

**Farmers Market Promotion Program (FMPP) - 2007**  
**Project Proposal Narrative Form**

<b>1. Project Title:</b> <input style="width: 95%; height: 30px;" type="text"/>	<b>2. Project Number:</b> <input style="width: 95%; height: 20px;" type="text"/> <b>3. State:</b> <input style="width: 80%; height: 20px;" type="text"/>
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<b>4. Applicant Organization Name:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>5. Primary Contact:</b> <input style="width: 95%; height: 20px;" type="text"/>
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<b>Mailing Address:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>Mailing Address:</b> <input style="width: 95%; height: 20px;" type="text"/>
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<b>City:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>State:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>Zip Code:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>City:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>State:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>Zip Code:</b> <input style="width: 95%; height: 20px;" type="text"/>
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<b>E-mail:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>E-mail:</b> <input style="width: 95%; height: 20px;" type="text"/>
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<b>Phone:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>Fax:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>Phone:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>Fax:</b> <input style="width: 95%; height: 20px;" type="text"/>
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<b>Requested Federal Funding:</b> <input style="width: 95%; height: 20px;" type="text"/>	<b>Matching Funds:</b> <input style="width: 95%; height: 20px;" type="text"/>
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- Entity Type:  Agricultural cooperative     Nonprofit corporation     Regional farmers market authority  
 Local government     Public benefit corporation     Tribal government

**Eligibility Statement:**

**Executive Summary:**

**Executive Summary (cont.):**

**Project Goals:**

**Background Statement:**

**Background Statement (cont.):**

[Empty rectangular box for background statement content]

**Workplan and Resource Requirements:**

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to provide a workplan and resource requirements.

**Workplan and Resource Requirements (cont.):**

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**Expected Results:**

[Empty box for Expected Results]

**Beneficiaries:**

[Empty box for Beneficiaries]

**Beneficiaries (cont):**

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**Primary and Secondary Grant Proposal Activity(ies):**

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**1. Improving Farmer/Vendor Access to Relevant Marketing/Financial Information.**

Projects provide an opportunity and promote training, education, networking, technical assistance and information sharing for farmers/vendors/market managers and sponsors.

- |   |                          |  |
|---|--------------------------|--|
| 1.1 Direct marketing practices and methods, business planning, market growth management, recordkeeping, food handling and safety. | <input type="checkbox"/> |  |
| 1.2 Farmer and vendor selection, recruitment, and retention.  | <input type="checkbox"/> |  |
| 1.3 Consumer trends, demographics, ethnic demographic changes and their relationship to customer purchasing patterns.             | <input type="checkbox"/> |  |
| 1.4 Alternative purchasing methods, debit/credit technologies such as WIC-FMNP coupons and/or SFMNP coupons.                      | <input type="checkbox"/> |  |
| 1.5 Association and other organizational development.   | <input type="checkbox"/> |  |
| 1.6 Other, please describe:   | <input type="checkbox"/> |  |
| <table border="1"><tr><td style="height: 40px;"></td></tr></table>  |                          |  |
|   |                          |  |

**2. Consumer-Based Education and Market Access.**

Projects addressing ways to improve consumer's access and utilization of markets/entities.

- |  |                          |  |
|--|--------------------------|--|
| 2.1 Consumer education focusing on new food and agricultural products, product applications and chef demonstrations with a required emphasis on the assessment, evaluation, and impact of such education on consumer patronage at eligible markets/entities. | <input type="checkbox"/> |  |
| 2.2 Assessment, evaluation, and impact of the vendors and/or the market/entities in providing access to fresh fruits and vegetables to low-income households, children, and seniors.   | <input type="checkbox"/> |  |
| 2.3 Other, please describe:  | <input type="checkbox"/> |  |
| <table border="1"><tr><td style="height: 40px;"></td></tr></table>   |                          |  |
|  |                          |  |

**3. Innovative Approaches to Market/Facility Operations and Management.**

Projects addressing operational/marketing opportunities and issues of markets and/or farmers/vendors to enhance product value and sales: increase revenue/efficiency; or reduce expenses.

3.1 Use and effect of advertising, market promotion, labeling, and/or signage and their impact measurement.	<input type="checkbox"/>
3.2 Waste management/recycling	<input type="checkbox"/>
3.3 Liability coverage and insurance	<input type="checkbox"/>
3.4 Facility planning and/or design	<input type="checkbox"/>
3.5 Transportation and delivery systems	<input type="checkbox"/>
3.6 Infrastructure for electronic benefits transfer (EBT) usage; processing, kitchen incubators, storage, packaging, and refrigeration	<input type="checkbox"/>
3.7 Other, please describe:	<input type="checkbox"/>
<div style="border: 1px solid black; height: 30px; width: 100%;"></div>	

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