



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

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TO: Julie Wise  
Senior Desk Officer  
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THROUGH: Charlene Parker *Charlene Parker* 3/20/14  
Departmental Clearance Officer  
Office of the Chief Information Officer

FROM: Rex A. Barnes  
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Agricultural Marketing Service

SUBJECT: Request for Emergency Approval of a New Information Collection  
Request for the Local Food Promotion Program

The Agricultural Marketing Service (AMS) is requesting emergency approval for a new information collection. A burden is being imposed on eligible entities that apply to and are awarded under the local food component of the "Farmers' Market and Local Food Promotion Program (FMLFPP)." The Agriculture Act of 2014 (P.L. 113-79) (2014 Farm Bill) amended the Farmer-to-Consumer Direct Marketing Act of 1976 (7 U.S.C. 3005) by expanding and renaming the Farmers' Market Promotion Program (FMPP) to FMLFPP. Whereas the former FMPP only funded farmer-to-consumer direct marketing projects such as farmers markets, community supported agriculture programs, road-side stands, and agri-tourism, the amended program will now include funding opportunities for projects that develop, improve, and expand local and regional food business enterprises that process, distribute, aggregate or store locally or regionally produced food products.

Through fiscal years 2014-2018, the 2014 Farm Bill provides \$30 million in funding for the FMLFPP. On an annual basis, approximately \$15 million will be made available for farmer-to-consumer direct marketing projects, and approximately \$15 million will be made available for the local and regional food projects. Direct marketing project applications will be facilitated under the current Office of Management and Budget (OMB) approved information collection for FMPP. Conversely, project applications that pertain to the development, improvement, or expansion of local and regional food business enterprises (i.e., the Local Food Promotion Program (LFPP)) will need to be facilitated through a new information collection. Therefore, to effectively (1) develop; (2) request, collect, and review grant applications; and (3) award grants under LFPP within the current and subsequent fiscal years, we are requesting OMB review and approve of this information collection by April 11, 2014.

Eligible entities for grants under LFPP include: agricultural cooperatives, producer networks, producer associations, community supported agriculture networks, community supported agriculture associations, and other agricultural business entities (for-profit groups); nonprofit corporations; public benefit corporations; economic development corporations; regional farmers' market authorities; and local and Tribal governments. AMS estimates, through its new information collection Notice, that this action will result in a burden of 49,200 hours for this collection (1,500 respondents x 4.62 hours per response).

In compliance with OMB regulations (5 CFR Part 1320) which implement the Paperwork Reduction Act of 1995 (Pub. L. 104-13), the information collection and recordkeeping requirements that may be imposed by this action are submitted to OMB for emergency review and approval.

Attached are the OMB 83-I, the Supporting Statement, AMS-71, and copies of the changes under the 2014 Farm Bill and the Farmer-to-Consumer Direct Marketing Act of 1976.

Attachments