

Farmers Market and Local Food Promotion Program (FMLFPP) Frequently Asked Questions

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Section 1. Definitions

What is the difference between the Farmers Market Promotion Program (FMPP) and the Local Food Promotion Program (LFPP)?

FMPP promotes direct-to-consumer activities (farmers selling products directly to consumers). There are two grant sub-types under FMPP— **Capacity Building (CB)** and **Community Development, Training, and Technical Assistance (CTA)** projects. There is no match requirement. Funding ranges from \$50,000 to \$500,000.

LFPP promotes intermediary supply chain activities (activities that get products from the farmer to the market place other than the farmer selling directly to the consumer).

Applicants must aggregate, distribute, process or store locally or regionally-produced products (within a 400 mile radius). There are two grant sub-types under LFPP— planning and implementation. LFPP grants require a 25% match. Funding ranges from \$25,000 to \$500,000.

	<u>FMPP</u>	<u>LFPP</u>
CFDA Number	10.168	10.172
Grants offered	<p>Projects related to direct-to consumer marketing:</p> <p>Capacity Building grants from \$50K to \$250K</p> <p>Community Development, Training, and Technical Assistance grants from \$250K to \$500K</p>	<p>Intermediary supply chain projects that aggregate, distribute, process and/or store agricultural products:</p> <p>Planning grants from \$25K to \$100K</p> <p>Implementation grants from \$100K to \$500K</p>
Matching Funds	Not required	25% required
Website	https://www.ams.usda.gov/services/grants/fmpp	https://www.ams.usda.gov/services/grants/lfpp

What is the definition of a Local or Regional Food Business Enterprise?

This is an organization or business entity that functions as an intermediary between producers (farmers or growers) and buyers by carrying out one or more of the following local or regional food supply chain activities to meet market demand:

- Aggregating
- Storing

- Processing
- Distribution

Section 2: Application Package

Does any part of the Grant Narrative application count towards the 15 page limit?

FMLFPP requires each applicant to prepare a narrative using the Project Narrative form. This form and instructions are on the FMPP website: <https://www.ams.usda.gov/services/grants/fmpp> and LFPP website: <http://www.ams.usda.gov/services/grants/lfpp>.

All applicants must complete the form and upload as a PDF attachment. Handwritten applications will not be accepted. The narrative must be typed, single-sided, single-spaced, in an 11-point font, not to exceed fifteen (15) 8.5 x 11 pages (excluding existing Project Narrative form content). For example, if the Project Narrative form is 12 pages before you begin entering your project information into the form, your narrative may be up to 29 pages (14 pages + 15 pages). Save and submit the narrative as a PDF attachment.

In the Budget Justification section of the Project Narrative, provide a justification of projected project costs. **For LFPP only**, the matching fund calculation is provided in Section 3.4 in the LFPP Request for Application.

Section 3. Eligibility

Are only domestic programs within the United States eligible?

Yes, as stated in Section 3.1 of the Request for Applications, “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.”

Can a sole proprietorship apply for an FMLFPP grant?

Yes, the project must show evidence of existing community support and engagement and benefit one or more individuals or two or more farmers, producers or farm vendors who sell their agricultural products or services. The applicant would use his/her IRS-registered Tax Identification Number to register with DUNS/SAM.gov.

Does a non-profit need to have 501(c)(3) status in order to apply for an FMPP and/or LFPP grant?

No. A non-profit does not need to have a 501(c)(3) status in order to be eligible to apply.

Section 4: Allowable/Unallowable Cost

Can FMLFPP grant funds be used to purchase food for voucher/reimbursement programs or to donate to a food pantry?

No, it is unallowable to use grant funds for costs of coupon/incentive redemptions or price discounts. Grant funds cannot be used to purchase food for voucher/reimbursement programs or to purchase food for donations.

Can FMLFPP grant funds be used for micro-loans or be re-granted?

Grant funds may not be used for the purpose of awarding micro-loans or for re-granting.

Can I use grant funds to purchase land or buildings?

It is unallowable to use grant funds 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.

Can funds be used to purchase vehicles or repair and/or upgrade existing vehicles?

Vehicles may be leased, but not purchased. However, lease agreements to own (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. Unallowable for the purchase of trucks that are commercially available for rent. An example of an unallowable truck purchase includes 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 not purchased.

For special purpose equipment, funds may be used to modify equipment that is not already available and readily usable in its current format. Examples include, specialized equipment for mobile markets, mobile slaughter unit components, trailers to be retrofitted and walk-in-coolers.

Can FMLFPP funds be used to purchase EBT machines that provide access point for low- income residents?

No, FMLFPP funds cannot be used to purchase. The USDA Food and Nutrition Service (FNS) has existing funding to expand the availability of SNAP EBT equipment and services at farmers markets to the Farmers Market Coalition (FMC) and State SNAP agencies. Please review the below options to determine which is most appropriate for your purpose.

- FMC provides SNAP-authorized farmers markets and direct marketing farmers. You can find more information at <http://farmersmarketcoalition.org/programs/freesnapebt/>.
- State SNAP agencies offer free SNAP EBT equipment to newly authorized farmers markets and direct marketing farmers. Contact your State's SNAP agency or farmers market association to learn more.

May we use grant funds to pay hourly and/or annual salary to staff members working exclusively on the proposed project?

Yes, salaries is an allowed cost as long as the work performed by the employee is applicable to the project.

Section 5: Matching

Can unallowable cost be brought as an in-kind or cost share match? (LFPP Only)

No, only cost allowable under Subpart E of the Cost Principles can be brought as a match. Therefore, unallowable cost cannot be used as a match. The basis for determining the value of cash and in-kind contributions must be in accordance with [2 CFR 200.306](#).

Can land, buildings or labor count as in-kind matches? (LFPP Only)

Donated land and/or buildings cannot be used as in-kind matches. However, labor/personnel may be used as a match as long as you are only bringing the percentage of time the person is working on the project. For example, if someone is only spending 25% of his/her time working on the project, then you can only bring that 25% to the project as a match. Also, you must ensure that what you would normally pay that individual is reasonable according to standard personnel rates for similar positions in your geographic locality.

Can unrecovered indirect cost be used as part of the cost sharing or matching? (LFPP Only)

It is allowable to use unrecovered indirect costs as part of cost sharing or matching. Unrecovered indirect cost means the difference between the amount charged to the Federal award and the amount that could have been charged to the Federal award under the potential recipient's

approved negotiated indirect cost rate.

Does the non-federal match have to be confirmed at the time of proposal submission or can it be lined up by the time of contracting in the event of an award?

Yes, All matching contributions must be committed or in place when the proposal is submitted to LFPP, and prior to accepting the award. Additional anticipated matching funds not in place by the time the project commences cannot be counted toward the matching requirement. Match verification letters are required to be submitted with the application.

Section 6: Letters of Commitment/Critical Infrastructure

How many match verification letters do I submit? (LFPP only)

An applicant must submit one letter verifying the match for EACH cash and/or in-kind resource signed by the matching organization. Each LFPP application requires written verification of match commitment from the LFPP applicant and/or any third party who will contribute cash and/or in-kind matching non-Federal resources. Letters may be submitted in either PDF or MS Word formatting. AMS has posted [A SUGGESTED MATCH VERIFICATION TEMPLATE LETTER](#) on the LFPP application website. We highly-encourage you to use this template.

For example, we are expanding a single farmer’s market location. Our lease is one year at a time. Is it acceptable to indicate Year 1 is secured in the Critical Infrastructure letter, with years 2 and 3 likely, or another equal space will be located?

If the success of the market is contingent upon the location of the market then you must be able to show that the market location is secured for the duration of the project. This must be in place before being awarded.

Is it required that the critical resources and infrastructure be in place at the time of the application submission?

Yes, it is required if critical resources and/or infrastructure are necessary for the completion of the proposed project. Applicants are required to submit evidence as PDF documents that critical resources and infrastructure that depend on the initiation and completion of a project are in place at the time of proposal submission. Land, structures, and other critical resources must be in place and committed prior to submitting an application to LFPP. 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. AMS has posted [A SUGGESTED EVIDENCE OF CRITICAL RESOURCES AND INFRASTRUCTURE TEMPLATE LETTER](#) on the LFPP application website. We highly-encourage you to use this template.

Section 7: Multiple Grants

Can I apply for both FMPP and LFPP grants?

An applicant may submit project proposals to both FMPP and LFPP. If selected for both awards, applicants may accept one FMPP and one LFPP award under the 2017 Request for Applications. 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 completely closes out the previous award by the application due date mentioned in section 4.4 Submission Date and Time.

Please keep in mind, that closing out the grant early, does not guarantee that your submitted project proposal will be awarded. It is recommended that awardees take the entire project period to complete their project work.

Can I receive an FMPP or LFPP grant and a grant from a different USDA agency (VAPG, Farm to School, RBOG, etc.)?

Yes, as long as they are for different projects, you may receive both an FMPP or LFPP grant and a grant from a different agency. It would be a good idea to check with the other grant program too to ensure that you are not violating their terms and conditions.

If I submit to both FMPP and LFPP can it be different aspect of the same project?

No, if you submit a proposal to both programs it should be for 2 separate projects and should not include activities from another project.

My organization serves as a fiscal sponsor for other entities. While we mainly carry out administrative activities for these clients, the clients themselves are actually carrying out the grant work on the ground. According to your RFA, an organization that has submitted multiple proposals that score high enough for award selection may only be awarded 1 LFPP and 1 FMPP grant. Given these limitations, how can we, as fiscal sponsors, increase the chance of all of our clients receiving an award if they all score high enough for selection?

Section 3.3.1 of the RFA covers fiscal sponsorship in detail, including having the client apply as themselves and listing the fiscal sponsor as a contractor. To discuss additional options, contact the AMS grant specialists.

Section 8: Previously Funded Projects

How can I find out about awarded or completed FMLFPP projects?

You may view the list of awarded projects and final reports on the FMPP and LFPP websites at <https://www.ams.usda.gov/services/grants>. Click on the applicable grant program website (FMPP or LFPP), then click on “Awarded Grants” or “Final Performance Reports.”

Section 9: Award Information

What is the timeframe for the project?

FMPP offers both **Capacity Building (CB)** and **Community Development, Training, and Technical Assistance (CTA)** projects. The official performance period must begin on September 30, 2017. Both CB and CTA FMPP projects are awarded for up to 36 months (3 years) and are expected to be completed by September 29, 2020.

LFPP offers two project types — planning grants and implementation grants. The official performance period must begin on September 30, 2017 for both. Planning grants must be completed within an 18 month period. Implementation grants must be completed within a 36 month (3 years) grant period.

How are the funds going to be distributed? How long before I receive my payment?

Upon approval of your SF-270, Request for Advance or Reimbursement, AMS will make payments via Electronic Fund Transfer (EFT) to the bank account specified by you in the System for Award Management at www.sam.gov. If your banking information is incorrect or changes anytime during the grant period, please update your registration at www.sam.gov and notify AMS as soon as possible to ensure proper and timely deposit of funds. Allow 7 to 10 business days for funds to process and to electronically deposit into your account. AMS will NOT issue checks as payment.

Instructions for completing the SF-270 and sample SF-270 Requests for Advance/Reimbursement can be found on the FMPP and LFPP websites at <https://www.ams.usda.gov/services/grants>. Click on the applicable grant program website (FMPP or LFPP), then click on “How to Administer the Award” in the left menu bar.

Where can I find examples of projects awarded under FMPP or LFPP.

You can find example of previously awarded project on both the FMPP www.ams.usda.gov/fmpp and the LFPP www.ams.usda.gov/lfpp websites. Please select the Awarded Grants link on the right hand side of the screen to view previously awarded projects.

Section 10: Reviewers

If my organization submits a proposal to LFPP can I serve as a reviewer for FMPP?

Yes, if your organization submits an LFPP or FMPP proposal you may serve as a reviewer for the program to which you have not submitted an application.

Section 11: Grants.gov

Section 11.1. Definitions

What does AOR stand for?

Authorized Organization Representative. (AOR). AOR's are authorized by their EBiz POC so they can submit applications on behalf of their organization.

Section 11.2 Application Submission

How do I know, if my application was submitted on time?

After you submit your application to [Grants.gov](https://www.grants.gov), you will receive an automatic notification of receipt from the system that contains a Grants.gov tracking number. This notification ONLY indicates receipt by Grants.gov and does not indicate receipt by AMS. Grants.gov may also send you an error message if your application was not submitted correctly.

AMS will retrieve your application from Grants.gov, triggering a second electronic acknowledgment of receipt sent to the Authorize Official Representative. This email, which will be triggered shortly after the application deadline, indicates that the application was submitted successfully to AMS. This notification means that AMS *received* the application; it does NOT mean that AMS *accepted* the application. If you do not receive this second notification, you did not successfully upload your organization's application—contact Grants.gov to identify the issue if it is not already apparent.

Section 11.3 Registration

How do you become or register to be an AOR?

You would first register as an applicant on Grants.gov once you have a DUNS and your organization has an active SAM account. Your Biz POC will receive an email notifying them that you have registered and need to be authorized.

Can we apply before having the Duns and Bradstreet and SAM.gov registration?

No, you cannot. You must first have the Duns and Bradstreet number to register in SAM.gov. You must then register in SAM.gov before you can register and apply through Grants.gov.

Do I have to register before I can see the requirements of the grant application?

No, you do not have to register to view the opportunity and download it however, you must be registered in order to apply.

Section 11.4 DUNS number

Can we apply before having the Duns and Bradstreet and SAM.gov registration?

No, you cannot. You must first have the Duns and Bradstreet number to register in SAM.gov. You must then register in SAM.gov before you can register and apply through Grants.gov.

Section 11.5 SAM Registration

So, if we already have a DUNS, we go straight to SAM.gov?

Yes. SAM registration can take up to 2 weeks to complete so register early.