



Request for Applications (RFA) Snapshot:

Farmers Market Promotion Program (FMPP)



FARMERS MARKET PROMOTION PROGRAM (FMPP)

NAVIGATING THE 2025 FMPP REQUEST FOR APPLICATION

Understand FMPP (Section 3.0 in RFA)

FMPP funds projects that develop, coordinate, and expand direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products.

Project Types and Eligible Project Activities

(Section 3.3 in RFA)

Four project types:

- Capacity Building (3 years)
- Community Development Training and Technical Assistance (3 years)
- Turnkey Marketing and Promotion (2 years)
- Turnkey Recruitment and Training (2 years)

Priority Considerations

(Section 3.4 in RFA)

Priority Considerations include applications that:

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

Eligible Applicants and Partners

(Section 2.1 in RFA)

This section provides a list of entities that are eligible to apply for FMPP. This includes agricultural businesses, cooperatives, local governments, tribal governments, food councils nonprofit corporations and more.

Cost Share

(Sections 2.4, 4.7 in RFA)

FMPP required a cash and/or in-kind cost share equal to 25% of the amount of federal funds being requested. Applicants must submit signed letters verifying the cost share for EACH cash and/or in-kind resource.

Review Criteria

(Section 6.2 in RFA)

Applications that meets the initial qualifications screening requirements will be reviewed and scored competitively in the following areas:

- Alignment and Intent (*Not use for Turkey projects*)
- Technical Merit
- Achievability
- Expertise and Partners
- Fiscal Plan and Resources

Prepare and Submit Through Grants.gov

(Section 5.0 in RFA)

- Obtain Unique Entity Identifier (UEI)
- Obtain a TIN/EIN
- Register in SAM.gov (System for Award Management)
- Create a Grants.gov Account
- Submit & Track via Grants.gov Workspace

Letters of Commitment

(Section 4.8 in RFA)

Applicants MUST provide letters of commitment, (not just letters of support) from all project partners and collaborators listed in the Project Narrative.

Previously Funded Projects

Visit the grant website to view previously funded projects.

Register & Submit your Application Early

Complete your registration to these systems early and submit your application package a week prior to the close date to provide you with time to correct any potential technical issues.

Review Your Application Package

Ensure your application package includes all required documents as outlined in Section 4.1: Application Checklist.

What is FMPP offering?

FMPP funds projects that develop, coordinate, and expand direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products.

Who is eligible?

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

What activities can FMPP fund?

FMPP offers funding for four types of projects:

Project Type	Duration (Months)	Minimum Award	Maximum Award
Capacity Building	36	\$50,000	\$250,000
Community Development Training and Technical Assistance	36	\$100,000	\$500,000
Turnkey Marketing and Promotion	24	\$50,000	\$100,000
Turnkey Recruitment and Training	24	\$50,000	\$100,000

Capacity Building Projects: Supports the development of long-term organizational capacity of direct producer-to-consumer markets and improve and expand existing markets. (\$50,000 – \$250,000)

Examples of eligible activities:

- Developing tools, techniques or practices that can be adopted or replicated by local markets.
- Completing a market analysis and/or strategic plan for a market opportunity.
- Starting, operating and/or expanding farmer's market, roadside stand, CSA, agritourism or online sales activities.
- Recruiting, retaining or conducting outreach to new and existing customers, farmers and ranchers, or other vendors/producers in support of direct producer-to-consumer markets.

Example of a Funded Project: [A Simpler Place](#)

Community Development Training and Technical Assistance Projects: Provide outreach, training, and technical assistance to help farm and ranch operations serving local markets to develop and expand market opportunities. (\$100,000 – \$500,000)

Examples of eligible activities:

- Developing and disseminating tools, techniques, or practices that can be adopted or replicated by local agriculture markets.
- Conducting statewide or regional training for farmers, ranchers, or farmers market managers to help them develop or maintain their own direct producer-to-consumer enterprise.
- Establishing or expanding producer-to-consumer networks on a state, regional, or national level, including efforts to develop local sourcing opportunities with corporate, non-profit, and institutional buyers.
- Providing technical support for small- and mid-sized producers to become compliant with regulatory and buyer specifications and standards to increase their direct market opportunities.

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

Turnkey Marketing and Promotion Projects: Streamlined application for common marketing activities like developing or revising marketing plans and purchasing marketing media. (\$50,000 – \$100,000)

Applicants must select 3-5 of the pre-defined activities below:

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

Turnkey Recruitment and Training Projects: Streamlined application focused on recruiting and training local food vendors and producers. (\$50,000 – \$100,000)

Applicants must select 3-5 of the pre-defined activities below:

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

Cost Sharing

Cost sharing from non-Federal sources in the form of **cash and/or in-kind contributions equal to 25%** of the amount of Federal funds being requested is required.

Subawards

The primary applicant may subaward or subcontract with partners, collaborators, or other parties that provide additional knowledge, expertise, or resources for the purposes of the proposed project that are not otherwise available within the applicant organization. Grant funds cannot be used to “re-grant” funds in mini-grant programs.

Priority Consideration

Priority Considerations reflect language from [7 U.S. Code § 1627c - Local agriculture market program](#).

Priority Considerations include applications that:

- Benefit underserved communities, including communities that are located in areas of concentrated poverty with limited access to fresh locally or regionally grown food, which AMS has determined to mean the application is for a project located in a low income/low food access (LI/LA) census tract (as defined below), or
- Are used to carry out eligible activities under a partnership agreement in a Regional Food Systems Partnership project and have not received an FMPP award within the past five (5) years.

Contact Us and Learn More!

Please email: FMLFPPGrants@usda.gov for questions related to the Farmers Market Promotion Program.

Visit the [AMS LAMP Grant Toolkits & Application Support Page](#) for more technical assistance resources.

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

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