

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

1. Project Title: 2. Project Number:
3. State:

4. Applicant Organization Name: 5. Primary Contact:

Mailing Address: Mailing Address:

City: State: Zip Code: City: State: Zip Code:

E-mail: E-mail:

Phone: Fax: Phone: Fax:

Requested Federal Funding: Matching Funds:

- 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.

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|---|--------------------------|--|
| 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.

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|--|--------------------------|--|
| 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;"></div>	

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