

Transportation and Marketing



Grant Opportunities

Farmers Market Promotion Program

The Farmers Market Promotion Program (FMPP) is implemented under the Local Agriculture Market Program (LAMP), a program authorized by subtitle A of the Agricultural Marketing Act of 1946 (7 U.S.C. § 1627c), as amended. 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. FMPP achieves this goal through the creation, coordination, and delivery of outreach, training, and technical assistance to domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, online sales or other direct producer-to-consumer (including direct producer-to-retail, direct producer-to-restaurant and direct producer-to-institutional marketing) market opportunities.

There are two types of FMPP grants, Capacity Building (CB) and Community Development Training and Technical Assistance (CTA). CB projects are intended to assist farm and ranch operations serving local markets to build long-term organizational capacity, while CTA projects seek to provide outreach, training, and technical assistance to this same audience.

Important Dates:

Application Opens: March 1, 2022

Program Webinar: Tuesday, April 5, 2022, 1:00 p.m. EST;

<https://www.ams.usda.gov/services/grants/webinars>

Application Closes: May 16, 2022, 11:59 p.m. EST

Who Is Eligible?

All applicants must be domestic entities owned, operated, and located within the 50 United States, the District of Columbia, the Commonwealth of Puerto Rico, the United States Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands, or Tribal Governments.

Eligible entities that meet the criteria above include agricultural businesses and cooperatives, producer networks or associations, Community Supported Agriculture (CSA) networks and associations, food councils, local governments, nonprofit and public benefit corporations, economic development corporations, regional farmers' market authorities, and tribal governments.

What is the Maximum Grant Amount?

Approximately \$13.5 million is available to fund FMPP applications under the FY22 solicitation. For Capacity Building (CB) projects, applicants may request a minimum of \$50,000 and maximum of \$250,000.

Applicants for Community Development Training and Technical Assistance (CTA) may request a minimum of \$100,000 and maximum of \$500,000.

Is there a Cost Share or Match required?

FMPP requires matching funds from non-Federal sources in the form of cash and/or in-kind contributions in an amount equal to 25 percent of the total Federal portion of the grant.

What Can I Use the Funding For?

FMPP CB projects are intended to assist applicants' efforts to achieve their mission and build long-term organizational capacity in the development, coordination, and expansion of direct producer-to-consumer market opportunities. Projects can include but are not limited to market analysis and strategic planning, producer or market manager training and education, online sales operation or expansion, and producer and consumer outreach.

FMPP CTA projects are intended to assist applicants' efforts to provide outreach, training, and technical assistance to farm and ranch operations serving local markets, and to other interested parties for developing, coordinating, and expanding domestic farmers markets, roadside stands, CSA programs, agritourism activities, online sales, or other direct producer-to-consumer market opportunities. Projects can include but are not limited to producer marketing and promotion assistance, producer-to-consumer networks and organizations, and technical assistance to support small- and mid-sized producers in compliance with regulatory and buyer requirements for direct marketing opportunities.

More Information

Visit the FMPP web site for the application and more information:

<https://www.ams.usda.gov/services/grants/fmpp>. For questions about FMPP, please see the program's FAQs at: <https://www.ams.usda.gov/sites/default/files/media/FMLFPPFAQs.pdf>.

Contact Us

For questions about FMPP after closely reviewing the RFA and FAQs, please email FMLFPPGrants@usda.gov.