



Farmers Market Promotion Program

Fiscal Year 2018 Request for Applications

Funding Opportunity Number: USDA-AMS-TM-FMPP-G-18-0002

Updated Publication Date: March 16, 2018

Original Publication Date: March 7, 2018

Application Due Date: 11:59 PM Eastern Time on May 7, 2018

Program Solicitation Information

Funding Opportunity Title: Farmers Market Promotion Program

Funding Opportunity Number: USDA-AMS-TM-FMPP-G-18-0002

Announcement Type: Initial

Catalog of Federal Domestic Assistance (CFDA) Number: [10.168](#)

Dates: Applications must be received before 11:59 pm Eastern Time May 7, 2018 through www.Grants.gov. Applications received after this deadline **will not** be considered for funding.

Executive Summary: The U.S. Department of Agriculture (USDA), Agricultural Marketing Service (AMS), requests applications for the fiscal year (FY) 2018 Farmers Market Promotion Program (FMPP). FMPP's purpose is to increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets, by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement, and expansion of domestic farmers markets, roadside stands, community-supported agriculture programs (CSA), agritourism activities, and other direct producer-to-consumer market opportunities. Eligible applicants include agricultural businesses, agricultural cooperatives, CSA networks, CSA associations, economic development corporations, local governments, nonprofit corporations, producer networks, producer associations, public benefit corporations, regional farmers' market authorities, and Tribal governments. AMS will competitively award grants to eligible applicants for projects that meet the purpose of this grant program.

Approximately \$13.4 million will be available to fund applications under this solicitation. In the FY 2017 application cycle, AMS received 457 applications and was able to fund 52 (11%) of the applications. To be competitive, applications must meet all program requirements and be of high quality.

The minimum FY 2018 FMPP award per grant is \$50,000, and the maximum is \$500,000. An applicant is limited to one FMPP award in a funding year. Funding will be available for use beginning September 30, 2018. Matching funds are not required.

This announcement provides information regarding eligibility criteria for applicants and projects, and the application forms and instructions needed to apply for an award.

Stakeholder Input: AMS seeks your comments about this Request for Applications (RFA). We will consider the comments when we develop the next RFA. Submit written stakeholder comments by the deadline set forth in the DATES portion of this Notice via e-mail to: AMSGrants@ams.usda.gov. (This e-mail address is intended only for receiving comments regarding this RFA and not requesting information or forms.) In your comments, please state that you are commenting on the **Farmers Market Promotion Program RFA**.

2018 Highlights and Changes

Below are highlights of changes to the program.

- Clarifying language has been added in sections [4.2 Content and Form of Application Submission](#) and in [4.7 Grants.gov Application Submission and Receipt Procedures and Requirements](#) that explains how to submit an application through Grants.gov Workspace.

Updated on March 16, 2018

- The hyperlink for the [FMLFPP Project Narrative](#) has been updated throughout this document.
- Language about project partners and collaborators revised in section 3.2 PARTNERS AND COLLABORATORS to now read: The applicant may subcontract or subaward with partners and collaborators (see section [4.6.3](#)). Only the applicant must meet the eligibility requirements. Project partners and collaborators do not need to meet these eligibility requirements provided in Section 3.

Application Checklist

The application checklist below lists the required and conditionally required documents for an application package. AMS expects applicants to read the entire RFA prior to submitting their application to ensure that they understand the program’s requirements.

FMPP requires that **all application packages** include the following:

- Form SF-424 – Application for Federal Assistance (in Grants.gov)
- Form SF-424B – Assurances for Non-Construction Programs (in Grants.gov)
- Project Narrative (PDF Attachment)
- Signed Letters of Commitment from Partner and Collaborator Organizations (PDF or MS Word - Attachment)

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

- AD-3030 – Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants (in Grants.gov)
- AD-3031 – Assurance Regarding Felony Conviction or Tax Delinquent Status for Corporate Applicants (in Grants.gov)
- Signed Letter(s) Stating Evidence of Critical Resources and Infrastructure (PDF or MS Word – Attachment)
- Negotiated Indirect Cost Rate Agreement (PDF Attachment)

Timing to Obtain and Submit Grants.gov Required Elements

Required Action	<i>Timing to Obtain/Submit</i>
AMS Deadline to receive final application and all supporting materials	<i>May 7, 2018 – 11:59 p.m. [Eastern Time]</i>
Obtaining Your Organization’s DUNS Number (if you do not already have one)	1-2 business days
Establishing an <i>Active</i> SAM.gov Account (if you do not already have one)	7-10 business days
Obtaining an TIN/EIN (if you do not already have one)	Up to 2 weeks
Creating your Grants.gov profile and registering your Authorized Organizational Representative (AOR) authorization	Up to 2 weeks

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1.0 FUNDING OPPORTUNITY DESCRIPTION

1.1 LEGISLATIVE AUTHORITY

The Farmers Market and Local Food Promotion Program (FMLFPP) is authorized by the Farmer-to-Consumer Direct Marketing Act of 1976, as amended ([7 U.S.C. § 3005](#)). FMLFPP is administered in two components, the Farmers Market Promotion Program (FMPP) and the Local Food Promotion Program (LFPP). This RFA is for FMPP.

1.2 PURPOSE

To increase domestic consumption of and access to locally and regionally produced agricultural products, **and** to develop new market opportunities for farm and ranch operations serving local markets, **by**:

- developing, improving, expanding, and providing outreach, training, and technical assistance to, **or** assisting in the development, improvement, and expansion **of**:
 - domestic farmers markets;
 - roadside stands;
 - CSA programs;
 - agritourism activities; and
 - other direct producer-to-consumer market opportunities.

Direct producer-to-consumer market opportunities are instances in which producers sell locally or regionally produced agricultural products directly to the consumer with minimal involvement with a middle-man such as an intermediary, a wholesaler, a retailer, an agent, a broker, or a reseller.

1.2.1 LOCALLY AND REGIONALLY PRODUCED FOOD

Locally or Regionally Produced Food: A food product that is raised, produced, aggregated, stored, processed, and distributed in the locality or region where the final product is marketed to consumers, so that the total distance that the product travels between the farm or ranch where the product originates and the point of sale to the end consumer is at most 400 miles, or both the final market and the origin of the product are within the same State, territory, or tribal land.

FMLFPP recognizes that domestic farmers' markets, roadside stands, CSA programs, agritourism activities, other direct producer-to-consumer market opportunities and local and regional food businesses may source or market some of their food products outside of the defined locality or region. These enterprises are eligible to apply for FMLFPP, but award recipients may use Federal award funds only to build a business' capacity to develop, improve, and/or expand local or regional supply chain activities, and not to support supply chain activities for food items originating from or being sold to areas outside the defined locality/region.

1.3 PROJECT TYPES

FMPP offers both **Capacity Building** and **Community Development, Training, and Technical Assistance** projects. An applicant may submit more than one application for competitive review; however, FMPP will make only one Federal award per applicant if more than one of their applications are recommended for funding.¹

1.3.1 CAPACITY BUILDING

Capacity Building (CB) projects are intended to assist applicants in the development, improvement, and expansion of domestic farmers markets, roadside stands, CSA programs, agritourism activities, and other direct producer-to-consumer market opportunities. CB projects should demonstrate a direct benefit to farm and ranch operations serving local markets (including new and beginning farmers) and maximize the involvement of farmers and ranchers and community organizations. Projects can include, but are not limited to:

- Local farmer, rancher, or market manager training and education.
- Farmers market, roadside stand, CSA, or agritourism activity startup and/or expansion.
- Market analysis and planning for a direct producer-to-consumer market opportunity.
- Recruitment and outreach to new and beginning farmers and ranchers, as well as to consumers in support of direct producer-to-consumer markets.

1.3.2 COMMUNITY DEVELOPMENT, TRAINING, AND TECHNICAL ASSISTANCE

Community Development, Training, and Technical Assistance (CTA) projects are intended to support applicants' efforts to provide outreach, training, and technical assistance to farm and ranch operations serving local markets and other interested parties for developing, improving, and expanding domestic farmers markets, roadside stands, CSA programs, agritourism activities, and other direct producer-to-consumer market opportunities. CTA projects should engage a diverse set of local and regional foods stakeholders, including farmers and ranchers, to illustrate a substantive effect on the local and regional food system and stakeholders. Projects can include, but are not limited to:

- Conducting statewide or regional farmer, rancher, or manager (i.e., farmers market manager) training and education in developing or maintaining their own direct producer-to-consumer enterprise.
- Assisting farmers and ranchers in advertising and promoting their locally and regionally produced agricultural products through training and technical assistance.
- Establishing or expanding producer-to-consumer networks and organizations on a state, regional, and national level, which includes efforts to develop sourcing channels using direct producer-to-consumer market opportunities with corporate, non-profit, and public institutions.

¹ See section [3.3 Limit on Number of Applications](#) for more information.

- Providing technical support for small- and mid-sized producers to become compliant with local, state, Federal, and/or industry specifications and standards in order to increase their direct producer-to-consumer market opportunities.

1.3.3 PROJECTS/ACTIVITIES NOT ELIGIBLE FOR FUNDING

Projects are not eligible for funding if the proposed activities:

- Are not related to producer-to-consumer direct marketing.
- Are for production- related expenses, including the purchase of farm equipment, tools, materials, supplies and other related costs.
- Depend on the purchase or lease-to-own of a vehicle—vehicles can be leased, but not leased-to-own or purchased (see section [4.6.3](#)).
- Benefit only one farm vendor or individual.
- Depend upon a critical component (such as land and structures) not in place or useable at the time of application (see section [4.2.7](#)).
- Depend upon the completion of another project or the receipt of another grant.
- Duplicate activities in a project that has received a Federal award from another Federal award program, including the activities of another current FMLFPP project.

1.4 PRIORITY AREAS

Priority consideration will be given to projects that: (1) benefit communities located in areas of concentrated poverty with limited access to supermarkets as defined in section [1.4.1 Low Income/Low Food Access](#) and (2) Are implemented in and support agri-businesses located in rural areas or towns that have populations of 50,000 or less. AMS will award at least 10 percent of its total funding to these projects.

AMS does not require that submitted projects be implemented in designated priority areas. All applications, whether requesting consideration under the priority areas or not, will be given equal consideration in the peer review evaluation process.

1.4.1 LOW INCOME/LOW FOOD ACCESS

To be considered a limited access priority area, the project's implementation address must be in a low income/low food access (LI/LA) census tract as defined by the USDA. "Implementation address" refers to the street address or census tract location within the targeted community (LI/LA census tract) at which the applicant plans to conduct or deliver approved project activities.

The applicant is required to provide its census tract(s) for at least one LI/LA address (priority area). If your organization or business is located in and/or primarily serves at least one LI/LA community (as defined by one of the four major map layers on the [ERS Food Access Research Atlas map](#)), your application will be considered under this priority area.

2.0 AWARD INFORMATION

2.1 TYPE OF FEDERAL ASSISTANCE

AMS will use a Grant Agreement to provide a Federal award to successful applicants.

2.2 TYPE OF APPLICATIONS

New application. All new applications will be reviewed competitively using the selection process and evaluation criteria described in section [5.0 Application Review Information](#).

Continuation application. These applications are submitted by applicants who have received prior FMLFPP funding, such as an LFPP planning grant or a previous FMPP grant. Such applications must contain the same information that is required for new applications, as well as a description – via the [FMLFPP Project Narrative](#) form – of how the newly proposed project builds on previous activities. Continuation applications will be evaluated according to the same evaluation criteria as new applications, in addition to consideration of the applicant’s performance during the previous FMFLPP grants and its apparent ability to improve upon that work.

2.3 AVAILABLE FUNDING

It is anticipated that approximately \$13.4 million will be available to fund applications in fiscal year 2018. The final amount available is subject to Congressional action.

2.4 FEDERAL AWARD PERIOD DURATION

AMS expects applicants to complete their projects within the required timeframe. It is acceptable to complete a project before the scheduled performance period end date, however AMS encourages applicants to take the full allowable grant period to allow ample time to complete projects. The applicant must indicate the start date and end date on Block 17 of the SF-424 “Application for Federal Assistance”.

The official performance period must begin on September 30, 2018. Both CB and CTA projects are awarded for up to 36 months (3 years) and are expected to be completed by September 29, 2021.

2.5 AWARD SIZE

2.5.1 CAPACITY BUILDING

Minimum grant award is \$50,000. Maximum award is \$250,000.

2.5.2 COMMUNITY DEVELOPMENT, TRAINING, AND TECHNICAL ASSISTANCE

Minimum grant award is \$250,000. Maximum award \$500,000.

3.0 ELIGIBILITY INFORMATION

3.1 ELIGIBLE APPLICANTS

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. Eligible applicants include:

Entity Type	Description
Agricultural Businesses	Business entities that provide, hold, deliver, transport, offer, or sell agricultural products or services.
Agricultural Cooperatives	Group-owned or member-owned entities or businesses that provide, offer, or sell agricultural products or services for the mutual benefit of their members.
Producer Networks	Producer group- or member-owned organizations or businesses that provide, offer, or sell agricultural products or services through a common distribution system for the mutual member benefit.
Producer Associations	Organizations or other businesses that assist, represent, or serve producers or producer networks.
CSA Networks	Formal groups of farms that work collectively to offer consumers regular (usually weekly) deliveries of locally-grown farm products during one or more harvest season(s) often on a subscription or membership basis. Customers have access to a selected share or range of farm products offered by the group of farmers based on partial or total advance payment of a subscription or membership fee.
CSA Associations	Organizations or other businesses that assist, serve or represent CSAs or CSA networks.
Local Governments	Any unit of government within a state, including a county; borough; municipality; city; town; township; parish; local public authority, including any public housing agency under the United States Housing Act of 1937; special district; school district; intrastate district; council of governments, whether or not incorporated as a nonprofit corporation under State law; and any other agency or

Entity Type	Description
	instrumentality of a multi-, regional, or intra-state or local government.
Nonprofit Corporations	Any organization or institution, including nonprofits with State or IRS 501 (c) status and accredited institutions of higher education, where no part of the organization or institution’s net earnings of which inure to the benefit of any private shareholder or individual.
Public Benefit Corporations	Corporations organized to construct or operate a public improvement, the profits from which inure to the benefit of one or more State or to the people thereof.
Economic Development Corporations	Organizations whose missions are to improve, maintain, develop and/or market or promote a specific geographic area.
Regional Farmers Market Authorities	Entities that establish and enforce regional, State, or county policies and jurisdiction over State, regional, or county farmers markets. State agencies are eligible if their State’s regulatory statutes identify the specific State agency as a regional farmers market authority. For example, the state of Alabama has a Farmers Market Authority that is identified through the Alabama Administrative Code .
Tribal Governments	Governing bodies or governmental agencies of any Indian tribe, band, nation, or other organized group or community (including any native village as defined in Section 3 of the Alaska Native Claims Settlement Act, 85 Stat. 688 (43 U.S.C. § 1602)) certified by the Secretary of the Interior as eligible for the special programs and services provided through the Bureau of Indian Affairs.

3.2 PARTNERS AND COLLABORATORS

The applicant may subcontract or subaward with partners and collaborators (see section [4.6.2](#)). Only the applicant must meet the eligibility requirements. Project partners and collaborators do not need to meet the eligibility requirements provided in Section 3.1.

- A *partnership* is a relationship involving close cooperation between parties having specified and joint rights and responsibilities in the management of the project.
- A *collaborator* is a person or an organization unaffiliated with the applicant that cooperates with the applicant in the conduct of the project and is not immediately connected to the management of the project.

Partners and Collaborators may come from private or public, for-profit or nonprofit entities, including but not limited to:

- New and beginning farmers and ranchers (individuals or entities that have not operated a farm or ranch for more than 10 years and substantially participate in the operation);
- Rural enterprises (small and emerging private businesses in rural areas that have fewer than 50 employees and less than \$1 million in gross revenue);
- Agri-businesses; and
- Local government entities

Applicants are required to show evidence of existing community or industry support and engagement. AMS will not award grant funds for projects that solely benefit one individual or entity.

3.3 LIMIT ON NUMBER OF APPLICATIONS

An applicant may submit multiple project proposals to FMPP and LFPP. If recommended for multiple awards, applicants will be awarded at most one LFPP award and one FMPP award under the 2018 RFA. For example:

- For FMPP, this means that an applicant may be awarded one Capacity Building **OR** one Community Development, Training, and Technical Assistance grant, but not both during the current award cycle.
- For LFPP, this means that an applicant may be awarded one Planning **OR** one Implementation grant, but not both during the current award cycle.

If recommended for an award under both FMPP and LFPP, applicants may accept one FMPP and one LFPP award under this RFA. 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 under either FMPP or LFPP may apply to receive an award under this RFA if the applicant submits all required close out documentation by the application due date mentioned in section [4.4 Submission Date and Time](#). Please refer to section [6.4.2 Award Closeout](#) on this document for required close out documentation.

AMS will evaluate the highest scoring applications to ensure there is no duplication of funding between LFPP and FMPP. This information will be used for final funding decisions. AMS will communicate any issues to applicants, if applicable.

3.3.1 FISCAL SPONSORS/AGENTS

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

- Submit an application 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
- Utilize a fiscal sponsor/agent to apply for an FMPP and/or LFPP award on behalf of the implementing organization. By doing so, the sponsor/agent accepts all financial and legal liabilities for that organization at the time the award is made. In the case of FMLFPP applications, fiscal sponsors/agents would submit the application as the applicant organization, and the AOR responsible for all grant decisions would be an employee of the fiscal sponsor/agent. Fiscal sponsors/agents are bound by the same requirements mentioned in this RFA as other applicant organizations.

An applicant organization cannot accept an award and later transfer the award to a fiscal sponsor/agent.

3.4 COSTSHARING AND MATCHING

FMPP does not require a cost-share or match.

4.0 APPLICATION AND SUBMISSION INFORMATION

4.1 ELECTRONIC APPLICATION PACKAGE

Only electronic applications may be submitted via Grants.gov in response to this RFA. We urge applicants to submit early to the Grants.gov system. For an overview of the Grants.gov application process see the [Apply for Grants](#) webpage on Grants.gov. This RFA contains the information needed to obtain and complete required application forms and AMS-specific attachments. More information about applying through Grants.gov can be found in section [4.7 Grants.gov Application Submission and Receipt Procedures and Requirements](#).

Applicants can find the opportunity under either the Catalog of Federal Assistance (CFDA) number “10.168,” or the FMPP Funding Opportunity Number “USDA-AMS-TM-FMPP-G-18-0002”.

4.2 CONTENT AND FORM OF APPLICATION SUBMISSION

4.2.1 SF-424 APPLICATION FOR FEDERAL ASSISTANCE

Required. The SF-424 is available via the opportunity at Grants.gov. Most information blocks on the required form are either self-explanatory or are adequately explained in the instructions. However, you must use the following supplemental instructions associated with specific blocks on form SF-424.

Block	Instructions
#1 Type of Submission	Application
#2 Type of Application	New or Continuation
#4 through #7	Not required
#8c Organizational DUNS	<p>Applicant DUNS# for the Organization submitting the application. See D&B Request a DUNS Number.</p> <p>NOTE: Applicants that apply for a grant must be capable of managing and monitoring Federal funds and project activities and outcomes. Recipients <u>cannot</u> transfer the award to another recipient organization once a grant is awarded (you may not apply under one DUNS number and switch to another later). Refer to section 4.7.1, Obtain a DUNS Number of this RFA.</p>
#8d Address	Enter the organization street address as it appears in SAM.gov. P.O. Boxes not accepted. Enter a 9-digit zip code.
#10 Name of Federal Agency	AMS, USDA
#11 Catalog of Federal Domestic Assistance Number	10.168
#12 Funding Opportunity Number	USDA-AMS-TM-FMPP-G-18-0002
	Ensure you are applying for the correct grant program.
#13 Competition Identification Number	Not applicable
#14 Areas Affected by Project	Enter cities, counties, states affected by project
#15 Descriptive Title of Applicant's Project	Provide a short description of the project.
#16a Congressional Districts for Applicant	Enter the Congressional district where your main office is located.
#16b Congressional Districts for Program/Project	Enter the Congressional district where your project will be implemented. Write "All" if the projects will be implemented in more than one location.
#17 Proposed Project Start Date and End Date	The performance period cannot be more than 36 months (3 years) in length. CB and CTA projects begin September 30, 2018 and should be completed by no later than September 29, 2021.
#18 Estimated Funding – Federal	Total Federal award requested.
#18b Estimated Funding – Applicant	Not applicable.
#19 Is Applicant Subject to Review by State Under Executive Order 12372 Process?	This initiative is subject to intergovernmental review . Consult the official SPOC list to determine applicability in your State.

4.2.2 SF-424B ASSURANCES FOR NON-CONSTRUCTION PROGRAMS

Required. The SF-424B form is available via the opportunity at www.Grants.gov.

4.2.3 PROJECT NARRATIVE

Required. Applicants are required to prepare and submit a narrative using the [FMLFPP Project Narrative](#) form. The form and instructions are available on the “[How do I Apply for an FMPP Grant](#)” webpage.

All applicants must complete the FMLFPP Project Narrative form and convert it to PDF. This PDF document must be attached to the Grants.gov application package using the “Add Attachments” button under SF-424 item #15.

Handwritten applications or applications in MS Word will not be accepted. The narrative must be typed, single-spaced, in 11-point font, and not exceed fifteen (15) 8.5 x 11 pages (excluding existing Project Narrative form content). For example, if the Project Narrative form is 14 pages before you begin entering your project information into the form, **your narrative may be up to 29 pages (14 pages + 15 pages)**. DO NOT modify the margins of the FMLFPP Project Narrative form.

The supporting documents listed below do not count toward the 15-page limit. Prior to submitting your application, make sure that it is in final form (i.e., if you used the “track changes” function, accept all changes before converting the document to PDF for final submission so that the mark-up is not visible).

4.2.4 LETTERS OF COMMITMENT FROM PARTNER AND COLLABORATOR ORGANIZATIONS

Required. Applicants must provide letters of commitment (in MS Word or PDF) from all project partners and collaborators. More information can be found on partners and collaborators in section [3.2 Partners and Collaborators](#). The letter must state the partner or collaborator agrees to the project management plan presented in the Project Narrative. Emails will not be accepted. The Letter of Commitment must include the following:

- Project Applicant
- Project Title
- A short introduction describing the partnering organization’s mission and its interest in FMLFPP development
- What the organization commits to participating in and supporting
- The time period of the partnership
- Roles of the participating individuals, as applicable, and any individual time commitment
- A statement that these individuals and the organization agree to abide by the management plan contained in the application

Submit *Letters of Commitment* on letterhead and address them to the applicant (i.e., Project Director). Clearly indicate at the top of the documents that they are **LETTERS OF COMMITMENT**. Letters must accompany the proposal at the time of application. Unsigned letters will not be accepted.

AMS has posted [A SUGGESTED PARTNER ORGANIZATION TEMPLATE LETTER](#) on the FMPP application website. We highly-encourage you to use this template.

Letter(s) must be attached to the Grants.gov application package using the “Add Attachments” button under SF-424 item #15.

PLEASE NOTE: FMPP does not require Congressional letters of support nor do they carry any weight during the evaluation process.

4.2.5 FORM AD-3030, REPRESENTATIONS REGARDING FELONY CONVICTION AND TAX DELINQUENT STATUS FOR CORPORATE APPLICANTS

Required if the applicant is a corporation. A corporation includes, but is not limited to, any entity that has filed articles of incorporation in one of the 50 States, the District of Columbia, or the U.S. territories. Corporations can include both for-profit and non-profit entities. The AD-3030 is a self-certification form. It is the responsibility of the applicant to determine if the AD-3030 needs to be completed and submitted. The applicant must submit the fillable PDF version of the form in Grants.gov. Most information blocks on the required form are self-explanatory; however, AMS is providing further clarification below.

Block	Instructions
#1 Applicant’s Name	Enter the name of the individual or authorized representative who is submitting the application on behalf of the applicant organization.
#2 Applicant’s Address	Enter the address of the applicant organization.
#3 Tax ID No.	Enter the last four digits of the applicant organization’s Tax Identification number.
#4A, 4B, 4C Questions	Address these questions by checking the Yes/No boxes. For question 4B, see below for what is meant by “acting on behalf of.” If the action of the official or agent resulted in a benefit to the corporation, then the official or agent was “acting on behalf” of the corporation. If the action of the official or agent resulted in a benefit to the official or agent, then the official or agent was not acting on behalf of the corporation.
#5A Applicant’s Signature (By)	The individual or authorized representative who is submitting the application on behalf of the applicant organization must sign the form.
#5B Title/Relationship of the Individual if Signing in a Representative Capacity	Enter the title of the individual or authorized representative who is submitting the application on behalf of the applicant organization.
#5C Date Signed	Date the form.

4.2.6 FORM AD-3031, ASSURANCE REGARDING FELONY CONVICTION OR TAX DELINQUENT STATUS FOR CORPORATE APPLICANTS

Required if the applicant is a corporation. A corporation includes, but is not limited to, any entity that has filed articles of incorporation in one of the 50 States, the District of Columbia, or the U.S. territories. Corporations can include both for-profit and non-profit entities.

The applicant must submit the fillable PDF version of the form in Grants.gov. AD-3031 is a self-certification form. It is the responsibility of the applicant to determine if the AD-3031 needs to be completed and submitted.

4.2.7 EVIDENCE OF CRITICAL INFRASTRUCTURE

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 documents) that critical resources and infrastructure upon which the initiation and completion of a project will depend are in place, meaning in working condition or usable, at the time of proposal submission. Land, structures, and other critical resources must be in place and in working condition at the time of application submission. 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. The Letter of Evidence of Critical Infrastructure must include the following:

- Project Applicant
- Project Title
- A statement about committing/approving/granting permission, etc. of the critical resource or infrastructure to the project for the time period
- A description of the approved use of the critical resource or infrastructure approved for the project, any costs associated with its use, and any qualifying circumstances for its use.

Submit Letters of Evidence of Critical Resources and Infrastructure on letterhead and address it to the applicant (i.e., Project Director). Clearly indicate at the top of the documents that they are **EVIDENCE OF CRITICAL RESOURCES AND INFRASTRUCTURE**. The evidence must accompany the proposal at the time of the application submission.

AMS has posted [A SUGGESTED EVIDENCE OF CRITICAL RESOURCES AND INFRASTRUCTURE TEMPLATE LETTER](#) on the FMPP application website. We highly-encourage you to use this template.

Letter(s) must be attached to the Grants.gov application package using the “Add Attachments” button under Form SF-424 item #15.

4.2.8 NEGOTIATED INDIRECT COST RATE AGREEMENT (NICRA)

Required if the applicant has a Negotiated Indirect Cost Rate Agreement (NICRA). Refer to section [4.6.1 Indirect Costs](#) for more information. The NICRA must be in PDF format and attached to the Grants.gov application package using the “Add Attachments” button under SF-424 item #15.

4.3 SUBMITTED APPLICATION QUALIFICATION

Your application will **not be accepted** if it:

- Is received by Grants.gov after the submission deadline (see [AMS' Policy on Late Applications](#)).
- Is submitted via any method other than through www.Grants.gov.

Your application will be **rejected** if it:

- Is not responsive to the requirements of this RFA (See [AMS' Policy on Non-Responsive Applications](#)).

4.4 SUBMISSION DATE AND TIME

Applications must be submitted electronically through Grants.gov. Ensure that all components of the application are complete before submission. Allow enough time for the application process, as it may take more than one attempt before your application is successfully submitted. AMS encourages organizations to submit applications at least 2 weeks prior to the application deadline to ensure all certifications and registrations are met.

Only applications submitted and validated by 11:59 pm EDT on May 7, 2018 to Grants.gov will be accepted. See [AMS' Policy on Late Applications](#).

4.5 INTERGOVERNMENTAL REVIEW

FMLFPP is subject to [Executive Order 12372](#), "Intergovernmental Review of Federal Programs." Click here to refer to the official [State Point of Contact listing](#).

4.6 FUNDING RESTRICTIONS

4.6.1 INDIRECT COSTS

Indirect costs (also known as "facilities and administrative costs"—defined at [2 CFR §200.56](#)) are those costs incurred for a common or joint purpose benefitting more than one cost objective, and not readily assignable to the cost objectives specifically benefitted, without effort disproportionate to the results achieved.

As stated in the regulation ([2 CFR §§200.413](#) and [414](#)), any non-Federal entity that has never received a negotiated indirect cost rate, except State and Local Government and Indian Tribe Indirect Cost Proposals, may elect to charge a de minimis rate of 10 percent of modified total direct costs (MTDC), which may be used indefinitely. As described in [2 CFR §200.403](#), costs must be consistently charged as either indirect or direct costs, but may not be double charged or inconsistently charged as both. If chosen, this methodology must be used consistently for all Federal awards until such time as a recipient chooses to negotiate for a rate, which the recipient may apply to do at any time.

All applicants who elect to charge a de minimis rate of 10 percent must use the MTDC as the base. MTDCs are defined in [2 CFR §200.68](#) as all direct salaries and wages, applicable fringe benefits, materials

and supplies, services, travel, and up to the first \$25,000 of each subaward (regardless of the period of performance of the subawards under the award). MTDCs excludes equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs, and the portion of each subaward in excess of \$25,000. Other items may be excluded only when necessary to avoid a serious inequity in the distribution of indirect costs, and with the approval of the cognizant agency for indirect costs.

If a cognizant agency has approved an applicant’s negotiated indirect cost rate, the applicant must submit a copy of its approved *NICRA* with its application. Entities that would like to negotiate an indirect cost rate must contact their cognizant agency. For cognizant agency assignments see [2 CFR §200.19](#).

4.6.2 SUBAWARD RESTRICTION

The applicant is expected to perform the major portion of the project; however, subawards or subcontracts 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’s organization are allowable. Using grant funds to competitively “re-grant” funds in mini-grant programs or to activities that are not central to the purpose of the project or for unknown costs unallowable.

4.6.3 ALLOWABLE AND UNALLOWABLE COSTS AND ACTIVITIES

AMS awards are subject to the most recent [General Terms and Conditions](#), Uniform Requirements, Cost Principles, and Audit Requirements for Federal Awards ([2 CFR §200](#)), and other laws and regulations affecting Federal assistance.

Applicants that have questions concerning the allowability of costs after reviewing this section should contact AMS staff using the contact information listed under [7.0 Agency Contact](#).

Cost Category	Description
Buildings and Land - Construction	<p><i>Unallowable</i> 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.</p> <p><i>Unallowable</i> for Greenhouses and hoop houses.</p> <p><i>Allowable</i> for rental costs of land and building space. However, lease to own agreements (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.</p>

Cost Category	Description
	<p>A <i>building</i> is any permanent structure designed or intended for support, enclosure, shelter or protection of people, animals or property and having a permanent roof supported by columns or walls.</p>
<p>Conferences</p>	<p><i>Unallowable</i> if the project solely consists of conference/workshop costs as defined in 2 CFR §200.432.</p> <p><i>Allowable</i> if the conference is part of a larger project to fulfill the purpose of a grant program’s legislated purpose. The applicant should clearly indicate the purpose and target audience for any conference or workshop and explain how the activity will be funded. Also indicate if registration fees will be collected and if so, show the fees as program income in the Budget and Justification section of the Project Narrative form. Allowable conference costs paid by the non-Federal recipient as a sponsor or host of the conference may include rental of facilities, speakers’ fees, costs of meals (see Meals for restrictions) and refreshments, local transportation, and other items incidental to such conferences with the exception of entertainment costs that are unallowable. If registration fees are collected, the recipient must report fees as program income (See 2 CFR §200.307 Program Income).</p> <p><i>Allowable</i> to rent a building or room for training; however, where appropriate, AMS encourages the use of technologies such as webinars, teleconferencing, or videoconferencing as an alternative to renting a building or a room. If renting a building or a room is necessary, the most cost-effective facilities such as State government conference rooms should be utilized.</p>
<p>Contingency Provisions</p>	<p><i>Unallowable</i> for miscellaneous and similar rainy-day funds for events the occurrence of which cannot be foretold with certainty as to the time or intensity, or with an assurance of their happening.</p> <p><i>Unallowable</i> for working capital for activities/items not already in place.</p>
<p>Contributions or Donations</p>	<p><i>Unallowable</i> for contributions or donations, including cash, property, and services, made by the recipient to other entities.</p> <p><i>Unallowable</i> to purchase food or services to donate to other entities and/or individuals.</p>
<p>Electronic Benefit Transfer (EBT) Machines</p>	<p><i>Unallowable</i> for the purchase/lease of Supplemental Nutrition Assistance Program (SNAP) EBT equipment.</p> <p>The USDA Food and Nutrition Service (FNS) provides funding to expand the availability of SNAP EBT equipment and services at farmers markets and State</p>

Cost Category	Description
	<p>SNAP agencies. At this time, applications for this program have been suspended until further notice. To be contacted when the program resumes operations (currently targeted for late winter 2018), please email FarmersMarket@fns.usda.gov. For more information please review the following options.</p> <ul style="list-style-type: none"> • State SNAP agencies offer no cost SNAP EBT equipment to newly authorized farmers markets and direct marketing farmers. • FNS SNAP and Farmers Markets resources provide additional EBT information.
<p>Entertainment Costs</p>	<p><i>Allowable</i> for costs related to the project; however, they must not represent all or a majority of the project costs.</p> <p><i>Unallowable</i> entertainment costs include amusement, diversion, and social activities and any costs directly associated with such costs (such as tickets to shows or sporting events and gratuities), regardless of their apparent relationship to project objectives. Entertainment costs as defined in 2 CFR §200.438</p>
<p>Equipment</p>	<p><i>Unallowable</i> for acquisition costs of general purpose equipment or lease to own agreements (i.e., lease-to-own or rent-to-own).</p> <p><i>Allowable</i> for rental costs of general purpose equipment. Vehicles may be leased, but not purchased. The lease or rental agreement must terminate at the end of the grant cycle.</p> <p>Unallowable for the purchase of trucks that are commercially available for rent. An example of an unallowable truck purchase is 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 <u>not</u> purchased.</p> <p>For vehicle and equipment leases or rentals with an acquisition cost that equals or exceeds \$5,000, rates should be in light of such factors as: rental costs of comparable vehicles and equipment, if any; market conditions in the area; alternatives available; and the type, life expectancy, condition, and value of the vehicle or equipment leased.</p> <p><i>Allowable</i> for acquisition costs and rental costs of special purpose equipment provided the following criteria are met:</p> <ol style="list-style-type: none"> 1) Necessary for the research, scientific, or other technical activities of the grant award; 2) Not otherwise reasonably available and accessible;

Cost Category	Description
	<p>3) The type of equipment is normally charged as a direct cost by the organization;</p> <p>4) Acquired in accordance with organizational practices;</p> <p>5) Must be used only to meet the legislative purpose of the grant program and objectives of the grant award;</p> <p>6) More than one single commercial organization, commercial product, or individual must benefit from the use of the equipment;</p> <p>7) Must not use special purpose equipment acquired with grant funds to provide services for a fee to compete unfairly with private companies that provide equivalent services; and</p> <p>8) Equipment is subject to the full range of acquisition, use, management, and disposition requirements under 2 CFR § 200.313 as applicable.</p> <p>Definitions</p> <p>Equipment is defined as tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost that equals or exceeds the lesser of the capitalization level established by the recipient for financial statement purposes, or \$5,000.</p> <p>Acquisition cost means the cost of the asset including the cost to ready the asset for its intended use. Acquisition cost for equipment, for example, means the net invoice price of the equipment, including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for the purpose for which it is acquired.</p> <p>General Purpose Equipment means equipment that is not limited to technical activities. Examples include office equipment and furnishings, modular offices, telephone networks, information technology equipment and systems, air conditioning equipment, reproduction and printing equipment, and motor vehicles.</p> <p>Special Purpose Equipment is equipment used only for research or technical activities. FMLFPP examples include mobile markets; specialized equipment for mobile markets; walk-in coolers; cooler storage units, mobile slaughter unit components, a trailer to be retrofitted into a mobile market or food truck and other equipment that requires modification <u>because it is not already available and readily usable in its current form.</u></p>
<p>Farm, Gardening, and Production Activities and Supplies</p>	<p><i>Unallowable</i> for farm, gardening, and production activities, materials, supplies, and other related costs. Example items may include soil, seeds, shovels, and gardening tools.</p>

Cost Category	Description
Fines, Penalties, Damages and Other Settlements	<i>Unallowable</i> for costs resulting from violations of, alleged violations of, or failure to comply with, Federal, state, tribal, local or foreign laws and regulations.
Fundraising and Investment Management Costs	<i>Unallowable</i> for organized fundraising, including financial campaigns, solicitation of gifts and bequests, and similar expenses incurred to raise capital or obtain contributions, regardless of the purpose for which the funds will be used. This includes salaries of personnel involved in activities to raise capital.
Goods or Services for Personal Use	<i>Unallowable</i> for costs of goods or services for personal use of the recipient's employees regardless of whether the cost is reported as taxable income to the employees.
Indirect Costs – Unrecovered	<i>Unallowable</i> for unrecovered indirect costs.
Insurance and Indemnification	<i>Allowable</i> as indirect costs for insurance and indemnification.
Lobbying	<i>Unallowable</i> as defined in 2 CFR § 200.450 .
Meals	<p><i>Unallowable</i> for business meals when individuals decide to go to lunch or dinner together when no need exists for continuity of a meeting. Such activity is considered an entertainment cost.</p> <p><i>Unallowable</i> for breakfasts for conference attendees because it is expected these individuals will have sufficient time to obtain this meal on their own before the conference begins in the morning.</p> <p><i>Unallowable</i> for meal costs that are duplicated in meeting participant's per diem or subsistence allowances.</p> <p><i>Allowable</i> for lunch or dinner meals if the costs are reasonable and a justification is provided that such activity maintains the continuity of the meeting and to do otherwise will impose arduous conditions on the meeting participants.</p> <p><i>Allowable</i> for meals consumed while in official travel status. They are considered per diem expenses and should be reimbursed in accordance with the organization's established written travel policies.</p>

Cost Category	Description
Memberships, Subscriptions, and Professional Activity Costs	<p><i>Unallowable</i> for costs of membership in any civic or community organization.</p> <p><i>Allowable</i> for costs of membership in business, technical, and professional organizations.</p>
Organization Costs	<p><i>Unallowable</i> for costs of investment counsel and staff and similar expenses incurred to enhance income from investments.</p> <p><i>Allowable</i> for organization costs per 2 CFR §200.455.</p>
Participant Support Costs	<p><i>Allowable</i> for such items as stipends or subsistence allowances, and registration fees paid to or on behalf of participants or trainees (but not employees) in connection with approved conferences, training projects, surveys, and focus groups.</p>
Political Activities	<p><i>Unallowable</i> for development or participation in political activities in accordance with provisions of the Hatch Act (5 U.S.C. §§ 1501-1508 and §§ 7324-7326).</p>
Pre-Award Costs	<p><i>Allowable</i> if such costs are necessary for efficient and timely performance of the scope of the project work. Such costs are allowable only to the extent that they would have been allowable if incurred after the date of the Federal award.</p> <p>A potential recipient may incur pre-award costs 90 calendar days before award. These costs and associated activities must be included in the applicant’s Project Narrative and budget justification. All costs incurred before the award are at the potential recipient’s risk. The incurrence of pre-award costs in anticipation of an award imposes no obligation on AMS to award funds for such costs.</p>
Rearrangement and Reconversion Costs	<p><i>Allowable</i> as indirect costs incurred for ordinary and normal rearrangement and alteration of facilities.</p> <p><i>Allowable</i> as direct costs with prior approval for special arrangements and alterations costs incurred specifically for the award.</p> <p>Rearrangement and reconversion costs are those incurred in restoring or rehabilitating the non-Federal entity’s facilities to approximately the same condition existing immediately before the start of the grant agreement, less costs related to normal wear and tear.</p>

Cost Category	Description
Selling and Marketing Costs – Coupons, Incentives or Other Price Discounts	<p><i>Unallowable</i> for costs of the value of coupon/incentive redemptions or price discounts (e.g., the \$5.00 value for a \$5.00 clip-out coupon).</p> <p><i>Allowable</i> for costs associated with printing, distribution, or promotion of coupons/tokens or price discounts (e.g., a print advertisement that contains a clip-out coupon) as long as they benefit more than a single program or organization.</p>
Selling and Marketing Costs – Food for Displays, Tastings, Cooking Demonstrations	<p><i>Allowable</i> for food for displays, tastings, and cooking demonstrations with prior approval if the projects expected outcome indicator is an increase in sales. The applicant must include quantitative metrics for an increase in sales in the Project Narrative and in Performance Reports and the Final Performance Report.</p>
Selling and Marketing Costs – General Marketing Costs	<p><i>Unallowable</i> for costs designed solely to promote the image of an organization, general logo, or general brand.</p> <p><i>Unallowable</i> for general marketing of the health value of food products. (e.g., “Vegetables keep you healthy!”)</p> <p><i>Allowable</i> for advertising costs designed to promote products that align with the purpose of the grant program. Costs may include advertising media costs to promote a direct marketing effort. Advertising media include magazines, newspapers, radio, television, direct mail, bus signs, or other advertisement wraps and other electronic and computer transmittals. May also include public relations activities using advertising media to promote direct producer-to-consumer marketing to the public or a specific, FMPP approved audience.</p>
Selling and Marketing Costs – Sponsorships	<p><i>Unallowable</i> for costs associated with sponsorships. A sponsorship is a form of advertising in which an organization uses grant funds to have its name and/or logo associated with certain events and where the organization does not necessarily know how the funds associated with sponsorship costs will be used. These costs also benefit only the organization offering funding, limiting the beneficiaries to the sponsor organization.</p>
Selling and Marketing Costs – Use of Meeting Rooms, Space, Exhibits that do not Align with Grant Purpose	<p><i>Unallowable</i> for costs associated with trade show attendance/displays, meeting room reservations, and/or any other displays, demonstrations, exhibits, or rental of space unless the activities specifically align with the purpose of the grant program. See the Conferences Cost Category for more information.</p>

Cost Category	Description
Supplies and Materials, Including Costs of Computing Devices	<p><i>Allowable</i> for costs incurred for materials, supplies, and fabricated parts necessary to carry out a Federal award. Purchased materials and supplies must be charged at their actual prices, net of applicable credits. Withdrawals from general stores or stockrooms should be charged at their actual net cost under any recognized method of pricing inventory withdrawals, consistently applied. Incoming transportation charges are a proper part of materials and supplies costs. Only materials and supplies actually used for the performance of a Federal award may be charged as direct costs.</p> <p>A computing device is a supply if the acquisition cost is less than the lesser of the capitalization level established by the recipient for financial statement purposes or \$5,000, regardless of the length of its useful life. In the specific case of computing devices, charging as direct cost is allowable for devices that are essential and allocable, but not solely dedicated, to the performance of a Federal award. Where Federally-donated or furnished materials are used in performing the Federal award, such materials will be used without charge.</p>
Travel Costs	<p><i>Unallowable</i> for travel costs of government officials per 2 CFR §200.444.</p> <p><i>Unallowable</i> for international travel.</p> <p><i>Allowable</i> for domestic travel, when costs are limited to those allowed by formal organizational policy and the purpose aligns with the legislated purpose of the program.</p> <p>Allowable travel costs for applicants that do not have formal travel policies and for for-profit entities may not exceed those established by the Federal Travel Regulations, issued by General Services Administration (GSA), including the maximum per diem and subsistence rates prescribed in those regulations. If a recipient does not have a formal travel policy, those regulations will be used to determine the amount that may be charged for travel costs.</p> <p>In the case of air travel, the lowest reasonable commercial airfares must be used. Applicants are strongly encouraged to take advantage of discount fares for airline travel through advance purchase of tickets if travel schedules can be planned in advance.</p> <p>Consideration should be given to the use of alternative technologies such as teleconferencing or videoconferencing if they are available, appropriate for the project, and less costly.</p>

4.7 GRANTS.GOV APPLICATION SUBMISSION AND RECEIPT PROCEDURES AND REQUIREMENTS

4.7.1 HOW TO REGISTER TO APPLY THROUGH GRANTS.GOV

The registration process can take **up to four weeks** to complete. Therefore, complete your registration allowing sufficient time to ensure it does not impact your ability to meet required application submission deadlines.

If individual applicants are eligible to apply for this grant funding opportunity, refer to:

<https://www.grants.gov/web/grants/applicants/individual-registration.html>

Organization applicants can find complete instructions here:

<https://www.grants.gov/web/grants/applicants/organization-registration.html>

- 1) *Obtain a DUNS Number:* All entities applying for funding, including renewal funding, must have a [Data Universal Numbering System \(DUNS\) number](#) from Dun & Bradstreet (D&B). Applicants must enter the DUNS number in the data entry field labeled "Organizational DUNS" on the SF-424 form.
- 2) *Register with SAM:* In addition to having a DUNS number, organizations applying online through Grants.gov must register with the [System for Award Management \(SAM\)](#). All organizations must register with SAM to apply online. Failure to register with SAM will prevent your organization from applying through Grants.gov. **SAM.gov accounts must be updated annually, and your organization must have an active SAM.gov account to submit your application to Grants.gov.**
- 3) *Create a Grants.gov Account:* The next step in the registration process is to [create an account with Grants.gov](#). Applicants must know their organization's DUNS number to complete this process. Completing this process automatically triggers an email request for applicant roles to the organization's E-Business Point of Contact (EBiz POC) for review. The EBiz POC is a representative from your organization who is the contact listed for SAM. To apply for grants on behalf of your organization, you will need to request the AOR role.
- 4) *Authorize Grants.gov Roles:* After creating an account on Grants.gov, the EBiz POC receives an email notifying him or her of your registration and request for roles. The EBiz POC will then log in to Grants.gov and [authorize the appropriate roles](#), which may include the AOR role, thereby giving you permission to complete and submit applications on behalf of the organization. You will be able to submit your application online any time after you have been approved as an AOR.
- 5) *Track Role Status:* After registering with Grants.gov and authorizing the applicant AOR, Grants.gov allows you [to track your status](#).

b. *Electronic Signature:* When applications are submitted through Grants.gov, the name of the organization's AOR that submitted the application is inserted into the signature line of the application, serving as the electronic signature. The EBiz POC **must** authorize individuals who are able to make legally binding commitments on behalf of the organization as an AOR; **this step is often missed and it is crucial for valid and timely submissions.**

4.7.2 HOW TO SUBMIT AN APPLICATION TO AMS VIA GRANTS.GOV

On December 31, 2017, [Grants.gov officially retired the legacy PDF application package](#) as a method to apply for a federal grant. Applicants can now apply only using Grants.gov Workspace. Workspace is a shared, online environment where members of a grant team may simultaneously access and edit different webforms within an application. For each funding opportunity announcement (FOA), an applicant creates individual instances of a workspace.

- 1) *Create a Workspace*: This allows you to complete your Workspace online and route it through your organization for review before submitting.
- 2) *Complete a Workspace*: Add participants to the workspace, complete all the required forms, and check for errors before submission.

- a. *Adobe Reader*: If you decide not to apply by filling out webforms you can download individual PDF forms in Workspace so that they will appear similar to other Standard or AMS forms. The individual PDF forms can be downloaded and saved to your local device storage, network drive(s), or external drives, and then accessed through Adobe Reader.

NOTE: You may need to visit the [Adobe Software Compatibility page on Grants.gov](#) to download the appropriate version of the software.

- b. *Mandatory Fields in Forms*: Fields marked with an asterisk and a different background color are mandatory fields you must complete to successfully submit your application.
 - c. *Complete SF-424 Fields First*: The forms are designed to fill in common required fields across other forms, such as the applicant name, address, and DUNS number. To trigger this feature, an applicant must complete the SF-424 information first. Once it is completed, the information will transfer to the other forms.
- 3) *Submit a Workspace*: Submit your application through Workspace by clicking the Sign and Submit button on the Manage Workspace page, under the Forms tab. Grants.gov recommends submitting your application package **at least 24-48 hours prior to the close date** to provide you with time to correct any potential technical issues that may disrupt the application submission.

SPECIAL NOTE: Grants.gov **does not** check for AMS required attachments. It is the applicant's responsibility to ensure that all required attachments listed in section [4.2 Content and Form of Application Submission](#) are included.

- 4) *Track a Workspace*: After successfully submitting a workspace package, Grants.gov automatically assigns a Tracking Number (GRANTXXXXXXX) to the package, which will be listed on the Confirmation page generated after submission.

Applicant Support: Grants.gov provides additional [training resources, including video tutorials](#). Applicants may also call the 24/7 toll-free support number 1-800-518-4726, or email support@grants.gov. Grants.gov will issue a ticket number to which you and Grants.gov can refer if the

issue is not resolved. For questions related to the specific grant opportunity, contact mentioned in section [7.0 Agency Contacts](#).

4.7.3 TIMELY RECEIPT REQUIREMENTS AND PROOF OF TIMELY SUBMISSION

All applications must be received by the due date established in section [4.4 Submission Date and Time](#). Proof of timely submission is automatically recorded by Grants.gov using an electronic date/time stamp generated when the application is successfully received by Grants.gov. The applicant AOR will then receive an acknowledgement of receipt and a tracking number (GRANTXXXXXXXX) from Grants.gov. Applicant AORs will also receive the official date/time stamp and Grants.gov Tracking number in an email serving as proof of their timely submission.

When AMS successfully retrieves the application from Grants.gov and acknowledges the download of submissions, Grants.gov will electronically acknowledge receipt of the application to the applicant AOR's email address. Again, proof of timely submission shall be the official date and time that Grants.gov receives your application. Applications received by Grants.gov after the established due date for the program will be considered late and will not be considered for funding by AMS.

AMS will not accept applications packages by fax, email or postal mail. Applications received by Grants.gov after the established due date for the program will be considered late and will not be considered for funding by AMS. See [AMS' Policy on Late Applications](#).

Special Note for Applicants with Slow Internet Connections. Applicants using slow internet connections, such as dial-up connections, may experience significantly longer transmission times when submitting your application Grants.gov, especially if there are large attachments contained in the upload. Again, Grants.gov will provide either an error message or a successfully received transmission notification via email to the applicant AOR.

4.7.4 TIPS FOR APPLICANTS

- Register and submit applications early. **DO NOT WAIT UNTIL THE DAY OF THE APPLICATION DEADLINE.**
- Thoroughly read this RFA and follow all the instructions provided by AMS.
- Apply for the correct grant program
 - CFDA number “**10.168**” and Funding Opportunity Number “**USDA-AMS-TM-FMPP-G-18-0002.**”
- Make sure you have the most recent copy of Adobe Reader installed on your computer and that it is compatible with [Grants.gov](#) software. Grants.gov supports Adobe Reader version 9.0.0 and higher.
- Limit Application File Size/ File Name Characters (50 or less).
- When uploading attachments, click the “Add Attachments” button (do NOT use the “paperclip” icon in Adobe Reader)

- Do not password-protect your documents and make sure all tracked-changes are “accepted”.
- Avoid Special Characters in File Names (\$, %, &, *, Spanish "ñ", etc.).
- Input the correct DUNS number on the SF-424 cover page.
- Review the Grants.gov Applicant User and Registration Guides: <https://www.grants.gov/web/grants/grantors/grantor-tools-and-tips.html> and FAQs: <http://www.grants.gov/web/grants/applicants/applicant-faqs.html> Workspace Overview: <https://www.grants.gov/web/grants/applicants/workspace-overview.html>

5.0 APPLICATION REVIEW INFORMATION

5.1 PROJECT EVALUATION CRITERIA

Each application will be reviewed competitively using the following criteria and scoring:

Alignment and Intent..... **25 Points**

- 1) The extent to which the application provides a clear and concise description of the specific issue, problem, or need and objectives for the project.
- 2) The extent to which the project increases domestic consumption of and access to locally and regionally produced agricultural products and develops new market opportunities for farm and ranch operations serving local markets, by:
 - a. Developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement, and expansion of:
domestic farmers markets, roadside stands, CSA programs, agritourism activities, and other direct producer-to-consumer market opportunities.
- 3) The extent to which the applicant identifies the intended beneficiaries, including the number of beneficiaries and how they will benefit.

Technical Merit..... **25 Points**

- 1) The extent to which the application presents a clear, well-conceived, and overall suitable methodology for fulfilling the goals and objectives of the proposed project.
- 2) The extent to which the application presents a realistic schedule for implementing the proposed project during the award project period.
- 3) If the project and/or entity was previously funded, the extent to which the previous lessons learned are incorporated into the proposed project.

Achievability.....**15 Points**

- 1) The extent to which the Outcomes and Indicator(s) are feasible for the scale and scope of the project including:
 - a. how indicator numbers were derived with a clear means to collect feedback to evaluate and achieve each relevant Outcome indicator; and
 - b. the anticipated key factors that are predicted to contribute to and restrict progress toward the applicable indicators, including action steps for addressing identified restricting factors.
- 2) The extent to which the proposed project can be easily adaptable to other regions, communities, or agricultural systems.
- 3) The extent to which the applicant provides a comprehensive plan to disseminate the project’s results (both positive and negative) electronically and in-person to target audiences, stakeholders, and interested parties.

Expertise and Partners.....**25 Points**

- 1)The extent to which the proposed project represents qualifications of the applicant (individual and team) and the relevant partnerships and collaborations to accomplish the project’s goals and objectives and to meet the needs of the intended beneficiaries including:
 - a. Commitment from the key staff demonstrated through Letters of Commitment from Partner and Collaborator Organizations;
 - b. The key staff who will be responsible for managing the projects and the individuals (name and title) who comprise the Project Team; and
 - c. The expertise and experience of the Project Team necessary to successfully manage and implement the proposed project.
- 2) The extent to which the application describes plans for coordination, communication, and data sharing and reporting among members of the Project Team and stakeholder groups, including both internal applicant personnel **and** external partners and collaborators.
- 3) The extent to which the application describes how the project, and its partnerships and collaborations, will be sustained beyond the project’s period of performance (without grant funds).

Fiscal Plan and Resources.....**10 Points**

- 1) The extent to which the application budget narrative or justification provides a clear, detailed, narrative description for each budget line item including:
 - a. The budget is consistent with the size and scope of the project; and
 - b. The budget relates logically to the narrative describing the project.
- 2) The extent to which the application provides evidence that critical resources and infrastructure that are necessary for the initiation and completion of the proposed project are currently in place.

5.2 REVIEW AND SELECTION PROCESS

Step 1: Initial Qualification Screening

To meet the basic eligibility requirements, applications must be responsive to the RFA. Please see [AMS' Non-Responsive Application Policy](#) for more information.

Step 2: Technical Review

Each application is evaluated by a panel of peer reviewers. AMS will make every attempt to match reviewers with applications in their areas of expertise. Each reviewer signs a conflict of interest and confidentiality agreement regarding any assigned proposals. The peer review panels evaluate their assigned proposals using instructions prepared by AMS officials. Individual reviewers confer with other team members to derive a consensus score. The consensus review serves as the basis for awarding and allocating grant funds and focuses on strengths and weaknesses of each proposal.

Step 3: Administrative Review

AMS will conduct a final administrative evaluation of each review panel's top rankings and recommendations. In addition to the rank and scores, AMS reviews each application to ensure that potential recommended projects align with the scope, allowability of budget items, available funding, geographic diversity, and USDA priorities. AMS staff will work with top-ranked applicants to negotiate any revisions if necessary and possible. AMS will also assess an organization's ability to account for the use of Federal funds and monitor the performance associated with these monies using the guidance provided by [2 CFR §205\(c\)](#).

6.0 AWARD ADMINISTRATION INFORMATION

6.1 AWARD NOTICES

Upon announcement of the Federal awards, AMS will prepare and send a Notice of Award and Grant Agreement to each recipient for signature by the appropriate official. Grant Agreements consist of a 1-page Agreement Face Sheet (AMS-33) that will be signed by AMS and the AOR.

The Notice of Award and Grant Agreement will provide pertinent instructions and information including, at a minimum, the information described in [2 CFR §200.210](#) and a reference to the [AMS General Terms and Conditions](#).

6.2 UNSUCCESSFUL APPLICANTS

Unsuccessful applicants will be contacted by AMS via email as soon as possible after the awards are announced to inform them of the results. AMS will email unsuccessful applicants anonymous review panel consensus comments regarding their proposals as feedback.

6.3 ADMINISTRATIVE AND NATIONAL POLICY REQUIREMENTS

All AMS grant agreements include the AMS General Terms and Conditions as part of the Notice of Award and Grant Agreement. More information is provided in the most recent version of the [AMS General Terms and Conditions](#) under the *Administrative and National Policy Requirements* section.

6.4 REPORTING REQUIREMENTS

Recipients are required to submit interim reports (performance and financial) throughout the grant’s period of performance as well as one final report.

6.4.1 INTERIM REPORTS (PERFORMANCE AND FINANCIAL)

Performance Reports and Form SF-425 “Federal Financial Report” are due annually within 90 calendar days after each annual performance reporting period end date.

For 2018 Awards (both CB and CTA projects), the 3-year period of performance begins September 30, 2018, and ends September 29, 2021. Recipients must submit two annual interim reports.

Annual Report Number	One-Year Marker (Report Due w/in 90 Days of this Date)	Due Date
1	September 30, 2019	December 29, 2019
2	September 30, 2020	December 29, 2020

6.4.2 AWARD CLOSEOUT

To officially close out an award, recipients should submit the following items to AMS, as required in the most recent [AMS General Terms and Conditions](#). They are due within 90 days following the award performance period (no later than December 28, 2021):

1. Final Performance Report
2. Final Payment Request (SF-270), if applicable
3. Final SF-425, “Federal Financial Report”, and if applicable, payment of unobligated balance
4. Tangible Personal Property Report, if applicable
5. A refund of any unused grant funds (checks made out to Agricultural Marketing Service), if applicable.

Once the project is successfully closed, AMS will issue a closeout letter as the Agency’s official notification. The timely closeout of your award helps ensure future grant application eligibility.

7.0 AGENCY CONTACTS

7.1 PROGRAMMATIC QUESTIONS

Applicants and other interested parties are encouraged to contact the FMPP staff by e-mail with questions about the grant program at USDAFMPPQuestions@ams.usda.gov.

For additional information, please visit the FMPP Website at:

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

7.2 GRANTS.GOV QUESTIONS

All questions regarding Grants.gov technical assistance must be directed to Grants.gov's [Applicant Support](#).

8.0 OTHER INFORMATION

8.1 EQUAL OPPORTUNITY STATEMENT

In accordance with Federal civil rights law and 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).

Persons with disabilities who require alternative means of communication for program information (i.e., Braille, large print, audiotape, 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.

8.2 FREEDOM OF INFORMATION ACT REQUESTS

The Freedom of Information Act of 1966 ([5 U.S.C. 552](#)) (FOIA) and the Privacy Act of 1974 ([5 U.S.C. 552a](#)), as implemented by USDA's regulations ([7 CFR §1, Subpart A](#)) govern the release or withholding of information to the public in connection with this Federal award. The release of information under these laws and regulations applies only to records held by AMS and imposes no requirement on the recipient or any subrecipient to permit or deny public access to their records.

FOIA requests for records relating to this Federal award may be directed to USDA, Agricultural Marketing Service, FOIA/PA Officer, Room 3943-S, Mail Stop 0202, 1400 Independence Ave., SW, Washington, DC 20250-0273, Telephone: (202) 720-2498; or email: AMS.FOIA@usda.gov.

8.3 PROHIBITION ON USING FUNDS UNDER GRANTS AND COOPERATIVE AGREEMENTS WITH ENTITIES THAT REQUIRE CERTAIN INTERNAL CONFIDENTIALITY AGREEMENTS

By submission of its proposal or application, the applicant represents that it does not require any of its employees, contractors, or subrecipients seeking to report fraud, waste, or abuse to sign or comply with internal confidentiality agreements or statements prohibiting or otherwise restricting those employees, contractors, or subrecipients from lawfully reporting that waste, fraud, or abuse to a designated investigative or law enforcement representative of a Federal department or agency authorized to receive such information. Note that: (1) the basis for this representation is a prohibition in sections 743, 744 of the Consolidated Appropriations Act, 2016, Pub. L. 114-113, (Division E, Title VII, General Provisions Government-wide) and any successor provisions of law on making funds available through grants and cooperative agreements to entities with certain internal confidentiality agreements or statements; and (2) section 744 states that it does not contravene requirements applicable to Standard Form 312, Form 4414, or any other form issued by a Federal department or agency governing the nondisclosure of classified information.

8.4 PAPERWORK REDUCTION

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid Office of Management and Budget control number. The valid OMB control number for this information collection is 0581-0240. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.