

MARKETING SERVICES BRANCH
TRANSPORTATION AND MARKETING PROGRAMS
AGRICULTURAL MARKETING SERVICE, USDA

Catalog of Federal Domestic Assistance Number 10.168

FY 2007

FARMERS MARKET PROMOTION PROGRAM GUIDELINES

I. PROGRAM SCOPE

The Agricultural Marketing Service (AMS) has announced the availability of approximately \$1 million in competitive grant funds in fiscal year (FY) 2007 to be awarded through the Farmers' Market Promotion Program (FMPP). The FMPP is designed to promote the domestic consumption of agricultural commodities by expanding direct producer-to-consumer marketing opportunities. It will be administered by the Marketing Services Branch (MSB) of AMS. The authorizing legislation for the FMPP includes the Agricultural 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 recent amendment to the 1976 Act, the FMPP (7 U.S.C. 3005). Examples of direct producer-to-consumer market opportunities that may be funded by the FMPP include projects that address issues related to farmers markets, roadside stands, community supported agriculture programs, and other direct producer-to consumer marketing channels. AMS hereby requests proposals from eligible entities from the following categories: 1) agricultural cooperatives, 2) local governments, 3) non-profit corporations, 4) public benefit corporations, 5) economic development corporations, 6) regional farmers' market authorities, and 7) Tribal Governments. The maximum award per grant is \$75,000. Matching funds are not required.

These guidelines are intended for use by applicants and their cooperators in developing proposals and carrying out the administrative and procedural requirements involved in applying for and conducting FMPP projects. The document addresses the following categories:

- II. [Eligible Entities](#)
- III. [Eligible Grant Uses](#)
- IV. [Ineligible Grant Uses](#)
- V. [Application Deadline](#)
- VI. [Application Procedures and Requirements](#)
- VII. [Proposal Evaluation](#)
- VIII. [Post-Award Management of FMPP Grants](#)
- IX. [Reporting Requirements for Awarded Projects](#)
- X. [Requests for Payment and Financial Status Reports](#)
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- XII. [FMPP Contact Information](#)

II. ELIGIBLE ENTITIES

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All eligible entities shall be domestic entities, i.e., those owned, operated, and located within one or more of the 50 United States and the District of Columbia only. Entities located within U. S. territories are not eligible.

Under this program, eligible entities must apply for FMPP funds on behalf of direct marketing operations that include two or more farmers/farm vendors who produce and sell their own products through a common distribution channel. AMS will award grants to and oversee the implementation of projects that encourage the development, promotion, and expansion of direct marketing of agricultural commodities from farmers to consumers.

Proposals should support agricultural marketing enterprises where farmers or vendors sell their own products directly to consumers, and where the sales of these farm products represent the core business of the entity.

Eligible entities are:

- A. Agricultural Cooperative** – A group- or member-owned entity or business that provides, offers, or sells agricultural products or services for the mutual benefit of the members thereof.
- B. Local Government** - Local government means any unit of local government within a State, including a county, borough, municipality, city, town, township, parish, local public authority, special district, school district, intrastate district, council of governments, and any other instrumentality of local government.
- C. Nonprofit Corporation** – Any organization or institution, including nonprofits with 501(c)(3) IRS status and accredited institutions of higher education, no part of the net earnings of which inures to the benefit of any private shareholder or individual.
- D. Public Benefit Corporation** – A corporation organized to construct or operate a public improvement, the profits from which inure to the benefit of a State(s) or to the people thereof.
- E. Economic Development Corporation** – An organization whose mission is the improvement, maintenance, development and/or marketing or promotion of a specific geographic area.
- F. Regional Farmers' Market Authority** - An entity that establishes and enforces region, State, or county policies and jurisdiction over regional, State, or county farmers markets.

G. Tribal Government - A governing body or a governmental agency of any Indian tribe, band, nation, or other organized group or community (including any Native village as defined in section 3 of the Alaska Native Claims Settlement Act, 85 Stat. 688 (43 U.S.C. § 1602)) certified by the Secretary of the Interior as eligible for the special programs and services provided through the Bureau of Indian Affairs.

III. ELIGIBLE GRANT USES

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Projects appropriate for FMPP grants include, but are not limited to, the following:

A. Improving Access to Relevant Marketing and Financial Information – Projects that provide opportunities and promote training, education, networking, technical assistance, and information sharing for farmers, vendors, market management, and market sponsors. These projects are designed to enhance sales volumes, self-sufficiency, and product security/safety. Project focuses may address:

- Direct marketing practices and methods, business planning, market growth management, recordkeeping, food handling and safety.
- Farmer and vendor selection, recruitment, and retention.
- Consumer trends and/or changing ethnic demographics, and their relationship to customer purchasing patterns.
- Alternative purchasing methods, such as Women, Infants, and Children Farmers Market Nutrition Programs (WIC-FMNP); Senior Farmers Market Nutrition Program (SFMNP) coupons, and debit/credit technologies.
- Association and other organizational development.

B. Consumer-Based Education and Market Access - Projects that address ways to improve consumers' access to and utilization of direct farm markets/marketing outlets. Such projects may address:

- Consumer education that focuses 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.

- 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.

C. Innovative Approaches to Market Operations and Management – Projects that address operational or market management issues, with the aim of enhancing product value and sales, increasing revenue and efficiency, or reducing expenses. Such projects may address:

- The use and effect of advertising, market promotion, labeling, and/or signage and the measurement of their impact.
- Waste management/recycling.
- Liability coverage and insurance.
- Facility planning and/or design.
- Transportation and delivery systems.
- Infrastructure for electronic benefits transfer (EBT) usage; processing, kitchen incubators, storage, packaging, and refrigeration.

Applicants are to identify activities as “primary” or “secondary” in their proposal as requested in section VI. D.

Apart from subject matter considerations, proprietary projects that benefit one agricultural producer or other individual will not be considered. Moreover, any information or data derived from a FMPP-funded project, along with any report developed from these information or data sources, must be made available to AMS, which reserves the right to share these results with the general public.

IV. INELIGIBLE GRANT USES

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A. FMPP Grant Funds Cannot Be Used To Pay For:

1. Acquisition of land, repair, rehabilitation, acquisition, or construction of a building or facility.
2. Political or lobbying activities.
3. Any activities prohibited by 7 CFR parts 3015 and 3019.

V. APPLICATION DEADLINE

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- Funding decisions are made on the basis of one round of competition.
- Paper applications for the FY 2007 FMPP must be postmarked April 13, 2007. For paper submissions, an original and one copy of the proposal, along with all required forms, must be submitted in one application package, preferably by express mail or courier.
- Applications submitted via the Federal grants website, www.grants.gov, must be submitted by 11:59 p.m. EST on April 13, 2007. Do not wait until the last minute to submit through grants.gov as there may be delays in getting a password, which is required for submission. No extensions past the deadline will be considered.

VI. APPLICATION PROCEDURES AND REQUIREMENTS

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Applicants must submit the following information as part of their application packages; application packages which do not contain this information will not be considered.

A. Required Forms

The required forms, listed below, may be requested from FMPP or downloaded from the FMPP website at www.ams.usda.gov/FMPP.

1. [Form SF-424](#), “Application for Federal Assistance.” This form must have an original signature.
2. [Form SF-424A](#), “Budget Information – Non-Construction Programs.”
3. [Form SF-424B](#), “Assurances – Non-Construction Programs.”

The following instructions should be followed when completing specific information blocks on Form SF-424:

Block 1: TYPE OF SUBMISSION – check “Non-Construction.”

Block 8: TYPE OF APPLICATION – check “New.”

Block 9. NAME OF FEDERAL AGENCY - AMS, USDA.

Block 10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER - 10.168; Title – Farmers Market Promotion Program

Block 11. DESCRIPTIVE TITLE OF APPLICANT’S PROJECT - Provide only the project title, not a detailed description.

Block 16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS? To determine if your proposal is subject to review under State Executive Order 12372, please consult the following website: www.whitehouse.gov/omb/grants/spoc.html.

B. DUNS Number

A Dun and Bradstreet Data Universal Numbering System (DUNS) number is required for all FMPP applications and all Federal grants (68 FR 38 402). You may check to see if your organization already has a DUNS number, or if you do not already have a DUNS number, you may acquire one online at no cost at <http://fedgov.dnb.com/webform> You may also acquire one by calling the dedicated toll-free DUNS number request line on 1-866-705-5711.

C. Eligibility Statement

Applicants should provide an explanation of how they meet the definition of an agricultural cooperative, local government, non-profit corporation, public benefit corporation, regional farmers market authority, or Tribal Government. Applications that do not contain sufficient information to determine the eligibility of the applicant will not be considered. The eligibility statement will be counted against the 10-page limit for the proposal narrative.

D. Proposal Narrative

The narrative portion of the project proposal, including the supplemental budget summary but not including letters of support or biographies of key personnel, must not exceed 10 pages (Times New Roman font, 12 pt. pitch, single spaced, 8.5 by 11 inch-paper). AMS has provided guidance for use in organizing the narrative and placing this information in its proper order with the creation of the “[FMPP Project Proposal Narrative Form](#)” and the “[FMPP Supplemental Budget Summary Form](#).” The narrative must be organized under the following headings:

1. **Project Title.** Provide a title that captures the primary focus of the project.
2. **Applicant/Organization Information.** Provide the applicant/organization name, applicant/organization contact name, mailing address, telephone and fax number, and email address for the person responsible for the application, financial information, and the proposed project budget.

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. **Entity Type.** Indicate the entity type of the applicant/organization, i.e., an agricultural cooperative, local government, nonprofit corporation, public benefit corporation, economic benefit corporation, regional farmers' market authority, tribal government, or other entity type.
5. **Executive Summary.** The project proposal summary, not to exceed 200 words, must include the following: a description of the project including 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.
6. **Goals of the Project.** Provide a clear statement that includes the ultimate goal(s) and objective(s) (one or two sentences) of the project.
7. **Background Statement.** Provide information regarding past, current, and/or future events, conditions, or actions taken that justify the need for the project.
8. **Workplan 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 amount of resource commitments of the collaborators, and the role(s) and responsibilities of each collaborator or project partner.
9. **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.
10. **Beneficiaries.** Describe which persons, organizations, and/or entities will benefit from the project work or research outlined in the proposal.
11. **Supplemental Budget Summary**
Counted toward the 10 page limit, the budget summary needs to provide sufficient detail about the budget categories listed on Form [SF-424A](#) to demonstrate that the budget is reasonable and adequate for the proposed work. AMS has developed the "FMPP Supplemental Budget Summary Form, available at www.ams.usda.gov/FMPP to assist applicants in preparing supplemental budgets properly. This information should include:
 - Personnel. To the extent possible, show hourly rates and estimated number of hours to be spent on the project by each project participant. Hourly rates must not exceed \$55 per hour.

- Travel. Indicate anticipated travel expenses (e.g., mode of travel, how many people, how many days, destination, lodging, meals, etc., as applicable).
 - Equipment. Indicate anticipated purchases of equipment. List separately each item of equipment and its cost.
 - Supplies. Provide an estimate of projected supply expenditures.
 - Contractual. Indicate if the expense represents a flat fee for services or an hourly rate. If the latter, indicate the hourly rate to be applied. Hourly rates must not exceed \$55 per hour. List the general categories of services the contract covers (e.g., professional services, travel, lodging, administrative expenses, etc.).
 - Indirect Costs. Indirect costs may not exceed 10 percent of any proposed budget.
 - Additional detail and justification must be provided for any purchase that is expected to exceed \$5,000.
 - Except for new start-up markets, FMPP funds cannot cover routine operational expenses such as staff salaries associated with normal operations of direct marketing outlets, utility bills, or insurance premiums.
12. **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. Refer to the “Eligible Grant Uses” section to assist in identifying this activity.
13. **Secondary Proposal Activity.** Identify the secondary activities (as many as are applicable) that the proposal has indicated to meet the goals and objectives. Refer to the “Eligible Grant Uses” section to assist in identifying these activities.

E. Supporting Documents

- Letters and/or other evidence of commitment by cooperators, contractors, or resource providers are strongly encouraged.
- Descriptions of experience or qualifications of principal project investigators should be brief.

F. Application Checklist

Once you've completed the required documents, please use this list to PLACE YOUR PAPERWORK IN THE PROPER ORDER FOR SUBMISSION

- [Form SF-424](#)
- [Form SF-424A](#)
- [Form SF-424B](#)
- Proposal Narrative
- Supplemental Budget Summary
- Supporting Documents

G. Standard Electronic Submissions

For the FY-2007 FMPP program, proposals will not be accepted via electronic mail.

H. Paper Submissions

For paper submissions, an original and one copy of the proposal, along with all required forms, must be submitted in one application package, preferably by express mail or courier. Because packages sent to the Agency through the United States Postal Service may be damaged or delayed due to security procedures at USDA Washington DC headquarters, the use of express mail or courier services is strongly recommended. Paper submissions must be sent to:

Mr. Errol Bragg, Associate Deputy Administrator
Marketing Services Branch
Transportation and Marketing Programs, AMS, USDA
Room 2646-South
1400 Independence Avenue, SW
Washington, D.C., 20250-0269
202/720-8317

FMPP will send applicants an e-mail message confirming the receipt of their application package.

I. Electronic Submissions via Grants.gov

Applicants may apply electronically for grants through the Federal grants website, www.grants.gov. Such applicants are not required to submit any paper documents to AMS. For information on how to apply electronically, please consult www.grants.gov/GetStarted. Applicants are strongly encouraged to initiate the electronic submission process on www.grants.gov at least two weeks prior to the application deadline. It takes time to set up a password and submit documents through

the electronic interface. Applicants who delay starting the process may not meet the deadline, thus losing the opportunity to compete for FMPP funds.

J. Project Length

Projects should not exceed 18 months in length.

VII. PROPOSAL EVALUATION

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A. Methods of Evaluating Proposals

Applicants should ensure that evaluation criteria are addressed within the proposal narrative. The suggested questions with each criterion are provided as general guidance for completing the narrative; it is recommended that the applicant provide additional information as appropriate.

Each criterion has a maximum score value, and the total maximum score for an FMPP proposal narrative will equal 100. Proposals will be rated on each criterion as follows:

1. **The Need for the Project** (maximum score = 25). Provide justification for the project approach and/or strategies in the proposal; to include:
 - a) How do the project activities in the proposal conform to the FMPP program objectives and eligible funding uses?
 - b) How does the proposal demonstrate the project's merit? Why are these activities appropriate for achieving the project's stated objectives?
2. **Direct Benefit To Farmers/Vendors** (maximum score = 20). Explain the direct benefit to market/market entity farmers and vendors. Any benefit for individual farmers/vendors should be provided for every participating farmer/vendor in a market/market entity. Include:
 - a) How will the farmer/vendor benefit from these activities? How many farmers/vendors will benefit from your project's activities?
 - b) What is the overall potential impact on the local/regional farm economy?
3. **Reasonableness of Budget** (maximum score = 15). Provide justification for the budget and funds usage. Include:
 - a) How is the budget appropriate for the scope of work?

4. **Project Innovation** (maximum score = 10). Provide justification of the proposal’s innovative approach. Include:
 - a) Has this approach been done before? And if it has, how does it differ from previous efforts?
 - b) Why is your approach different or better than other efforts?

- 5) **Transferability of Project Outcomes** (maximum score = 10). Explain how and why proposed activities could be used elsewhere. Include:
 - a) Will the outcome and lessons learned from this project be applicable to other locations?

- 6) **Degree of Collaboration/Partnerships (include partner qualifications) and Participation** (maximum score = 10). Outline the collaboration/partnerships formed and farmer/producer participation for this project. Include:
 - a) How many collaborators/partners and farmers/producers will participate in this project? What role will they play?
 - b) How will collaborators/partners and farmers/producers assist in implementing the project?
 - c) What resource commitments will they provide?

- 7) **Quantitative Evaluation and Measurement of Project’s Impact** (maximum score = 10). Define how successes will be measured and how sustainable the activities are after FMPP funds are no longer available. Include:
 - a) How will project results be measured?
 - b) How self-sustaining will the project be after FMPP grant funds are exhausted?

1.	Need for Project	-	25
2.	Direct Benefit to Farmers/Vendors	-	20
3.	Reasonableness of Budget	-	15
4.	Project Innovation	-	10
5.	Transferability	-	10
6.	Degree of Collaboration/Partnership	-	10
7.	Quantitative Evaluation/Measurement	-	10
	Total Score	-	100

B. Grant Amounts – The amount of funds available for FMPP grants in FY 2007 is approximately \$1 million. The maximum amount of Federal funds awarded for any one proposal will be \$75,000.

- C. Number of Awards** – An applicant can not receive more than one FMPP grant in a grant funding year.

VIII. POST-AWARD MANAGEMENT OF FMPP GRANTS

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Grant recipients are responsible for:

- Completing the following forms prior to receipt of federal funds:
 - (a) [Form AD-1047](#), “Certification Regarding Disbarment, Suspension, and Other Responsibility Matters – Primary Covered Transactions.” This form must have the awardee’s original signature.
 - (b) [Form AD-1048](#), “Certification Regarding Disbarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions.” This form must have the awardee’s original signature.
 - (c) [Form AD-1049](#), “Certification Regarding Drug-Free Workplace Requirements (Grants) Alternative I – For Grantees Other Than Individuals.” The awardee keeps this document for their records.
- Monitoring the performance of all project activities, and ensuring that the work is completed within the established time frame.
- Contacting the FMPP office 60 days before the grant’s expiration date to request a no-cost time extension if for any reason the project cannot be completed within the established time frame. A letter from the grantee briefly explaining the need for the extension and specifying a new ending date is required.
- Ensuring that FMPP funds are used only for activities covered by the approved project and workplan.
- Ensuring that proper accounting procedures are followed.
- Sending FMPP a copy of any contract or secondary agreement relating to the project.
- Submitting 6-month progress reports and, no later than 90 days after the expiration of the grant agreement, submitting a final report summarizing findings and accomplishments. (For further details, see next section, “Reporting Requirements for Awarded Grants.”)
- Submitting quarterly financial reports ([Form SF-270](#)) and, no later than 90 days after the grant expiration date, submitting a final financial report ([Form SF-269A](#), or in cases where program income is involved, [Form SF-269](#)).

IX. REPORTING REQUIREMENTS FOR AWARDED PROJECTS

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A. Progress Reports

Progress reports are required at the midpoint of projects approved for one year and at six-month intervals for projects of longer duration. Progress reports should:

- Briefly summarize activities performed and milestones achieved for each objective or sub-element of the narrative.
- Note unexpected delays or impediments, as well as favorable or unusual developments.
- Outline work to be performed during the succeeding period.
- Comment on the level of grant funds and matching contributions expended to date on the project.

B. Final Report

A final report of results and accomplishments is due within 90 days following the grant ending date. The final report should include:

- A summary of the issue or problem being examined.
- Descriptions of how the issue or problem was addressed.
- Specific contributions of project partners.
- Results, conclusions and lessons learned.
- Current or future benefits to be derived from the project.
- Additional information available (publications, websites).
- Recommendations for future research needed, if applicable.
- Contact person for the project with telephone number and e-mail address.
- Description of the people, organizations, marketing entities and/or communities that have benefited from the project's accomplishments.

Final reports are required to fulfill the terms of the grant agreement, but they also represent an important vehicle for sharing research findings with Federal and State agencies and the public. To further this goal, the final report should be prepared in a format which can be reproduced for wide distribution and is suitable for posting on the FMPP website.

X. REQUESTS FOR PAYMENT AND FINANCIAL STATUS REPORTS

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Payments of grant funds must be requested by the organization receiving the grant award by submitting a completed Form [SF-270](#), "Request for Advance or Reimbursement." Requests for payment must report the amount of funds that the grant recipient has already expended to carry out the project, along with a copy of an invoice that delineates the specific project expenditures that were incurred during the requested payment period.

In exceptional circumstances, grant recipients may request payment advances. Such advances should be limited to the minimum amount needed to meet short-term disbursement needs.

A final submission of Form [SF-269A](#), "Financial Status Report" (Form [SF-269](#) if the project involved program income) is required no later than 90 days following the project's ending date.

The required financial status forms may be requested from FMPP or can be downloaded from the FMPP website at www.ams.usda.gov/FMPP. Completed forms should be signed by the appropriate organizational representative and the original forms should be submitted to FMPP by express mail or courier service. Grant payments will be made electronically.

XI. RECORD RETENTION

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In accordance with Federal regulations, grant recipients should retain all records relating to the grant for a period of 3 years after the final financial status report was submitted to FMPP.

XII. FMPP CONTACT

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Applications should be forwarded to:

Mr. Errol Bragg, Associate Deputy Administrator
Marketing Services Branch
Transportation and Marketing Programs, AMS, USDA
Room 2646-South
1400 Independence Avenue, SW.
Washington, D.C., 20250-0269

202/720-8317

Questions about the program should be directed to:

Carmen Humphrey, Team Leader
Marketing Services Branch
Transportation and Marketing Programs, AMS, USDA
Room 2646-South
1400 Independence Avenue, SW.
Washington, D.C., 20250-0269
202/720-8317
USDAFMPP@usda.gov