

FARMERS MARKET PROMOTION PROGRAM (FMPP)

NAVIGATING THE 2024 FMPP REQUEST FOR APPLICATION

Understand FMPP (1.2)

FMPP funds projects that develop, coordinate, and expand direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products.

Project Types (1.3)

Four project types:

- Capacity Building (3 years)
- Community Development Training and Technical Assistance (3 years)
- Turnkey Marketing and Promotion (2 years)
- Turnkey Recruitment and Training (2 years)

Eligible Project Activities (1.3)

This section describes eligible activities associated with each project type and also provides examples of activities not eligible for funding.

Priority Considerations (1.4)

Priority Considerations include applications that:

- Are located in low income/low food access (LI/LA) census tracts, and/or
- Are used to carry out eligible activities in a Regional Food System Partnerships project and have not received a FMPP award within the past five (5) years.

AMS does not require applicants to conduct projects in priority areas to be eligible to receive grant funds.

Eligible Applicants (3.1)

This section provides a list of entities that are eligible to apply for FMPP. This includes agricultural businesses, cooperatives, local governments, tribal governments, food councils and more.

Evaluation Criteria (6.1)

Provides additional information regarding how your application will be reviewed and scored. Think like a reviewer when you are reading through your application before submission and address all aspects of the evaluation criteria.

Prepare and Submit Through Grants.gov (5.3)

- Obtain Unique Entity Identifier (UEI)
- Register with the System for Award Management (SAM)
- Obtain a TIN/EIN
- Create a Grants.gov Account
- Submit & Track via Workspace

Letters of Commitment (5.2.7)

Applicants must provide SIGNED letters of commitment (in MS Word or PDF) from all project partners and collaborators.

Have your 25% Match (4.1)

Each application must include written verification of match commitments from any party, including the applicant, who will contribute cash or in-kind matching from non-Federal resources to the project.

Previously Funded Projects

Visit the grant website to view previously funded projects.

Submit Your Application Early

Submit your application package a week prior to the close date to provide you with time to correct any potential technical issues.

Review Your Application Package

Ensure your application package includes all required documents are included.

