



Catalog of Federal
Domestic Assistance
Number 10.168

FARMERS MARKET PROMOTION PROGRAM



2010 GUIDELINES

Farmers' Market Promotion Program



**New for
2010**

If you have applied for FMPP funding in the past, it is important that you read the entire FMPP Guidelines—There are numerous changes and new requirements for 2010, including:

- ❖ FMPP Priority Projects (page 8)
- ❖ Funds Available for New Electronic Benefit Transfers (EBT) Projects (page 9)
- ❖ Orientation and Training (page 11)
- ❖ Registration with CCR (page 14)
- ❖ Written Proof of Eligibility - Narrative (page 14)
- ❖ FMPP Narrative REVISIONS (pages 16-20)
- ❖ Existing and Pending Support - (pages 12, 17)
- ❖ Evaluation Criteria Statements (page 17)
- ❖ Evaluation Criteria (pages 22-23)
- ❖ Peer Reviewer Recommendations (page 24)
- ❖ Frequently Asked Questions (pages 33-36)

Applicants that are employed by organizations eligible but are NOT applying under this 2010 grant program may elect to serve as FMPP peer reviewers. See the FMPP website at www.ams.usda.gov/FMPP for more information.

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I. PROGRAM BACKGROUND, SCOPE, AND SUMMARY

The Agricultural Marketing Service (AMS) has announced the availability of approximately \$5 million in competitive grant funds in fiscal year (FY) 2010 to be awarded through the Farmers Market Promotion Program (FMPP). This competitive program is administered by the Marketing Grants and Technical Services Branch (MGTSB), Marketing Services Division (MSD) of AMS and is designed to promote the domestic consumption of agricultural commodities by expanding direct producer-to-consumer marketing opportunities. 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). Direct producer-to-consumer marketing proposals that may be funded include projects addressing issues related to farmers markets, roadside stands, community supported agriculture programs, agritourism activities, and other direct producer-to-consumer marketing channels.

Over \$10 million in grant funds were awarded for FMPP from 2006-2009. AMS awarded 20 grants in 2006; 23 grants in 2007; 85 grants in 2008, and 86 grants in 2009. In FY 2010, approximately \$5 million in grant funds will be available. In FY 2011 and FY 2012, approximately \$10 million in grant funds will be available each year.

FMPP funds have been used to provide educational workshops to farmers market managers and farmers/vendors; acquire permanent signage for markets to identify location and operation hours; purchase supplies for underserved farmers and markets; and, conduct promotional campaigns through newspaper, radio, and television advertising. Through these activities, AMS is gaining useful insights into efforts to promote, train, and educate farmers/vendors linking the market to more widespread community outreach programs.

AMS hereby requests proposals from the following eligible entities: 1) agricultural cooperatives, 2) producer networks, 3) producer associations, 4) local governments, 5) non-profit corporations, 6) public benefit corporations, 7) economic development corporations, 8) regional farmers market authorities, and 9) Tribal Governments.

Beginning in FY 2011, AMS will not award any organization grant funds in two consecutive years. For example, 2011 award recipients will not be eligible for FMPP grants in 2012. The organization must wait until fiscal year 2013 to reapply.

The minimum award per grant is \$2,500 and the maximum is \$100,000. An applicant is limited to no more than one grant in a grant-funding year. FMPP funding will be available for use beginning in October 2010. **Project work should begin in October 2010 and end not later than October 2012.** Matching funds are not required.

Paper applications must be postmarked April 15, 2010. Grants.gov applications must be submitted by 11:59 p.m. EST on April 15, 2010.

These guidelines will help applicants and their cooperators develop proposals and carry out the administrative and procedural requirements for FMPP grant applications and projects.

II. ELIGIBLE ENTITIES

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All applicants 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. U.S. territories are not eligible. **Entities must provide written proof of their eligibility, from State or Federal sources, to be eligible for and/or receive grant funds.**

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 directly to consumers, and where the sales of these farm products represent the core business of the direct marketing operation. 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 direct marketing operation.

Eligible entities are:

- A. **Agricultural Cooperative** - A group-owned or member-owned entity or business that provides, offers, or sells agricultural products or services for the mutual benefit of the members thereof.
- B. **Producer Network** - A producer group-owned or member-owned incorporated entity or business that provides, offers, or sells agricultural products or services through a common distribution system for the mutual benefit of the members thereof.
- C. **Producer Associations** - An incorporated producer entity or business that assists or serves producers or a producer network.
- D. **Local Government** - 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.
- E. **Nonprofit Corporation** - Any organization or institution, including nonprofits with State or IRS 501 (c)(3) status and accredited institutions of higher education, where no part of the net earnings of which inures to the benefit of any private shareholder or individual.
- F. **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.

- G. Economic Development Corporation** - An organization whose mission is the improvement, maintenance, development and/or marketing or promotion of a specific geographic area.
- H. Regional Farmers Market Authority** - An entity that establishes and enforces region, State, or county policies and jurisdiction over regional, State, or county farmers markets.
- I. 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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A. Grant Uses

1. **Projects Examples.** Activities appropriate for FMPP grants include, but are not limited to, the following:
 - 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.
 - Assessment, evaluation, and impact of the vendors and/or markets in providing access to fresh fruits and vegetables to low-income households, children, and seniors.
 - Business planning, market growth management, and recordkeeping.
 - Consumer education that addresses new food and agricultural products, and product applications with a required emphasis on the assessment, evaluation, and impact of such education on consumer patronage at eligible markets/entities.
 - Consumer trends and/or changing ethnic demographics, and their relationship to customer purchasing patterns.
 - Development of a direct producer-to-consumer marketing association or other organization.
 - Direct marketing of agricultural commodities.
 - Enhancing product value and sales.

- Facility planning and/or design.
 - Farmers market startups.
 - Food safety and handling.
 - Green/renewable technology.
 - Increasing farmer revenue and efficiency, or reducing expenses.
 - Infrastructure for electronic purchasing, value-added processing and packaging, and refrigerated storage.
 - Operational or market management issues.
 - Strategies for addressing liability coverage and insurance.
 - The use and effect of market promotion and the measurement of its impact.
 - Training, education, networking, and technical assistance.
 - Transportation and delivery systems.
 - Waste management/recycling.
2. **FMPP Priorities** - In addition to the above mentioned grant uses, AMS has identified priorities for FY 2010. Although proposals in the following categories are particularly encouraged, all proposals that incorporate activities listed in section III.A. will receive full consideration.
- **“Growing Farmers”** - Projects that develop training and educational programs for new direct farm marketers on the benefits, challenges, and logistics of agricultural direct marketing in a given region. Such projects could develop new programs focused on small business development, marketing techniques, identifying market opportunities, or mentoring programs for women, minorities, immigrant, transitioning, and new farmers in that State or region. Such projects should focus on the recruitment and retention of new farmers to participate at farmers markets and other direct-to-consumer farm marketing outlets.
 - **Professional Development** - Projects that develop professional expertise for farmers market managers, farmers/vendors, boards, and organizations to effectively manage and/or operate farmers markets and other direct marketing enterprises. This could include a range of educational programs and activities such as the development of distance learning curricula for farmers market managers/vendors, certification programs for farmers market managers, and

training on strategic planning. Such projects should address and enhance the long-term economic viability of farmers markets and other direct-to-consumer farm marketing outlets.

- **Expanding Local and Rural Economies** - Projects that improve food access in local, rural, and underserved communities to promote the consumption of fresh fruits and vegetables from local farms. These projects should focus on changing consumer purchasing habits while fostering job creation and increasing the economic viability of local farmers in a specific community, region, or State.

B. New EBT Projects.

1. **EBT Legislative Mandate.** Under the 2008 Farm Bill additions, AMS has a mandate to utilize 10 percent of total funding for “new EBT projects at farmers markets.”

New EBT project means a new or start-up initiative at a farmers market where EBT has not been initiated or implemented. Additionally, the mandate states that the grant must not be “**used for funding the ongoing cost of carrying out any (EBT) project**” and must also “**demonstrate a plan to continue to provide EBT card access at one or more farmers markets following the receipt of the grant.**”

New EBT projects at roadside stands, community supported agriculture programs, agritourism activities, and other direct producer-to-consumer marketing channels other than farmers markets are eligible for grant funds but will not count toward the 10 percent legislative mandate.

An existing EBT project means a farmers market that already has an EBT system in place, or requests funding for ongoing costs of carrying out any EBT project. Existing EBT projects are encouraged, but they do not count toward the 10 percent legislative mandate.

2. **Project Title.** When an applicant submits a proposal that includes a new EBT project at one or more farmers markets, indicate “**New EBT Project**” in the project title. **If your proposal is an existing EBT project, do not use “New EBT Project.”** If multiple project activities are being submitted along with a new EBT start-up request, the title **should capture the primary focus of the project**, but still include the words “**New EBT Project.**”
3. **EBT Projects and Budget Requests.** Applicants should submit a separate Supplemental Budget Summary request for new EBT projects.

If multiple project activities are being submitted along with a new EBT start-up, submit two (2) Supplemental Budget Summary requests:

- The first Supplemental Budget Summary should include all costs related to the activities under the *New EBT Project work ONLY*. The budget should also indicate “**New EBT Project**” on the paperwork or form. For convenience, AMS has developed a voluntary form, “TM-31 FMPP Supplemental Budget Summary and Instructions – New EBT Projects Only”; AND
- The second Supplemental Budget Summary, “TM-31 FMPP Supplemental Budget Summary and Instructions,” should be used for requests and costs related to all other project activities.
- **Each Supplemental Budget Summary must be self-sustaining and able to stand alone.**

NOTE: Any plan to offer an incentive, such as a bonus coupon, to SNAP customers using an EBT card to purchase food at the farmers market must be reported to an FNS Field Office. The Field Office servicing your area can be found at <http://www.fns.usda.gov/cga/Contacts/FieldOffices/default.htm>.

C. Project Identification

Applicants must identify activities as “primary” or “secondary” in their proposal as requested in section VI.F.(16. and 17.).

D. Project Beneficiaries and Dissemination of Result(s)

Proprietary projects and projects that benefit one agricultural producer or an individual will not be considered. Moreover, any information or data derived from an 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.

E. Project Size(s) and Timeline(s)

1. Short-Term Projects. Short-term projects should not exceed 12 months; they should begin in October 2010 and end in October 2011 (one marketing season). Examples of such projects include:

- Purchases for an individual market (or individual direct producer-to-consumer marketing endeavors).
- Purchases (for projects) that can be implemented in 12 months or less.
- New market start-ups (equipment/promotions) that can be implemented in 12 months.
- Equipment, supplies, marketing, or promotion/advertising purchases.
- New EBT equipment, training, and promotion.

2. **Long-Term Projects.** Long-term projects should not exceed 24 months in length, beginning in October 2010 and ending in October 2012. Examples of such projects include:

- Purchases for one or more (markets or) direct producer-to-consumer marketing endeavors that will take more than 12 months (and less than 2 years) to implement.
- Research, educational, and other training projects for one or more (markets or) direct producer-to-consumer marketing endeavors.

F. FMPP Orientation and Training

All applicants must include in their Supplemental Budget Summary, **funding for two (2) visits to Washington, DC metropolitan area for FMPP grant orientation and training. THIS ORIENTATION AND TRAINING IS MANDATORY.**

1. **Budget.** The budget must include:

- a. Transportation, lodging, and subsistence for travel to the Washington, DC metropolitan area.
- b. Lodging will include up to four (4) overnight stays for **one (1) person** responsible for grant or project management for two training meetings. Subsistence will include meals and incidentals required for travel. The person attending the meetings must be responsible for and knowledgeable of the organization's:
 - Grant administration procedures, including a written code of conduct.
 - Financial, personnel, and program management systems.
 - Accounting and payment systems (i.e., completion of SF-270 request for payments; payments to subgrantees, as applicable; any other accounting, payment, and reporting (SF-425) requirements under the grant).
 - Program income, personnel, equipment, supplies, and property systems.
 - Grant records management.
- c. Transportation should be by:
 - Plane, bus, or train, whichever is the customary standard commercial fare (coach or equivalent), that is reasonable for the awardee's point of origin and the times and dates of the trainings, or
 - Car, based on the current Federal or State (as applicable for the applicant) mileage reimbursement rate.
- d. Travel expenses should be based on actual travel costs. These travel funds should not be used for any other purpose. Pending FMPP staff approval, any remaining travel funds may be used for awarded project work.
- e. **Costs for any additional travelers attending the trainings will be at the expense of the awardee organization or individual traveler.**

2. **Orientation and Training.** The sessions will include, but not be limited to, information about organization's business system requirements to implement FMPP (Federal) grants, grant administration and monitoring requirements, financial status and cash transaction reports, personnel requirements, performance reports, and electronic payment procedures and timelines.
3. **Training Dates.** FMPP grant awardees will be notified of the dates, times, and locations of the orientation and training sessions. FMPP reserves the right to change or cancel meetings, times, and dates.

IV. INELIGIBLE GRANT USES

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FMPP funds cannot be used to pay for:

A. **Land/Buildings**

The acquisition of land or the acquisition, construction, rehabilitation, or repair of a building or facility.

B. **Political Activities**

The development of and/or participation in political or lobbying activities.

C. **Prohibited Activities**

Any activities prohibited by 7 CFR parts 3015 and 3019, including the unallowable costs provided in section VIII.

D. **Existing or Pending Funded Activities**

Any activities currently funded or pending support by a Federal program, or public/private organization. An activity that duplicates or overlaps substantially with one already reviewed and funded by another public/private organization or agency will not be funded by FMPP.

V. APPLICATION DEADLINE

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Paper applications must be postmarked April 15, 2010. Submit an original and one copy of the proposal, along with all required forms, in one application package, preferably by express mail or courier.

Grants.gov applications must be submitted by 11:59 p.m. EST on April 15, 2010. Since a password is required from Grants.gov, applicants are strongly encouraged to initiate the electronic submission process at least two weeks prior to the application deadline.

Applications submitted past the deadline will not be considered.

VI. APPLICATION PROCEDURES AND REQUIREMENTS

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Funding decisions are made on the basis of one round of competition. Applicants must submit the following information as part of their application packages. Packages without this information will not be considered.

All documents included in the application package must be typed.

A. Required Forms

All of the following necessary forms may be downloaded from the FMPP website or requested from FMPP.

1. [Form SF-424](#), “Application for Federal Assistance.” This form must have an original signature.

Follow these instructions when completing Form SF-424:

TYPE OF SUBMISSION - check “Non-Construction.”

APPLICANT INFORMATION - insert the organization’s legal name and the organizational DUNS number (see section VI.D.).

NAME AND CONTACT INFORMATION OF PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS SUBMISSION – Insert the name of the person who will answer financial and organizational questions about the application. This person may or may not be the project manager.

TYPE OF APPLICATION - check “New.”

NAME OF FEDERAL AGENCY - enter AMS, USDA.

CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER – enter 10.168;
Title - Farmers Market Promotion Program

DESCRIPTIVE TITLE OF APPLICANT’S PROJECT - **enter only the project title (should match the proposal narrative’s title)**; do not provide a detailed description.

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 review guidelines by visiting: www.whitehouse.gov/omb/grants/spoc.html.

Section labeled “To the best of my knowledge and belief ...” Complete this entire section; the form must have an original signature.

2. **Form SF-424A**. “Budget Information - Non-Construction Programs.” **Sections C-F are not required.**
3. **Form SF-424B**. “Assurances - Non-Construction Programs.” The form must have an original signature.

B. Written Proof of Eligibility.

In addition to a statement within the narrative, all applicants must provide written proof of eligibility from a State or Federal source. A non-profit entity, for example, may include a copy of the organization’s incorporation paperwork from the State or the Internal Revenue Service indicating its 501(c)(3) status.

Written proof of eligibility must be included in the application package for all entities.

C. Registration with the Central Contractor Registry.

All applicants applying for Federal Funding must register with the Central Contractor Registry (CCR). In addition to the requirements herein under FMPP, all FMPP applicant organizations must go to the website www.CCR.gov, create a user account which includes a user ID and password, and register the required information.

What is CCR? The CCR is the primary registrant database for the U.S. Federal Government. CCR collects, validates, stores, and disseminates data in support of agency acquisition missions, including Federal agency contract and assistance awards. Term “assistance awards” includes grants, cooperative agreements and other forms of federal assistance. Whether applying for assistance awards, contracts, or other business opportunities, all entities are considered “registrants.”

As a part of the Federal Financial Assistance Management Improvement Act of 1999, also known as **Public Law 106-107**, both current and potential federal government registrants are required to register in CCR in order to be awarded contracts by the Federal government. Registrants are required to complete a one-time registration to provide basic information relevant to procurement and financial transactions. Registrants must update or renew their registration at least once per year to maintain an active status.

Additionally, entities (private non-profits, educational organizations, state and regional agencies, etc.) that apply for assistance awards from the Federal government through Grants.gov must now register with CCR as well. **However, registration in no way guarantees that a contract or assistance award will be awarded.**

CCR validates the registrant information and electronically shares the secure and encrypted data with the Federal agencies' finance offices to facilitate paperless payments through electronic funds transfer (EFT). Additionally, CCR shares the data with Federal government procurement and electronic business systems.

What type of information is requested by CCR? CCR registrants are required to submit detailed information on their company in various categories. A User's Guide is provided with guidelines on how to obtain unknown information. Categories of required and requested information include, but are not limited to:

- *General Information* – Includes, but is not limited to, DUNS number, CAGE Code, company name, Federal Tax Identification Number (TIN), location, receipts, employee numbers, and web site address.
- *Corporate Information* – Includes, but is not limited to, organization or business type and SBA-defined socioeconomic characteristics.
- *Financial Information* – Includes, but is not limited to, financial institution, American Banking Association (ABA) routing number, account number, remittance address, lock box number, automated clearing house (ACH) information, and credit card information.
- *Point of Contact (POC) Information* – Includes, but is not limited to, the primary and alternate points of contact and the electronic business, past performance, and government points of contact.

NOTE: The list above is not all inclusive. For the complete listing of information required by CCR go to www.CCR.gov. Any information provided in a CCR registration may be shared with authorized Federal government offices. However, this registration does not guarantee business with the AMS/FMPP or any other Federal government agency.

D. DUNS Number

All Federal grants (68 FR 38402) require a Dun and Bradstreet Data Universal Numbering System (DUNS) number. If your organization does not have a DUNS number, you may acquire one online at no cost at <http://fedgov.dnb.com/webform>, or by calling the dedicated toll-free DUNS line at 1-866-705-5711.

Any application submitted to FMPP without a DUNS number will not be considered.

E. **Project Length**

All projects should not exceed 24 months in length, beginning in October 2010 and ending in October 2012. See section III.E. for more information about project timelines and project lengths.

F. **Proposal Narrative**

The narrative portion of the project proposal, including the supplemental budget summary, must be single-sided, typed, and not exceed 12 pages (Times New Roman font, 12 pt. pitch, single-spaced, 8.5x11 inch-paper). Letters of support and biographies of key personnel are encouraged, but do not count against the 12-page limit.

AMS provides guidance to organize the narrative in its proper order with the creation of form, “TM-29 FMPP Project Proposal Narrative Form and Instructions.” In order to expedite the application review process, the narrative must be organized under the following headings:

1. **Project Title.** Must capture the primary focus of the project, and match the title provided on Form [SE-424](#). Indicate in the title if the project includes a new EBT project component.
2. **Applicant/Organization Information.** Provide the applicant/organization name, contact name, mailing address, telephone and fax number. Also provide the email address for the person designated to answer questions about 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 and Matching Funds.** Indicate the dollar amount (use whole dollar amounts only, do not use cents) requested from FMPP. Do not include funding from in-kind work from other sources in the “Requested FMPP Funding” section. Include other funding sources, matching, and in-kind contributions in the “Matching Funds” section as applicable.
5. **EBT, Equipment, Supplies, and Promotional Projects.** Answer either “Yes” or “No” to whether your proposal includes a new or existing electronic benefit transfers (EBT) component; or includes purchases of equipment, supplies, or other promotional items.
6. **Entity Type/Eligibility Statement.** Indicate the entity type of the applicant/organization. Provide an explanation of how the applicant/organization qualifies as an eligible entity. Written proof of eligibility must be provided from a State or Federal source. **Applications that do not contain proof of eligibility will not**

be considered.

7. **Executive Summary.** Should not exceed 200 words and must include the following: a project description, goals to be accomplished, stages of work and resources required, expected timeframe for completing all tasks and results, and the 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(s). 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. **Workplan and Resource Requirements.** Provide a timeline and a statement that includes the planned scope of work, anticipated stages 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. Indicate in-kind and volunteer work, and whether matching or other funding is being provided.
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 qualitative evaluation measurement of project's impact).
12. **Beneficiaries.** Identify the individuals, organizations, and/or entities will benefit from the project outcome and how they will benefit.
13. **Evaluation Criteria Statements.** Use the evaluation criteria as headings (VII.A.). Summarize how the project addresses each criterion. Provide references to the workplan and other narrative sections, as needed, to justify the project's plan and merit.
14. **Existing and Pending Support.** List all current and pending public or private support. Also, include personnel identified in the narrative who 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 (Counted toward the narrative's 12-page limit). Also see Section III.B.3. Provide additional detailed information about the budget categories listed on Form [SF- 424A](#). This detailed budget information is required. It supplements, but does not replace, the SF-424A. All requested budget items and activities must:

- Be itemized, listing separately each item, its costs, and use.
- Correlate to the purpose/goals of the project and demonstrate that they are reasonable and adequate for the proposed work.
- **Not include** matching funds or in-kind work and items.
- **Be substantiated in a written budget narrative.**

AMS has developed the voluntary form, "TM-30 FMPP Supplemental Budget Summary and Instructions," to assist in preparing supplemental budgets. **The use of this form is not required. The details regarding requested funds, fund usage, and a written budget narrative, however, are required.**

For new EBT project work, prepare a separate supplemental budget. AMS has developed the voluntary form, "TM-31 FMPP Supplemental Budget Summary and Instructions – FOR NEW EBT PROJECTS ONLY."

The Supplemental Budget Summary information may include the following categories and a budget narrative that provides justification for such budget categories and items:

- **Personnel/Contractual.** List the individual/contractor's name and title and the general categories of services the person/contractor cost will cover (e.g., project manager). Show annual/hourly rates and estimated number of hours to be spent on the project by each project participant. In the budget narrative:
 - Indicate the duties of each individual and correlate those duties to the purpose/goals of the project.
 - For contractors, indicate if the expense represents a flat fee for services or an hourly rate. Provide justification for the how and why the contractor was selected vs. the organization's own staff/personnel. List the general categories of services the contract covers (e.g., professional services, travel, lodging, administrative expenses, etc.).
 - Proof must be provided that the individual's qualifications and services rendered are customarily charged for this service (use the U.S. Bureau of Labor and Statistics, as needed, for applicable wages and salaries by State) in your area.

- **Travel.** Indicate the details and purpose of each trip and the anticipated travel expenses. In the budget narrative, indicate the name of each person traveling, mode of travel, number of people, purpose and number of trips, how many days, destination, lodging, meals, etc., as applicable).
- **Equipment.** Indicate anticipated purchases of equipment. List separately each item of equipment, its cost and use. *Equipment* means any tangible, nonexpendable, personal property, including exempt property charged directly to the grant having: (1) a useful life of more than 1 year, and (2) an acquisition cost of \$5,000 or more per unit (7 CFR 3016.3 and 7 CFR 3019.2). In the budget narrative, provide the basis of the cost estimate (e.g. price analyses, vendor quotes) for each piece of equipment and its correlation to the purpose/goals of the project to justify your need for the equipment to be purchased.
- **Supplies.** Provide an estimate of projected supply expenditures. List each item separately, its cost and use. *Supplies* means any tangible, personal property other than equipment (as defined above), excluding debt instruments and inventions (defined in 7 CFR 3019.2(hh)). In the budget narrative, provide the basis of the cost estimate (e.g. price analyses, vendor quotes) for each supply item being requested and its correlation to the purpose/goals of the project to justify your need for the supplies to be purchased.
- **Other.** Provide in sufficient detail an itemized list of projected expenditures, their cost and use. *Other items* mean any item not fitting into the personnel, contractual, equipment, travel, and supplies categories explained above (e.g., rentals). In the budget narrative, provide the basis of the cost estimate (e.g. price analysis, vendor quotes) for each item being requested and its correlation to the purpose/goals of the project to justify your need.
- **Indirect Costs.** Indirect costs are defined as the expenses of doing business that are not readily identified with FMPP, but are necessary for the general operation of the organization and the implementation of FMPP-related activities. These costs benefit more than one cost objective and cannot be readily identified with a particular final cost objective without effort disproportionate to the results achieved.
 - Budget requests for indirect costs may not exceed 10 percent of any expense defined and itemized as a direct cost. Please note that a cost may not be allocated as an indirect cost if it is incurred for the same purpose under FMPP as a direct cost.
 - The Supplemental Budget Summary narrative must explain how the indirect cost amount/rate was determined, what it includes, and how it meets the definition and criteria above. **Any requests submitted without this definition and/or explanation will not be considered.**

- **Indicated only ONE indirect cost total** -- 10 percent of total project costs; **instead of** multiple indirect costs for each individual project activity being proposed.
 - **New EBT Project Proposals.** Applicants should send in two (2) separate **Supplemental Budget Summaries when submitting proposals that include new EBT project work.** Indicate the title of the project on both supplemental budgets and clearly indicate the budget related to the new EBT start-up. See section III.D.3. for additional information.
- 16. Primary Proposal Activity.** It is mandatory that each FMPP application clearly identifies the primary proposal activity. Identify only one specific activity that meets the proposal's main goal and objective.
- 17. Proposal Activities.** List all other activities (as many as are applicable) that meet the remaining goals and objectives.

G. Supporting Documents

Enclose brief description(s) of experience or qualifications of principal project investigators.

Letters and/or other evidence of commitment from cooperators, contractors, or resource providers are strongly encouraged.

H. Application Submission Checklist

All applicants must provide an original and one copy of the proposal by **express mail or courier** in the following order:

- **Form SF-424**
- **Form SF-424A**
- **Form SF-424B**
- **Written Proof of Eligibility**
- **Project Proposal Narrative**
- **Supplemental Budget Summary #1, Project Activities other than New EBT**
- **Supplemental Budget Summary #2, New EBT Projects Only (as applicable)**
- **Supporting Documents (as applicable)**

I. Paper Submissions

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. Express mail or courier submissions should be sent to:

2010 FMPP Grant Program
USDA, Agricultural Marketing Service
1800 M Street, NW
Room 3012-South Tower
Washington, D.C. 20036-5802
202/694-4000

FMPP will e-mail a confirmation of the receipt of your application package, if an e-mail address is provided by the applicant. Confirmation will be sent no later than two months after the application deadline.

J. Electronic Submissions via Grants.gov

AMS will not accept proposals via electronic mail. Applicants may apply electronically through www.Grants.gov and are strongly encouraged to initiate the electronic submission process at least two weeks prior to the application deadline. Grants.gov applicants are not required to submit any paper documents to AMS. Grants.gov will provide confirmation that the application was submitted and received by AMS before the deadline.

It takes time to set up a password and submit documents through the Grants.gov electronic interface. Applicants who delay starting the process may not meet the deadline, and may forfeit the opportunity to compete for FMPP funds this fiscal year.

No extensions past the deadline will be considered.

For information on how to apply electronically, please consult <http://www.grants.gov/GetStarted>. Applicants experiencing problems in electronic submission of documentation should visit the Grants.gov website, or telephone the Contact Center at 1-800-518-4726. The hours of operation are Monday-Friday, 7 a.m. to 9 p.m., Eastern Time. The Contact Center is closed on Federal Holidays. Keep a record of any correspondence with Grants.gov, including any ID or case number provided.

K. Consecutive Grants

An eligible entity can submit more than one application for competitive review. However, FMPP will award only one grant per eligible entity in a grant funding year.

Beginning in FY 2011, AMS will not award any eligible entity grant funds in consecutive years. For example, 2011 award recipients will not be eligible for FMPP grants until 2013. Applicants not eligible to apply in 2012 may continue supporting FMPP by serving as a peer reviewer during their year of ineligibility.

This alternative year process has been implemented in an effort to provide funding opportunities to other eligible entities. The process will improve the availability for funding to an increased number of potential applicants. In so doing, FMPP hopes to more effectively broaden support to the rapidly growing numbers of farmers markets, roadside stands, community supported agriculture programs, agritourism activities, and other direct producer-to-consumer marketing channels.

VII. PROPOSAL EVALUATION

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A. **Methods of Evaluating Proposals**

FMPP is a competitive grant program and applicants must therefore ensure that the evaluation criteria listed below are addressed within the proposal narrative. General guidance is provided with each criterion. However, it is recommended that applicants provide additional information based on each criterion.

Each criterion has a specific score value. The total maximum score will equal 100.

Each application will be reviewed competitively using the following criteria:

1. **Direct Benefit to Farmers/Vendors** (maximum score = 25). Explain the direct benefit to farmers and/or vendors of the market entity. Any resulting benefits should be provided for all participants. Include:
 - a) How and how many farmers/vendors will benefit.
 - b) The financial benefit farmers/vendors will receive.
 - c) What will be the overall potential impact on the local/regional farm economy.
2. **The Need for the Project** (maximum score = 20). Provide a clearly identified issue/problem and the actions or project work to address it. Provide sufficient justification for the project approach and/or strategies in the proposal. Include:
 - a) Why and how the actions recommended in the proposal will address and/or “solve” the issue/problem(s) identified.
 - b) How the proposal demonstrates the project’s merit.
 - c) Why these activities are appropriate for achieving the project’s stated objectives.
3. **Quantitative Evaluation and Measurement of Project’s Impact** (maximum score = 20). Define the proposed method of program assessment; identify how outputs and outcomes will be measured. Outputs and outcomes are the direct results of program activities. They are usually described in terms of size and scope of the services or products delivered or produced by the program. Include:
 - a) What are the starting conditions and anticipated end results.
 - b) What measurable outputs would result from this project, i.e., number of jobs created, classes taught, meetings held, materials produced, program/customer participation rates and demography, or hours of each type of service provided.
 - c) What measurable outcomes would result from this project, i.e., changes in

attitudes, behaviors, knowledge, skills, status, level of functioning are expected to result from program activities and which are most often expressed at an individual level.

4. **Sustainability and Long Term Impact** (maximum score = 10). Describe the project's long term impact, sustainability, and transferability (how and why the proposed activities could be used elsewhere). Include:
 - a) How self-sustaining the project will be after FMPP grant funds are exhausted.
 - b) The project's anticipated long-term impact.
 - c) How the outcome and lessons learned from this project will be applicable to other locations.

5. **Reasonableness of Budget** (maximum score = 10). Provide justification for the budget and funds usage to explain how the budget items support the work plan in achieving the project goals. Include:
 - a) How the budget is appropriate for the scope of work.
 - b) Why this budget item is needed.
 - c) How each item helps or assists in resolving the issues identified.
 - d) How the planned expenditures correlate with each item in the proposed work plan.

6. **Degree of Collaboration and Partnership Participation (include partner qualifications)** (maximum score = 10). Outline the collaboration/partnerships formed and farmer/vendor participation for this project. Include:
 - a) The degree of involvement by the necessary collaborators/partners.
 - b) What resource commitments collaborators/partners will provide.
 - c) How collaborators/partners and farmers/vendors will assist in implementing the project.

7. **Addresses FY-2010 FMPP Priorities** (maximum score = 5). Outline the proposal's activities and the identified FMPP priority(ies). Include:
 - a) Why and how the proposal's activities address the identified priority(ies).

B. Application Score Summary

Measurement Element	Maximum Points
Direct Benefit to Farmers/Vendors	25
Need for Project	20
Quantitative Evaluation/Measurement	20
Sustainability/Long Term Impact	10
Reasonableness of Budget	10
Degree of Collaboration/Partnership	10
Addresses FY-2009 FMPP Priorities	05
TOTAL	100

C. 2009 Peer Reviewer Recommendations

To emphasize the importance of following the FMPP Guidelines, recommendations from the 2009 FMPP peer reviewers are provided below:

- Narrative –
 - ✓ “Don’t be too creative.”
 - ✓ “Use the headings provided in the FMPP Guidelines” (narrative), pages 15-19.
 - ✓ “Tell your grant writers to follow the instructions in this document!”
 - ✓ “Provide historical information about the market/direct marketing activity in the background statement:
 - Number of farmers/producers/vendors
 - Number of customers
 - How often open and how long
 - Market/organization capacity (before/after) to explain impact of program planned.”
- Support Documents –
 - ✓ “Get letters from farmers and involve farmers in your project(s).”
 - ✓ “Provide a one-page resume about the project manager.”

VIII. POST-AWARD MANAGEMENT OF FMPP GRANTS

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A. FMPP Grant Award Announcement

AMS will announce recipients of FMPP grant funds (awardees) on or before September 30, 2010.

B. Responsibilities of Grant Recipients

Grant recipients are responsible for:

- Complying with all terms and conditions of the grant agreement.
- Monitoring the performance of all project activities and any sub-grantees, and ensuring that the work is completed within the grant period.
- Ensuring that FMPP funds are used only for activities covered by the approved project, workplan, and budget.
- Ensuring that proper grant management procedures are followed.
- Requesting prior approval for budget or project scope changes in accordance with 7 CFR 3016 and 3019.
- Sending FMPP a copy of any contract or secondary agreement relating to the project.
- Submitting financial reports (Form SF-425) **every 3 months**, including any program income earned. The awardee must also submit a final financial report **no later than 90 days** after the grant expiration date.

- Submitting a performance (progress) report **every six months**. The awardee must also submit a final performance report, summarizing findings and accomplishments, **no later than 90 days after the grant expiration date**. (For further details, see **Section IX, “Reporting Requirements for Awarded Projects.”**)
- Submitting quarterly requests for advances/reimbursements (electronically or via a written [Form SF-270](#)) as needed to implement the project and workplan. Initial requests for payment must be made within the first 8 months of the project work. **The Agency can de-obligate the funds without further cause should the awardee fail to request fund within that timeframe.**
- Contacting the FMPP office, in writing, 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 written or emailed letter from the grantee briefly explaining the need for the extension and specifying a new ending date is required (See section VIII.E.5. for more information).

C. Award Terms and Conditions

Upon agreement with FMPP terms and conditions for the award, the awardee will enter into a grant agreement with AMS. The grant agreement will include:

- Requirements set forth within this “2010 Famers Market Promotion Program Guidelines.”
- “AMS Grant Agreement Face Sheet,” which will serve as the grant signature page for the awardee and AMS representative.
- “FMPP Grant General Terms and Conditions,” which contains the requirements for accepting FMPP grant funds including, actions needing prior approval; changes in project contacts, leaders, and staff; performance monitoring; reporting requirements; cost principles; payment requirements; and assurances and certifications (which replaces Form AD-1047, Form AD-1048, and Form AD-1049).
- Administrative requirements [7 CFR part 3015](#), [7 CFR part 3016](#), and [7 CFR part 3019](#).
- AMS Approved “FMPP Project Proposal Narrative;” and
- AMS Approved “FMPP Supplemental Budget Summary(ies)” and their detailed, itemized, and approved costs/budget spreadsheet(s).

Additionally, grantees will be required to attend the mandatory FMPP grant orientation and training sessions (see section III.F.).

D. Unallowable Costs

The following costs are unallowable under this award unless otherwise permitted by law or approved by FMPP:

1. General Costs.

- a. Development or participation in lobbying activities including costs of membership in organizations substantially engaged in lobbying.
- b. Development or participation in political activities in accordance with provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7324-7326).
- c. Costs which lie outside the scope of the approved project(s) and any amendments thereto.
- d. Costs incurred after the expiration of grant award period, including no-cost extensions of time.
- e. Indirect costs in excess of 10 percent; this limitation also applies to any subcontracts under the funded award.

2. Selected Items of Cost.

- a. Alcoholic beverages except when the costs are associated with implementing a project and prior approval is granted by FMPP.
- b. Bad debts, including losses (whether actual or estimated) arising from uncollectable accounts and other claims, related collection costs, and related legal costs.
- c. Capital expenditures for general purpose including purchases of building(s); construction, repair, or rehabilitation of building(s); and land acquisition.
- d. Contributions to a contingency reserve or any similar provision (rainy day funds) made for the occurrence of events which cannot be foretold with certainty as to time, intensity, or with an assurance of their happening.
- e. Donated or volunteer services may be furnished to an awardee by professional and technical personnel, consultants, and other skilled and unskilled labor. The value of these services is not reimbursable either as a direct or indirect cost.
- e. Contributions or donations, including cash, property, and services, made by the awardee, regardless of the recipient.
- f. Specific organizational entertainment costs including amusement, diversion, and social activities and any costs directly associated with such costs (such as tickets to shows or sports events, meals, lodging, rentals, transportation, and gratuities), regardless of their apparent relationship to project objectives.
- g. Airfare costs in excess of the customary standard commercial airfare (coach or equivalent), Federal Government contract airfare, or the lowest commercial discount airfare.
- h. Fines, penalties, damages, and other settlements resulting from violations (or alleged violations) of, or failure of the State or local governmental unit to comply with, Federal, State, local, or Indian tribal laws and regulations.
- i. General costs of State or local Government including: (1) salaries and expenses of the Office of the Governor of a State or the chief executive of a political subdivision or the chief executive of federally-recognized Indian tribal government; (2) salaries and other expenses of a State legislature, tribal council, or similar local governmental body, such as a county supervisor, city council, school board, etc., whether incurred for purposes of legislation or executive direction; (3) costs of the

- judiciary branch of a government; (4) costs of prosecutorial activities; and (5) costs of other general types of government services normally provided to the general public, such as fire and police.
- j. Costs of goods or services for personal use of the State or local governmental unit's employees regardless of whether the cost is reported as taxable income to the employees.
 - k. Costs of investment counsel and staff and similar expenses incurred to enhance income from investments.
 - l. Grant funds cannot be used to supplant State funds.
 - m. None of the funds under this award may be used towards travel costs for AMS FMPP employees.
 - n. This list is not all inclusive. Questions regarding allowability of particular items of cost should be directed to the Program Contact for the FMPP in section XII.

E. Prior Approval Requirements

1. **Key Personnel Change.** When it is necessary to change key personnel, the awardee must submit a written request (email is acceptable) to FMPP. The request should contain the new individual's name and contact information, the capacity in which this new individual will serve, and written notification from the individual signifying his or her willingness to serve on the project.

The following items require a written request, including signature from the awardee (primary contact) AND an FMPP authorized representative before the awardee proceeds. FMPP will accept a) a faxed document, b) PDF file with a signature, or c) express mail or overnight courier service delivered requests to the FMPP contact(s) found in section XII.

2. **Scope or Objective Changes.** When it is necessary to modify the scope or objectives of the award, submit a written justification for the change along with the revised scope or objectives of the award to FMPP. Submit a written justification for the change along with a project purpose, potential impact, expected measurable outcomes, work plan, budget narrative, and project oversight/commitment.
3. **Change in Project Leaders.** When the primary project leaders (PL) plans to:
 - Relinquish active direction of the project for more than 3 consecutive months,
 - Have a 25 percent or more reduction in time devoted to the project, or
 - Sever his/her connection with the awardees organization, the awardee has the following prior approval options and responsibilities:
 - a. If the PL's absence is temporary, the awardee organization must notify FMPP in writing of arrangements for the continuing conduct of the project (i.e., identify who will be in charge during the PL's absence, including his/her qualifications to assume leadership of the project and his/her written concurrence).

- b. If the PL severs his/her affiliation with the awardee organization, the awardee's options are:
- 1) Replacing the PL on the project - The awardee organization must request, in writing, FMPP approval of the PL replacement and must include a copy of his/her qualifications and a submit information regarding the new PL's current and pending support of the new organization. The request also must contain the signature of the proposed PL replacement signifying his/her willingness to assume leadership of the project.
 - 2) Subcontracting to the former PL's new organization - The awardee may request approval to replace the PL (as outlined in above paragraph) and retain the award, but subcontract to the former PL's new organization certain portions of the project to be completed by the former PL.
 - 3) Relinquish the Award - If neither of the previous options is viable and the awardee wishes to relinquish the award, the following procedures should be followed:
 - The awardee should send a letter to FMPP, signed by the awardee organization contact and PL, which indicates the awardee is relinquishing the award and de-obligating any unused funds.
 - The letter should include the date the PL is leaving and a summary of progress to date. A final Form SF-425, "Federal Financial Report" (see section IX.B.), which reflects the total amount of funds spent by the awardee should be attached to the letter.
 - Should the PL wish to transfer the award to his/her new institution, the new institution should submit the request in writing to FMPP to receive written instructions for such a transfer. The transfer will require submitting a new application to FMPP, completion of the forms and certifications; a project summary/work statement covering the work to be completed under the project (the objectives must be the same as those outlined in the approved proposal); and an updated list of PL qualifications showing his/her new organizational affiliation.

NOTE: Experience has demonstrated that the transfer of an award from one institution to another can take 90 or more days to accomplish. If information is not submitted in a timely manner, the PL may experience a delay in resuming the project at the new institution. On a case-by-case basis and with justification acceptable to FMPP, project lengths will not exceed 2.5 years in length.

4. **Budget Changes.** When a modification to FMPP-approved budget is necessary, the modification must be approved in writing by FMPP if the cumulative amount of such modifications exceeds 10 percent (10%) of the project's total budget as last approved by FMPP. A request for a budget change shall include: (a) a description of the change, (b) a justification for the change, (c) a description of how the change will enhance the project's goals and objectives, and (d) signatures by the organization contact for the awardee and FMPP. Note that any budget changes that also change the project scope or objectives are included in section VIII.E.1. above.
5. **Extension of Grant Agreement.** When an extension of time is required (no cost extension), the extension(s) must be received in writing no later than 60 days prior to the expiration date of the award. The request must come from the awardee contact and contain all of the following information:
- a. The length of additional time required to complete project objectives and a justification for the extension.
 - b. A summary of progress to date (status of project timeline and objectives...etc.).
 - c. An estimate of remaining funds on the original grant completion date.
 - d. A projected timetable to complete the project for which the extension is being requested.

The fact that funds are expected to remain unutilized or unobligated at the end of the award is not in itself sufficient justification to receive a no cost extension of time. Decisions will be made on a case-by-case basis based on the written justification provided.

FMPP awards are limited to not more than 2.5 years in duration from the date of the grant agreement, **therefore no more than one extension up to 6 months will be provided.**

NOTE: Requests for no-cost extensions of time received after the original grant completion date of the award normally will not be honored. Only in extremely rare circumstances for which there are exceptional extenuating circumstances will requests received after the expiring award date be considered.

IX. REPORTING REQUIREMENTS FOR AWARDED PROJECTS

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Original performance reports, financial reports, and payment request forms (as applicable) should be signed by the appropriate organizational representative and submitted to FMPP by express mail or courier service.

A. Performance Reports

1. **Semi-Annual Performance Reports.** Performance (progress) reports are required at the midpoint of projects approved for one year and at six-month intervals for projects of longer duration. If the project is one year or less, only one performance report and a final performance report are required.

The performance report should be organized under, but not limited to, the following headings:

- Activities and Milestones. Briefly summarize activities performed and milestones achieved for each objective of the narrative, and include favorable or unusual developments.
 - Problems and Delays. Note unexpected delays or impediments as well as favorable or unusual developments for each project.
 - Future Project Plans. Outline work to be performed during the succeeding period.
 - Funding To Date. Comment on the level of grant funds expended to date on the project.
 - Additional information. Include other relevant project information available (e.g. publications, web sites, photographs).
2. **Final Performance Report.** Required to fulfill the terms of the grant agreement, but this final performance report also represents an important vehicle for sharing project findings with Federal and State agencies and the public. Please contact AMS before submission in order to discuss a format suitable (including both hard-copy and electronic copy) for wide distribution and posting on the FMPP website. The final performance report of results and accomplishments is due within 90 days following the grant ending date and should include:
 - Project Summary. An outline of the issue, problem, interest, or need for each project.
 - Project Approach. Descriptions of how the issue or problem was addressed. Identify the processes, techniques, tools, events, technology, and actions taken to implement the project.
 - Goals, Outputs, and Outcomes Achieved. Descriptions of the results, outputs, outcomes, accomplishments, and conclusions. Outputs and outcomes are the direct results of program activities. They are usually described in terms of size and scope of the services or products delivered or produced by the program.
 - Outputs – The number of jobs created, classes taught, meetings held, materials produced, program/customer participation rates and demography, or hours of each type of service provided.

- Outcomes – The changes in attitudes, behaviors, knowledge, skills, status, level of functioning are expected to result from program activities and which are most often expressed at an individual level.
- Beneficiaries. Description of the people, organizations, marketing entities and/or communities that have benefited from the project’s accomplishments, and a quantitative measure of the current or future benefits to be derived from the project.
- Lessons Learned. Lessons learned for each project. If outcome measures were not achieved, identify and share the lessons learned to help expedite problem-solving. Identify impact, i.e., organizational, community, and/or system level changes, that result from the project implemented. These may include improved conditions, increased capacity, and/or changes in the current policy.
- Additional information. Include specific contributions of project partners and any relevant information available (e.g. publications, web sites, photographs).
- Contact person. List the contact person for each project with telephone number and email address.

B. Financial Reports

1. **Quarterly Federal Financial Reports**. “Federal Financial Report,” ([Form SF-425](#)) must be submitted every four months (or after payment request) by the awardee after the receipt of Federal grant funds until the expiration of the grant period. The report must be submitted not later than 45 calendar days after the end of each quarter. The information will be used to determine the use of cash provided by FMPP and the organization’s spending practices in correlation to the project performance reports. The form can be downloaded from the FMPP website, at www.ams.usda.gov/FMPP, and sent by mail.
2. **Final Federal Financial Reports**. A final submission “Federal Financial Report, is required no later than 90 days following the project’s ending date and can be downloaded from the FMPP website at www.ams.usda.gov/FMPP or may be requested from FMPP.

X. REQUESTS FOR PAYMENT

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All awardees must have already registered with the Central Contractor Registry (CCR) at www.CCR.gov in order to accept grant payments from FMPP/AMS. See section IV.C. for more information.

FMPP funds will be made available beginning in October 2010, and payments will be made electronically by direct deposit into the awardee organization’s accounts.

A. Electronic ASAP Payment System

AMS is seeking to utilize an electronic payment management system, Automated Standard Application for Payments (ASAP), that will allow awardees to quickly log in via an Internet connection and draw down funds from the U.S. Treasury. Should the FMPP electronic payment system become operable in October 2010, AMS will contact awardees about submitting any additional information beyond that which was required under the already submitted registration with CCR. Additional training and use of the electronic payment system will be provided during the FMPP orientation and training meetings (see section III.F. for more orientation/training information).

B. SF-270 Paper Request System.

If AMS is unable to establish the electronic ASAP payment system before October 2009, awardees must request the amount of funds to carry out the project by submitting a complete "Request for Advance or Reimbursement" form ([SF-270](#)).

Payments of grant funds must be requested by the same designated organization representative. This individual must request the amount of funds to carry out the project by submitting a completed form SF-270. Copies of invoice(s) or receipt(s) must be kept in the records of awarded organizations and must show the specific expenditures incurred during the requested payment period.

All payments, including advances and reimbursements will be limited to the minimum amount required to meet short-term disbursement needs. Copies of invoice(s) or receipt(s) must be kept as documentation for the awardee's grant files and records and must show the specific purchase(s) allotted.

Original SF-270 form(s) should be signed by the appropriate organizational representative and be submitted to FMPP by express mail or courier service.

XI. RECORD RETENTION

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

XII. FMPP CONTACTS

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Applications should be forwarded to:

2010 FMPP Grant Program
 USDA, Agricultural Marketing Service
 1800 M Street, NW
 Room 3012-South Tower
 Washington, D.C., 20036-5802
 202/694-4000

Questions about the grant program should be directed to:

Carmen Humphrey, Program Manager
 FMPP Grant Program
 USDA, Agricultural Marketing Service
 1800 M Street, NW
 Room 3012-South Tower
 Washington, D.C., 20036-5802
 202/694-4000

XII. FREQUENTLY ASKED QUESTIONS

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A. Application Package

Q: When is the application deadline? Will FMPP accept applications after the deadline?

A1: The application deadline is April 15, 2010; all applications must be postmarked by April 15, 2010 or submitted by 11:59 p.m. EST on April 15, 2010 if submitted via Grants.gov.

A2: No. FMPP will not accept ANY applications after the deadline (see page 12).

Q: If I have problems with Grants.gov, will FMPP help me submit or accept my application package after the deadline?

A: No. FMPP will not provide applicants technical assistance with the Grants.gov system (see section VI.J.).

- *Start the Grants.gov process at least two weeks prior to the deadline.*
- *FMPP will not accept ANY applications after the deadline.*

Q: What is required in the FMPP application package?

- Completed Form SF-424 – including the required DUNS number and Federal tax ID number (EIN)
- Written Proof of Eligibility from a State or Federal source

- Form SF-424A and Form SF-424B
- Project Proposal Narrative
- Supplemental Budget Summary (All Project Activities Other Than New EBT)
- Supplemental Budget Summary – New EBT Projects Only (as applicable)

Q: What happens if I forget to include one of the documents in my express mail envelope to FMPP?

A: Your application package will be considered incomplete and will not be considered for review.

- **An unsigned Form SF-424, an SF-424 without a DUNS number, and an SF-424 without a Federal tax ID number (EIN) will also be considered an incomplete application.**
- *Double-check your application package before you express mail it to FMPP.* With over 500 applications submitted in 2009, FMPP will not contact ANY applicant about missing or incomplete documentation.

Q: How will I know FMPP received my application?

A: FMPP recommends that you request a tracking number for your express mail package to ensure its timely delivery. Applicants that provided an e-mail address, will receive e-mail confirmation of the receipt no later than two months after the application deadline (see section VI.I.).

B. Required Forms

Q: Do I have to use Forms TM-29 (narrative), TM-30 (supplemental budget summary), and TM-31 (supplemental budget summary – new EBT projects only)?

A: No. Use of any of these forms is voluntary. The forms are provided for your convenience. The information requested and the order of the headings within the forms is mandatory to facilitate the reviewing process (see section VI.F.).

Prior applicants have indicated that NOT using our voluntary forms provides more space for project details and other justification text. The choice is yours. If you are using word processing software, use the headings in section VI.F. for the narrative and supplemental budget summary, and fill in your project information.

Q: I prepared my SF-424A (general budget summary), must I complete the second page?

A: No. You do not have to complete Sections C-F.

Q: If I prepared Form-424A, do I also need to prepare a Supplemental Budget Summary?

A: Yes. Both Form SF-424A and Supplemental Budget Summary are required (see sections VI.F. and VI.J.), and if your proposal contains a new EBT project then you are required to provide a second Supplemental Budget Summary.

Q: Why must I prepare two Supplemental Budget Summaries?

A: You may not have to. You only complete two Supplemental Budget Summaries (detailed budgets) if you are requesting funds for items purchased under a “new EBT project” activity AND items for “other” activities.

- As an example, these are two activities: 1) purchasing terminals for new EBT program at a farmers market (“new EBT project”) and 2) purchasing new tents for farmers (“other” activity). Two Supplemental Budget Summaries must be submitted to FMPP. You have the option of using voluntary forms TM-31 (new EBT) and TM-30 (non-EBT).
- As mandated by Congress, 10 percent of the total FMPP budget goes toward “new EBT projects.” As such, these new EBT proposals are reviewed separate from the “other” activity proposals. The “other” activity will compete with all other non-EBT projects.
- The two detailed budgets will be reviewed and scored by different peer reviewers and each budget must stand alone.

Q: I prepared my SF-424A (general budget summary) AND Supplemental Budget Summary (detailed, itemized budget), must I also include a budget narrative in my Supplemental Budget Summary?

A: Yes. A written budget narrative is required to correlate the itemized budget to the project work, goals, and objectives. *The information provides the peer reviewer justification about why these items are needed.*

Q: Where can I find guidance on how to prepare my application forms (SF-424, SF-424A, and SF-424B)?

A: FMPP staff has developed the “How to Apply for an FMPP Grant” to assist you in preparing your forms which can be found at <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5082923>
<http://www.ams.usda.gov/FMPP>.

C. Other**Q: What is the grant timeline after I submit my FMPP application?**

A: Following the announcement closing. Applicants should get an e-mail confirmation within 2 months:

- May and June 2010 - FMPP will select peer reviewers that will review and convene to rate the proposals and make recommendations.
- July and August 2010 - FMPP will contact those applicants recommended by peer reviewers’ panels to finalize budgets and the proposal’s goals and objectives.
- August and September 2010 - Recommended proposals will move through USDA final agency approval system.

- Before end of September 2010 - USDA officials will announce 2010 FMPP award recipients.
- October/November 2010 - Selected awardees will be able to attend mandatory orientation and training, start their projects, and received funding.