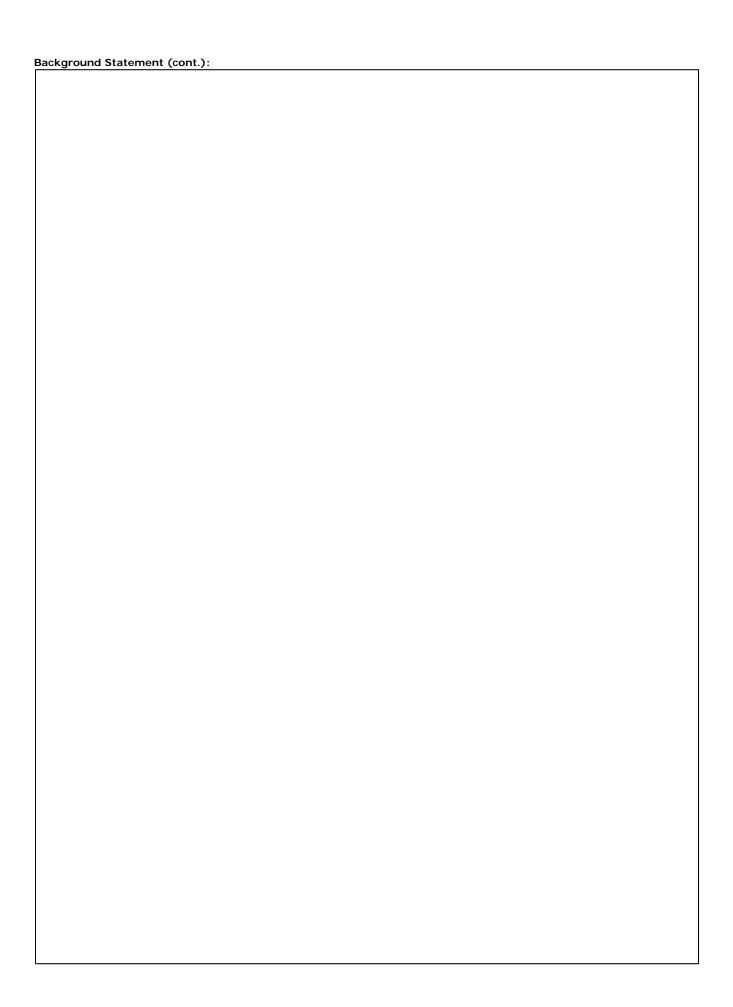
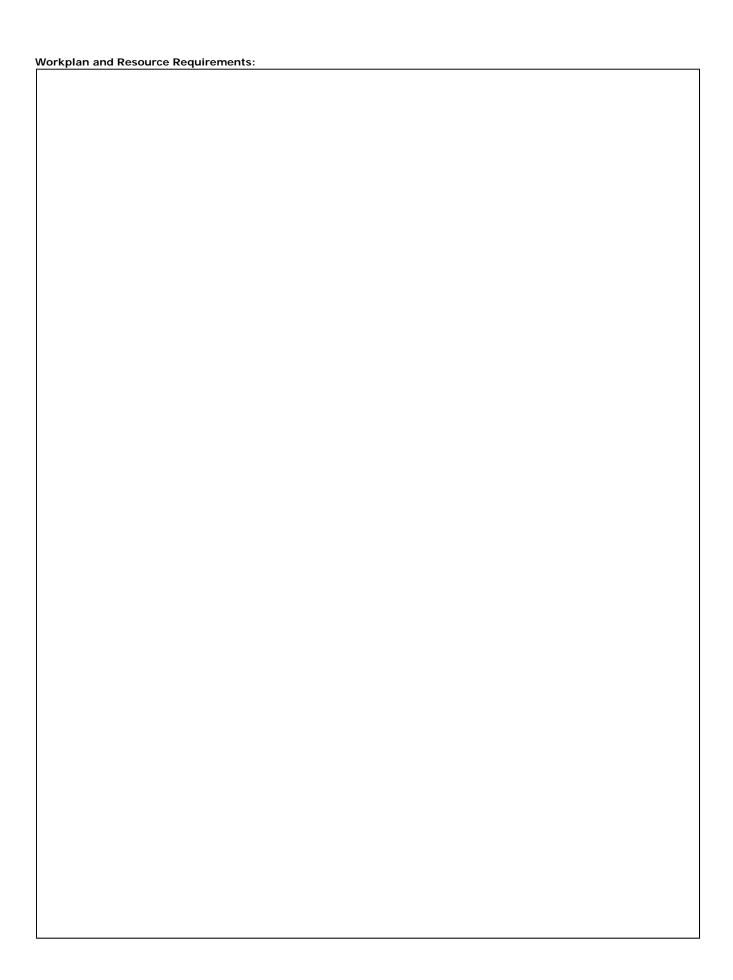
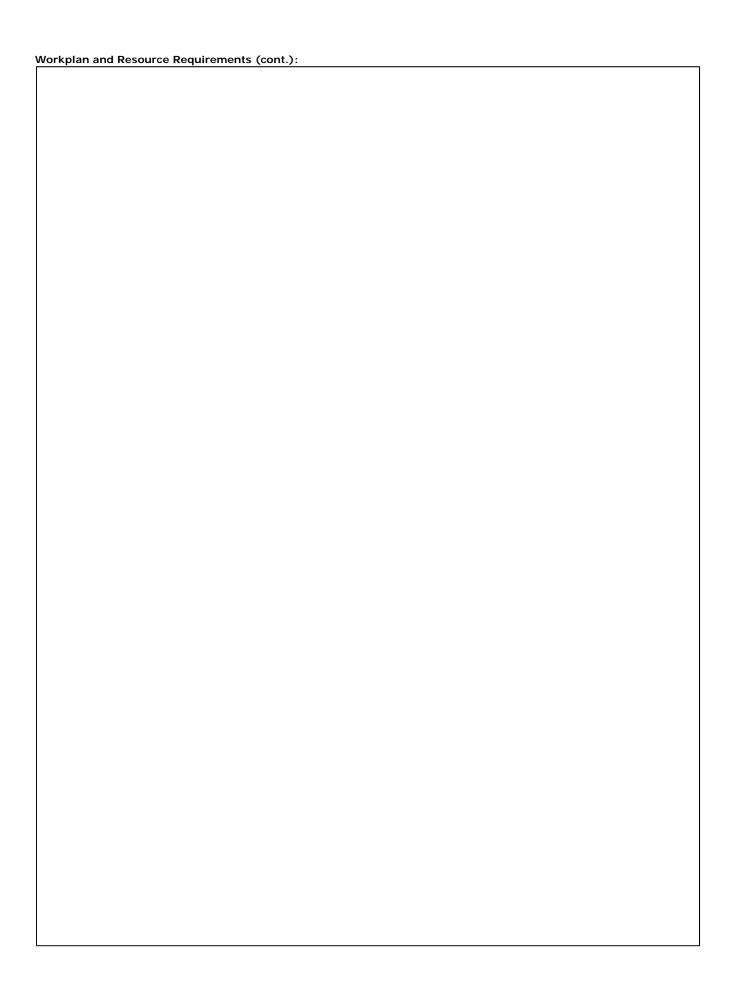
Farmers Market Promot	ion Program (FMPP) - 2007
Project Propos	al Narrative Form
. Project Title:	2. Project Numb
	3. State:

						3. State	:
4. Applicant Organ	ization Name:			5. Primary Con	itact:	0. Otato	*
Mailing Address:				Mailing Addres	ss:		
City:	State:	Zi	p Code:	City:	State:	Zip Co	ode:
E-mail:				E-mail:			
Phone:	Fax	c:		Phone:		Fax:	
Requested Federal					Matching Funds:		
Entity Type:		ooperati	ive Nonpro	fit corporation			arket authority
	Local governm			penefit corporatio			
Eligibility Stateme	nt:						
ingibility Statemen							
Executive Summar	y:						

Executive Summary (cont.):	
Project Goals:	
Troject coals.	
Background Statement:	







Expected Results:			
Beneficiaries:			

Beneficiaries (cont):	
Primary and Secondary Grant Proposal Activity(ies):	
Trimary and Secondary Grant Proposal Activity (165).	
1. Improving Farmer/Vendor Access to Relevant Marketing/Financial Information.	
Projects provide an opportunity and promote training, education, networking, technical assistance	ce
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.	
1.2 Farmer and vendor selection, recruitment, and retention.	
1.3 Consumer trends, demographics, ethnic demographic changes and their relationship	
to customer purchasing patterns.	
1.4 Alternative purchasing methods, debit/credit technologies such as WIC-FMNP coupons and/or SFMNP coupons.	
1.5 Association and other organizational development.	
1.6 Other, please describe:	
Suier, preuse deserree.	
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.	
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.	
2.3 Other, please describe:	

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.	
3.2 Waste management/recycling	
3.3 Liability coverage and insurance	
3.4 Facility planning and/or design	
3.5 Transportation and delivery systems	
3.6 Infrastructure for electronic benefits transfer (EBT) usage; processing, kitchen incubators, storage, packaging, and refrigeration	
3.7 Other, please describe:	

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