Grant Opportunities

Local Food Promotion Program

The Local Food Promotion Program (LFPP) 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. LFPP funds projects that develop, coordinate and expand local and regional food business enterprises that engage as intermediaries in indirect producer to consumer marketing to help increase access to and availability of locally and regionally produced agricultural products. Typically, LFPP offers two types of LFPP grants, Planning and Implementation. Planning grants fund the planning stages of developing, coordinating, or expanding a food business; this includes business plans, feasibility studies, trainings, and pilot programs. Implementation grants fund the establishment and expansion of food businesses, such as shared-use kitchens, food hubs, and food incubators. Through the American Rescue Plan Act of 2021 (ARP), LFPP received supplemental funds to expand farm to institution resulting in a third project type category. Farm to Institution grants support the development, coordination, and expansion of institutional markets or institutional food service operations, such as pre-K through grade 12 schools, college, university, hospital, local government, tribal, and state cafeterias or meal programs, through local and regional producers and local and regional food enterprises that engage as intermediaries.

In FY 2022, AMS anticipates approximately $43.5 million will be available to fund LFPP projects. The total amount available consists of $13.5 million from the Farm Bill and $30 million from ARP.

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 and Duration?
For Planning projects, applicants may request a minimum of $25,000 and maximum of $100,000. Applicants for Implementation projects may request a minimum of $100,000 and maximum of $500,000. Similarly, to Implementation projects, Farm to Institution projects may request a minimum of $100,000 and maximum of $500,000.

Is there a Cost Share or Match required?
LFPP 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?
LFPP projects may fund Planning, Implementation, and Farm to Institution. Planning projects may include, but are not limited to feasibility studies, hiring experts to provide training or technical assistance, or a business development plans. Implementation projects may also include but are not limited to the development or expansion of food incubator programs or mid-tier value chains, the provision of technical assistance or financial support for food safety measures producers may have to implement to expand marketing opportunities, adoption of new online technology or virtual marketplace, and development of route optimization or efficiencies. Aggregation, processing, distribution, and storage of products, market development, business plan and strategy development, food safety certification and improvements, and other efforts may be funded by Farm to Institution projects to strengthen and expand local and regional food sales to institutions.

More Information
Visit the LFPP web site for the application and more information:
https://www.ams.usda.gov/services/grants/lfpp. For questions about LFPP, 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.