the 15 page limit?

FMLFPP requires each applicant to prepare a narrative using the Project Narrative form. This form and instructions are on the respective FMPP and LFPP websites:

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

LFPP website: <http://www.ams.usda.gov/services/grants/lfpp>.

All applicants must complete and submit the form as a **Microsoft Word document**. DO NOT CONVERT TO PDF. Handwritten applications will not be accepted. The narrative must be typed, single-sided, single-spaced, in an 11-point font, not to exceed fifteen (15) 8.5 x 11 pages (excluding existing Project Narrative form content). For example, if the Project Narrative form is 12 pages before you begin entering your project information into the form, your narrative may be up to 27 pages (12 pages + 15 pages). Save and submit the narrative in its current MS Word format (.doc, .docx).

In the Budget Justification section of the Project Narrative, provide a justification of projected project costs included on the SF-424A, Budget Information – Non-Construction Programs. **For LFPP only**, the matching fund calculation is provided in Section 4.3.5 in the LFPP Request for Application.

### Do proposed projects have to address *all 4* (3 if you're excluding the outcome tied to food safety) "outcomes" as described in RFA? In addition to the one unique project-specific outcome/indicators determined by the applicant?

Applicants are required to complete all Outcomes and Indicators that are relevant to the project with benchmark and/or target numbers. If you cannot provide the information, explain the reasoning (e.g. "Does not apply because..."). Applicants **must** also include an additional Outcome(s) and Indicator based on relevant project activities not covered above under the Indicators already provided.

**Can you provide some examples of "non-construction programs or infrastructure improvements" that fall under allowable LFPP costs and activities? And the difference between those items and unallowable "Equipment" as defined in RFA?**

Please go to the link we have inserted on page 27 for the Subpart E-Cost Principles of 2 CFR part 200 for references of what is and is not allowable. "Non-construction" would be renting a larger space and adding the equipment needed for the expansion. [cold storage, kitchen equipment, pre-made shelves, pallets, pallet lifters] Please take time to look through some of the previous projects final reports located at <https://www.ams.usda.gov/services/grants/lfpp/reports>

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### **Section 3. Eligibility**

**Are only domestic programs within the United States eligible?**

Yes, as stated in Section 3.1 of the Request for Applications, "All applicants must be domestic entities owned, operated, and located within the 50 United States, the District of Columbia, Tribal Governments, the Commonwealth of Puerto Rico, the United States Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands."

**Can a sole proprietorship apply for an FMLFPP grant?**

Yes, the project must show evidence of existing community support and engagement and benefit more than one individual or two or more farmers, producers or farm vendors who sell their agricultural products or services. The applicant would use his/her IRS registered Tax Identification Number to register with DUNS/SAM.gov.

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### **Section 4: Allowable/Unallowable Cost**

**Can FMLFPP grant funds be used to purchase food for voucher/reimbursement programs or to donate to a food pantry?**

No, it is unallowable to use grant funds for costs of coupon/incentive redemptions or price discounts. Grant funds cannot be used to purchase food for voucher/reimbursement programs or to purchase food for donations.

**Can FMLFPP grant funds be used for micro-loans or be re-granted?**

Grant funds may not be used for the purpose of awarding micro-loans or for re-granting.

**Can I use grant funds to purchase land or buildings?**

It is unallowable to use grant funds for the acquisition of buildings, facilities, or land or to make additions, improvements, modifications, replacements, rearrangements, reinstallations, renovations or alterations of an existing building or facility (including site grading and improvement, and architecture fees). This also includes construction and construction-related materials, which may include, but are not limited to the purchase of building materials such as wood, nails, concrete, asphalt, roofing, gravel, sand, paint, insulation, drywall, or plumbing.

**Can funds be used to purchase vehicles?**

Vehicles may be leased, but not purchased. However, lease agreements to own (i.e., lease-to-own or rent-to-own) are not allowable. The lease or rental agreement must terminate at the end of the grant cycle. Unallowable for the purchase of trucks that are commercially available for rent. An example of an unallowable truck purchase includes a refrigerated truck that can be rented as-is (without making modifications or retrofitting). This truck is considered general purpose equipment and can be rented, but not purchased.

**Can funds be used to repair and/or upgrade existing equipment?**

For special purpose equipment, funds may be used to modify equipment that is not already available and readily usable in its current format. Examples include, specialized equipment for mobile markets, mobile slaughter unit components, trailers to be retrofitted and walk-in-coolers.

**Can FMLPP funds be used to purchase EBT machines that provide access point for low-income residents?**

No, FMPP funds cannot be used to purchase EBT machines. The USDA Food and Nutrition Service (FNS) offers funding to expand the availability of SNAP EBT equipment and services at farmers markets to the Farmers Market Coalition (FMC) and State SNAP agencies. Please review the below options to determine which is most appropriate for your purpose.

FMC provides SNAP-authorized farmers markets and direct marketing farmers. You can find more information at <http://farmersmarketcoalition.org/programs/freesnapebt/>.

State SNAP agencies offer free SNAP EBT equipment to newly authorized farmers markets and direct marketing farmers. Contact your State's SNAP agency or farmers market association to learn more.

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## Section 5: Matching

### **Can unallowable cost be brought as an in-kind or cost share match? (LFPP Only)**

No, only cost allowable under Subpart E of the Cost Principles can be brought as a match. Therefore, unallowable cost cannot be used as a match. The basis for determining the value of cash and in-kind contributions must be in accordance with [2 CFR 200.306](#).

### **Can land, buildings or labor count as in-kind matches? (LFPP Only)**

Donated land and/or buildings cannot be used as in-kind matches. However, labor/personnel may be used as a match as long as you are only bringing the percentage of time the person is working on the project. For example, if someone is only spending 25% of his/her time working on the project, then you can only bring that 25% to the project as a match. Also, you must ensure that what you would normally pay that individual is reasonable according to standard personnel rates for similar positions in your geographic locality.

### **Can unrecovered indirect cost be used as part of the cost sharing or matching? (LFPP Only)**

It is allowable to use unrecovered indirect costs as part of cost sharing or matching. Unrecovered indirect cost means the difference between the amount charged to the Federal award and the amount that could have been charged to the Federal award under the potential recipient's approved negotiated indirect cost rate.

### **Does the non-federal match have to be confirmed at the time of proposal submission or can it be lined up by the time of contracting in the event of an award?**

Yes, All matching contributions must be committed or in place when the proposal is submitted to LFPP, and prior to accepting the award. Additional anticipated matching funds not in place by the time the project commences cannot be counted toward the matching requirement. Match verification letters are required to be submit with the application.

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## Section 6: Letters of Commitment/Critical Infrastructure

**Is it required that the critical resources and infrastructure be in place at the time of the application submission?**

Yes, it is required if critical resources and/or infrastructure are necessary for the completion of the proposed project. Applicants are required to submit evidence (as PDFs or MS Word) that critical resources and infrastructure that depend on the initiation and completion of a project are in place at the time of proposal submission. Land, structures, and other critical resources must be in place and committed prior to submitting an application to LFPP. The letter must indicate the critical resources that are necessary for initiation and completion of the project and certify that they are in place and committed prior to the start date of the project. AMS has posted [A SUGGESTED EVIDENCE OF CRITICAL RESOURCES AND INFRASTRUCTURE TEMPLATE LETTER](#) on the FMPP and LFPP application website. We highly-encourage you to use this template.

**How many match verification letters do I submit? (LFPP only)**

An applicant must submit one letter verifying the match for EACH cash and/or in-kind resource signed by the matching organization. Each LFPP application requires written verification of match commitment from the LFPP applicant and/or any third party who will contribute cash and/or in-kind matching non-Federal resources. Letters may be submitted in either PDF or MS Word formatting. AMS has posted [A SUGGESTED MATCH VERIFICATION TEMPLATE LETTER](#) on the LFPP application website. We highly-encourage you to use this template.

**For FMPP, we are expanding a single farmer's market location. Our lease is one year at a time. Is it acceptable to indicate Year 1 is secured in the Critical Infrastructure letter, with years 2 and 3 likely, or another equal space will be located.?**

If the success of the market is contingent upon the location of the market then you must be able to show that the market location is secured for the duration of the project. This must be in place before being awarded.

**Are we required to partner with another organization or entity to apply and if so, are letters of commitment from partner organizations are required?**

FMLFPP projects must benefit more than one agricultural producer, individual, farm, or business. FMLFPP will not award grant funds for projects that solely benefit one individual or entity. Applicants are required to show evidence of existing community support and engagement.

Applicants must provide letters of commitment (in MS Word or PDF) from all partner organizations stating they agree to the project management plan presented in the Project Narrative. The “Commitment from Partner Organization” letters are different than the matching form letters, in that they illustrate general community support for the project rather than simply showing financial/activity support. AMS has posted [A SUGGESTED PARTNER ORGANIZATION TEMPLATE LETTER](#) on the LFPP or FMPP application website.

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## Section 7: Multiple Grants

### **Can I apply for both FMPP and LFPP grants?**

An applicant may submit project proposals to both FMPP and LFPP. If selected for both awards, applicants may accept one FMPP and one LFPP award under the 2016 Request for Applications. Program staff will contact the applicant to discuss the situation, if applicable.

An organization that currently has an active (not closed-out) grant award from a previous year may apply for another FMPP or LFPP grant if the project is a new project, not a continuation of the previous award activities. If the proposed project will continue the previous award activities from 2015, the applicant must complete all work by March 31, 2016, and submit the final report to FMPP or LFPP assigned grant specialist by June 30, 2016, prior to receiving another FMPP or LFPP award. The grant specialist does not have to APPROVE the submitted materials by June 30. Rather, this March 31/June 30 timeline gives AMS from June 30-September 30 to review the materials and officially close the grant (provide FINAL APPROVAL) prior to September 30, 2016.

Please keep in mind, that closing out the grant early, does not guarantee that your submitted project proposal will be awarded. It is recommended that awardees take the entire project period to complete their project work.



**Can I receive an FMPP or LFPP grant and a grant from a different USDA agency (VAPG, Farm to School, RBOG, etc.)?**

Yes, as long as they are for different projects, you may receive both an FMPP or LFPP grant and a grant from a different agency. It would be a good idea to check with the other grant program too to ensure that you are not violating their terms and conditions.

**If I submit to both FMPP and LFPP can it be different aspect of the same project?**

No, if you submit a proposal to both programs it should be for 2 separate projects and should not include activities from another project.

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## **Section 8: Previously Funded Projects**

**How can I find out about awarded or completed FMLFPP projects?**

You can find example of previously awarded project on both the FMPP [www.ams.usda.gov/fmpp](http://www.ams.usda.gov/fmpp) and the LFPP [www.ams.usda.gov/lfpp](http://www.ams.usda.gov/lfpp) websites. Please select the Awarded Grants link on the right hand side of the screen to view previously awarded projects.

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## **Section 9: Award Information**

**What is the timeframe for the project?**

The official performance period must begin on September 30, 2016. Both CB and CTA FMPP projects are awarded for up to 36 months (3 years) and are expected to be completed by September 29, 2019.

LFPP offers two project types — planning grants and implementation grants. The official performance period must begin on September 30, 2016 for both. Planning grants must be completed within an 18 month period. Implementation grants must be completed within a 36 month (3 years) grant period.

**How are the funds going to be distributed? How long before I receive my payment?**

Upon approval of your SF-270, Request for Advance or Reimbursement, AMS will make payments via Electronic Fund Transfer (EFT) to the bank account specified by you in the System for Award Management at [www.sam.gov](http://www.sam.gov). If your banking information is incorrect or changes anytime during the grant period, please update your registration at [www.sam.gov](http://www.sam.gov) and notify AMS as soon as possible to ensure proper and timely

deposit of funds. Allow 7 to 10 business days for funds to process and to electronically deposit into your account. AMS will NOT issue checks as payment.

Instructions for completing the SF-270 and sample SF-270 Requests for Advance/Reimbursement can be found on the FMPP and LFPP websites at <https://www.ams.usda.gov/services/grants>. Click on the applicable grant program website (FMPP or LFPP), then click on “How to Administer the Award” in the left menu bar.

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## Section 10: Reviewers

### **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.

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## Section 11: Grants.gov

### Section 11.1. Definitions

#### **What does AOR stand for?**

Authorized Organization Representative. (AOR). AOR's are authorized by their EBiz POC so they can submit applications on behalf of their organization.

#### **What is EIN?**

The EIN is the Employer Identification Number. This number is assigned by the IRS.

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### Section 11.2 Application Submission

#### **How do I know, if my application was submitted on time?**

After you submit your application to [Grants.gov](https://www.grants.gov), you will receive an automatic notification of receipt from the system that contains a Grants.gov tracking number. This notification ONLY indicates receipt by Grants.gov and does not indicate receipt by AMS. Grants.gov may also send you an error message if your application was not submitted correctly.

AMS will retrieve your application from Grants.gov, triggering a second electronic acknowledgment of receipt sent to the Authorize Official Representative. This email, which will be triggered shortly after the application deadline, indicates that the application was submitted successfully to AMS. This notification means that AMS *received* the application; it does NOT mean that AMS *accepted* the application. If you do not receive this second notification, you did not successfully upload your organization's application—contact Grants.gov to identify the issue if it is not already apparent.

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## Section 11.3 Registration

### **How do you become or register to be an AOR?**

You would first register as an applicant on Grants.gov once you have a DUNS and your organization has an active SAM account. Your Biz POC will receive an email notifying them that you have registered and need to be authorized.

### **Can we apply before having the Duns and Bradstreet and SAM.gov registration?**

No, you cannot. You must first have the Duns and Bradstreet number to register in SAM.gov. You must then register in SAM.gov before you can register and apply through Grants.gov

### **Do I have to register before I can see the requirements of the grant application?**

No, you do not have to register to view the opportunity and download it however, you must be registered in order to apply.

### **Is the EBIZ POC someone in my organization or a federal employee?**

The EBIZ POC would be someone in your organization.

### **Can the EBIZ POC and AOR be the same person?**

Yes. In that case, you'd need two accounts/log-ins. One to serve in each capacity.

### **Can an organization have multiple EBIZ POC's?**

No, you can only have one EBIZ POC but may have multiple AOR's.

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## Section 11.4 DUNS number

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### **Can we apply before having the Duns and Bradstreet and SAM.gov registration?**

No, you cannot. You must first have the Duns and Bradstreet number to register in SAM.gov. You must then register in SAM.gov before you can register and apply through Grants.gov

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## Section 11.5 SAM Registration

### **So, if we already have a DUNS, we go straight to SAM.gov?**

Yes. SAM registration can take up to 2 weeks to complete so register early.

## Section 11.6 Technical Assistance

### **How do I contact Grants.gov if there is an issue with my registration?**

You may contact the Customer Contact center by either e-mial [support@grants.gov](mailto:support@grants.gov) or phone 1-800-518-4726. You can also use the Self Help link <https://grants-portal.psc.gov> to find answers to common questions.