



Local Food Promotion Program – 2025 RFA Summary

Program Information

LFPP Purpose: 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. LFPP offers four project types: *Planning, Implementation, 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-25-0004

Assistance Listing Number/CDFA: 10.175

To find a grant opportunity, visit [Grants.gov](https://www.grants.gov) and search by keyword, opportunity number or CDFA.

- Visit the [Program Website](#) for additional information.

Application Package Requirements

- ☐ 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
 - Must use required template.
 - Use the [Project Narrative Form](#) template for Planning and Implementation projects, [Turnkey Marketing and Promotion Narrative Form](#), or [Turnkey Recruitment and Training Narrative Form](#)
 - 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 LFPP goals and objectives and must not exceed 250 words.

- Text must not exceed the page limit specified in the RFA.
 - For Planning and Implementation 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.
 - Planning: \$25,000 - \$100,000
 - Implementation: \$100,000 - \$500,000
 - Turnkey Projects: \$50,000 - \$100,000
 - ☐ Signed [Letter\(s\) of Verification for Cost Sharing](#) for EACH resource (PDF or MS Word Attachment)
 - ☐ Signed [Letter\(s\) of Commitment from Partner and Collaborator Organizations](#) (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	Planning	Implementation	Turnkey Marketing and Promotion	Turnkey Recruitment and Training
Funding Range	\$25,000 - \$100,000	\$100,000 - \$500,000	\$50,000 - \$100,000	\$50,000 - \$100,000
Duration (months)	24	36	24	24
Description	Supports the planning stages of a food business that supports the development, coordination or expansion of local and regional food system.	Establish, improve, or expand a new or existing Local and Regional Food Business Enterprise that benefits the local and regional food system.	Supports marketing and promotion activities through a set of 5 pre-defined activities.	Supports vendor and producer recruitment and training activities through a set of 5 pre-defined activities.
Key Points	Planning awards should not include Implementation project type activities.	Recipients of previous Planning awards must describe how that work informs the Implementation project application.	Simplified application. Projects conduct a minimum of 3 (of 5) specific activities.	Simplified application. Projects conduct a minimum of 3 (of 5) specific activities.

Option 1: Planning Projects

Planning projects are used in the planning stages of developing, coordinating, or expanding a food business that supports locally and regionally produced agricultural products and food system infrastructure.

Option 2: Implementation Projects

Implementation projects are used to establish a new food enterprise or market channel or to improve or expand an existing food enterprise or market channel that supports locally and regionally produced agricultural products and food system infrastructure.

Option 3: Turnkey Marketing and Promotion

The Turnkey Marketing and Promotion option offers a streamlined application for common LFPP marketing and promotion activities. 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.**

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

Planning Projects can include, but are not limited to:

- Completing a feasibility study for a new intermediary food channel (i.e., food hub), to analyze market potential, capacity, and potential competitors, and partners in the region.
- Hiring experts for technical assistance to implement a local/regional food transportation system.
- Hiring experts for training on managing a local/regional food storage or processing facility.
- Devising a business development plan associated with the processing/marketing of local/regional agricultural products, including value-added agricultural products.

Example of Funded Project: [Philabundance](#)

Implementation Projects can include, but are not limited to:

- Developing or expanding food incubator programs or mid-tier value chains.
- Connecting, cultivating and strengthening relationships between local and regional producers and local and regional food businesses and consumer-facing markets.
- Instituting group-based Good Agricultural Practice (GAP) certification for sellers of food into institutional or wholesale marketing channels, including providing financial support for making changes and upgrades to practices and equipment to improve food safety.
- Cultivating new wholesale market channels through an online portal or virtual marketplace.
- Investigating and implementing more cost-effective means of transportation for food supply chains through backhaul, route optimization, and/or other operational efficiencies.

Example of Funded Project: [New Mexico Community Capital](#)

Turnkey Marketing and Promotion (New in 2023)

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 (New in 2024)

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 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
- 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

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:

- 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
- 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 [LFPP Funded Awards](#).

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