



United States Department of Agriculture

Agricultural Marketing Service

**FARMERS
MARKET
PROMOTION
PROGRAM
*2016 REPORT***

**Connecting Rural &
Urban Communities**

A local and regional food movement is growing inside the United States.

It connects consumers with where and how their food is grown, creates new economic opportunities for producers, and draws young people back to rural communities. It fosters appreciation for America's farms and ranches and marketing opportunities for farmers, ranchers, chefs, and local food businesses. It connects schools and our Nation's children with fresh, healthy food. And it helps increase healthy food access in rural and urban communities across the country.

The Farmers Market Promotion Program (FMPP), administered by USDA's Agricultural Marketing Service (AMS), is one of the USDA grant programs supporting this movement. The program awards competitive grants, with the goal of expanding access to locally produced agriculture products and developing new market opportunities for farms and ranches participating in direct farmer-to-consumer marketing. Since 2006, FMPP has helped communities establish farmers markets, community supported agriculture (CSA) enterprises, road-side stands, and agritourism in all 50 States and U.S. territories. All project proposals must demonstrate community support and directly benefit farmers and ranchers.

History of the Farmers Market Promotion Program

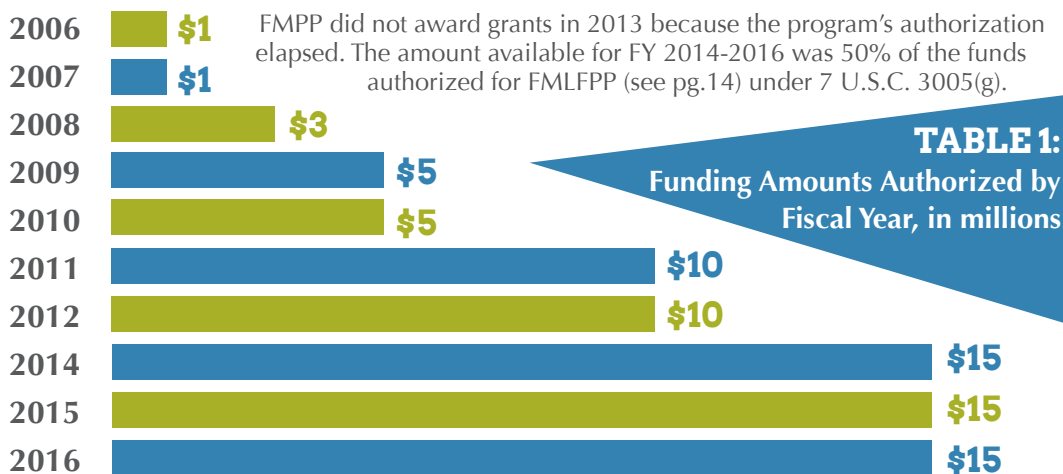
FMPP was initially established by Congress in the Farm Security and Rural Investment Act of 2002 (Farm Bill) through an amendment of the Farmer-to-Consumer Direct Marketing Act of 1976. The purpose of the program is to competitively award grants that help increase consumption of and access to locally produced agriculture products and develop new market opportunities for farm and ranch operations participating in direct farmer-to-consumer marketing outlets (e.g., farmers markets, agritourism, etc.).

Although authorized in 2002, FMPP was not funded until 2006, when \$1 million was provided for the grant program. With the increasing demand for local foods and need for improvements of local food systems, FMPP was reauthorized (with increased funding) in both the 2008 Farm Bill (the Food, Conservation, and Energy Act of 2008) and the 2014 Farm Bill (the Agricultural Act of 2014) (Table 1). Today, the grant program continues to help build economic opportunity and increase access to healthy food for communities across the United States. These USDA investments also help expand markets and provide training and technical assistance for farmers and ranchers selling directly to consumers.

Executive Summary

This report is a summary of FMPP grant activities since 2006 and highlights select data and a few exemplary projects funded during fiscal years (FY) 2008 to 2015.

It explains how the program is managed and shares local food investment facts, the types of projects funded, as well as the geographic locations of projects. Also included are a few select stories obtained from grantees to illustrate the impact of USDA's investment in the local food sector.



FMPP awarded 879 grants for over \$58 million since the 2008 Farm Bill. The results of these grant investments include:

- **Increases in sales at farmers markets and at other agricultural market outlets**
- **More customer traffic at the markets**
- **Increases in new farmers and vendors selling at markets**
- **Improved infrastructure such as refrigeration or electricity allowing more and varied vendors into markets**
- **Establishment of new markets and/or local food organizations**
- **More opportunities for farmers, ranchers, and local food businesses**

FMPP grant projects have helped establish or develop direct farm-to-consumer markets in all 50 States and U.S. territories. Since 2008, FMPP received over 2,700 applications, requesting over \$201 million. Based on available funds, the program funded 879 applications, or 33 percent.

FMPP grants have been awarded to agricultural and producer groups, economic development corporations, local governments, nonprofit corporations, public benefit corporations, regional farmers market authorities, and tribal governments. The grants have been used to facilitate marketing and promotional activities, build capacity, and provide technical assistance to farmers and ranchers as they strive to sell through direct farm-to-consumer markets. Market managers as well as new and established farmers benefited from grant-funded projects from the establishment of new markets to providing guidance and assistance to recruitment, training and education workshops, and improvement plans.

Recent changes to FMPP have made the grants more effective and efficient with a greater impact in the communities that are awarded funds. Today, FMPP has two grant tiers: Capacity Building and Community Development, Training, and Technical Assistance. The minimum award amount is \$50,000 for Capacity Building grants, with a maximum possible award of \$250,000. The minimum award for Community Development, Training, and Technical Assistance grants is \$250,000, with a maximum of \$500,000. The FMPP grant period is now 3 years. Project proposals must demonstrate community support through collaborations and partnerships and include standard performance measures, and projects must directly benefit farmers and ranchers.

A Glimpse Behind the Scenes: Staffing and External Reviewers

AMS administers FMPP with just five full-time employees: a program manager and four grants management specialists. Each year, FMPP staff manages a large portfolio of grants. From preparing for the announcement requesting applications for the competitive grants to establishing the peer review process to completing the selections, a great deal is accomplished to award the grant funds each year. The FMPP staff ensures payments are properly sent to awarded grantees, and conducts post-award monitoring and closeout of activities for each project.

Each FMPP grants management specialist manages an average of 87 grants per year. To help review the competitive grant applications, FMPP works with external reviewers with relevant agricultural experience. These reviewers assess each application based on the program requirements using established evaluation criteria. This review is focused on the strengths and weaknesses of each application and serves as the basis for awarding grant funds. The non-Federal external reviewers are compensated for their time when funds are available. FMPP worked with 75 external reviewers in 25 teams throughout the United States to evaluate applications in 2015. Each team reviewed an average of 15 applications. **If you're interested in reviewing applications and have experience in the local food sector, please visit www.ams.usda.gov/services/grants/fmpp/reviewer.**

DIRECT Farm-to-Consumer Markets

Buying food through direct-to-consumer agricultural markets—such as farmers markets, roadside stands, pick-your-own farms, and CSA programs—has become increasingly popular across the country. For over 20 years, USDA has been collecting a comprehensive list of farmers markets from every State in the Nation. From 1994 to 2016, the number of markets listed in the USDA National Farmers Market Directory¹ increased by 394 percent to over 8,600 markets. The value of local food purchased directly from farmers by consumers doubled between 1992 and 2012, with sales hitting \$1.4 billion in 2012.²

Small and medium-sized farms account for most of the sales by farmers selling directly to consumers. Local food sales provide significant economic benefits to communities, since farmers selling directly to consumers are more likely to purchase farm supplies locally or hire local labor.³ Farmers markets also increase foot traffic and sales at neighboring businesses.⁴

1 Online directory at <https://www.ams.usda.gov/local-food-directories/farmersmarkets>.

2 United States Department of Agriculture, National Agricultural Statistics Service (USDA NASS). 2012. National Agricultural Statistics Service, U.S. Department of Agriculture, Washington, D.C. Available from https://agcensus.usda.gov/Publications/2012/Full_Report/Volume_1,_Chapter_1_US/st99_1_002_002.pdf. Note that these sales values represent less than the full value of farm sales through direct-to-consumer agricultural markets, as they only constitute sales of edible products, and exclude non-edible products such as nursery crops, cut flowers, and wool (livestock sales are included). Furthermore, sales of agricultural products by vertically integrated operations through their own processing and marketing operations are excluded.

3 Jablonski, B.B.R., and T.M. Schmit. 2014. 'Local' producers' production functions and their importance in estimating economic impacts. WP 2014-15, Charles H. Dyson School of Applied Economics and Management, Cornell University, Ithaca, NY.

4 Hardesty, S., L. O. Christensen, E. McGuire, G. Feenstra, C. Ingels, J. Muck, J. Boorinakis-Harper, C. Fake and S. Oneto. Economic Impact of Local Food Producers in the Sacramento Region. Spring 2016. <http://sfp.ucdavis.edu.edu/files/238053.pdf> (accessed 8/16/16)

Investing in Local Food Systems

FMPP resources to support outreach and promotional activities that help direct producer-to-consumer markets become self-sustaining can be repeated in communities across the country. These investments bring

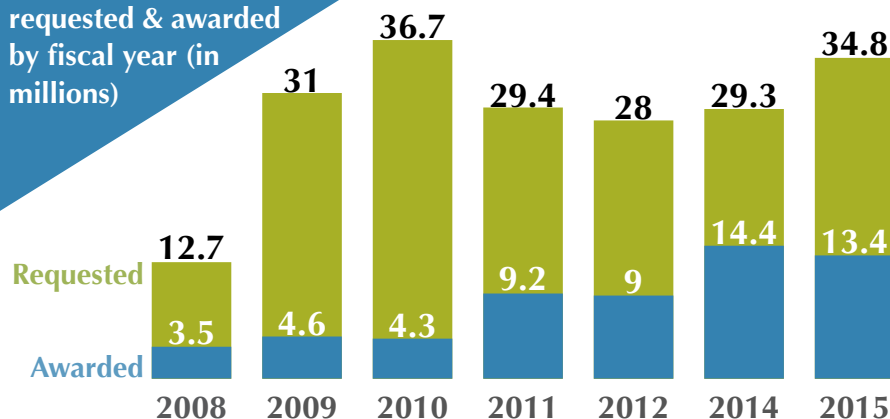
people together, support strong local and regional food systems, and increase access to healthy food systems.

Dollars Invested and Project Types

Since the 2008 Farm Bill, FMPP has awarded over \$58 million through 879 projects. Figure 1 shows the total amount of requested and awarded funds by fiscal year.

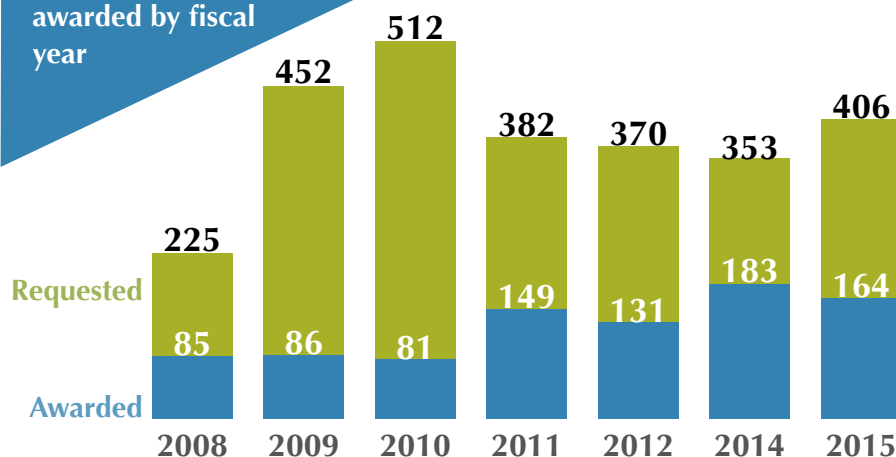
From FY 2008 to FY 2015, FMPP received a total of 2,700 applications and funded 879 projects for an overall award rate of 33 percent. As shown in Figure 2, interest in FMPP is high in relation to the amount of funds available to implement projects benefiting direct producer-to-consumer marketing projects.

Figure 1: Dollars requested & awarded by fiscal year (in millions)



FMPP did not award grants in 2013 because the program's authorization elapsed.

Figure 2: Applications requested & awarded by fiscal year



FMPP did not award grants in 2013 because the program's authorization elapsed.

USDA's Local Food Directories, managed by AMS, help support local and regional food systems by offering customers easy access to the most current information on fresh, local food sources. As of September 1, 2016, 8,675 farmers markets, 733 CSAs, 1,393 on-farm markets, and 170 food hubs voluntarily listed their information in the directories.

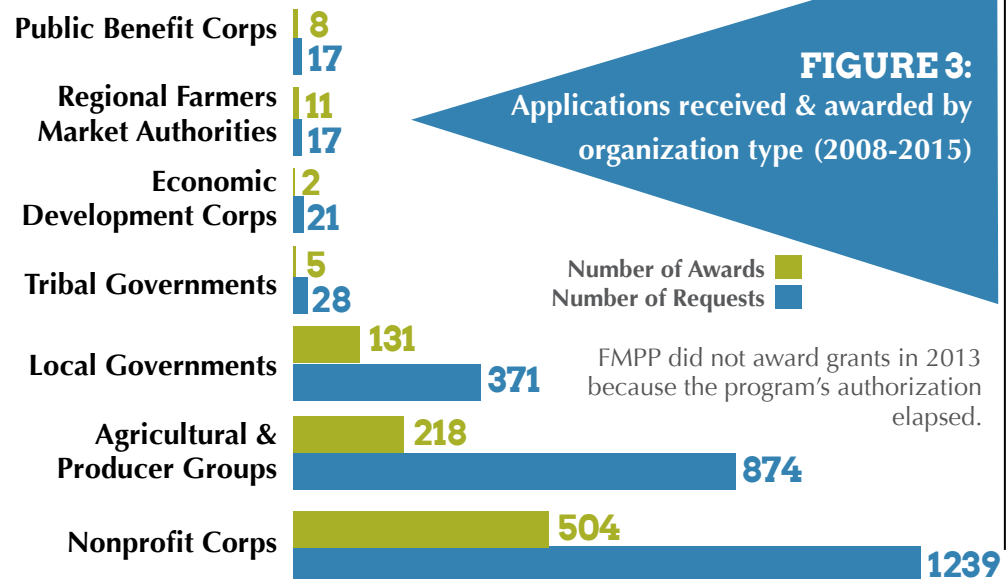
Organizations Awarded Grants

There are a number of different groups which receive FMPP funding, including:

- agricultural and producer groups⁵
- economic development corporations
- local governments
- nonprofit corporations
- public benefit corporations
- regional farmers market authorities
- tribal governments⁶

The number of requested and awarded grants

by different organizations is shown at right in Figure 3. For example, nonprofit corporations received the highest number of awards (504 grants), followed by agricultural and producer groups (218 grants).



Geographic Distribution of Grant Awards

Figure 4 shows the nationwide distribution of FMPP grant applications and awards. Applicants from the Western region received 20 percent of the total awards (179 grants), applicants from the Midwest region received 19 percent of the total awards, and applicants from the Southeast region received 17 percent of the total awards.

FMPP funding from FY 2008 to FY 2015 totaled over \$58 million. The Western region was awarded the highest amount of funding, with over \$12 million or 21 percent as noted in Table 2. The Southeast received the second-highest amount of funding, with over \$10.6 million (18 percent). Interestingly, the Southeast was not the second-highest in the number of awards received during the same period.

⁵ Agricultural and producer groups consist of agricultural cooperatives, agricultural business entities, community supported agriculture (CSA) networks, CSA associations, producer networks, and producer associations.

⁶ Agricultural business entities, CSA networks, and CSA associations were added by amendment under the 2014 Farm Bill.

FIGURE 4:
Nationwide distribution of grant
applications & awards (2006-2015)

The size of each dot is proportionate to the award
amount that organizations headquartered
in each city/town received in the
10-year period.

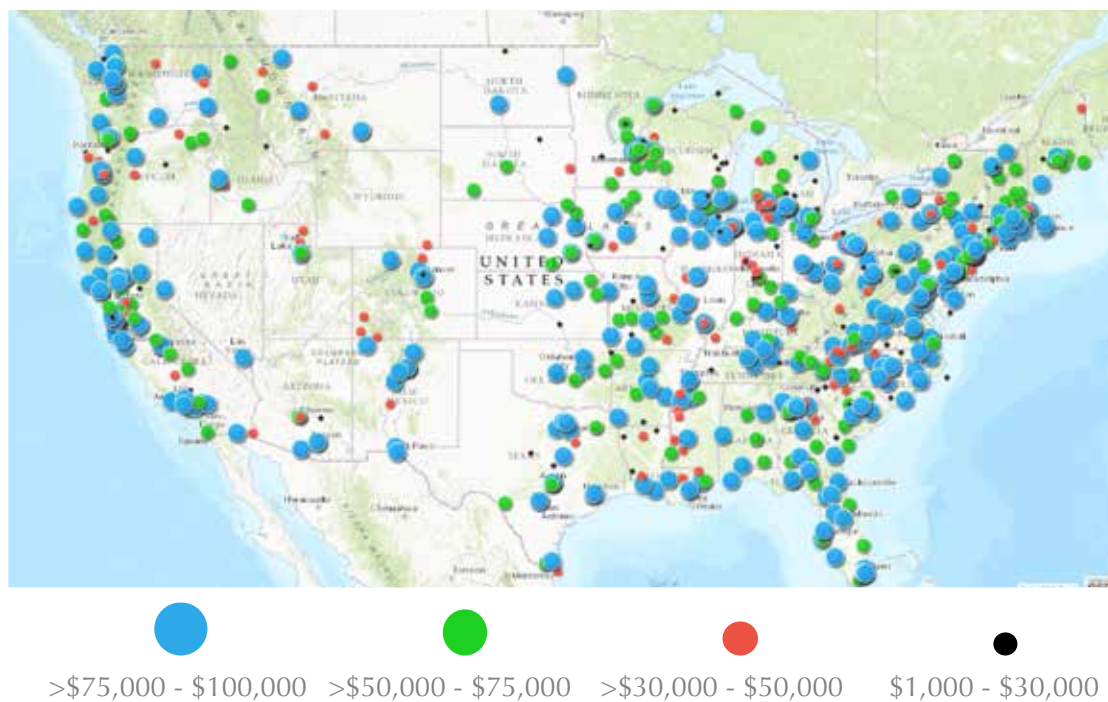
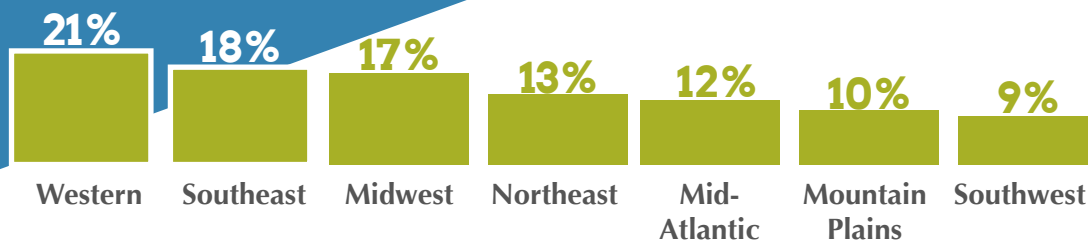


TABLE 2: Percentage of awards by region



Since 2008, FMPP has received 2,700 applications, requesting over \$201 million, and awarded 879 grants, for over \$58 million.

GRANTEE Activities

FMPP grants have helped create and expand hundreds of direct producer-to-consumer agricultural markets. In fact, startup or expansion activities were supported by 22 percent of FMPP grants. FMPP investments have also enabled direct producer-to-consumer markets to build capacity and enhance marketing opportunities through the purchase of new equipment. For example, new equipment was used for light processing of agricultural products to create value-added products in a commercial kitchen. Adding refrigerated storage also helped increase capacity. These capacity-building projects included 14 percent of the grants. Other activities supported by the grants include market research, agritourism ventures, training, and establishing new partnerships.

FMPP grants fall into three categories: marketing and promotional activities; capacity building; and training, education, and technical assistance. These categories are described in the following sections and contain the summary of a specific grant project that illustrates FMPP's impacts. Each project summary is based on reports submitted by grant recipients.

From all socioeconomic backgrounds, FMPP grant projects are educating consumers on the benefits of fresh, affordable, and locally grown foods. Understanding proper nutrition, product characteristics, and food preparation is crucial for all age groups and ethnicities.

MARKETING & PROMOTION ACTIVITIES

Marketing and promotion projects raise awareness of products, locations, and Electronic Benefits Transfer (EBT) availability at farmers markets and other direct producer-to-consumer venues. The most common type of FMPP grant-supported projects, these activities help increase vendor and customer awareness and engagement. Projects included market research into consumer trends, as well as marketing campaigns to sell locally produced food products directly to consumers.

Program In Action

The Highland Center,⁷ a nonprofit corporation in Monterey, Virginia, addressed the marketing and training needs of markets in Pendleton, Pocahontas, Bath, and Highland Counties of western Virginia and eastern West Virginia.

In 2010, it assessed the market environment through a committee of market managers, collaborators, vendors, and other community stakeholders to create improvement plans for participating markets. With the help of FMPP funds, they held 10 workshops to develop marketing plans to optimize sales and profits for each market, where a total of 115 vendors attended. An online service, "Faces of Farmers" (<http://faces-of-farmers.org>), featuring market vendors, farms by location, and products was also created to enhance the local producers' online presence. As a result, average sales for the participating markets increased by 155 percent and vendor sales increased by 38 percent over a 2-year period.▶

⁷ The Highland Center received two FMPP grants, one in 2010 (AMS agreement 12-25-G-1201 for \$77,653 entitled "Tools for Growing Today's Markets") and the other in 2014 (AMS agreement 14-FMPPX-VA-0164 for \$97,810 entitled "Four County Foods: Building a Regional Farmers' Market System").

The Highland Center continued its success by facilitating educational workshops through a second grant for vendors in marketing and display, along with best practices for accepting USDA Supplemental Nutrition Assistance Program (SNAP) benefits. Market managers submitted marketing plans and collected customer surveys to gauge customer satisfaction and monitor improvements. During the program's first farmers market season (2015), the overall sales at the participating markets increased by approximately 8 percent, from \$135,308 in 2014 to \$145,947.

“From encouraging new customers like transit riders and SNAP participants to shop at Greenville’s TD Saturday Market to expanding market programming, FMPP grant funding played a vital role in the market’s present-day success. Today, the Saturday Market sees upwards of 4,000 individuals compared to less than 2,000 per week prior to the city’s first FMPP grant. FMPP grant funding not only provided the resources necessary to achieve this remarkable growth but advantageously positioned the market to sustain a high level of growth for years to come.”

-Angie Prosser, Director of Public Information and Events, City of Greenville, South Carolina

Another successful example of a grant recipient that used FMPP funds to substantially improve its marketing effectiveness and ability to attract new customer traffic was Community Foodworks⁸ (previously known as the Columbia Heights Community Marketplace), a nonprofit corporation in Washington, DC. The community-based organization was awarded an FMPP grant in 2011 to improve outreach efforts and access to food for low-income individuals and families in Columbia Heights and across the District of Columbia. Using FMPP resources, the organization carried out an extensive marketing campaign involving the development and circulation of new marketing brochures and postcards, targeted outreach to community groups, onsite cooking demonstrations, and a revamping of the market’s website and social media presence. As a result of this marketing effort, vendor sales rose more than 9 percent from approximately \$457,000 in 2012 to \$500,000 in 2013.

Subsequently, in 2014, Community Foodworks used FMPP funds to launch several marketing initiatives aimed at attracting a more diverse set of customers to the Columbia Heights Farmers Market. Market organizers launched a Wednesday evening seasonal market during the summer months and implemented a new sliding-scale CSA program that was authorized to accept SNAP benefits as payment. Both the evening market and CSA program were warmly received by customers. The Wednesday market generated average sales of \$8,500 per week (40 percent of which were paid through Federal nutrition assistance benefits), while the CSA program recruited 100 household subscribers during its inaugural season, enabling participating vendors to sell \$15,000 more in farm merchandise than they might otherwise have earned at this market site.

⁸ Community Foodworks received two FMPP grants, one in 2011 (AMS agreement 12-25-G-1316 for \$62,200 entitled “Columbia Heights Community Marketplace: Expanding Farmers Market Opportunities and Sales in Washington, DC while Supporting Low-Income/Underserved Communities & Increasing Consumer Awareness”) and the other in 2014 (AMS agreement 14-FMPPX-DC-0036 for \$75,970 entitled “Growing the Impact of the Columbia Heights Farmers Market and Launching an Inclusive Market CSA Program”).

CAPACITY BUILDING

Capacity-building projects are intended to help develop and improve the capacity of farmers markets, CSA programs, agritourism, and other direct producer-to-consumer models to take advantage of market opportunities.

Program in Action

One of the great capacity-building successes that FMPP set in motion was its support of a “Refrigeration, Transportation and Technology Upgrade Project” with the Penn’s Corner Farm Alliance (PCFA) in 2007. Although PCFA had been a pioneer among cooperatives in Western Pennsylvania to supply locally grown produce directly to chefs in the Pittsburgh area, and had already accumulated 8 years of restaurant sales experience (and 4 years of running a multi-farm CSA), it was on the brink of closing down its fresh-produce distribution activities. At the time, the cooperative was struggling to maintain proper quality control using existing vehicles and equipment, and did not have the capital to upgrade its transportation and storage infrastructure. With the help of an FMPP grant, the cooperative was able to acquire a 16-foot refrigerated box truck (using a combination of FMPP funds and its own capital) and install two walk-in coolers to hold its inventory of fresh produce headed to restaurant accounts and CSA subscriber families.

Thanks to these new infrastructure assets and PCMA’s enhanced delivery and storage capacity, the cooperative was able to retain its farmer membership, recruit new farmers who were interested in sharing the cooperative’s infrastructure, and cultivate a substantially larger customer base. PCMA was then able to:

- **Keep the new delivery truck on the road 3 to 4 days a week during the CSA season, as opposed to 1 day a week with its previous aging vehicle**
- **Reduce its downtime, vehicle repair needs, and variable operating costs**
- **Focus more carefully on customer service than on internal financial management**
- **Accommodate produce from 30 farmers rather than the previous 8**
- **Store overflow goods overnight during peak season in the refrigerated truck using the power plug-in ability of the new condenser unit**

The net result of these upgrades in infrastructure led the cooperative to increase its business volume by more than 600 percent over the course of 2 years, with PCFA’s gross annual sales rising from approximately \$70,000 in 2006, to \$200,000 in 2007, and \$425,000 in 2008.

Since 2008, PCFA has continued to expand its business volume through additional infrastructure upgrades, greater efficiency in logistics, and market diversification strategies. In 2012, PCFA began leasing a 3,800-square-foot warehouse with room for cold storage and office space, which gave the cooperative greater flexibility in assembling product for delivery while its delivery truck was out on the road. At present, PCFA maintains approximately 45 delivery locations throughout the Pittsburgh metropolitan area, including 20 CSA drop sites. To further augment producer income, PCFA introduced egg share and flower share options for CSA subscribers in 2012, and introduced an every-other-week CSA share option during the 2013 main harvest season to attract new sets of customers. The cooperative also established a web-based retail store.

The cooperative has also recently begun to outsource processing of its No. 2 grade tomatoes to a Pennsylvania-based specialty food manufacturer, Stello Foods, which both enabled producers to create income from lower grade tomatoes that had previously gone straight into the compost pile and extended the cooperative’s marketing window. In 2012, PCMA generated approximately \$10,000 in profit from its ►

sales of labeled canned tomato products, including: 3,650 pounds of chopped tomatoes in quart jars, 3,076 pounds of tomato juice in 10-pound cans for restaurants, and 2,508 pounds of tomatillo salsa in small jars for CSA baskets. In June 2016, PCFA announced their imminent move to a 6,000 square foot facility in the Upper Lawrenceville district of Pittsburgh, providing approximately 50 percent more operating space for the cooperative.

TRAINING, EDUCATION & TECHNICAL ASSISTANCE

FMPP training, education, and technical assistance projects serve the needs of farmers and ranchers interested in supplying local direct producer-to-consumer markets, as well as helping consumers benefit from purchasing and eating fresh produce from direct farm-to-consumer markets.

These projects focused on training for local farmers, ranchers, and farmers market managers on market management, food safety, and business tools, skills, and advice. FMPP grants help provide for the recruitment, training and education of market managers as well as new and established farmers through workshops, improvement plans, and other forms of guidance and assistance. Outreach to new and beginning farmers and consumers also falls under this category. The results from these projects contribute to the development, improvement, or expansion of direct farm-to-consumer marketing opportunities for farm and ranch operations across the country.

Program in Action

The Michigan Food and Farming Systems (MIFFS),⁹ a nonprofit corporation in East Lansing, Michigan, worked with the Michigan Farmers Market Association (MIFMA) in 2008 to increase the number of Michigan farmers markets accepting SNAP EBT. An existing group tasked with increasing access to locally grown produce was expanded for this purpose. With support from FMPP, MIFFS and MIFMA organized 4 training sessions that provided 115 market managers and farmers with technical assistance in accepting EBT. Consequently, project staff saw an increase in farmers markets accepting EBT from 11 in 2007 to 30 in 2009, while SNAP redemption increased 1,776 percent (\$15,833 to over \$297,000).

MIFFS and MIFMA continued their collaboration in 2009 by developing one of the first market manager certification programs, which included a series of courses related to market planning, management, promotion, and governance; conflict management; evaluation; and understanding regulations. The Market Manager Certificate Program was launched in 2011, and 36 market managers were certified in the first year. The certification program was expanded in 2014 by working with other associations, including the Illinois Farmers Market Association, and developing a continuing education program. This progression enabled them to certify a total of 150 market managers to date.

“FMPP grant funding has been essential to expanding and supporting MIFMA’s organizational operations and growth. It provided us with the resources to start new programs and invest in capacity building needed to sustain those programs.”

-Amanda Shreve, Program Director, Michigan Farmers’ Market Association

⁹ MIFFS received three FMPP grants, one in 2008 (AMS agreement 12-25-G-0723 for \$44,725 entitled “Increasing Farmers Market Access to Low-Income Households in Michigan”), in 2009 (AMS agreement 12-25-G-0946 for \$92,440 entitled “Professional Development for Michigan Farmers Markets”), and in 2014 (AMS agreement 14-FMPPX-MI-0082 for \$99,660 entitled “Statewide Farmers Market Training, Education and Networking to Expand and Promote Direct Producer-to-consumer Opportunities”).

What FARMERS MARKET MANAGERS Told Us About FMPP

FMPP grants are designed to help expand direct producer-to-consumer market opportunities such as farmers markets, roadside stands, community-supported agriculture programs, and agritourism activities, but a majority of the projects from 2008 to 2015 directly benefited farmers markets. The most recent USDA Farmers Market Manager Survey in 2015¹⁰ analyzed responses from 1,396 market managers throughout the United States.

In this survey, market managers were asked if their market had received support from FMPP. Of the total surveyed, 104 markets reported receiving support from 129 grants. USDA used the responses to evaluate the impacts of FMPP. According to the survey results, FMPP-supported markets performed better and had more increased business development, market promotion, education, and civic activities than other non-recipient markets. FMPP grants may be the necessary catalyst. Specifically:

34 % of FMPP-supported markets supported business development by providing shared facilities (such as kitchens or storage), retail space, and assistance to encourage the startup of new agricultural enterprises, compared to 19 percent of non-supported markets.

86 % of FMPP-supported markets sponsored special events or programming, such as food tastings or youth activities, compared to 73 percent of non-supported markets.

83 % of FMPP-supported markets engaged in special efforts to encourage healthy diets, such as nutrition education, health screenings, or healthy cooking demonstrations, compared to 60 percent on non-supported markets.

67 % of FMPP-supported markets offered programs and opportunities to the nearby community, such as allowing community organizations to have tables or host events at the market or administer recycling programs, compared to 46 percent of non-supported markets.

¹⁰ The USDA Farmers Market Manager Survey is a biennial national survey of farmers market managers conducted by AMS's Local Food Research and Development Division.

FARMERS MARKETS AS BUSINESS INCUBATORS

One of the ways in which FMPP has contributed to local economies is by providing seed money to organizations, helping local food businesses move forward in operating profitable food businesses. In 2012, FMPP provided funds to Adelante Mujeres in Forest Grove, Oregon, a non-profit organization dedicated to educating and empowering Latina women and their families through programs that promote their full participation and active leadership in the local community.

Among the activities supported through FMPP was the 2012 launch of Adelante Mujeres's Sabor Color commercial kitchen project. This was in partnership with the Forest Grove Senior & Community Center, which provided space and targeted training for small food producers and processors interested in developing culturally appropriate foods from local ingredients. Successful trainees were given the opportunity to introduce their products at the Forest Grove Farmers Market, also managed by Adelante Mujeres. By late 2013:

- **26 individuals had received courses on food safety and preservation techniques and/or other types of food handling training from Adelante Mujeres.**
- **18 training participants were at various stages of developing food businesses.**
- **Six food business affiliated with Sabor Color had become licensed and were selling their value-added products at the Forest Grove Farmers Market, while two other business were in the process of trying to obtain their licenses.**
- **Three of the food businesses participating in Sabor Color had grown large enough to participate in multiple farmers markets in the nearby vicinity (Beaverton, Cedar Mills, and Montavilla.)**
- **Demand for community kitchen access had expanded sufficiently within the first year of the Sabor Color project that Adelante Mujeres was obliged to find additional commercial kitchen space in the nearby town of Beaverton.**

Three years later, many of the food business launched by Adelante Mujeres are still going strong, and some have exceeded their founders' wildest expectations. For example, Don Felipe Products, launched in 2012 with support from Adelante Mujeres's Sabor Color program, quickly outgrew the confines of Sabor Color's shared-use kitchen facility and ended up partnering with a local meat processing facility in 2013. This partnership resulted in the production of several varieties of central Mexican-style fresh chorizo and other sausage products. The company recently opened its own stand-alone retail outlet at the Portland Mercado in Portland. It sells products at four Portland-area farmers markets (including its original home base of Forest Grove). It also supplies a local specialty retail meat market and multiple local restaurants and operates its own mail order business.

New Emphasis on LOCAL FOOD

The 2014 Farm Bill increased funding for FMPP and expanded it to support intermediated marketing activities—such as aggregation, processing, storage, and distribution of local foods—through the Local Food Promotion Program. The broader program, known as the Farmers Market and Local Food Promotion Program (FMLFPP) supports food system activities essential for helping farms and ranches meet the growing demand for local food. Total funding was increased from \$10 million to \$30 million per fiscal year, with \$15 million for FMPP projects and \$15 million for LFPP projects (which require 25 percent in matching funds). Since 2014, the LFPP has awarded \$24.6 million to 350 projects, leveraging \$13.6 million in matching funds or in-kind services from the recipients.

2 LFPP Grant Types

PLANNING PROJECTS are intended for the planning stages of establishing or expanding a local and regional food business enterprise. Activities can include, but are not limited to, market research, feasibility studies, and business planning.

IMPLEMENTATION PROJECTS are intended to establish a new local and regional food business enterprise, or to improve or expand an existing local or regional food business enterprise. Activities can include, but are not limited to, training and technical assistance for the business enterprise and/or for producers working with the business enterprise; outreach and marketing to buyers and consumers; and non-construction infrastructure improvements to business enterprise facilities or information technology systems.

Conclusions

AMS investments in local and regional food systems help farmers and ranchers take advantage of market opportunities, provide consumers with more choices, and create jobs in rural and urban communities. In the last 10 years, FMPP has awarded grants in all 50 States and U.S. territories, helping consumers learn more about local food and invest their food dollars right back into their own communities. Since the 2008 Farm Bill, FMPP has awarded over \$58 million through 879 projects. These investments have played a critical role in starting and developing farmers markets and other direct-to-consumer agricultural businesses. During this same time, the number of farmers markets listed in the USDA Farmers Market Directory nearly doubled from 4,385 in 2006 to over 8,600 in 2016.

FMPP supports critical retail outlets for America's small and medium-sized farmers and provides good entry opportunities for new and beginning farmers. An increased and consistent income helps farmers selling at markets achieve profitability and contributes to the overall success of the market. The awards represent transformative investments in rural America that strengthen local economies and communities across the country. AMS continues to evaluate and improve FMPP to best meet the changing needs of direct producer-to-consumer markets and their diverse stakeholders.

Additional DATA

Table 1: Dollars requested and awarded by fiscal year (2008-2015)

Amounts awarded vary from the authorized amounts cited in Table 1 (page 3) to account for USDA grant administration and sequestering as a result of the Budget Control Act of 2011.

Fiscal Year	Amount Requested	Amount Awarded	% Awarded
2008	\$12,654,968.00	\$3,445,159.00	27%
2009	\$30,975,279.82	\$4,563,000.00	15%
2010	\$36,717,101.16	\$4,334,728.00	12%
2011	\$29,410,365.49	\$9,223,917.00	31%
2012	\$28,009,476.84	\$9,003,831.00	32%
2013	\$ -	\$ -	0%
2014	\$29,249,991.68	\$14,400,000.00	49%
2015	\$34,790,200.67	\$13,348,799.86	38%
Total	\$201,807,383.66	\$58,319,434.86	

Table 2: Applications received and awarded by fiscal year (2008-2015)

Fiscal Year	Applications	Applicants	Grants Awarded	Recipients	% Awarded
2008	225	224	85	85	38%
2009	452	448	86	86	19%
2010	512	509	81	81	16%
2011	382	375	149	149	39%
2012	370	364	131	131	35%
2013	0	0	0	0	0%
2014	353	353	183	183	52%
2015	406	403	164	164	40%
Total	2,700	2,676	879	879	

Table 3: Applications received and awarded by organization (2008-2015)

Data may not align with number of applications received due to inconsistencies in data collection.

Applicant Type	Number of Requests	Number of Awards	Award Rate by Applicant Type	% of Total Awards
Agricultural businesses	51	15	29%	2%
Agricultural cooperatives	46	14	30%	2%
CSA associations	1	1	100%	0%
CSA networks	3	2	67%	0%
Economic development corporations	21	2	10%	0%
Local governments	371	131	35%	15%
Nonprofit corporations	1,239	504	41%	57%
Producer associations	748	182	24%	21%
Producer networks	25	4	16%	0%
Public benefit corporations	17	8	47%	1%
Regional farmers' market authorities	17	11	65%	1%
Tribal governments	28	5	18%	1%
Total	2,567	879		

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs).

Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

January 2017