



# Farmers Market Promotion Program – 2024 RFA Summary

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## Program Information

**FMPP Purpose:** 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. FMPP offers four project types: *Capacity Building (CB)*, *Community Development Training and Technical Assistance (CTA)*, *Turnkey Marketing and Promotion*, and *Turnkey Recruitment and Training*.

**Publication Date:** February 27, 2024

**Due Date:** 11:59 PM Eastern Time on May 14, 2024

**Funding Opportunity Number:** USDA-AMS-TM-FMPP-G-24-0010

**Assistance Listing Number/CDFA:** 10.175

To find a grant opportunity, visit [Grants.gov](https://www.grants.gov) and search by keyword, opportunity number or CDFA.

- Visit the [Program Website](#) for additional information.

## Application Package Requirements

- Form SF-424 – Application for Federal Assistance ([Grants.gov](https://www.grants.gov))
- Form SF-424A – Budget Summary for Non-Construction Programs ([Grants.gov](https://www.grants.gov))
- Project Abstract Summary ([Grants.gov](https://www.grants.gov))
- [Project Narrative Form](#) or [Turnkey Marketing and Promotion Project Narrative Form](#) or [Turnkey Recruitment and Training Project Narrative Form](#)

- Must use required fillable PDF template.
  - To view and be able to fill in the Project Narrative document, please download the files and open them from your computer, rather than the web browser. Ensure you have the most recent copy of Adobe Reader installed on your computer and that it is compatible with Grants.gov software.
  - Executive Summary shows how project supports FMPP goals and objectives and must not exceed 250 words.
  - Text must not exceed the page limit specified in the RFA.
    - For Capacity Building and Community Development, Training and Technical Assistance grants: the Project Narrative must not exceed thirty-five (35) pages.
    - For Turnkey Project Narrative (Both types): the Project Narrative must not exceed twenty-two (22) pages.
  - Ensure the federal funds requested do not exceed the maximum or minimum award amount.
    - Turnkey Projects (Both Types): \$50,000 - \$100,000
    - Capacity Building: \$50,000 - \$250,000
    - Community Development Training and Technical Assistance: \$100,000 - \$500,000
- Signed [Letter\(s\) of Verification for Matching Funds](#) for EACH resource (PDF or MS Word Attachment)
- Signed [Letter\(s\) of Commitment from Partner and Collaborator Organizations](#) (PDF or MS Word Attachment)

If applicable, application packages are required to include the following documents:

- [Signed Letter\(s\) Stating Evidence of Critical Resources and Infrastructure](#) (PDF or MS Word – Attachment)
- Negotiated Indirect Cost Rate Agreement (PDF Attachment)

## Things to Complete Before Writing Your Proposal

Required Action	Timing to Obtain/Submit	Support Resources
Obtaining Your Organization’s UEI Number (if you do not already have one)	7-10 business days	<a href="#">UEI Quick Start Guide</a>
Establishing an Active SAM.gov Account (if you do not already have one)	7-10 business days	<a href="#">Quick Start Links</a>
Obtaining a TIN/EIN (if you do not already have one)	Up to 2 weeks	<a href="#">Applying for EIN Online</a>
Creating your Grants.gov profile and registering your Authorized Organizational Representative (AOR)	Up to 2 weeks	<a href="#">Register with Grants.gov</a>
AMS Deadline to receive final application and all supporting materials through Grants.Gov	May 14, 2024 11:59 p.m. Eastern Time	

## Total Program Funds: ~\$10.5M

Project Type	Duration (Months)	Start Date	End Date	Minimum Award	Maximum Award
Turnkey Projects (Both Types)	24	September 30, 2024	September 29, 2026	\$50,000	\$100,000
Capacity Building	36	September 30, 2024	September 29, 2027	\$50,000	\$250,000
Community Development Training and Technical Assistance	36	September 30, 2024	September 29, 2027	\$100,000	\$500,000

## Project Types

### Option 1: Capacity Building

Projects are intended to build long-term organizational capacity to develop, coordinate, and expand direct producer-to-consumer market opportunities (this includes, but is not limited to farmers markets, roadside stands, CSA programs, agritourism activities and online sales). Capacity Building projects should demonstrate a direct benefit to farm and ranch operations serving local markets, including [underserved producers](#), and maximize the involvement of farmers, ranchers, and community organizations.

### Option 2: Community Development Training and Technical Assistance

Projects are intended to provide outreach, training, and technical assistance to farm and ranch operations serving local markets to develop, coordinate and expand direct producer-to-consumer market opportunities. Projects should engage a diverse set of local and regional food stakeholders, including [underserved producers](#), to illustrate a substantive effect on the local and regional food system.

### Option 3: Turnkey Marketing and Promotion

The Turnkey Marketing and Promotion option offers a streamlined application for common FMPP marketing and promotion activities. Applicants must select between pre-defined activities and may not propose other activities under this project type. **Doing so will disqualify the application from consideration.**

### Option 4: Turnkey Recruitment and Training

The Turnkey Recruitment and Training option is very similar to the Turnkey Marketing and Promotion option discussed above; however, this option focuses specifically on local food vendor and producer recruitment and training. Again, applicants will have a streamlined application for pre-defined activities and may not propose other activities under this project type. **Doing so will disqualify the application from consideration.**

## Examples of Eligible and Ineligible Activities

### Capacity Building Projects can include, but are not limited to:

- Developing tools, techniques or practices that can be adopted or replicated by local markets.
- Completing a market analysis and/or strategic plan for a market opportunity.
- Providing start up training and education to local farmers, ranchers, or market managers (ex. educating farmers market vendors about the eligibility requirements and the process for participating in or applying to accept SNAP, WIC, Senior Farmers Market Nutrition program benefits, or other (state or local or nonprofit) programs).
- Starting, operating and/or expanding farmers market, roadside stand, CSA, agritourism or online sales activities.
- Recruiting, retaining or conducting outreach to new and existing customers, underserved farmers and ranchers, or other vendors/producers in support of direct producer-to-consumer markets.

Example of a Funded Project: [Jonesborough Locally Grown](#)

### Community Development, Training and Technical Assistance Projects can include, but are not limited to:

- Developing and disseminating tools, techniques, or practices that can be adopted or replicated by local agriculture markets.
- Conducting statewide or regional training for farmers, ranchers, or farmers market managers.
- Assisting farmers and ranchers in advertising and promoting their locally and regionally produced agricultural products, including value-added products, through training and technical assistance.
- As part of a marketing and promotion project, promoting that a market accepts SNAP or other public benefits (such as WIC and Senior Farmers Market Nutrition Program) to customers and providing information on how customers can use those programs at the market or with individual vendors.
- Establishing or expanding producer-to-consumer networks on a state, regional, or national level, including efforts to develop local sourcing opportunities with corporate, non-profit, and institutional buyers.
- Providing technical support for small- and mid-sized producers to become compliant with regulatory and buyer specifications and standards to increase their direct market opportunities.

Example of a Funded Project: [Oregon Farmers Market Association](#)

### Turnkey Marketing and Promotion (New in 2023)

Applicants must select between 3-5 of the pre-defined activities listed below and may not propose other activities under this project type. **Doing so will disqualify the application from consideration.**

- Identify and analyze new or improved market opportunities.
- Develop or revise a marketing plan.
- Design or purchase marketing and promotion media.
- Implement a marketing plan.
- Evaluate marketing and promotion activities.

## Turnkey Recruitment and Training (New in 2024)

Applicants must select between 3-5 of the pre-defined activities listed below and may not propose other activities under this project type. **Doing so will disqualify the application from consideration.**

- Identify and analyze new or improved strategies for vendor and producer recruitment, training, or both.
- Develop or revise strategies or plans for vendor and producer recruitment, training, or both.
- Design materials for vendor and producer recruitment, training, or both.
- Implement plans for vendor and producer recruitment, training, or both.
- Evaluate outcomes related to vendor and producer recruitment, training, or both.

## Ineligible Activities

A project is ineligible if it benefits only one agricultural producer, vendor, or individual. For this grant opportunity, applicants must collaborate with others to benefit the larger community.

Projects will also be deemed ineligible if they are dependent upon the completion of another project or the receipt of another grant.

This grant opportunity does not support agricultural production related expenses. This includes crop production and the purchase of farm equipment, tools, materials, supplies, and other related costs. It also includes training or other activities related to agricultural production, including harvesting, crop rotation, and planting techniques. For USDA programs that do support production related activities, visit the [USDA Local and Regional Food Systems Resource Guide](#).

### *Other Ineligible Activities:*

- Purchasing land for production or for construction of a building or structure.
- Registering, training, and/or educating customers about Food Assistance Programs (such as SNAP, WIC, etc.), other than providing information about how they can use those benefits at the market.
- Paying legal fees and other costs associated with establishing a business or organization.
- Duplicating activities in a project that has received funding from another Federal award program.

## Eligible Organizations

- Agricultural Businesses or Cooperatives
- Producer Networks or Associations
- Community Supported Agriculture (CSA) Networks or Associations
- Food Council
- Local Governments
- Non-profit Corporations (including those with a 501(c) status)
- Public Benefit Corporations
- Economic Development Corporations
- Regional Farmers Market Authorities
- Tribal Governments

## Priority Consideration

AMS will prioritize applications that:

- Are located in low income/low food access (LI/LA) census tracts and/or
- Are used to carry out eligible activities under a partnership agreement in a Regional Food Systems Partnership project, and/or
- Have not received an FMPP award within the past five (5) years.

To qualify for LI/LA priority consideration, the project's implementation address must be in a LI/LA census tract, as defined by one of the four major layers on the ERS Food Access Research Atlas. "Implementation address" refers to the street address or census tract location within the targeted community where the applicant plans to conduct or deliver approved project activities. Applicants can enter up to three addresses where this project will be implemented.

## Fiscal Sponsors/Agents

Eligible applicants may use fiscal sponsors/agents in their effort to attain and administer a grant award. Such applicants seeking to implement a project may:

1. Apply directly to AMS through Grants.gov and request to use funds to establish a contractual relationship with a fiscal sponsor/agent to perform administrative or financial functions on behalf of the applicant; or
2. Use a fiscal sponsor/agent to apply for an award on behalf of the implementing organization. By doing so, the sponsor/agent accepts all financial and legal liabilities for that grant recipient's grant award at the time the agreement is signed.

## Subawards

The primary applicant may subaward or subcontract with partners, collaborators, or other parties that provide additional knowledge, expertise, or resources for the purposes of the proposed project that are not otherwise available within the applicant organization. Applicants may also subaward to smaller organizations to support underserved communities or producers. In all subaward or subcontract scenarios, the primary applicant will maintain the oversight and reporting responsibility.

## Cost Sharing and Matching

This funding opportunity requires matching funds from non-Federal sources in the form of cash and/or in-kind contributions equal to 25% of the amount of Federal funds being requested.

- [Match](#) must be in the form of allowable direct or indirect costs and align with the project goals and purposes.
- The full amount or a portion of the indirect cost can be used as match or cost sharing.
- You cannot use program income (funds generated from the proposed program) as match or cost sharing.
- Cash match contributions are generally defined as an actual cash contribution (not the 'value' of someone's time/effort) from the applicant's general revenue/reserves/savings/line of credit, or 3rd-party partner(s), or other non-Federal grants.

- In-kind contributions are generally defined, when used as a cost share or match for a grant, as the value of goods or services provided by a third party for the benefit of the grant program, where no funds transferred hands.
- Match contributions (either cash or in-kind) cannot be used for FMPP if they are already being used toward satisfying a match requirement under any other Federal grant agreement to which the applicant is a party.

All matching contributions must be committed or secured at the time an applicant is recommended for an award. An award will not be issued unless all matching funds over the life of the grant are secured. Applicants must submit signed letters or other documentation verifying the match for each cash and/or in-kind resource. These letters need to be signed by the matching organization. There is no competitive advantage for an applicant to provide a cost share or match that exceeds the required amount.

## Contact Us and Learn More!

For questions about these grant opportunities, after closely reviewing the RFA and FAQs, please email: [FMLFPPGrants@usda.gov](mailto:FMLFPPGrants@usda.gov) for questions related to the Farmers Market and Local Food Promotion Program.

Visit <https://wwwcp.umes.edu/extension/ams-grants-evaluation-bipoc/> for more technical assistance resources.

For additional examples of funded grant projects, visit [Seeds of Success](#) or [FMPP Funded Awards](#).

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