

Farmers Market and Local Food Promotion Program Narrative Form Guide

Priority Area

Identify your proposals targeted communities and use the Food Access Research Atlas to determine if these areas are low income/low access and would qualify for priority consideration. Applications must include census tract numbers.

1

Executive Summary

Sum up your plan in 250 words or less! (It might be easiest to do this last).

2

Alignment and Intent

What is your "Why"? Talk about the problem you are working to fix and how your plan will address this problem. Use key words and topics from Section 1 of the RFA.

3

Objectives

Describe the goal(s) of the project. Be specific and make sure goal(s) are related to what you said previously. It is good to have more than one objective.

4

Workplan

Describe in detail the plan to achieve each of the objectives described in the previous section including activities, dates, resources and who will do the work.

5

Outcomes and Indicators

Choose the indicators that apply to your project. For each selected indicator, provide a target number and show how you will measure progress. List potential challenges and how they will be addressed.

6

Adaptation, Dissemination, and Sustainability

How could someone else do this? How will you share about this work? How will you fund this in the future?

7

Expertise and Partners

List the important partners who will help with this work including their role, their relevant experience, and past similar work.

8

Project Management Plan

How will you run the project? How will you communicate with the project team and track their work? How will you coordinate with stakeholders, partners and collaborators?

9

Budget

Provide the total cost of the project and the breakdown of project costs by different cost categories. Explain how they align with project activities. A 25% match (cash or in-kind) is required.

10

Farmers Market and Local Food Promotion Program Narrative Form Outline

Priority Area

What communities will benefit from your project?

To request consideration as a priority area, identify your proposals targeted communities and using the Food Access Research Atlas determine if these areas are Low Income/Low Access (LI/LA). You must include the census track number in your application.

Executive Summary

250 Words or Less!

Sum up your plan! In 250 words or less, talk about the purpose of the project, what you are trying to achieve, and how you will make things happen. Describe who will benefit from this project. State if you will be awarding subawards and who would benefit from those subawards. It might be easiest for this to be the last step.

Alignment and Intent

What is your WHY?

Talk about the problem you are working to fix and how your project will address this problem. This section should reference key words and topics from Section 1 of the RFA. Choose your project type and address the specific goals and activities of that project type. Describe why you are doing the project, why it is important and the benefits of your project to producers and food businesses.

Objectives

Be specific!

Describe the goals of the project in a way that is specific, measurable and something you can achieve. Make sure the objectives relate to what you have said in previous sections. List objectives that align with how you plan to carry out the work because these will be used for the rest of the form. State who this project will help and how it will help them. It is good to have more than one objective.

Workplan

How will the work get done?

Describe in detail the plan to achieve each of the objectives described in the previous section. This includes listing each activity you will complete to achieve the objective, a timeline including projected completion date, the resources required to complete each activity, project milestones, and who is responsible for completing each activity.

Outcomes and Indicators

What are your desired outcomes?

What are potential challenges?

Look through the list of Objectives and Indicators. Choose the ones that best apply to your project. Choose at least one outcome and indicator from the list that will be addressed through your grant project. For each selected indicator, state your estimated target number, how that target number was determined, and how you will evaluate progress. Also, list any potential challenges to achieving the estimated targets and how you would address those challenges.

Adaptation, Dissemination, Sustainability

How could you replicate the results?

Describe how other communities and businesses might be able to do something like this project. State how you will spread the word about the results of the project. Explain how you will keep the project going once the grant ends.

Expertise and Partners

The **PEOPLE** make the project!

List the important partners who will help with this work. You should list all the experience that these partners have that will be helpful to the project, and mention whether they have worked on a similar project in the past.

Project Management Plan

How will you implement and monitor the project?

Describe your management plan for coordinating, communicating, and sharing among the project team. Explain how you will track and evaluate progress and report on project activities. Express how you will engage community partners, collaborators, and other stakeholders in project activities.

Budget

25% match is required.

Show the total cost of the project and describe the different cost categories (personnel, fringe benefits, travel, equipment, supplies, contractual/subawards, other, and indirect costs) and how they align with project activities. Explain how these costs were determined and how they relate to the project objectives, expected outcomes and project workplan. Match funds are required. Applicants must provide a minimum 25% match (can be cash or in-kind) of the federal portion of the grant.