Farmers Market and Local Food Promotion Program

Overview

Luanne Lohr, Ph.D.
Associate Deputy Administrator
USDA Agricultural Marketing Service

National Value Added Conference
May 14, 2014
USDA Investments in Local Food

More than $304 million from 2009 to 2012

- About 2/3 ($210 million) in grants, the rest in loans

Each dot represents a project

20 grant and loan programs under the 2008 Farm Bill

Farmers Market Promotion Program gave out $27 million to 445 projects

Source: KYF Compass website http://www.usda.gov/maps/maps/kyfcompassmap.htm
Growth in Local Selling

More operations involved, more farmers markets

Sources: NASS and AMS
Farmers Market and Local Food Promotion Program

- A competitive grants program to fund direct producer-to-consumer market opportunities and local and regional food enterprises

- Funded at $30 million per year ($150 million for the next 5 years)

- Purpose: Increase domestic consumption and develop new marketing opportunities for those serving local markets

- Operating as two separate grant programs

  - Farmers Market Promotion Program (FMPP) – no match; direct marketing grants
  - Local Food Promotion Program (LFPP) – 25% match; planning and implementation grants for intermediaries
Distinction is in the type of market affected

- Eligible entities are the same for both – local and tribal governments, agricultural businesses, nonprofits, CSA associations and networks, producer networks and associations, cooperatives, and a few others.

- Each has approximately $15 million allocated for awards and use peer review.

- Both provide for new or expanded market development, technical assistance, training, buyer outreach, and related activities for local markets.

- FMPP is for direct producer-to-consumer marketing projects.

- LFPP is for local and regional food business enterprises that serve as intermediaries (non-direct-to-consumer) to process, distribute, aggregate, and/or store locally- or regionally-produced food products.
Basics of FMPP

- FMPP goals are to increase domestic consumption and develop new marketing opportunities through domestic farmers markets, roadside stands, CSA programs, agritourism, and other direct marketing activities.

- Measurable impacts for farmers, producers, farm vendors, or consumers must be quantified throughout the project.

- Minimum award is $15,000, maximum is $100,000.

- Matching funds are not required.

- Maximum project length is 24 months beginning on October 1.
Basics of LFPP

- LMPP goals are to increase domestic consumption and develop new marketing opportunities through food hubs, mobile markets, and other intermediaries operating between the farmer and a retail outlet or final consumer.

- Both the producers and the buyers associated with the project must be local.
  - Within 400 miles of the intermediary or within the same state boundaries.

- Two types of grants – planning and implementation.
  - Start date for both is October 1.
  - Both require a 25% in-kind or cash match.
Funds for getting new ideas project-ready

- To test feasibility or develop a project idea
  - Market research, feasibility study, business planning, convening experts

- Minimum $5,000, maximum $25,000

- Completion time 12 months beginning October 1

- Recipients may apply for implementation grant in the next funding cycle after completion
LFPP Implementation Grants

Funds for putting a project into place

- To establish a new local/regional food business enterprise, or improve or expand an existing one

- Training and technical assistance, outreach and marketing, working capital, facilities and IT improvements

- Minimum $25,000, maximum $100,000

- Completion time 24 months
Two priorities in 2014 for both programs

- At least 10% of funding is for projects that benefit communities in areas of concentrated poverty with limited access to supermarkets

  - Defined by checking implementation address (FMPP) or organization/beneficiary community (LFPP) location against ERS Food Access Research Atlas Map
    - Any of the four low income/low access layers qualifies a project as priority
    - If multiple sites, only one must be in a low income/low access area to qualify

- Collaboration with a Promise Zone Lead Applicant Organization also qualifies

- To be considered under the priority area designation, check and document

- All proposals receive equal consideration, regardless of priority area status
Peer reviewers will evaluate proposals

- Elements evaluated are Purpose, Approach, Budget, Impact, and Outreach

- Impact requires quantifiable metrics, including but not limited to:
  - Number of direct and indirect jobs retained and created
  - Number of expanded and/or new markets established, or expanded consumer base served
  - Dollar amount and percentage change in market sales
  - Number of farmers/producer beneficiaries

- Reviewers are recruited from peer organizations and government
- If interested, please see the call for reviewers at either program’s web page
Grants Process Timeline

Timeline is the same for both programs

- May 8, 2014: Request for Applications (RFA) posted on web sites of FMPP (www.ams.usda.gov/FMPP) and LFPP (www.ams.usda.gov/LFPP)

- June 20, 2014: Applications due to be submitted through www.grants.gov by 11:59 EDT

- July 2014: Peer review process

- September 2014: Awards announced

- October 2014: Funds available to recipients
Contact Information

For FMPP
- Carmen Humphrey, Program Manager
- Phone: 202.690.0933
- Website: www.ams.usda.gov/FMPP
- Questions: USDAFMPPQuestions@ams.usda.gov

For LFPP
- Nicole Nelson Miller, Program Manager
- Phone: 202.720.2731
- Website: www.ams.usda.gov/LMPP
- Questions: USDALMPPQuestions@ams.usda.gov

For this presentation
- Luanne.Lohr@ams.usda.gov