



Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE



AMS

**Local Agriculture Market
Program (LAMP)
Grant Opportunities FY2025**



What is LAMP?

The Local Agriculture Market Program (LAMP) supports the development, coordination, and expansion of direct producer-to-consumer marketing, local and regional food markets and enterprises, and value-added agricultural products.

LAMP Grants include:

- Farmers Market Promotion Program (FMPP)
- Local Food Promotion Program (LFPP)
- Regional Food System Partnerships Program (RFSP)
- Value-Added Producer Grants (VAPG)*

*administered by Rural Development





United States
Department of
Agriculture

USDA PROGRAMS IN THE LOCAL FOOD SUPPLY CHAIN

USDA is committed to supporting robust regional food economies across the food chain through the programs noted below.



LAND CONSERVATION

Agricultural Conservation Easement Program (NRCS)
Community Compost and Food Waste Reduction Project Cooperative Agreements (NRCS)
Conservation Reserve Program (FSA)
Conservation Stewardship Program (NRCS)
Conservation Innovation Grants (NRCS)
Environmental Quality Incentives Program (NRCS)
Solid Waste Management Grants (RD)



PRODUCTION

Environmental Quality Incentives Program (NRCS)
Farm Microloans (FSA)
Farm Storage Facility Loans (FSA)
Grass Fed Small and Very Small Producer Program (AMS)
Noninsured Crop Disaster Assistance Program and Other Disaster Assistance Programs (FSA)
Organic Cost Share (FSA)
Rural Energy for America Program (RD)
Urban Agriculture and Innovation Grants (NRCS)
Whole-Farm Revenue Protection (RMA)



PROCESSING

Agricultural Innovation Center (RD)
Business and Industry Guaranteed Loans (RD)
Community Facilities Loans and Grants (RD)
Local Food Promotion Program (AMS)
Regional Food Systems Partnership Grants (AMS)
Rural Business Development Grants (RD)
Urban Agriculture and Innovation Grants (NRCS)
Value Added Producer Grants (RD)



AGGREGATION/ DISTRIBUTION

Business and Industry Guaranteed Loans (RD)
Community Facilities Loans and Grants (RD)
Farm Storage Facility Loans (FSA)
Local Food Promotion Program (AMS)
Regional Food Systems Partnership Grants (AMS)
Rural Business Development Grants (RD)
Specialty Crop Block Grants (AMS)



MARKETS/ CONSUMERS

Community Food Projects Competitive Grants (NIFA)
Farm to School Grant Program (FNS)
Farmers Market Promotion Program (AMS)
Gus Schumacher Nutrition Incentive Program (formerly FINI) (NIFA)
Regional Food Systems Partnership Grants (AMS)
Senior Farmers' Market Nutrition Program (FNS)
Specialty Crop Block Grants (AMS)
Urban Agriculture and Innovation Grants (NRCS)
WIC Farmers' Market Nutrition Program (FNS)

Farmers Market Promotion Program (FMPP)

FMPP funds projects which develop, coordinate, and expand direct-to-consumer markets of local and regional food.

Four types of FMPP projects:

- Capacity Building (CB)
- Community Development Training and Technical Assistance (CTA)
- Turnkey Marketing and Promotion
- Turnkey Recruitment and Training





FMPP Application Types

1. Capacity Building

\$50,000 - \$250,000

36-month grant period

2. Community Development, Training, and Technical Assistance

\$100,000 - \$500,000

36-month grant period

3. Turnkey Marketing and Promotion & Turnkey Recruitment and Training

\$50,000-\$100,000

24-month grant period

Required: 25% match of the total amount of the FEDERAL portion (e.g. if the award is \$100,000, then \$25,000 in cost sharing would be required.)





Capacity Building (CB)

Farmers Market Promotion Program

- CB projects help build long-term organizational capacity of direct producer-to-consumer markets.
- CB projects should involve farmers, ranchers, and community organizations and demonstrate a direct benefit to local farms and ranches.
- Examples of eligible project activities include:
 - Market analysis and strategic planning for a direct producer-to-consumer market opportunity;
 - Recruitment, outreach and retention of new and beginning, farmers and ranchers.





Community Development Training and Technical Assistance (CTA)

Farmers Market Promotion Program

- CTA projects provide outreach, training, and technical assistance to farm and ranch operations serving local markets, and to other parties interested in expanding direct producer-to-consumer market opportunities.
- Examples of eligible project activities include:
 - Statewide or regional training for farmers to help them develop their own direct producer-to-consumer enterprise;
 - Technical support for small- and mid-sized producers to become compliant with regulations and standards for increased direct market opportunities.





Turnkey Marketing and Promotion

Farmers Market Promotion Program

- Turnkey Marketing and Promotion Projects agree to conduct specific activities that support the marketing and promotion of direct producer-to-consumer market opportunities for local and regional foods.
- Projects must include a minimum of 3 of the activities listed below and may not propose other activities:
 - 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

Farmers Market Promotion Program

- Turnkey Recruitment and Training Projects agree to conduct specific activities that support recruitment strategies for vendors and producers, as well as training opportunities. Projects must clearly benefit to farmers and ranchers
- Projects must include a minimum of 3 of the activities listed below and may not propose other activities:
 - 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



Local Food Promotion Program (LFPP)

LFPP funds projects which focus on intermediary, indirect-to-consumer enterprises that increase access to local and regional food.

Four types of LFPP projects:

- Planning
- Implementation
- Turnkey Marketing and Promotion
- Turnkey Recruitment and Training





LFPP Application Types

1. Planning

\$25,000 - \$100,000

24-month grant period

2. Implementation

\$100,000 - \$500,000

36-month grant period

3. Turnkey Marketing and Promotion & Turnkey Recruitment and Training

\$50,000-\$100,000

24-month grant period

Required: 25% cost sharing of the total amount of the FEDERAL portion (e.g. if the award is \$100,000, then \$25,000 in cost sharing would be required.)





Planning

Local Food Promotion Program

- Planning projects are used to support the planning stages of a food business which supports the local and regional food system.
- Examples of eligible project activities include:
 - Devise a business development plan to create a value-added agricultural product
 - Hire experts to implement a local/regional food transportation system to assist in COVID response and recovery efforts



Implementation

Local Food Promotion Program

- Implementation projects establish a new food business or expand upon an existing food business which benefits the local and regional food system.
- Examples of eligible project activities include:
 - Cultivate new wholesale market channels through an online portal or virtual marketplace
 - Develop or expand food incubator programs or mid-tier value chains

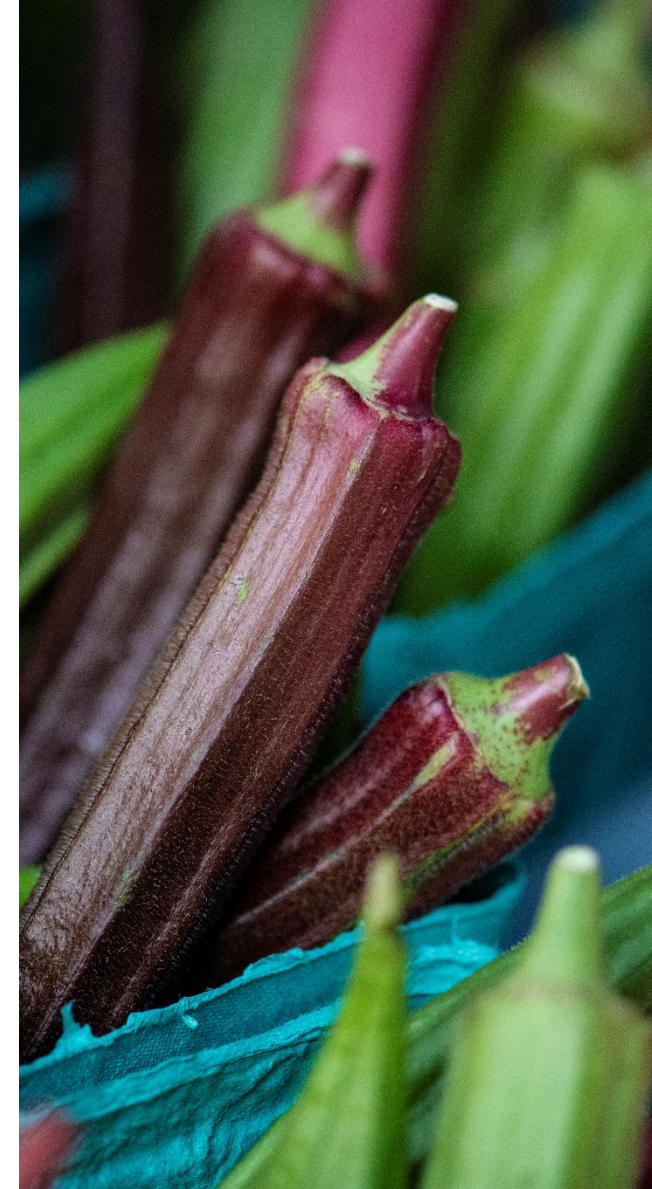




Turnkey Marketing and Promotion

Local Food Promotion Program

- Supports marketing and promotion activities through a set of 5 pre-defined activities.
- Applicants must select a minimum of 3 (of 5) pre-defined activities:
 - 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

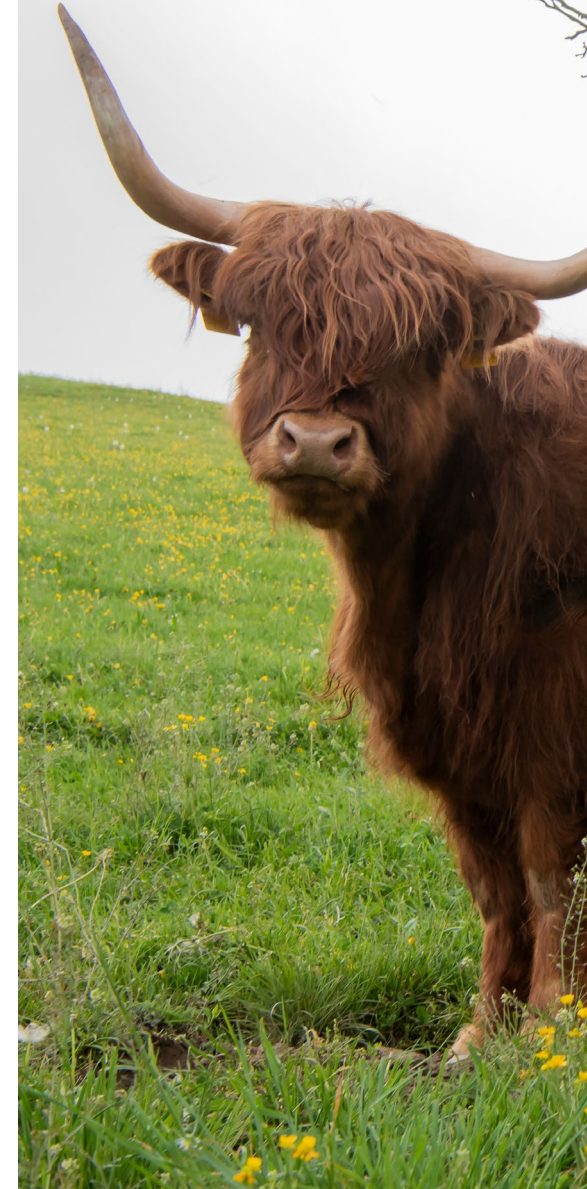




Turnkey Recruitment and Training

Local Food Promotion Program

- Supports vendor and producer recruitment and training activities through a set of 5 pre-defined activities.
- Applicants must select a minimum of 3 (of 5) pre-defined activities:
 - 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.





Eligible Organizations

FMPP and LFPP

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





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Contact Information

FMPP and LFPP

Email:

FMLFPPgrants@usda.gov

Same email for FMPP and LFPP

FMPP Website:

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

LFPP Website:

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



Regional Food System Partnerships Program (RFSP)

- RFSP supports partnerships that connect public and private resources to plan and develop local or regional food systems.
- Two types of RFSP projects:
 - Planning and Design
 - Implementation and Expansion





RFSP Application Types

1. Planning and Design

\$100,000 - \$250,000

24-month grant period

2. Implementation and Expansion

\$250,000 - \$1,000,000

36-month grant period

Required: 25% CASH cost share of the total amount of the FEDERAL portion (e.g. if the award is \$100,000, then \$25,000 in cost share funds would be required.)





General Activities

Regional Food System Partnerships Program

- Activities that can be funded under RFSP that are not commonly funded under other USDA programs may include:
 - Value chain coordination
 - Convening multiple types of partners and stakeholders for strategic planning
 - Grant-writing
 - Program exploration on behalf of partners and entities





Planning and Design

Regional Food System Partnerships Program

- Planning and Design projects support partnerships in the early stages of convening and planning for developing local or regional food systems.
- These projects support a food system's ability to build community connections and collaboration.
- Examples of eligible project activities include:
 - Bringing together partners to define the regional food system, share opportunities and challenges, and develop an engaged approach.
 - Creating and conducting feasibility studies and data-driven implementation plans.





Implementation and Expansion

Regional Food System Partnerships Program

- Implementation and Expansion projects support ongoing efforts within a local or regional food system.
- These partnerships will have already completed most of the activities of a Planning and Design project.
- Examples of eligible project activities include:
 - Create value chains in which producers, manufacturers, buyers, and other related actors form collaborative, transparent partnerships with a commitment to shared missions.
 - Develop processes for ongoing community and business engagement to provide a forum for ideas, concerns, and updates across the regional food system.





Eligible Organizations

Regional Food System Partnerships Program

Partnership: an agreement between one or more eligible entities and one or more eligible partners.

- An eligible entity or an eligible partner can submit the application on behalf of the partnership.
- Specify in the application which organization(s) in the partnership are responsible for receiving and managing the award.

Region: an area bigger than a neighborhood but smaller than the entire country

- The partnership has the authority to define the region for their project



Eligible Applicants - Partnership

Regional Food System Partnerships Program

Eligible Entities:

(must include at least one)

- Community Supported Agriculture (CSA) Network or Association
- Economic Development Corporations
- Farmer or Rancher Cooperative
- Food Council
- Local Governments
- Majority-Controlled Producer-Based Business Venture
- Nonprofit Corporations
- Producer
- Producer Network or Association
- Public Benefit Corporations
- Regional Farmers Market Authority
- Tribal Governments

Eligible Partners:

(must include at least one)

- Commercial, Federal or Farm Credit System Lending Institutions State Agencies or Regional Authorities
- Institutions of Higher Education (IHE)
- Philanthropic Corporation
- Private Corporation
- State Agencies or Regional Authority





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Contact Information

Regional Food System Partnerships Program

Email:

IPPGraints@usda.gov

RFSP Website:

www.ams.usda.gov/rfsp





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Questions

