

**2011 SUPPORTING STATEMENT
for
Farmers' Market Promotion Program**

OMB No. 0581-0235

A. Justification.

1. EXPLAIN THE CIRCUMSTANCES THAT MAKE THE COLLECTION OF INFORMATION NECESSARY. IDENTIFY ANY LEGAL OR ADMINISTRATIVE REQUIREMENTS THAT NECESSITATE THE COLLECTION.

The U.S. Department of Agriculture (USDA), Agricultural Marketing Service (AMS) is requesting the approval from the Office of Management and Budget (OMB), Farmers' Market Promotion Program (FMPP). The FMPP operates pursuant to the authority of the Agricultural Marketing Act of 1946 (7 U.S.C. 1621-1627), the Farmer-to-Consumer Direct Marketing Act of 1976 (7 U.S.C. 3001-3006), and the recently authorized FMPP (7 U.S.C. 3005). Section 6 of 7 U.S.C. 3004 directs the Secretary of Agriculture to "carry out a program to make grants to eligible entities for projects to establish, expand, and promote farmers' markets."

The purposes of the FMPP are to: 1) increase domestic consumption of agricultural commodities by improving and expanding, or assisting in the improvement and expansion of, domestic farmers' markets, roadside stands, community-supported agriculture programs, and other direct producer-to-consumer market opportunities; and 2) develop, or aid in the development of, new farmers' markets, roadside stands, community-supported agriculture programs, and other direct producer-to-consumer infrastructure.

Entities eligible to apply for FMPP grant funds include: agricultural cooperatives, producer networks and producer associations (added under the 2008 Farm Bill), local governments, non-profit corporations, public benefit corporations, economic development corporations, regional farmers' market authorities, and Tribal Governments. Eligible entities in all 50 States and the District of Columbia may participate. Entities located within U.S. territories are not eligible to participate.

The 2008 Farm Bill legislature added three (3) significant program changes within the program mandate and procedures under FMPP:

1. Adds "producer networks or associations," with agricultural cooperatives under eligible entities.
2. Inserts a requirement that "10 percent of all allocated funds be used to support the use of electronic benefit transfers (EBT) for Federal nutrition programs at farmers' markets."
3. Provides the following (mandatory) funds, from the Commodity Credit Corporation, to carry out the FMPP grant program through 2012:
 - \$5,000,000 for each of fiscal years 2009 through 2010, and
 - \$10,000,000 for each of fiscal years 2011 and 2012.

With the 2008 legislative changes, first AMS developed an extension to the approved information collection that is for public comment with the new information collection, which was published in the *Federal Register* (75 FR 60715) on October 1, 2010.

Second, the maximum amount to be awarded per grant under FMPP was increased from up to \$75,000 to not more than \$100,000. The agency may increase this amount (annually) subsequent to public participation and interest in the program. Matching funds are not required.

Third, the project period under FMPP has been increased from 18 months to up to 24 months (2 years) for project completion. The program is voluntary.

Fourth and lastly, AMS is requesting an extension of the currently approved information collection (currently approved under OMB No. 0581-0235) as follows:

- Adds instructions for completion of “Form TM-29, FMPP Project Proposal Narrative Form” and “Form TM-30, FMPP Supplemental Budget Summary Form.” These voluntary forms are recommended for use as guidance for the application narrative and budget development and submittal processes.
- The instructions for completing the “FMPP Project Proposal Narrative Form” and “FMPP Supplemental Budget Summary Form” for the proposal narrative will increase the total number of burden hours. These burden hours are captured in the proposal narrative.
- Requires all awardees to submit “SF-425 “Federal Financial Report” (replaces “SF-269 Financial Status Report” and “SF-272 Federal Cash Transaction Report”) every 3 months to AMS after the receipt of FMPP grant funds.
- Increases the number of awardee responses per respondent for standard forms and reports.
- Increases the number of respondents applying for FMPP grant fund from 400 to 1500, based on 10-fold increase in funding provided under the Farm Bill.

Forms TM-29 and TM-30 are voluntary for use by eligible entities in applying and submitting applications under the Farmers’ Market Promotion Program (FMPP) grant program.

2. INDICATE HOW, BY WHOM, AND FOR WHAT PURPOSE THE INFORMATION IS TO BE USED. EXCEPT FOR A NEW COLLECTION, INDICATE THE ACTUAL USE THE AGENCY HAS MADE OF THE INFORMATION RECEIVED FROM THE CURRENT COLLECTION.

The following information is being collected from FMPP grant applicants:

- A) **Standard Form 424**, Application for Federal Assistance, is completed once when the eligible entity applies for the grant program. AMS will use the information to determine the entity's eligibility for participation in the FMPP. The form can be obtained electronically via the AMS website at <http://www.ams.usda.gov/FMPP/FMPP/FY-07/SF-424.pdf> . Unless the applicant applies via the <http://www.grants.gov> website, an original-signature SF-424 must be submitted by mail to AMS.
- B) **Standard Form 424A**, Budget Information-Non-Construction Programs, is completed once when the eligible entity applies for the grant program. AMS will use the information to assess the suitability of the budget for the proposed project and to ensure it conforms to the program guidelines. The form can be obtained electronically from the AMS website at <http://www.ams.usda.gov/FMPP/FMPP/FY-07/SF424A.pdf> and submitted electronically, via <http://www.grants.gov>, or by mail to AMS.
- C) **Standard Form 424B**, Assurances-Non-Construction Programs, is completed by grant participants once after grant approval and before grant funds are dispersed. AMS will use the information to certify that grant participants are complying with applicable program regulations. The form can be obtained electronically at the AMS website <http://www.acf.hhs.gov/programs/ofs/grants/sf424b.pdf> and can be collected electronically via <http://www.grants.gov>. Unless the applicant applies via the <http://www.grants.gov> website, an original-signature SF-424B must be submitted by mail to AMS.
- D) **Project Proposal Narrative**, the narrative is completed once the applicant applies for the grant program. AMS will use the information to determine eligibility of applicants and to evaluate goals, objectives, work-plans, expected results, and budget for the project. The narrative is being revised and reorganized to include a section for which applicants may address the elements under the evaluation criteria for the program and the existing and pending financial support provided to the organization (sections D.13. and D.14. below). The information can be obtained electronically and submitted electronically via <http://www.grants.gov>, and by mail to AMS.

The narrative portion of the project proposal, including the supplemental budget summary, must be single-sided and not exceed 12 pages (Times New Roman font, 12 pt. pitch, single spaced, 8.5x11-inch paper) and organized under the following headings:

- 1) *Project Title*. Must capture the primary focus of the project, and match the title provided on Form SF-424. Indicate, in the title, if the project includes a new electronic benefit transfers (EBT) component.
- 2) *Applicant/Organization Name*. Provide the applicant/organization name, contact name, mailing address, telephone and fax number, and email address

for the person responsible for the application, financial information, and the proposed budget request.

- 3) *Primary Project Manager Information.* Provide the name, mailing address, telephone and fax number, and email address for the person(s) responsible for managing and/or overseeing the project.
- 4) *Requested FMPP Funding/Matching Funding.* Indicate the dollar amount requested from FMPP and any matching funding amount that will be provided.
- 5) *EBT, Equipment, Supplies, and Promotional Projects.* If the project proposal includes a new or existing EBT component, equipment (tangible, nonexpendable, personal property having a useful life of more than 1 year and an acquisition cost of \$5,000 or more (per unit)), supplies (any tangible, personal property other than is defined as 'equipment' herein), and promotional items/services indicate by answering the respective questions.
- 6) *Entity Type and Eligibility Statement.* Indicate the entity type of the applicant/organization. Applications that do not contain sufficient information to determine the eligibility of the applicant will not be considered.
- 7) *Executive Summary.* Should not to exceed 200 words and must include the following: a project description, the goals to be accomplished, stages of work and resources required, the expected timeframe for completing all tasks and results, and primary project manager responsible for the project.
- 8) *Goals of the Project.* Provide a clear statement (no more than two sentences) focusing on the ultimate goal(s) and objective(s) of the project.
- 9) *Background Statement.* Provide specific information affecting your project. Describe past, current, and/or future events, conditions, or actions taken that justify the need for the project. Correlate the background and purpose of the activity to support your particular project issue.
- 10) *Work-plan and Resource Requirements.* Provide a statement that includes the planned scope of work, anticipated stages and timelines, and the resources required to complete the project. Identify who will do the work, whether collaborative arrangements or subcontractors will be used, the resource commitments of the collaborators, and the role(s) and responsibilities of each collaborator or project partner.
- 11) *Expected Outcomes and Project Evaluation.* Describe what is to be accomplished, the expected results, and how success will be measured at the completion of the project (quantitative and evaluation measurement of the project's impact are encouraged).
- 12) *Beneficiaries.* Describe which individuals, organizations, and/or entities will benefit from the project outcome and how they will benefit.
- 13) *Evaluation Criteria Statements.* All applications will be evaluated against the criteria in the "Proposal Evaluation Criteria," which can be found in the FMPP Guidelines at www.ams.usda.gov/FMPP . This criterion may be changed (annually) depending on the Agency's funding priorities. Using the evaluation as headings summarize how the project addresses each criterion. Address each of the evaluation criteria by following the FMPP Guidelines.

Provide references in the work-plan and other narrative sections to justify the merit of each criterion.

- 14) *Existing and Pending Support*. List all current and pending public or private support to which personnel identified in the narrative have committed portions of their time, whether or not salary support for persons involved is included in the budget. An application that duplicates or overlaps substantially with an application already reviewed and funded by another organization or agency will not be funded under FMPP.
- 15) *Supplemental Budget Summary* (not counted toward the 12-page limit). Provide in sufficient detail information about the budget categories listed on Form SF-424A. For full information on how to complete the Supplemental Budget Summary, please refer to the FMPP Guidelines available from AMS' Marketing Services Branch website at: <http://www.ams.usda.gov/FMPP> .
- 16) *Primary Proposal Activity*. Identify the main activity (only one specific activity, i.e., waste management) that the proposal has indicated to meet the goals and objectives. For assistance in identifying this activity, please refer to the FMPP Guidelines available from AMS' Marketing Services Branch website at: <http://www.ams.usda.gov/FMPP/FMPP/FY-07/Guidelines.pdf> .
- 17) *Secondary Proposal Activity*. List or check all other activities (as many as are applicable) that the proposal has indicated to meet the goals and objectives. For assistance in identifying this activity, please refer to the FMPP Guidelines available from AMS' Marketing Services Branch website at: <http://www.ams.usda.gov/FMPP/FMPP/FY-07/Guidelines.pdf>

Because of the number of applicants and inquiries in 2006/2007 and the 2008 Farm Bill legislature changes, AMS developed three (3) voluntary forms with instructions for completing the Project Proposal Narrative (above) to assist applicants:

- E) **TM-29 FMPP Project Proposal Narrative Form**, is completed once by the applicant as described (section A.2.E). parts 1)-14) above. The narrative can be obtained electronically from the AMS website at http://www.ams.usda.gov/FMPP/FMPP/FY-07/TM-29-Project_Proposal_Narrative.pdf and submitted electronically via Grants.gov, and by mail to AMS.
- F) **TM-30 FMPP Supplemental Budget Summary Form**, is completed once by the applicant as described (section section A.2.E). 12)) above. The information can be obtained electronically from the AMS website at http://www.ams.usda.gov/FMPP/FMPP/FY-07/TM-30-Supplementary_Budget_Form.pdf and submitted electronically via Grants.gov, and by mail to AMS.

Voluntary forms (TM-29 and TM-30 above) assist FMPP applicants in preparing the proposal narrative and supplemental budget summary information, and will increase the overall estimated burden hours because they include instructions for completion. These burden hours are already accounted for under the "Project

Proposal Narrative” (section A.2.E). Forms TM-29 and TM-30 are being revised to provide written clarification “text” on the form to assist applicants in completing the narrative and budget information.

Before funds are dispersed, applicants that are selected for FMPP grant funds (awardees) must complete the following forms:

- G) **Standard Form AD-1047**, “Certification Regarding Disbarment, Suspension, and Other Responsibility Matters – Primary Covered Transactions” is completed once and must have the awardee’s original signature. The form can be obtained electronically at the AMS website at <http://www.ams.usda.gov/FMPP/FMPP/FY-07/AD1047.pdf> . AMS collects this form by mail with the awardee’s original signature.
- H) **Standard Form AD-1048**, “Certification Regarding Disbarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions,” is completed once and must have the awardee’s original signature. The form can be obtained electronically from the AMS website at <http://www.ams.usda.gov/FMPP/FMPP/FY-07/AD1048.pdf> . AMS collects this form by mail with the awardee’s original signature.
- I) **Standard Form AD-1049**, “Certification Regarding Drug-Free Workplace Requirements (Grants) Alternative I – For Grantees Other Than Individuals,” can be obtained electronically from the AMS website at <http://www.ams.usda.gov/FMPP/FMPP/FY-07/AD1049.pdf> . This form is completed once by the awardee and keeps this document for their records.

Additionally, grant awardees must also complete the following form and paperwork for AMS:

- J) **Grant Agreement**. The grant agreement is used as documentation of the agreed upon responsibilities of AMS and the awardee(s) performing the project work. It also indicates the agreed upon grant funding dollar amounts and the beginning date and ending date of the project work and the grant agreement. Four (4) copies of this agreement are provided by AMS for the awardee’s and AMS Administrator’s office original signatures and dated for each grant.
- K) **Standard Form SF-270**, “Request for Advance and Reimbursement,” is required whenever the awardees request an advance or reimbursement of Federal grant funds. AMS expects that a minimum of two (2) and a maximum of four (4) SF-270 forms will be submitted during the grant agreement period. The information can be obtained electronically via the AMS website at <http://www.whitehouse.gov/omb/grants/sf270.pdf> and submitted by mail with the awardee’s original signature.

- L) **Standard Form SF-425**, “Federal Financial Report” (replaces “SF-269 Financial Status Report” and “SF-272 Federal Cash Transaction Report”) is required to be completed every three months by the awardee after the receipt of Federal grant funds. AMS will use the information to determine the use of cash provided by FMPP and the organization’s spending practices in correlation to the financial status (SF-269) also provided. Additionally the awardee must submit a final Federal Financial Report no later than 90 days after the grant expiration date. The information can be obtained electronically via the AMS website at <http://www.ams.usda.gov/FMPP> and collected mail.
- M) **Progress Reports**. The Progress Report is written documentation required to notify AMS about the work activities and progress towards completing the awardees’ established project workplan goals, objectives, and timelines. AMS expects that at least a minimum of two (2) and a maximum of three (3) Progress Reports will be submitted during the grant agreement period.
- N) **Final Report**. The one-time submitted Final Report is written information required by AMS within 90 days after the ending date of the grant agreement. This information is utilized as final documentation of completion of the workplan goals, objectives, and activities.
- O) **Grant Recordkeeping**. AMS requests that grant recipients maintain all records pertaining to the grant for a period of 3 years after the final status report has been submitted to AMS, in accordance with Federal recordkeeping regulations. This requirement is provided in the FMPP Guidelines, which are published at AMS’ Marketing Services Branch website at: <http://www.ams.usda.gov/FMPP/FMPP/FY-07/Guidelines.pdf> .

Only awardees will be required to maintain grant records for 3 years.

3. DESCRIBE WHETHER, AND TO WHAT EXTENT, THE COLLECTION OF INFORMATION INVOLVES THE USE OF AUTOMATED, ELECTRONIC, MECHANICAL, OR OTHER TECHNOLOGICAL COLLECTION TECHNIQUES OR OTHER FORMS OF INFORMATION TECHNOLOGY, E.G. PERMITTING ELECTRONIC SUBMISSION OF RESPONSES, AND THE BASIS FOR THE DECISION FOR ADOPTING THIS MEANS OF COLLECTION. ALSO DESCRIBE ANY CONSIDERATION OF USING INFORMATION TECHNOLOGY TO REDUCE BURDEN.

For FMPP applicants:

- Standard Forms 424, 424A, and 424B and the project proposal narrative can be obtained, completed electronically from the FMPP website [http://www.ams.usda.gov/FMPP\(forms\)](http://www.ams.usda.gov/FMPP(forms)). These forms can also be obtained and submitted electronically on the <http://www.grants.gov> website. The three forms

can also be obtained on the OMB grant management forms web site electronically.

- The FMPP Project Proposal Narrative form and Supplemental Budget Summary form, (TM-29 and TM-30) can also be obtained from AMS' Marketing Services Branch website at: (narrative) http://www.ams.usda.gov/FMPP/FMPP/FY-07/TM-29-Project_Proposal_Narrative.pdf , and (budget) http://www.ams.usda.gov/FMPP/FMPP/FY-07/TM-30-Supplementary_Budget_Form.pdf ; by calling 202/720-8317; or faxing 202/690-0031.
- Except for Standard Form 424, the forms and project proposal narrative can be filled out on-line and then either copied and submitted electronically through Grants.gov or by mail to AMS. Unless the applicant applies via the Grants.gov website, an original-signature SF-424 and SF-424B must be submitted by mail.
- Except for Standard Form 424, the forms and project proposal narrative can be filled out on-line and then either copied and submitted electronically through Grants.gov or by mail to AMS. Unless the applicant applies via the Grants.gov website, an original-signature SF-424 and SF-424B must be submitted by mail.

For FMPP awardees:

- Standard Form 425 can be obtained and completed electronically from the FMPP website: <http://www.ams.usda.gov/FMPP> (forms)

In 2010, AMS received over 510 applications for the FMPP grant program and anticipates this number will increase in 2011. It is not feasible for AMS to receive these applications, proposals, and forms electronically, except via the established Grants.gov portal interface.

4. DESCRIBE EFFORTS TO IDENTIFY DUPLICATION. SHOW SPECIFICALLY WHY ANY SIMILAR INFORMATION ALREADY AVAILABLE CANNOT BE USED OR MODIFIED FOR USE FOR THE PURPOSE(S) DESCRIBED IN ITEM 2 ABOVE.

This program is not maintained by any other agency, therefore, the requested information will not be available from any other existing records.

5. IF THE COLLECTION OF INFORMATION IMPACTS SMALL BUSINESSES OR OTHER SMALL ENTITIES (ITEMS 5 OF THE OMB FORM 83-I), DESCRIBE THE METHODS USED TO MINIMIZE BURDEN.

Applicants have the option to apply via the Grants.gov website. Providing for electronic submission of grant applications simplifies and lessens the burden on applicant's resources because they will no longer need to duplicate and submit paper applications.

6. DESCRIBE THE CONSEQUENCE OF FEDERAL PROGRAM OR POLICY ACTIVITIES IF THE COLLECTION IS NOT CONDUCTED OR IS CONDUCTED LESS FREQUENTLY, AS WELL AS ANY TECHNICAL OR LEGAL OBSTACLES TO REDUCING BURDEN.

The Farmers' Market Promotion Program's purpose is to provide grants to eligible entities. Without the required information, AMS will not be able to review, award, or monitor grants to eligible applicants.

7. EXPLAIN ANY SPECIAL CIRCUMSTANCES THAT WOULD CAUSE AN INFORMATION COLLECTION TO BE CONDUCTED IN A MANNER:

- REQUIRING RESPONDENTS TO REPORT INFORMATION TO THE AGENCY MORE OFTEN THAN QUARTERLY;

Respondents are required to report application information once. Awardees are required to provide performance (every 6 months) and financial (every 4 months) reports in accordance with the regulations.

- REQUIRING RESPONDENTS TO PREPARE A WRITTEN RESPONSE TO A COLLECTION OF INFORMATION IN FEWER THAN 30 DAYS AFTER RECEIPT OF IT;

There are no plans to require applicants to prepare a written response to an collection of information in fewer than 30 days after AMS receives it. During the application review process if an email address has been provided by the applicant, AMS will email a notification of receipt of their application. Reporting requirements for the project (performance) implementation and financial (funds usage and cash on hand) status are submitted; no follow-up is required by the awardee unless AMS requires additional clarification.

- REQUIRING RESPONDENTS TO SUBMIT MORE THAN AN ORIGINAL AND TWO COPIES OF ANY DOCUMENT;

Respondents are not required to submit more than an original and two copies of any application document. Only one original and/or one electronic or faxed copy of the performance and financial reports are required.

- REQUIRING RESPONDENTS TO RETAIN RECORDS, OTHER THAN HEALTH, MEDICAL, GOVERNMENT CONTRACT, GRANT-IN-AID, OR TAX RECORDS FOR MORE THAN 3 YEARS;

Respondents are not required to retain any records for more than 3 years.

- **IN CONNECTION WITH A STATISTICAL SURVEY, THAT IS NOT DESIGNED TO PRODUCE VALID AND RELIABLE RESULTS THAT CAN BE GENERALIZED TO THE UNIVERSE OF STUDY;**

The information collected will not be utilized in connection with a statistical survey.

- **REQUIRING THE USE OF A STATISTICAL DATA CLASSIFICATION THAT HAS NOT BEEN REVIEWED AND APPROVED BY OMB;**

There is no requirement for a statistical data classification.

- **THAT INCLUDES A PLEDGE OF CONFIDENTIALITY THAT IS NOT SUPPORTED BY AUTHORITY ESTABLISHED IN STATUE OR REGULATION, THAT IS NOT SUPPORTED BY DISCLOSURE AND DATA SECURITY POLICIES THAT ARE CONSISTENT WITH THE PLEDGE, OR WHICH UNNECESSARILY IMPEDES SHARING OF DATA WITH OTHER AGENCIES FOR COMPATIBLE CONFIDENTIAL USE; OR**

No confidential information is collected.

- **REQUIRING RESPONDENTS TO SUBMIT PROPRIETARY TRADE SECRET, OR OTHER CONFIDENTIAL INFORMATION UNLESS THE AGENCY CAN DEMONSTRATE THAT IT HAS INSTITUTED PROCEDURES TO PROTECT THE INFORMATION'S CONFIDENTIALITY TO THE EXTENT PERMITTED BY LAW.**

Respondents are not required to submit proprietary trade secrets or other confidential information.

- 8. IF APPLICABLE, PROVIDE A COPY AND IDENTIFY THE DATE AND PAGE NUMBER OF PUBLICATION IN THE FEDERAL REGISTER OF THE AGENCY'S NOTICE, REQUIRED BY 5 CFR 1320.8(d), SOLICITING COMMENTS ON THE INFORMATION COLLECTION PRIOR TO SUBMISSION TO OMB. SUMMARIZE PUBLIC COMMENTS RECEIVED IN RESPONSE TO THAT NOTICE AND DESCRIBE ACTIONS TAKEN BY THE AGENCY IN RESPONSE TO THESE COMMENTS. SPECIFICALLY ADDRESS COMMENTS RECEIVED ON COST AND HOUR BURDEN.**

In 2010, the AMS published a 60-day *Federal Register* Notice requesting comments on and extension and revision information collection in the *Federal Register* (75 FR 60713) on October 1, 2010. No comments were received on the FMPP information collection or burden.

DESCRIBE EFFORTS TO CONSULT WITH PERSONS OUTSIDE THE AGENCY TO OBTAIN THEIR VIEWS ON THE AVAILABILITY OF DATA, FREQUENCY OF COLLECTION, THE CLARITY OF INSTRUCTIONS AND RECORDKEEPING, DISCLOSURE, OR REPORTING FORMAT (IF ANY), AND ON THE DATA ELEMENTS TO BE RECORDED, DISCLOSED, OR REPORTED.

During the development of the Farmers' Market Promotion Program, AMS conducted focus groups and interviews with farmers' market industry leaders to identify and understand challenges and concerns relating to direct marketing issues. AMS also solicits comments from awardees and reviewers under FMPP annually.

CONSULTATION WITH REPRESENTATIVES OF THOSE FROM WHOM INFORMATION IS TO BE OBTAINED OR THOSE WHO MUST COMPILE RECORDS SHOULD OCCUR AT LEAST ONCE EVERY 3 YEARS – EVEN IF THE COLLECTION OF INFORMATION ACTIVITY IS THE SAME AS IN PRIOR PERIODS. THERE MAY BE CIRCUMSTANCES THAT MAY PRECLUDE CONSULTATION IN A SPECIFIC SITUATION. THESE CIRCUMSTANCES SHOULD BE EXPLAINED.

Consultation with the following representatives from whom information was obtained regarding the project proposal budget and forms was developed through grant writing conferences and workshops, industry meetings, peer reviewer meetings, and other program outreach activities associated with administering the agency's farmers market program:

Don Wambles, Administrator
Farmers Market Authority, State of Alabama
RSA Plaza, Suite 330
770 Washington Avenue
Montgomery, AL 36130
(333) 242-2618

Diane Eggert, Executive Director
Farmers' Market Federation of New York
117 Highbridge Street, Suite U-3
Fayetteville, NY 13006
(315) 637-4690

Janel Leatherman, Administrator
Dallas Farmers Market
1010 South Pearl Expressway
Dallas, TX 75201
(214) 939-2713

9. EXPLAIN ANY DECISION TO PROVIDE ANY PAYMENT OR GIFT TO RESPONDENTS, OTHER THAN REMUNERATION OF CONTRACTORS OR GRANTEES.

No payments or gifts are provided to respondents, other than remuneration of grantees.

10. DESCRIBE ANY ASSURANCE OF CONFIDENTIALITY PROVIDED TO RESPONDENTS AND THE BASIS FOR THE ASSURANCE IN STATUTE, REGULATION, OR AGENCY POLICY.

The Farmers' Market Promotion Program does not request confidential information from respondents and therefore provides no assurances related to confidentiality.

11. PROVIDE ADDITIONAL JUSTIFICATION FOR ANY QUESTIONS OF A SENSITIVE NATURE, SUCH AS SEXUAL BEHAVIOR AND ATTITUDES, RELIGIOUS BELIEFS, AND OTHER MATTERS THAT SHOULD INCLUDE THE REASONS WHY THE AGENCY CONSIDERS THE QUESTIONS NECESSARY, THE SPECIFIC USES TO BE MADE OF THE INFORMATION, THE EXPLANATION TO BE GIVEN TO PERSONS FROM WHOM THE INFORMATION IS REQUESTED, AND ANY STEPS TO BE TAKEN TO OBTAIN THEIR CONSENT.

Questions of a sensitive nature are not found in this information collection.

12. PROVIDE ESTIMATES OF THE HOUR BURDEN OF THE COLLECTION OF INFORMATION.

THE STATEMENT SHOULD:

- **INDICATE THE NUMBER OF RESPONDENTS, FREQUENCY OF RESPONSE, ANNUAL HOUR BURDEN, AND AN EXPLANATION OF HOW THE BURDEN WAS ESTIMATED. UNLESS DIRECTED TO DO SO, AGENCIES SHOULD NOT CONDUCT SPECIAL SURVEYS TO OBTAIN INFORMATION ON WHICH TO BASE HOUR BURDEN ESTIMATES. CONSULTATION WITH A SAMPLE (FEWER THAN 10) OF POTENTIAL RESPONDENTS IS DESIRABLE. IF THE HOUR BURDEN ON RESPONDENTS IS EXPECTED TO VARY WIDELY BECAUSE OF DIFFERENCE IN ACTIVITY, SIZE, OR COMPLEXITY, SHOW THE RANGE OF ESTIMATED HOUR BURDEN, AND EXPLAIN THE REASONS FOR THE VARIANCE. GENERALLY, ESTIMATES SHOULD NOT INCLUDE BURDEN HOURS FOR CUSTOMARY AND USUAL BUSINESS PRACTICES.**

- **IF THIS REQUEST FOR APPROVAL COVERS MORE THAN ONE FORM, PROVIDE SEPARATE HOUR BURDEN ESTIMATES FOR EACH FORM AND AGGREGATE THE HOUR BURDENS IN ITEM 13 OF OMB FORM 83-I.**

See attached AMS-71, Summary of Information Collection.

- **PROVIDE ESTIMATES OF ANNUALIZED COST TO RESPONDENTS FOR THE HOUR BURDENS FOR COLLECTIONS OF INFORMATION, IDENTIFYING AND USING APPROPRIATE WAGE RATE CATEGORIES.**

The 1500 respondents' estimated annual cost in providing information to FMPP is \$564,430.40. This total has been estimated by multiplying 20,896 total burden hours by \$26.15, an average mean hourly earnings by private industry white collar (excluding sales) employees. Data for computation of this hourly wage were obtained from the U.S. Department of Labor Statistic's publication, "May 2009 National Occupational Employment and Wage Estimates, United States." This publication can also be found at the following website:

http://www.bls.gov/oes/current/oes_nat.htm

13. PROVIDE AN ESTIMATE OF THE TOTAL ANNUAL COST BURDEN TO RESPONDENTS OR RECORDKEEPERS RESULTING FROM THE COLLECTION OF INFORMATION. (DO NOT INCLUDE THE COST OF ANY HOUR BURDEN SHOWN IN ITEMS 12 AND 14).

- **THE COST ESTIMATE SHOULD BE SPLIT INTO TWO COMPONENTS: (a) A TOTAL CAPITAL AND START-UP-COST COMPONENT (ANNUALIZED OVER ITS EXPECTED USEFUL LIFE); AND (b) A TOTAL OPERATION AND MAINTENANCE AND PURCHASE OF SERVICES COMPONENT. THE ESTIMATES SHOULD TAKE INTO ACCOUNT COSTS ASSOCIATED WITH GENERATING, MAINTAINING AND DISCLOSING OR PROVIDING THE INFORMATION. INCLUDE DESCRIPTIONS OF METHODS USED TO ESTIMATE MAJOR COST FACTORS INCLUDING SYSTEM AND TECHNOLOGY ACQUISITION, EXPECTED USEFUL LIFE OF CAPITAL EQUIPMENT, THE DISCOUNT RATE(S), AND THE TIME PERIOD OVER WHICH COSTS WILL BE INCURRED. CAPITAL AND START-UP COSTS INCLUDE, AMONG OTHER ITEMS, PREPARATIONS FOR COLLECTING INFORMATION SUCH AS PURCHASING COMPUTERS AND SOFTWARE, MONITORING, SAMPLING, DRILLING AND TESTING EQUIPMENT; AND RECORD STORAGE FACILITIES.**

- **IF COST ESTIMATES ARE EXPECTED TO VARY WIDELY, AGENCIES SHOULD PRESENT RANGES OF COST BURDENTS AND EXPLAIN THE REASONS FOR THE VARIANCE. THE COST OF PURCHASING OR CONTRACTING OUT INFORMATION COLLECTION SERVICES SHOULD BE A PART OF THIS COST BURDEN ESTIMATE. IN DEVELOPING COST BURDEN ESTIMATES, AGENCIES MAY CONSULT WITH A SAMPLE OF RESPONDENTS (FEWER THAN 10), UTILIZE THE 60-DAY PRE-OMB SUBMISSION PUBLIC COMMENT PROCESS AND USE EXISTING ECONOMIC OR REGULATORY IMPACT ANALYSIS ASSOCIATED WITH THE RULEMAKING CONTAINING THE INFORMATION COLLECTION, AS APPROPRIATE.**

- **GENERALLY, ESTIMATES SHOULD NOT INCLUDE PURCHASES OF EQUIPMENT OR SERVICE, OR PORTIONS THEROF, MADE: (1) PRIOR TO OCTOBER 1, 1995, (2) TO ACHIEVE REGULATORY COMPLIANCE WITH REQUIREMENTS NOT ASSOCIATED WITH THE INFORMATION COLLECTION, (3) FOR REASONS OTHER THAN TO PROVIDE INFORMATION OR KEEPING RECORDS FOR THE GOVERNMENT, OR (4) AS PART OF CUSTOMARY AND USUAL BUSINESS OR PRIVED PRACTICES.**

There are no capital/start-up or ongoing operation/maintenance costs associated with this information collection.

14. PROVIDE ESTIMATES OF ANNUALIZED COST TO THE FEDERAL GOVERNMENT. ALSO, PROVIDE A DESCRIPTION OF THE METHOD USED TO ESTIMATE COST, WHICH SHOULD INCLUDE QUANTIFICATION OF HOURS, OPERATION EXPENSES (SUCH AS EQUIPMENT, OVERHEAD, PRINTING, AND SUPPORT STAFF), AND ANY OTHER EXPENSE THAT WOULD NOT HAVE BEEN INCURRED WITHOUT THIS COLLECTION OF INFORMATION. AGENCIES ALSO MAY AGGREGATE COST ESTIMATES FROM ITEMS 12, 13, AND 14 IN A SINGLE TABLE.

There are no additional costs associated with this information collection. The Federal government's estimated annual cost for providing oversight and assistance for this information collection is estimated at \$194,778 the first year and for subsequent years it is estimated to be about \$136,345. A breakdown of the oversight costs for the first year is the following:

Salaries/Benefits/FERS Contributions/Awards	\$148,350
Travel	\$5,000
Contracts/Services/Training	\$6,635
Printing/Copying/Mailing/Postage	\$4,275
Rent/Communication/Utilities/FTS	\$3,268

OGC (Legal Services)	\$25,000
Supplies/Equipment	<u>\$2,250</u>
TOTAL	\$194,778

15. EXPLAIN THE REASON FOR ANY PROGRAM CHANGES OR ADJUSTMENTS REPORTED IN ITEMS 13 OR 14 OF THE OMB FORM 83-I.

The 2008 Farm Bill made several legislative changes under FMPP. In response and addition to these legislative changes, AMS has implemented numerous program and personnel changes under FMPP, outlined in section A.1., to accommodate the increased numbers of applications and workload to staff. These changes increased overall estimated burden by 16,952 hours; this and all other burden hours are provided in AMS-71, Summary of Information Collection.

16. FOR COLLECTIONS OF INFORMATION WHOSE RESULTS WILL BE PUBLISHED, OUTLINE PLANS FOR TABULATION, AND PUBLICATION. ADDRESS ANY COMPLEX ANALYTICAL TECHNIQUES THAT WILL BE USED. PROVIDE THE TIME SCHEDULE FOR THE ENTIRE PROJECT, INCLUDING BEGINNING AND ENDING DATES OF THE COLLECTION OF INFORMATION COMPLETION OF REPORT, PUBLICATION DATES, AND OTHER ACTIONS.

The collected information will not be published.

17. IF SEEKING APPROVAL TO NOT DISPLAY THE EXPIRATION DATE FOR OMB APPROVAL OF THE INFORMATION COLLECTION, EXPLAIN THE REASONS THAT DISPLAY WOULD BE INAPPROPRIATE.

All forms currently contain an OMB number and an expiration date.

18. EXPLAIN EACH EXCEPTION TO THE CERTIFICATION STATEMENT IDENTIFIED IN ITEM 19, "CERTIFICATION FOR PAPERWORK REDUCTION ACT SUBMISSIONS," OF OMB FORM 83-I.

The agency is able to certify compliance with all provisions under Item 19 of OMB Form 83-I.

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS.

This information collection does not employ statistical methods.