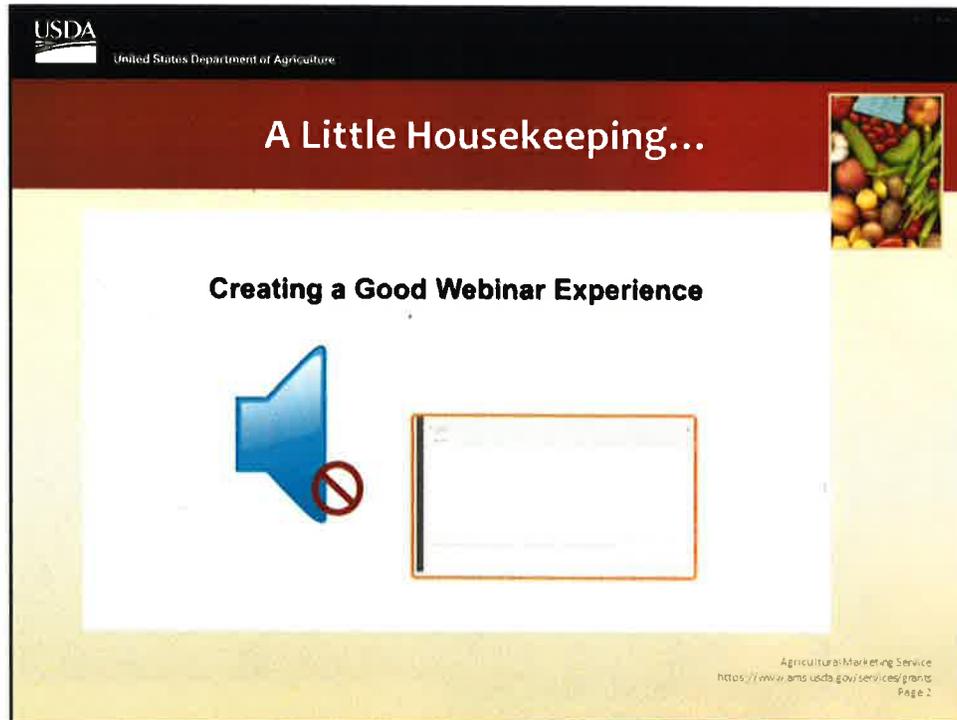




Good Afternoon:

My name is Camia Lane and I am the Acting Program Manager for the Farmers Market Local Food Promotion Program or FMLFPP.

I have with me today Kim Harmon of the Local Food Promotion Program, and Earlene Henderson-Samuels of the Farmers Market Promotion Program. Both Kim and Earlene will be assisting in answering questions via the chat mechanism.



So, a few housekeeping items,

I have a few housekeeping instructions to help provide a good webinar experience for all.

To reduce background noise, your microphone has been muted. However, you will be able to ask questions.

Here is a screen shot showing what the webinar's Question & Answer area looks like; please take a moment to find it on your monitor.

I encourage you to ask questions throughout the presentation.

Enter your questions in the rectangular box in the bottom right-hand corner of your screen & hit "Send".

We will answer all the questions we can get to following our formal presentation.

To protect the privacy of all of our webinar participants, you will be only able to view your questions, and not those asked by others. This session will run for about 60 minutes.



United States Department of Agriculture

## What is the Farmers Market and Local Food Promotion Program?



- Authorized by the 2014 Farm Bill  
“To increase domestic consumption of and access to locally and regionally produced agricultural products, **and** to develop new market opportunities for farm and ranch operations serving local markets.”
- Local Food: Must come from within a 400 mile radius.

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The Farmers Market and Local Food Promotion Program was authorized by 2014 Farm Bill. The purpose of the program is to increase domestic consumption of and access to locally and regionally produced agricultural products **and** to develop new market opportunities for farm and ranch operations serving local markets.”

FMLFPP defines local food as a food product that is raised, produced, aggregated, stored, processed, and distributed in the locality or region where the final product is marketed to consumers, so that the total distance the product is transported is at most 400 miles from the origin of the product, or both the final market and the origin of the product are within the same State, territory, or tribal land.

## FMPP vs. LFPP



- **FMPP:** producer-to-consumer direct marketing activities.
- **LFPP:** intermediary (non-direct-to-consumer) food business enterprises that process, distribute, aggregate, and/or store locally- or regionally-produced food products.
- \$13 million available to support each program

So under the Farmers Market Local Food Promotion Program are two component programs: the Farmers Market Promotion Program and the Local Food Promotion Program.

For FMPP, projects must develop, improve, expand, and provide outreach, training, and technical assistance to or assist in the development, improvement, and expansion of producer-to consumer direct marketing activities.

For LFPP, projects must develop, improve, expand, and provide outreach, training, and technical assistance to or assist in the development, improvement, and expansion of local and regional food business enterprises that process, distribute, aggregate, and/or store locally- or regionally-produced food products.

Both FMPP and LFPP have \$13 million dollars each in available funding for 2016.



United States Department of Agriculture

## Who is Eligible to Apply?



- Agricultural Businesses and Cooperatives
- Producer Networks and Associations
- Non-profit Corporations
- Community Supported Agriculture (CSA) Networks and Associations
- Economic Development and Public Benefit Corporations
- Tribal and Local Governments
- Regional Farmers Market Authorities

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So, who is eligible to apply for the FMLFPP? Eligible entities include:

Agricultural Businesses, Agricultural Cooperatives, Producer Networks, Producer Associations, Nonprofit Corporations, Community Supported Agriculture (CSA) Networks, CSA Associations, Economic Development Corporations, Public Benefit Corporations, Tribal Governments, Local Governments, Regional Farmers Market Authorities

For a definition of each eligible entity please review section 3.1 in the Request for Applications.

## Who is Eligible to Apply?



- Domestic entities owned, operated, and located within the:
  - 50 United States,
  - District of Columbia,
  - U.S. Territories (Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, and the Commonwealth of the Northern Mariana Islands).

Entities must be owned, operated and located within the 50 United States, District of Columbia and the U.S. Territories which include the Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, and the Commonwealth of the Northern Mariana Islands.



## Types of Applications

- **New application:** All new applications will be reviewed competitively using the selection process and evaluation criteria described in [5.0 Application Review Information](#).
- **Continuation application:** These applicants have received prior FMLFPP funding, such as an LFPP planning grant or a previous FMPP grant.
  - Must contain the same information that is required for new applications and describe how the new proposal builds on previous activities.
  - Evaluated according to the same evaluation criteria as new applications, in addition to considering the applicant's performance during the previous FMLFPP grants and their apparent ability to improve upon that work.

There are two types of applications, New and Continuation.

All new applications will be reviewed competitively using the selection process and evaluation criteria described in [5.0 Application Review Information](#).

**Continuation application:** These applicants have received prior FMLFPP funding, such as an LFPP planning grant or a previous FMPP grant. These applications:

Must contain the same information that is required for new applications and describes how the new proposal builds on previous

activities. The applicant must describe in the project narrative, the previous project's results to include what was learned from the past project(s), what can be improved upon, and how those lessons and improvements are being incorporated into the current application to make the ongoing project effective and successful at meeting program goals.



## LIMIT ON NUMBER OF APPLICATIONS

- An applicant that submits multiple applications to both FMPP and LFPP can accept a total of two awards, one award from FMPP and one award from LFPP. They cannot receive more than one award under FMPP and more than one award under LFPP.
- An organization that currently has an active (not closed-out) grant award from a previous year may apply for another FMPP or LFPP grant if the project is a new project.
- If an applicant has an active grant award that is a continuation of the previous award activities, then the applicant must complete all work by March 31, 2016, and submit the final close-out materials to FMLFPP staff by June 30, 2016, prior to receiving consideration for another FMPP or LFPP award.

An applicant that submits multiple applications to both FMPP and LFPP can accept a total of two awards, one award from FMPP and one award from LFPP. They cannot receive more than one award under FMPP and more than one award under LFPP. Also, applicants cannot submit the same project to both grant programs.

An organization that currently has an active (not closed-out) grant award from a previous year may apply for another FMPP or LFPP grant if the project is a new project.

If an applicant has an current active grant award and their <sup>2016</sup>~~2014~~ application is a continuation of the current award activities, then the applicant must complete all current FMLFPP grant project work by March 31, 2016, and submit the final close-out material to FMLFPP staff by June 30, 2016, prior to receiving consideration for another FMPP or LFPP award.

## Which Projects/Activities NOT Eligible?



- Are not related to local and regional food.
- Are to purchase food or services to donate to other entities and/or individuals (see [section 4.7.3](#)).
- Are for production-related expenses, including the purchase of farm equipment, tools, materials, supplies and other related costs (see [section 4.7.3](#)).
- Depend on the purchase or lease-to-own purchase of a vehicle (see [section 4.7.3](#)).
- Benefit only one agricultural producer or individual.

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What type of Projects or activities are ineligible under the FMLFPP? Some unallowable activities include but are not limited to:

- Activities that are not related to local and regional food activities.
- Activities to purchase food or services to donate to other entities and/or individuals (see [section 4.7.3](#)).
- Production-related activities, including the purchase of farm equipment, tools, materials, supplies and other related costs (see [section 4.7.3](#)).
- Activities that depend on the purchase or lease-to-own purchase of a vehicle - vehicles can be leased, but not leased-to-own or purchased (see [section 4.7.3](#)).
- Activities that benefit only one agricultural producer or individual.

You can find additional information on ineligible activities under section 4.7.3 in the 2016 Request for Applications.



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## Priority Consideration



- **Implementation in a priority area or Promise Zone is NOT required.**
- **All projects given equal consideration during peer review regardless of priority area designation.**
- **Priority Areas:**
  - At least 10% of funding will go to projects that benefit communities in areas of concentrated poverty with limited access to supermarkets.
  - Defined by ERS Food Access Research Atlas Map

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- Priority consideration will be given to projects that benefit communities located in areas of concentrated poverty with limited access to supermarkets, and projects that involve Promise Zone Lead Applicant Organizations.
- FMLFPP does not require that submitted projects be implemented in designated priority areas or involve Promise Zone partnerships. All applications, whether requesting consideration under the priority areas or not, will be given equal consideration in the evaluation process.
- Please refer to section 1.4 Priority Areas of the RFA for additional information.



## The Farmers Market Promotion Program (FMPP)

The next few slides will discuss the specifics of the Farmers Market Promotion Program



## FMPP Program Overview



- No Match Required
- Project Completion Time = 36 months (3 years)
- Two Types of FMPP Grants:
  - Capacity Building (CB)
    - Minimum grant award is \$50,000. Maximum award is \$250,000.
  - Community Development, Training and Technical Assistance (CDTTA)
    - Minimum grant award is \$250,000. Maximum award \$500,000.

There is no match requirement under FMPP. Projects awarded under FMPP have a completion time of 36 months.

FMPP offers two types of grants. The first is Capacity Building (CB) grants that have a minimum grant award amount of \$50,000 and a maximum award amount of \$250,000. The second type of grant is Community Development, Training and Technical Assistance (CDTTA) that has a minimum grant award amount of \$250,000 and a maximum amount of \$500,000.

## FMPP CB versus CDTA Grant Types

- **Capacity Building (CB)**
  - Develop, improve, and expand domestic farmers markets, roadside stands, CSA programs, agritourism activities, and other direct producer-to-consumer market opportunities.
  - Demonstrate a direct benefit to farm and ranch operations serving local markets and maximize the involvement of farmers and ranchers and community organizations.

CB projects are intended to assist applicants in the development, improvement, and expansion of domestic farmers markets, roadside stands, CSA programs, agritourism activities, and other direct producer-to-consumer market opportunities. These projects should demonstrate a direct benefit to farm and ranch operations serving local markets and maximize the involvement of farmers and ranchers and community organizations.



## FMPP CB versus CDTTA Grant Types

- **Community Development, Training and Technical Assistance (CDTTA)**
  - Provide outreach, training, and technical assistance to farm and ranch operations serving local markets to develop, improve and expand domestic farmers markets, roadside stands, CSA programs, agritourism activities, and other direct producer-to-consumer market opportunities.
  - Should engage a diverse set of stakeholders, including farmers and ranchers, to illustrate a substantive effect on the food system and stakeholders.

CDTTA projects are intended to support applicants' efforts to provide outreach, training, and technical assistance to farm and ranch operations serving local markets and other interested parties for developing, improving, and expanding of domestic farmers markets, roadside stands, CSA programs, agritourism activities, and other direct producer-to-consumer market opportunities. CDTTA projects should engage a diverse set of local and regional foods stakeholders, including farmers and ranchers, to illustrate a substantive effect on the local and regional food system and stakeholders.

## FMPP CB versus CDTTA Project Examples

CB	CDTTA
<ul style="list-style-type: none"> <li>• Local training and education.</li> <li>• Farmers market, roadside stand, CSA, or agritourism activity startup and/or expansion.</li> <li>• Market analysis and planning.</li> <li>• Recruitment and outreach.</li> </ul>	<ul style="list-style-type: none"> <li>• Statewide or regional training and education.</li> <li>• Technical assistance for advertising and promotion of locally and regionally produced agricultural products.</li> <li>• Network and organization building, including developing sourcing channels using direct-to-consumer market opportunities.</li> <li>• Tech support for small- and mid-sized producers to comply with specifications and standards.</li> </ul>

This table provides examples of possible projects for both CB and CDTTA.

Please review the 2016 RFA for additional information on eligible project activities.



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## The Local Food Promotion Program (LFPP)

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## LFPP Program Overview



- 25% Match Required
- Two Types of LFPP Grants:
  - Planning Grants
    - Minimum award is \$25,000. Maximum award is \$100,000.
    - Project Completion Time = 18 months
  - Implementation Grants
    - Minimum award is \$100,000. Maximum award is \$500,000.
    - Project Completion Time = 36 months (3 years)

Under LFPP there is a 25% match required for the total project cost. Please review Section 4.3.5 of the LFPP RFA for additional information on including the match for your project.

LFPP offers two types of grants. The first is Planning grants which have a minimum award amount of \$25,000 and a maximum award amount of \$100,000. Planning grants have a project completion time of 18 months. The second type of grants are Implementation grants which have a minimum award amount of \$100,000 and a maximum award amount of \$500,000. Implementation grants are expected to be completed within 36 months.



## LFPP Planning Grants



- Used in the planning stages of establishing, improving or expanding a Local and Regional Food Business Enterprise that will:
  - Increase domestic consumption of and access to locally and regionally produced agricultural products;
  - Develop new market opportunities for farm and ranch operations serving local markets.

LFPP Planning grants are used for planning activities associated with developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement, and expansion of Local and Regional Food Business Enterprise. Please refer to Section 1.3.1 of the RFA for additional information on LFPP Planning Grants.

## LFPP Implementation Grants



- Used to establish, improve or expand Local and Regional Food Business Enterprise including:
  - Developing, improving, expanding, and providing outreach, training, and technical assistance to; or
  - Assisting in the development, improvement and expansion of such business enterprises.
- If you previously received an LFPP planning award that directly relates to the current proposal, you must indicate how the previous planning project contributed to the work proposed in the current proposal.

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LFPP Implementation grants are used to establish, improve or expand Local and Regional Food Business Enterprise including

**Developing, improving, expanding, and providing outreach, training, and technical assistance to; or assisting in the development, improvement and expansion of such business enterprises.**

**Local and Regional Food Business Enterprises are**

Please refer to Section 1.3.2 for additional information on Implementation grants.

## LFPP Planning versus Implementation Grant Examples



Planning	Implementation
<ul style="list-style-type: none"> <li>• Feasibility study for a new food hub.</li> <li>• Hiring an expert(s) to provide technical assistance to implement a food transportation system.</li> <li>• Hiring an expert(s) to train on managing a local/regional food storage or processing facility.</li> <li>• Devising a business plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Establishing and/or expanding the scope of local/regional food incubators.</li> <li>• Establishing, expanding and/or diversifying existing kitchens and food processing facilities.</li> <li>• Instituting individual or group GAP certification for sellers of local food into wholesale marketing channels.</li> <li>• Exploring opportunities for food hubs/aggregators to create institutional and retail market access through joint business networks.</li> <li>• Providing training and/or technical assistance to accomplish any of, or related to, any of the above activities.</li> </ul>

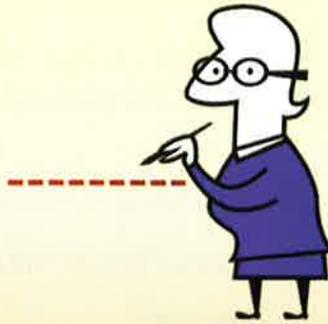
The table above provides examples of project activities for both Planning and Implementation grants.

Please review the 2016 RFA for additional information on eligible project activities.



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## The Nuts and Bolts of the FMLFPP Application Process



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So, let get to the Nuts and the Bolts of the Application Process

## What You Need to Apply



### Don't wait until the last minute!

1. FMPP's CFDA #: 10.168; LFPP's CFDA#: 10.172 – You will need these number to search for the grant opportunity in Grants.gov
2. Have an **EIN number** (Fed tax ID number)
3. Get a **DUNS number**: <http://fedgov.dnb.com/webform>
4. Register with [www.SAM.gov](http://www.SAM.gov)
5. Register/submit through [www.Grants.gov](http://www.Grants.gov)

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- CFDA Number: FMPP and LFPP are listed with a number in the Catalog of Federal Domestic Assistance (CFDA). Those numbers are for FMPP 10.168 and for LFPP 10.172. You will need these numbers to search for the opportunities in Grants.gov.

Also, the EIN number, DUNS number, SAM.gov and Grants.gov registration will also be needed to apply.



## Grants.gov Submission Procedures

Required Action	Timing to Obtain/Submit
<b>AMS Deadline to submit application and all supporting materials</b>	May 12, 2016
<b>Obtaining Your Organization's DUNS Number (if you do not already have one)</b>	1-2 business days
<b>Establishing an Active SAM.gov Account (if you do not already have one)</b>	7-10 business days
<b>Obtaining an TIN/EIN (if you do not already have one)</b>	Up to 2 weeks
<b>Creating your Grants.gov profile and registering your AOR authorization</b>	Up to 2 weeks

Please note that the application period closes at 11:59 p.m. Eastern time on May 12, 2016. We will not provide an extension on this date. If you are a new organization and have not applied for a grant before please take note of the following timeframes for important steps to become eligible to apply for federal funding.

We ask that you refer to Section 4.8.2 "Components of the Grants.gov Application" for additional information.

We strongly encourage you to register and attend the Grants.gov training on March 29<sup>th</sup>. Information about the training is available on our web-sites.

## Required FMLFPP Application Forms



- **SF-424 and SF-424B forms** (populated automatically by Grants.gov).
- **SF-424A Budget Information** (Grants.gov)
- **Project Narrative Form** (LFPP and FMPP websites)
- **Letters Verifying Matching Funds** for EACH cash and/or in kind resource (LFPP only – template on LFPP website)
- **Letters of Commitment from Partner Organizations** (template on LFPP and FMPP websites)
- **Accounting System and Financial Capability Questionnaire** (LFPP and FMPP websites)

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The following forms are required to be submitted with your FMLFPP application package:

**SF-424 and SF-424B forms**

**SF-424A**

**Project Narrative Form**

**Letters Verifying Matching Funds** for EACH cash and/or in kind resource (LFPP only – template on LFPP website)

**Letters of Commitment from Partner Organizations**

**Accounting System and Financial Capability Questionnaire**

For additional information on these forms please review Section 4.3 CONTENT AND FORM OF APPLICATION SUBMISSION.



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## FMLFPP Application Forms to Use as Applicable



- **AD-3030**, Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants (Grants.gov).
- **AD-3031**, Assurance Regarding Felony Conviction or Tax Delinquent Status for Corporate Applicants (Grants.gov).
- HUD Form 50153 **Promise Zone Certification Form**
- Letter(s) Stating **Evidence of Critical Resources and Infrastructure** (template on LFPP and FMPP websites)
- **Negotiated Indirect Cost Rate Agreement**

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The following forms will not be required for each applicant and so you must make sure your organization examines each document to ensure that you are not required to provide the information with your application.

AD-3030

AD-3031

The Promise Zone Certification

Letter(s) Stating Evidence of Critical Resources and Infrastructure. Please see **Section 4.3.10 of the RFA.**

If your organization has an negotiated indirect cost rate agreement and you would like for this rate to be considered, you must submit the agreement with the application package. Please see 4.3.11 **NEGOTIATED INDIRECT COST RATE AGREEMENT (NICRA)** of the RFA for additional information.

## Project Narrative: Outcome Indicators



- Each applicant must provide benchmarks and estimated targets on all outcomes and indicators.
- If unable to report on an indicator, the applicant should explain why they are unable to do so.
- If an applicant receives an award, they will be required to report on the applicable outcomes and indicators in Annual and Final Performance Reports.
- Applicants must also develop at least one project-specific outcome(s) and indicator(s) and explain how data will be collected to report it/them.

Some key points on the content of the Project Narrative.

The Narrative requests Outcome Indicators for the proposed project.

Please complete all Outcomes and Indicators that are relevant to the project with benchmark and/or target numbers. If you cannot provide the information, explain the reasoning (e.g. "Does not apply because..."). You will be required to report on all applicable outcomes and indicators in Annual and Final Performance Reports.

Applicants must also develop at least one project-specific outcome(s) and indicator(s) and explain how data will be collected for reporting purposes.

The exception is Outcome 4, which should only be completed for projects that have a food safety component.



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## Project Narrative LFPP Only: Matching Component



- Matching funds required in the form of cash or an in-kind contribution.
- Amount  $\geq 25\%$  of the **total project cost**.
  - RFA provides detailed formula
- Must additionally provide match verification letter (info provided later in this presentation).
- Providing  $> 25\%$  match does not give you extra credit!

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For LFPP matching funds are required in the form of cash and/or in-kind contribution in an amount equal to 25 percent of the total cost of the project (requested funds (direct + indirect costs) + matching funds). Committing more than the required 25 percent match will not convey any advantage to the application in terms of evaluation and scoring during the review process.

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. Applicants may not use anticipated program income as a match. The time devoted to the project by unspecified individuals or groups is not an acceptable match. For example, time and travel expenses of producers who will attend trainings or conferences are not an acceptable match. Federal awards from other Federally-financed programs do not qualify as a match.

Indirect costs may count toward your match. Please refer to section 4.7.1 to find the formula for calculating the required match.

Please review Section 4.3.5. MATCHING FUNDS AND LETTERS OF VERIFICATION for additional information.



## Letters of Commitment from Partner Organizations (LFPP and FMPP)

- Applicants must provide letters of commitment (MS Word or PDF) from all partner organizations stating they agree to the project management plan presented in the Project Narrative.
  - These letters differ from the LFPP matching letters, in that they illustrate general community support for the project rather than simply showing financial/activity support.
- **HIGHLY RECOMMENDED:** Use **PARTNER ORGANIZATION TEMPLATE LETTER** on FMPP and LFPP application websites.

Applicants must provide letters of commitment (in MS Word or PDF) from all partner organizations stating they agree to the project management plan presented in the Project Narrative. These “Commitment from Partner Organization” letters are different than the matching form letters, in that they illustrate general community support for the project rather than simply showing financial/activity support.

Please refer section 4.3.5 of the FMPP RFA and section 4.3.6 of the LFPP RFA for additional information.

## Select Allowable/Unallowable Costs



- Building and construction costs are **unallowable**.
  - Includes nails, cement, boards, etc.
  - Also includes greenhouses.
- Rental of general purpose equipment may be **allowable**.
  - Vehicles may be leased, but not purchased.
  - Lease agreements to own (i.e., lease-to-own or rent-to-own) **unallowable**.
- Special Purpose Equipment is **allowable with conditions** (e.g. mobile markets):
  - **Unallowable** if the vehicle is commercially available for rent (i.e. refrigerated trucks)
  - **Allowable with conditions** if you are retrofitting a vehicle as “special purpose equipment”—check with your grant specialist.

When it comes to specific allowable versus unallowable costs, I’m not going to cover every item listed in Section 4.7.3. of the RFA but will highlight a few requests we frequently see along with some important distinctions—please contact us if you have any additional questions regarding the allowable cost.

- Building and construction costs are unallowable. Such items would include nails, cement, boards, etc. It also includes greenhouses.
- Purchase of general purpose equipment is unallowable, although it may be leased.
- Allowable for rental costs of general purpose equipment.
  - 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.
  - If you’re interested in purchasing a truck for a mobile market, this is unallowable if the truck is 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. However, if you are retrofitting a bus with things like awnings and counters that “pop-out” of the vehicle, purchase may be allowable as “special purpose equipment”—check with your grant specialist.



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## Application Submission

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## Application Will Not Be Accepted If FMLFPP Staff Confirms That:



- Application is received by Grants.gov after the submission deadline.
- Application is not submitted via [www.Grants.gov](http://www.Grants.gov).
- Application is incomplete, including improper uploading of all required attachments
  - Use the “Add Attachments” button under SF-424 item #15—**do NOT use the “paperclip” icon in Adobe.**
- Does not follow the requirements for formatting, length, and submission.
- Application does not fit the scope of the respective RFA.

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Please be sure to follow the instructions in the Request for Application. Applications will not be accepted if they are received after the submission deadline. Application must be submitted through [grant.gov](http://grant.gov). FMPP or LFPP staff will not accept applications that have been mailed, faxed or hand delivered.

Applications will be rejected if upon review the FMPP or LFPP staff confirms that the application is incomplete which includes improper uploading of all required attachments. To ensure proper uploading of attached please use the Add attachments button on the SF-425 under #15. Do not use the paperclip icon in Adobe to attach documents.

Applications will also be rejected if upon review the FMPP or LFPP staff confirms that the documents do not meet formatting, length, and submission requirements and if the application does not fit the scope of the programs RFA.



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## Application Will Not Be Accepted If FMLFPP Staff Confirms That:



- An applicant or recipient has not fulfilled all the terms and conditions of a previous Federal award.
- An applicant or recipient has committed fraud, including using materially misleading or incorrect information on the application.
- An applicant or recipient has mismanaged Federal funds or is found to be ineligible for a Federal award for other reasons.
- The proposal is funding the same activities as another Federal grant program.

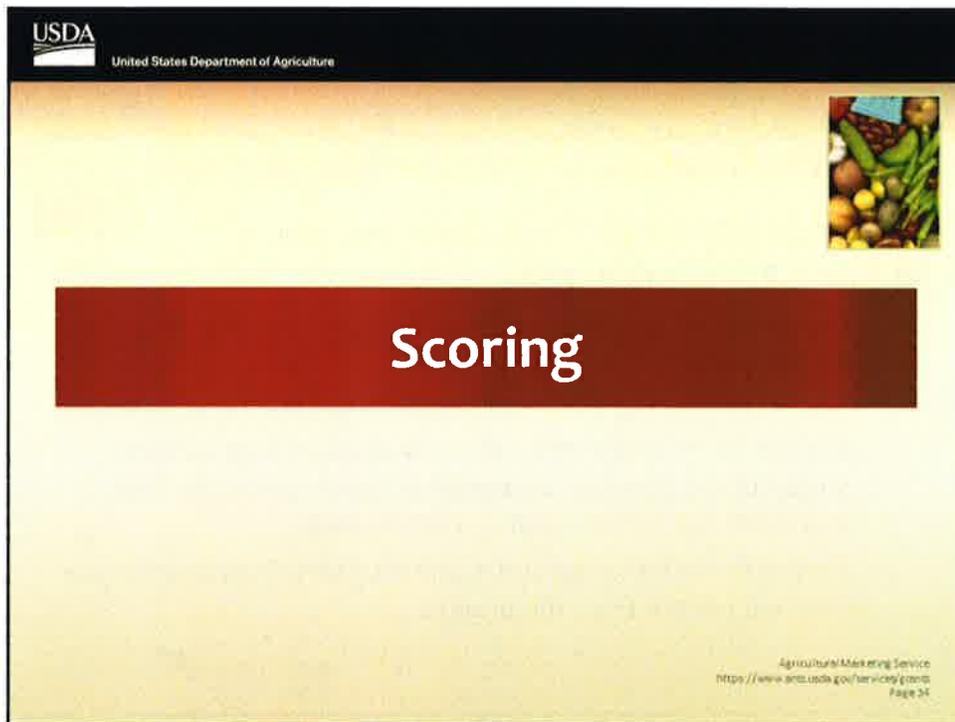
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If your organization has previously received federal funding and FMPP or LFPP staff confirms that your organization did not fulfill the terms and condition of a previous federal award, has mismanaged Federal funds, is ineligible for a federal award for other reasons, or your organization has committed fraud to include be materially misleading or providing incorrect information on your application it will not be accepted.

Your application will not be accepted if it is found that the proposed activities have been funded by another federal grant program.



## How Will Your Application Be Evaluated?



Here we will discuss the project evaluation criteria. **Each application will be reviewed competitively using the following criteria and scoring.**

## Alignment and Intent (15 points)



Goals align with FMLFPP's purpose as stated in **Section 1.2 of the RFA, and:**

- Describes the specific issue, problem, or need and objectives for the project.
- Describes how the project increases domestic consumption of and access to locally and regionally produced agricultural products and develops new market opportunities for farm and ranch operations serving local markets.
- Describes the intended and number of beneficiaries and how they will benefit from the project.

Under Alignment and Intent applications will be evaluated to ensure that the goals align with FMLFPP's purpose as state in Section 1.2 of the RFA.

Your proposal should:

Describe the specific issue, problem, or need and objectives for the project, describes how the project increases domestic consumption of and access to locally and regionally produced agricultural products and develops new market opportunities for farm and ranch

operations serving local markets and describe the intended and number of beneficiaries and how they will benefit from the project.

## Technical Merit (25 Points)



Work plan/approach is well designed, ready for implementation, and consistent with the expectations described in the RFA. Establishes:

- A clear and well-conceived methodology to fulfill the goals and objectives of the proposed project.
- A work plan that is sound, feasible, incorporates the listed partners and collaborators, and clearly outlines how the applicant will meet the intended goals and objectives.
- A comprehensive plan to disseminate the project's results.
- Outcomes and indicator(s) is/are appropriate.

For Technical Merit the **Work plan/approach should be well designed, ready for implementation, and consistent with the expectations described in the RFA.** The project proposal must establish:

A clear and well-conceived methodology to fulfill the goals and objectives of the proposed project.  
A work plan that is sound, feasible, incorporates the listed partners and

collaborators, and clearly outlines how the applicant will meet the intended goals and objectives.

A comprehensive plan to disseminate the project's results.

Outcomes and indicator(s) is/are appropriate

## Achievability (25 Points)



- The likelihood of success in fulfilling the project's goals, objectives, and selected performance measures.
- The project proposal must:
  - Include a robust evaluation plan.
  - Illustrate that project goals, objectives, activities, and expected outcomes can be adaptable to other regions, communities, and/or agricultural systems.
  - Describe the potential challenges and how they will be addressed.
  - Provide a concise and straightforward depiction of any previously-funded project results.

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Achievability refers to proposed project's likelihood of success in fulfilling the project's goals, objectives, and selected performance measures given the originality of the project and its intended beneficiaries.

The project proposal must:

- Include a robust evaluation plan, using recent research and data in addition to the data collected through the project's implementation, with a clear means to collect feedback to evaluate and achieve each relevant Outcome indicator, including the project-specific Outcome Indicator.
- Illustrate that the project goals, objectives, activities, and expected outcomes can be easily adaptable to other regions, communities, and/or agricultural systems.
- Describe the potential challenges and how they will be addressed.
- If the project and/or entity was previously funded, provide a concise and straightforward depiction of the previous project's results that includes what was learned from the past project(s), what can be improved upon, and how those lessons and improvements are being incorporated into this application to make the ongoing project more effective and successful at meeting program goals.



## Expertise and Partners (20 Points)

- The proposed project has a clear management plan.
- The project's key participants:
  - Are knowledgeable on local and regional agricultural products;
  - Illustrate that they are capable of fulfilling their obligations;
  - Demonstrate an active participation in the development of the project;
  - Are willing to fulfill the project's activities and outcomes;
  - Committed to communicating the results of the project.

The proposed project has a clearly articulated management plan and plan for administration of the proposed project and its maintenance and partnerships. The project's key participants (internal applicant personnel **and** external partners and collaborators) are knowledgeable on matters associated with local and regional agricultural products, have a previous performance that illustrates that they are capable of fulfilling their obligations, and demonstrate an active participation in the development of the project, willingness to fulfill the project's activities and outcomes, and commitment to communicating the results of the project.

## Fiscal Plan and Resources (15 Points)



The project proposal must:

- Illustrate that the planned expenditures in the budget are clearly described; allowable, reasonable, and necessary;
- Adequately provide any ***Evidence of Critical Resources and Infrastructure*** necessary for the initiation and completion of the proposed project and ensure they are in place at the time of proposal submission;
- Demonstrates the applicant's or its partners/collaborators contribution of non-Federal cash resources or in-kind contributions are available and obtainable for the project. (LFPP only)

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The proposed project's budget, cost-sharing and match (LFPP only), and ***Evidence of Critical Resources and Infrastructure***, if applicable, demonstrate that the applicant has assigned sufficient resources.

The project proposal must:

- Illustrate that the planned expenditures in the budget are clearly described; allowable, reasonable, and allocable (see 4.7 *Funding Restrictions*); and necessary for the success of the project's goals and objectives as well as the fulfillment of its expected outcomes and indicators.
- Provide the ***Evidence of Critical Resources and Infrastructure***, if necessary, for the initiation and completion of the proposed project, which are available at the time of proposal submission. Remember that any critical resources and/or infrastructure mentioned in the application must be in place at the time of the submission of the application to FMLFPP



United States Department of Agriculture

## FMPP & LFPP Timeline



- **May 12, 2016:** Applications due by 11:59pm EDT
- **June-July 2016:** Peer review
- **September 30, 2016:** Funds available to awardees

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The FMLFPP timeline is as follows:

All applications are due May 12, 2016 by 11:59 p.m. No application will be accepted after that date.

Between the months of June and July application will go through the peer review process.

FMLFPP plans to announce all awards and funding will be made available to all awardees by September 30, 2016.

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## Technical Assistance



- **Questions about eligibility:** Refer to details in the RFA.
- **DUNS issues:** Contact Customer Response Center
  - 1-866-705-5711 (U.S. and U.S. Virgin Islands)
  - 1-800-234-3867 (Alaska and Puerto Rico)
- **SAM.gov issues:**
  -  [HELP](#)
- **Grants.gov issues:** E-mail [support@grants.gov](mailto:support@grants.gov) or call 1-800-518-4726.
  - Keep a record of any correspondence with Grants.gov, including any ID or case number provided.
  - **Two Grants.gov webinars announced with RFA.**

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For Technical Assistance please use the following:

• **Questions about eligibility:** Refer to details in the RFA.

• **DUNS issues:** Contact Customer Response Center

- 1-866-705-5711 (U.S. and U.S. Virgin Islands)
- 1-800-234-3867 (Alaska and Puerto Rico)

•**SAM.gov issues:**

Please visit the website and select the Help option at the top of the screen.

•**Grants.gov issues:** E-mail [support@grants.gov](mailto:support@grants.gov) or call 1-800-518-4726.

- Keep a record of any correspondence with Grants.gov, including any ID or case number provided.
- **Two Grants.gov webinars announced with RFA.**

## Can You Serve as an FMPP & LFPP Reviewer?



Yes, but only for the grant program you are NOT applying under....

- See the FMPP or LFPP website for details:  
<https://www.ams.usda.gov/services/grants>
- Email:  
[USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov)  
[USDALFPPQuestions@ams.usda.gov](mailto:USDALFPPQuestions@ams.usda.gov)

Yes, but only for the grant program you are NOT applying under....

Please visit the FMPP or LFPP website for details on becoming a reviewer and links to the required forms:

<https://www.ams.usda.gov/services/g>

rants

If you have questions please email:

[USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov)

[USDALFPPQuestions@ams.usda.gov](mailto:USDALFPPQuestions@ams.usda.gov)



United States Department of Agriculture

## Thank You and Questions



**Mailing Address:**

Farmers Market and  
Local Food Promotion Program  
USDA-AMS  
1400 Independence Avenue, SW  
Room 4534-South Building  
Mail Stop 0269  
Washington, DC 20250-0269

**Website:**

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

**E-mails:**

[USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov)

[USDALFPPQuestions@ams.usda.gov](mailto:USDALFPPQuestions@ams.usda.gov)

**Phone Numbers:**

FMPP: 202-720-0933

LFPP: 202-720-2731

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So that brings us to the end of the webinar and at this time we would like to open up the line for Questions. As always you can contact us using one of these methods. Please remember that we will not accept any applications via postal mail, fax, or e-mail.