USDA Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE

UNIVERSITY OF MARYLAND EASTERN SHORE

Farmers Market Promotion Program
2025 RFA Summary

Program Information

FMPP Purpose: 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 offers four project types: *Capacity Building (CB), Community Development Training and Technical Assistance (CTA)*, *Turnkey Marketing and Promotion*, and *Turnkey Recruitment and Training*.
Publication Date: May 09, 2025
Due Date: 11:59 PM Eastern Time on June 27, 2025
Funding Opportunity Number: USDA-AMS-TM-FMPP-G-25-0005
Assistance Listing Number/CDFA: 10.175

To find a grant opportunity, visit Grants.gov and search by keyword, opportunity number or CDFA.
- Visit the Program Website for additional information.

Application Package Checklist

☐ Form SF-424 – Application for Federal Assistance (Grants.gov)
☐ Form SF-424A – Budget Summary for Non-Construction Programs (Grants.gov)
☐ Project Abstract Summary (Grants.gov)
☐ Project Narrative Form or Turnkey Marketing and Promotion Project Narrative Form or Turnkey Recruitment and Training Project Narrative Form

- Must use required template.
    - The Project Narrative Form is provided as an MS Word document, however applications must be converted to PDF and attached to the Grants.gov application package using the "Project Narrative Attachment Form" link in Grants.gov.
- Executive Summary shows how project supports FMPP goals and objectives and must not exceed 250 words.

- Text must not exceed the page limit specified in the RFA.
  - For Capacity Building and Community Development, Training and Technical Assistance projects: The Project Narrative must be typed and single-spaced, in an 11-point font, and **must not exceed fifteen (15)** 8.5 x 11 pages (excluding existing Project Narrative form content). *For example, if the Project Narrative form is 20 pages before you begin entering your project information into the form, your narrative may be up to 35 pages (20 pages + 15 pages).*
  - For Turnkey Projects (Both types): The Project Narrative must be typed and single-spaced, in an 11-point font, and **must not exceed five (5)** 8.5 x 11 pages (excluding existing Turnkey Project Narrative form content). *For example, if the Turnkey Project Narrative form is 16 pages before you begin entering your project information into the form, your narrative may be up to 21 pages (16 pages + 5 pages).*
- Ensure the federal funds requested do not exceed the maximum or minimum award amount.
  - Turnkey Projects (Both Types): $50,000 - $100,000
  - Capacity Building: $50,000 - $250,000
  - Community Development Training and Technical Assistance: $100,000 - $500,000
- Ensure the application excludes unallowable costs and activities

☐ Signed Letter(s) of Verification for Cost Sharing Funds for each cost share resource (PDF or MS Word Attachment)

☐ Signed Letter(s) of Commitment from Partners and Collaborators (PDF or MS Word Attachment)

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

☐ Signed Letter(s) Stating Evidence of Critical Resources and Infrastructure (PDF or MS Word – Attachment)

☐ Negotiated Indirect Cost Rate Agreement (PDF Attachment)

Things to Complete Before Writing Your Proposal

Required Action	Timing to Obtain/Submit	Support Resources
Obtain organization's UEI Number (if you do not already have one)	7-10 business days	UEI Quick Start Guide
Obtain a TIN/EIN (if you do not already have one)	Up to 2 weeks	TIN/EIN Guidance
Establish an active SAM.gov account	Up to 4 weeks	Quick Start Links
Create your GRANTS.gov profile and register your organization	Up to 4 weeks	Register with Grants.gov Registering an Organization
AMS Deadline to receive final application and all supporting materials through Grants.Gov	June 27, 2025 – 11:59 p.m. Eastern Time	Grants.gov

Project Types

Total program funds: $11 million

Project Type	Capacity Building	Community Development Training and Technical Assistance (CTA)	Turnkey Marketing and Promotion	Turnkey Recruitment and Training
Funding Range	$50,000 - $250,000	$100,000 - $500,000	$50,000 - $100,000	$50,000 - $100,000
Duration (months)	36	36	24	24
Description	Supports the development of long-term organizational capacity of direct producer-to-consumer markets and improve and expand existing markets.	Support outreach, training and technical assistance to farm and ranch operations serving local markets.	Support marketing and promotion activities through a set of 5 pre-defined activities.	Support vendor and producer recruitment and training activities through a set of 5 pre-defined activities.
Key Considerations	Capacity Building projects should demonstrate a clear benefit to local farmers and ranchers through support of direct market channels.	CTA projects are conducted by established organizations. CTA projects should engage a diverse set of local and regional foods stakeholders, including farmers and ranchers.	Simplified application. Projects conduct a minimum of 3 and a maximum of 5 specific activities.	Simplified application. Projects conduct a minimum of 3 and a maximum of 5 specific activities.

Option 1: Capacity Building

Projects are intended to build long-term organizational capacity to develop, coordinate, and expand direct producer-to-consumer market opportunities (this includes, but is not limited to farmers markets, roadside stands, CSA programs, agritourism activities and online sales). Capacity Building projects should demonstrate a direct benefit to farm and ranch operations serving local markets and maximize the involvement of farmers, ranchers, and community organizations.

Option 2: Community Development Training and Technical Assistance

Projects are intended to provide outreach, training, and technical assistance to farm and ranch operations serving local markets to develop, coordinate and expand direct producer-to-consumer market opportunities. Projects should engage a diverse set of local and regional food stakeholders to illustrate a substantive effect on the local and regional food system.

Option 3: Turnkey Marketing and Promotion

The Turnkey Marketing and Promotion option offers a streamlined application for common FMPP marketing and promotion activities that support direct producer-to-consumer market opportunities for local and regional foods. Turnkey applications must clearly demonstrate benefits to farmers and ranchers. Applicants must select between pre-defined activities and may not propose other activities under this project type. **Doing so will disqualify the application from consideration.**

Option 4: Turnkey Recruitment and Training

The Turnkey Recruitment and Training option is very similar to the Turnkey Marketing and Promotion option discussed above; however, this option focuses specifically on local food vendor and producer recruitment and training. Again, applicants will have a streamlined application for pre-defined activities and may not propose other activities under this project type. **Doing so will disqualify the application from consideration.**

Examples of Eligible and Ineligible Activities

Capacity Building Projects can include, but are not limited to:

- Developing tools, techniques or practices that can be adopted or replicated by local markets, including those that provide direct financial support to a network of markets, or other relevant organizations.
- Completing a market analysis and/or strategic plan for a direct-to-consumer market opportunity.
- Providing start up training and education to local farmers, ranchers, or market managers (ex. educating farmers market vendors about the eligibility requirements and the process for participating in or applying to accept SNAP, WIC, Senior Farmers Market Nutrition program benefits, or other (state or local or nonprofit) programs).
- 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 can include, but are not limited to:

- 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.
- Assisting farmers and ranchers in advertising and promoting their locally and regionally produced agricultural products, including value-added products, through training and technical assistance.
- As part of a marketing and promotion project, promoting that a market accepts SNAP or other public benefits (such as WIC and Senior Farmers Market Nutrition Program) to customers.

- 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

Applicants must select between 3-5 of the pre-defined activities listed below and may not propose other activities under this project type. **Doing so will disqualify the application from consideration.**
- 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 promotion activities.

Turnkey Recruitment and Training

Applicants must select between 3-5 of the pre-defined activities listed below and may not propose other activities under this project type. **Doing so will disqualify the application from consideration.**

- 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.

Ineligible Activities

A project is ineligible if it does not focus on direct producer-to-consumer marketing or benefits only one agricultural producer, vendor, or individual. For this grant opportunity, applicants must collaborate with others to benefit the larger community.

Projects will also be deemed ineligible if they are dependent upon the completion of another project or the receipt of another grant.

This grant opportunity does not support agricultural production related expenses. This includes crop production and the purchase of farm equipment, tools, materials, supplies, and other related costs. It also includes training or other activities related to agricultural production, including harvesting, crop rotation, and planting techniques. For USDA programs that do support production related activities, visit the USDA Local and Regional Food Systems Resource Guide.

Other Ineligible Activities:

- Purchasing land for production or for construction of a building or structure.
- Registering, training, and/or educating customers about Food Assistance Programs (such as SNAP, WIC, etc.), other than providing information about how they can use those benefits at the market.

- Paying legal fees and other costs associated with establishing a business or organization.
- Duplicating activities in a project that has received funding from another Federal award program.

For additional information on allowable and unallowable activities, please refer to the AMS General Terms and Conditions as well as the Frequently Asked Questions (FAQ). Applicants that have questions concerning the allowability of costs after reviewing these documents should contact the FMPP program staff by e-mail at FMLFPPGrants@usda.gov.

Eligible Organizations

- 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

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 a FMPP award within the past five (5) years.

To qualify for LI/LA priority consideration, the project's implementation address must be in a LI/LA census tract, as defined by one of the four major layers on the ERS Food Access Research Atlas. "Implementation address" refers to the street address or census tract location within the targeted community where the applicant plans to conduct or deliver approved project activities. If your organization or business is located in and/or primarily serves at least one LI/LA community, your application will be considered under this priority area.

Fiscal Sponsors/Agents

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

1. Apply 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

2. Use a fiscal sponsor/agent to apply for an award on behalf of the implementing organization. By doing so, the sponsor/agent accepts all financial and legal liabilities for that grant recipient's grant award at the time the agreement is signed.

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. In all subaward or subcontract scenarios, the primary applicant will maintain the oversight and reporting responsibility. 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 is unallowable.

Cost Sharing

This funding opportunity requires cost sharing funds 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. Applicants must submit signed Letters of Verification for Cost Sharing Funds for EACH cash and/or in-kind resource. All cost sharing contributions must be committed or secured at the time an applicant is recommended for an award. An award will not be issued unless all cost sharing funds over the life of the grant are secured.

- *Cash* contributions are generally defined as an actual cash contribution (not the 'value' of someone's time/effort) from the applicant's general revenue/reserves/savings/line of credit, or 3rd-party partner(s), or other non-Federal grants.
- *In-kind* contributions are generally defined as the value of goods or services provided by a third party for the benefit of the grant program, where no funds transferred hands.
- Cost Sharing must be in the form of allowable direct or indirect costs and align with the project goals and purposes.
- The full amount or a portion of the indirect cost can be used as cost sharing.
- You cannot use program income (funds generated from the proposed program) as cost sharing.
- Cost share contributions (either cash or in-kind) cannot be used for FMPP if they are already being used toward satisfying a cost share requirement under any other Federal grant agreement to which the applicant is a party.

There is no competitive advantage for an applicant to provide a cost share that exceeds the required amount.

Letters of Commitment from Partner or Collaborator Organizations

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

AMS has posted a Partner Organization Template Letter on the grant program's website. We highly encourage you to use this template. If you do not use this template, the Letters of Commitment must minimally include the following:

- Project Applicant Name
- Project Title

- A short introduction describing the partner organization's mission and its reason(s) for joining the project
- What the organization commits to participating in and supporting
- The time period of the partnership
- Roles and responsibilities 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

Contact Us and Learn More!

For questions about these grant opportunities, after closely reviewing the RFA and FAQs, please email: FMLFPPGrants@usda.gov for questions related to the Farmers Market and Local Food 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.

USDA is an equal opportunity provider, employer, and lender.

Photo Credit: Preston Keres, USDA