

# Farmers Market and Local Food Promotion Program Narrative Form Guide

## Priority Considerations

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

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## Executive Summary

Sum up your plan in 250 words or less! This is the first impression of the project and is an opportunity to capture the reviewer's attention. It might be easiest to do this last.

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## Alignment and Intent

**Problem/Need:** Talk about the problem you are working to fix and how your project will address this problem.

**Objectives:** Describe the project goals in a way that is specific, measurable and something you can achieve.

**Beneficiaries and Impacts:**

Who will benefit from your project and how will they benefit? What are your plans for engaging with these beneficiaries? What are your expected short- and long-term impacts?

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## Technical Merit

**Work Plan:** Describe in detail the plan to achieve each your objectives including activities, timeline, resources needed, project milestones, and responsible staff.

**Previously Funded Projects:** If you or your organization have previously received or are currently seeking federal funding, describe how this project differs or how findings and lessons learned from previous projects can support this project.

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## Achievability

**Outcome**

**Indicator/Measurement:**

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

**Adaptation:** Discuss if and how this project can be adapted to other regions, communities, and/or agricultural systems.

**Dissemination:** State how you will spread the word about the results (both positive and negative) of the project.

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## Expertise and Partners

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

**Project Management Plan:**

Describe your plan for coordination, communication, data sharing and reporting.

**Sustainability:** Explain how you will keep the project, its partnerships and collaborations, and the results of the project going after the grant ends.

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## Fiscal Plan and Resources

**Budget and Justification:**

Provide the total cost of the project and the breakdown of project costs by cost categories Explain how these costs were determined and how they relate to your Objectives, Outcomes and the project work plan.

**Cost Share:** You must provide a minimum 25% cost share (can be cash or in-kind) of the Federal portion of the grant. You must submit signed Letters of Verification for each cost share commitment.

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