



Agricultural
Marketing
Service

Catalog of Federal Domestic Assistance Number 10.168

FARMERS MARKET PROMOTION PROGRAM



2012 GUIDELINES

Farmers Market Promotion Program



New
for
2012

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 2012, including:

- No hard-copy applications will be accepted by mail or hand-delivery. No electronic applications will be accepted by facsimile or electronic mail.
- ALL applications **MUST BE** submitted via www.Grants.gov (there will be no exceptions); enter the “CFDA Number” **10.168** for the 2012 FMPP grant application.
- **NOTE** that it could take 3–5 business days, or up to 2 weeks before your Central Contractor Registration (CCR) can become active. CCR registration must be completed and active prior to applying through Grants.gov. Grants.gov registration takes approximately 3–5 business days to become active.
- Applications via Grants.gov must be **RECEIVED** *on or before* due date.
- FMPP Priority Projects are food deserts and low income communities.
- All (TM) forms TM-29, TM-30, and TM-31 are required for the 2012 application.
- Contractor/sub-awardee (receiving \$25,000 or more in FMPP funds) must be registered with CCR and have a DUNS number.
- Contractor/sub-awardee’s debarment/suspension status must be included in the application.
- SEPARATE APPLICATIONS are required for proposals that contain EBT project activities **AND** non-EBT project activities.
- No consecutive grant awards.
- Evaluation criteria weight budget and collaborative arrangements equally.
- Grounds for application rejection are expanded.

Applicants that are employed by eligible organizations that are **NOT** applying under this 2012 grant program may elect to serve as FMPP peer reviewers. See the FMPP Web site at www.ams.usda.gov/FMPP for more information.

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APPENDIX 1 Territories of the United States Eligible Under FMPP

APPENDIX 2 Central Contractor Registry (CCR)

APPENDIX 3 FMPP Application Submission via Grants.gov

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-New. The time required to complete this information collection is estimated to average 6 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual’s income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA’s TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

I. PROGRAM BACKGROUND AND SCOPE

The Agricultural Marketing Service (AMS) has announced the availability of approximately \$10 million in competitive grant funds in fiscal year (FY) 2012 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).

Over \$23.3 million in grant funds were awarded for FMPP from 2006-2011. AMS awarded 20 grants in 2006; 23 grants in 2007; 85 grants in 2008, 86 grants in 2009, 81 grants in 2010, and 149 grants in 2011.

The minimum award per grant is \$5,000 and the maximum is \$100,000. Matching funds are not required. An applicant is limited to one grant in a grant-funding year. FMPP funding will be available for use beginning in October 2012. Projects must not exceed 24 months in length; project work should begin October 1, 2012 and may end no later than September 30, 2014.

Only applications submitted and accepted by Grants.gov on or by 11:59 p.m. EST on May 21, 2012, will be considered by FMPP.

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

All applicants shall be domestic entities, i.e., only those owned, operated, and located within one or more of the 50 United States, the District of Columbia, and the U.S. territories (see Appendix 1). **ALL applications must contain all required paperwork in order to be considered. There will be NO EXCEPTIONS.**

Under this program, eligible entities must apply for FMPP funds on behalf of direct marketing operations that benefit two or more farmers, producers, or farm vendors who produce and sell their own products through a common distribution channel directly to consumers. Production and processing of farm products for direct sale to consumers must 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.

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 this information or these data sources, must be made available to AMS, which reserves the right to share these results with the general public.

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- or member-owned organization 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 organization or other business that assists or serves, represents, or serves producers or a producer network.
- D. Local Government.** Any unit of 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, or other instrumentalities of local government.
- E. Nonprofit Corporation.** Any organization or institution, including nonprofits with State or IRS 501 (c) status and accredited institutions of higher education, where no part of the net earnings of which inure 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 regional, State, or county policies and jurisdiction over State, regional, 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.

All eligible entities must be identified accordingly and legally by a State or Federal Agency.

III. ELIGIBLE GRANT USES

A. Grant Uses

1. **Eligible Projects.** Project(s) must establish, expand, or promote direct producer-to-consumer marketing activities within the United States, the District of Columbia, and U.S. territories.

In general, the project(s) must increase domestic consumption of agricultural commodities by: (a) improving and expanding, or assisting in the improvement and expansion of, domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, or other direct producer-to-consumer market opportunities; or (b) developing, or aiding in the development of, new farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, or other direct producer-to-consumer marketing opportunities.

FMPP will not fund a project that is dependent upon a critical component not in place at the time of application submission. The proposed project must not be dependent on the completion of another project or the receipt of another grant. Documentation must be submitted.

2. **Examples of Eligible Activities.** Activities that are appropriate for FMPP grants include, but not limited to:
 - Direct marketing of agricultural commodities
 - Enhancing product value and sales
 - Farmers market startups
 - Assessment/evaluation of the impact(s) of the vendors and/or direct markets in providing access to fresh fruits and vegetables to low-income communities
 - 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
 - Use and effect of market promotion and the measurement of its impact
 - Training, education, networking, and technical assistance
 - Transportation and delivery systems
 - Professional development, training, educational (including distance learning), business marketing, and recruitment and recruitment programs for new, existing and transitioning farmers
 - Professional development, training, and educational programs (including distance learning) for farmers market managers, and boards/organizations that manage and/or operate farmers markets or other direct marketing enterprises
 - Business planning, market growth management, and recordkeeping
 - 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, excluding projects that request money for vouchers
- Establishment of healthy, direct-market, food retail outlets in a food desert or a low-income area with at least a 20 percent poverty rate
- Development of a direct producer-to-consumer marketing association or other organization
- Strategies for addressing liability coverage and insurance
- Facility planning and/or design
- Food safety and handling
- Green/renewable technology
- Waste management/recycling

3. FMPP Priorities

- a. **2012 Priorities.** In an effort to reduce the number of urban, rural, and tribal areas with limited access to affordable and nutritious food in the United States, USDA gives funding priority for the development of direct producer to consumer initiatives in food deserts and low-income communities as defined in section III.A.3b below. Projects addressing either of these priorities will receive 5 additional points in the project scoring process. While projects that address this priority are particularly encouraged, all eligible activities will receive full consideration.

Increasing Healthy Food Access in Food Deserts and Low-income Communities - projects with measurable output and outcome that focus on developing healthy food direct-marketing outlets in food deserts and low-income communities. These projects must improve food access by developing and expanding marketing outlets that sell healthy foods in food desert and low-income communities or improve infrastructure (processing, storage, and other equipment) and distribution (transportation, including refrigerated transportation) for direct marketing outlets. Under FMPP, healthy foods include whole foods such as fruits, vegetables, whole grains, fat-free or low-fat dairy, perishable (fresh, refrigerated, or frozen) or canned lean meats, and nutrient-dense foods and beverages encouraged by the [2010 Dietary Guidelines for Americans](#). See the *Guidelines* for more information. Direct producer-to-consumer marketing outlets will include, but not be limited to, farmers markets, CSAs, and road-side stands.

- b. **Determining food desert designation.** USDA uses census tracts as units of analysis for identifying food deserts. Census tracts are considered food deserts if they:
- Qualify as “low-income communities,” having 1) a poverty rate of 20 percent or greater, 2) a median family income at or below 80 percent of the area median family income; AND

- Qualify as “low-access communities,” based on the determination that at least 500 persons and/or at least 33 percent of the census tract’s population live more than 1 mile from a supermarket or large grocery store (10 miles, in the case of non-metropolitan census tracts).

c. **Preparing the application:**

The title of a proposal **should capture the primary focus of the project**; also add “Food Desert Project” to the title. **Food desert projects may be hereafter referred to as “priority projects.”**

To determine if your project is located in a food desert, visit the USDA Food Desert Web site at <http://apps.ams.usda.gov/fooddeserts/foodDeserts.aspx> and follow the instructions on the web page for using the **ERS Food Desert Locator**.

The application’s Executive Summary **MUST** include the:

- Project implementation address (street address, city, state, zip code, and county),
- 11-digit Tract FIPS Code for the address – formatted as XX-XXX-XXXXX and a brief description of the targeted low-access population.

If a project is not in a food desert but will be implemented in a low-income area with at least a 20 percent poverty rate, the Executive Summary **MUST** include the:

- Project implementation address (street address, city, State, zip code, and county),
- Poverty rate (must use the “all people in poverty (2010) data). To find the poverty rate for your county visit <http://www.ers.usda.gov/data/povertyrates> and click on your State. Find the appropriate county where your project will be implemented and include that poverty rate (use the 2010 data for “all people in poverty”) in the summary, AND a brief description of the targeted low-access population.

B. 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 (Electronic Benefits Transfer, used to pay for SNAP and WIC Federal nutritional assistance benefits) has not been initiated or implemented. The farmers market must also have been in business for one or more market years.

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.” FMPP will fund new EBT start-up costs, which may include: equipment/supplies (terminals, computers, tokens, tables, chairs), advertisement/promotion (signage, radio/newspapers), and outreach (fliers, posters). FMPP will NOT fund **internet/on-line SNAP payments**.

Note: States will receive a portion of federally available dollars for equipping farmer’s markets (only) with wireless point-of-sale equipment beginning this year. Contact your State Human Services Agency to determine whether sufficient funding is available to cover equipment costs prior to submitting your grant request. AMS grant funds requested may then be better utilized on the non-equipment costs noted above.

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.

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.

EBT (new/existing) AND non-EBT project activities are not permitted in the same application. See sections III.B.2., and III.D. through III.F. for additional information.

2. **Project Title.** The title for new/existing EBT proposals **should capture the primary focus of the project.** 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, use “Existing EBT Project”** in the project title.
3. **EBT Incentives.** FMPP will not fund vouchers, incentives, or coupons.

C. New AND Existing EBT Projects

Applicants must submit a single application for a new EBT AND an existing EBT project. **This application will require one narrative and two supplementary budget summaries for each EBT activity (new and existing). Each budget summary must be able to stand alone.**

1. **New EBT Budget.** Include all costs related to the activities under the *New EBT Project work* ONLY and be labeled as “**New EBT Project.**” AMS requires the use of [TM-31, Supplemental Budget Summary and Instructions for EBT Projects Only](#). **AND**
2. **Existing EBT Budget.** Include all costs related to the activities under the *Existing EBT Project work* ONLY and be labeled as “**Existing EBT Project.**” AMS requires the use of [TM-31, Supplemental Budget Summary and Instructions for EBT Projects Only](#).

D. New/Existing EBT AND Non-EBT Projects

Two applications are required - **Each project/application must be able to stand alone. Projects that are dependent on another FMPP application will not be considered:**

1. **New/Existing EBT Application.** Contains all required paperwork within the checklist (VI.A.); budget(s) in III.C.; **AND**
2. **Non-EBT Application.** Contains all required paperwork within the checklist (VII.A.). The [TM-30, Supplemental Budget Summary Form](#) may be used for requests and costs related to all other (non-EBT-related) project activities.
3. **Multiple Application Submissions.** Multiple applications cannot be submitted in one Grant.gov submission.

E. EBT/Non-EBT Project Application Submission Matrix

<i>Type of Project</i>	Number of Grants.gov Application(s) Needed	1st Grants.gov Application* Must Contain a Narrative For	2nd Grants.gov Application* Must Contain a Narrative For	Number of Budgets Needed
Non-EBT Only	One	Non-EBT	n/a	One¹
Non-EBT + New EBT	Two	Non-EBT Only	New EBT Only	Two^{1,2}
Non-EBT + Existing EBT	Two	Non-EBT Only	Existing EBT Only	Two^{1,2}
Non-EBT + New EBT + Existing EBT	Two	Non-EBT Only	New EBT + Existing EBT	Three³
New EBT Only	One	New EBT	n/a	One²
Existing EBT Only	One	Existing EBT	n/a	One²
New EBT + Existing EBT	One	New EBT + Existing EBT	n/a	Two⁴

* “Application” means a completely separate narrative (for topic specified) plus all other items in the checklist in Section VI.A. Use [TM-29, Project Proposal Narrative Form](#) for the narrative(s).

¹ Need 1 budget – [Use TM-30, Supplemental Budget Summary Form](#) for non-EBT budget.

² Need 1 budget – [Use TM-31, Supplemental Budget Summary and Instructions for EBT Projects Only Form](#) for EBT budget.

³ Need 3 budgets – Use [TM-30, Supplemental Budget Summary Form](#) (for non-EBT budget) and two forms TM-31 (one for each EBT budget).

⁴ Need 2 budgets – Use [TM-31, Supplemental Budget Summary and Instructions for EBT Projects Only Form](#) (for each new EBT and existing EBT budget).

NOTE: Failure to follow application submission instructions will cause rejection of application

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F. Ineligible Grant Uses

FMPP funds cannot be used to pay for:

- **Land/Buildings**
The acquisition of land or the purchase, construction, rehabilitation, or repair of a building or facility.
- **Political Activities**
The development of and/or participation in political or lobbying activities (7 CFR part 3018).
- **Prohibited Activities**
Any activities prohibited by 7 CFR parts 3015, 3016, and 3019; FAR 31.2; and the unallowable costs provided in section IX.F.
- **Existing or Pending Funded Activities**
Any activity currently funded or pending support by a Federal Agency. Any activity that duplicates or overlaps substantially with one already reviewed and funded by another Federal agency will not be funded by FMPP.

IV. APPLICATION DEADLINE

Electronic applications must be submitted via Grants.gov by 11:59 p.m. EST on May 21, 2012. Paper applications will NOT be accepted. Since a password is required from Grants.gov, applicants are strongly encouraged to initiate the electronic submission process at least four weeks prior to the application deadline. See section Appendix 3 for specific information about Grants.gov submissions.

V. APPLICATION PROCEDURES AND REQUIREMENTS

A. Required Forms

All of the following necessary forms are available via the Grants.gov Web site, along with step-by-step instructions for completion. See also “How to Apply for an FMPP Grant.”

1. **Form SF-424 - Application for Federal Assistance.** This form must be complete and have all the required documents attached. **THERE WILL BE NO DEVIATIONS FROM THIS REQUIREMENT.**
2. **Form SF-424A - Budget Information - Non-Construction Programs.**
3. **Form SF-424B - Assurances - Non-Construction Programs.**

B. Written Proof of Eligibility

All applicants must provide written proof of eligibility from a U.S. State or Federal source. Official documentation means a copy that includes the organization's eligibility status from the State (including all State governments and/or State Departments of Agriculture) or the Federal Government (including all Federal Executive Departments and/or the Internal Revenue Service). **Written proof of eligibility must be included in the application package for all entities; THERE WILL BE NO EXCEPTIONS.**

FMPP reserves the right to 1) request a certified copy or view the original documentation to confirm proof of eligibility, 2) reject an application with inappropriate written eligibility documentation, and/or 3) reject an application if the documentation received is not in effect/has expired or has not been received with the application package by the application deadline.

1. Acceptable Proof - Paperwork Examples

- ***Agricultural Cooperatives*** – Copy of the organization's current, official articles of incorporation from the State or the Internal Revenue Service indicating its agricultural cooperative status.
- ***Local Government*** – Copy of (a) charter from the Federal Government or State/County indicating local government status, or (b) award or letter from the U.S. State or Federal government, i.e., Department of Agriculture (or other Federal Executive Departments), which includes or indicates the official local government status.
- ***Producer Network/Producer Association*** – Copy of the organization's current, official articles of incorporation from the State or the Internal Revenue Service that indicates that the mission of the business is to provide, offer, sell agricultural products/services; or serves, represents, or serves producers or producer networks.
- ***Non-Profits/Universities*** – Copy of the organization's current, official articles of incorporation from the State or the Internal Revenue Service indicating its 501(c) status.
- ***Public Benefit/Economic Development Corporation*** – Copy of (a) the organization's current, official articles of incorporation from the State or the Internal Revenue Service, or (b) award or other acknowledgement/notification from the U.S. State or Federal Government indicating organization's status as a public benefit/economic development organization.
- ***Regional Farmers Market Authority*** – Copy of (a) charter from the State, city, county, parish, borough, or (b) award or other acknowledgement or notification from the U.S. State or Federal government indicating organization's official status as a farmers market authority.
- ***Tribal Government*** – Copy of the Federal Register Notice listing the organization as a Federally-recognized Tribal government.

2. Unacceptable Proof - Paperwork Examples. *All Entities:*

- Copies of incorporation paperwork filed by an organization to the State or Internal Revenue Service.
- Letter or other documentation from a university, board/president, lawyer, accountant, business, or anyone else (from non-State or non-Federal source) indicating the organization's eligibility or status.
- Copies of the organization's completion of Forms 1024, 1099, 2290, or 1040; and any other form your organization has submitted to the Internal Revenue Service or the Federal/State government.

C. 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.

All applicants must have an approved and valid DUNS number to register with CCR and apply via Grants.gov.

D. Registration with the Central Contractor Registry

All applicant organizations applying for FMPP Federal funding must create a user account and register with the Central Contractor Registration (CCR) database at www.CCR.gov (see Appendix 2).

NOTE: CCR registration takes from 3 business days to 2 weeks before the CCR registration becomes active.

E. Contractors and Subgrantees

Applicants/awardees must provide the following contractor/subgrantee paperwork to FMPP with their incoming application:

1. **CCR and DUNS Number. Documentation that all contractors and subgrantees: 1) are registered with CCR and 2) have a DUNS number.** This requirement applies to all contracts and subawards greater than \$25,000 made with FMPP funds. All subcontractors and subawards must also be reported by the FMPP awardee in the Federal Funding Accountability and Transparency Act (FFATA) Subaward Report (see section IX.C).
2. **Debarment Status. Written documentation that all contractors and subgrantees provided with FMPP grant funds must not be debarred or suspended.** Prior to submitting the application, applicants must check the Excluded Parties List System at www.epls.gov (using the Federal tax

identification number (TIN or EIN) to verify the debarment status of all contractors/subcontractors. A copy of the debarment search results screen for each contractor or subgrantee must be attached to the FMPP grant application package.

F. Intergovernmental Review (SPOC List) – Executive Order 12372

The Farmers Market Promotion Program is eligible for coverage under [Executive Order 12372](#), "Intergovernmental Review of Federal Programs." Under this order, States may design their own process for reviewing and commenting on proposed Federal assistance under covered programs. An applicant should consult the office or official designated as the single point of contact (SPOC) in his or her State for more information about the process the State requires to be followed in applying for assistance, and if the State has selected FMPP for review.

Applicants are encouraged to check www.whitehouse.gov/omb/grants_spo for contact information and to determine whether your State appears on the list. If a State does not appear on the list it has chosen not to participate, select “15.b. Program is subject to E.O. 12372 but has not been selected by State for review.”

Regardless of whether or not your State participates in this intergovernmental review, ALL applications must be received by FMPP no later than the application deadline.

G. Proposal Narrative and Budget

The narrative portion of the project proposal must be: **single-sided, typed, and not exceed 12 pages**. Additionally, the font type must be Times New Roman font, 12 pt. pitch, single-spaced, and typed on 8.5 x11 inch-paper. **NO HANDWRITTEN APPLICATIONS WILL BE ACCEPTED.**

FMPP requires each applicant to prepare their narrative using the [TM-29 Project Proposal Narrative Form](#). In order to expedite the application review process, **TM-29 narrative has been organized using the following headings:**

- 1. Project Title.** Must capture the primary focus of the project, and match the title provided on Form SF-424. Indicate in the title if the project includes a 1) “New EBT” 2) “Existing EBT” or 3) “Food Desert” 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 benefits transfer (EBT) component or if it 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.
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.

For food desert projects, the complete project implementation address (including the county) and the 11-digit Tract FIPS Code – formatted as XX-XXX-XXXXX – **MUST** be included in the Executive Summary with a brief description of how your project will reach low access communities within the targeted census tract. If a project will be implemented in a low-income area with a poverty rate of at least 20 percent, the complete project implementation address (including the county) and the poverty rate **MUST** also be included in the Executive Summary. See section III.A.3. for detailed information.

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, which may include conclusions of a local-level analysis regarding food access. Correlate the background and purpose of the activity to support your project issue. The relevance of the experience of the organizations that are involved in the proposed project, including the applicant entity and project partners and subcontractors/sub-awardees, and the type and extent of support that other organizations will be providing will be considered as important background information.
10. **Workplan and Resource Requirements.** Provide a timeline and a planned scope of work, including anticipated stages (benchmarks) and the resources required to complete each activity. Applications without a timeline will NOT be considered. 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).

Developing and documenting the baseline, benchmarks, outputs/activities, and anticipated outcomes/results will assist in providing performance measures as the project moves forward. This information will be the basis of interim performance reports and evidence of project impact for the final performance report. A model that is frequently used in this planning and performance measurement is a *logic model*. The applicant must provide a logic model that indicates the outputs, outcomes, and monitoring mechanisms to track the project and financial data. For assistance with creating a *logic model* for your project, to be included in your narrative, see [FMPP Performance Measurement and Evaluation](#). At least one metric of performance must be specified with plans for measurement provided.

- 12. Beneficiaries.** Identify the individuals, organizations, and/or entities that 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** (DOES NOT count toward the narrative's 12-page limit). Also see Section III.E. Provide additional detailed information about the budget categories listed on Form SF- 424A. FMPP requires an itemized, line-by-line supplemental budget. Each SF-424A budget line (category) **MUST BE ITEMIZED** in the Supplemental Budget Summary with an actual cost estimate (e.g. on the basis of price analysis, vendor quote, cost per unit (including staff time), etc.) **AND** justified by the budget narrative.

For example, a line item for 'supplies' must be further itemized on the basis of 1) the cost of EACH supply item, and 2) the project activity for which each supply will be used. This information **MUST** be included in the itemized, supplementary budget and explained/justified with a narrative. All budget items must correlate to the purpose/goals of the project and each expense (for personnel, travel, supply, equipment, etc.) **MUST** be allocated to a project activity.

Failure to include a line-by-line budget itemization and narrative explanation will be grounds to reject the application for further consideration. This itemized information 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.**

[TM-30, Supplemental Budget Summary Form](#), along with a budget narrative, **MUST** be used in preparing supplemental budgets.

For EBT project work, prepare a separate application package, including a narrative and supplemental budget. Use [TM-31, Supplemental Budget Summary and Instructions for EBT Projects Only Form](#).

The Supplemental Budget Summary information **MUST** include the following categories and a budget narrative that provides justification for such budget categories and items. If no items in the following budget categories will be requested, use "\$0" for the total amount being requested:

- **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:
 1. Indicate the duties of each individual and correlate those duties to the purpose/goals of the project.
 2. All salaries must include the number of hours, rate per hour, and the (actual) months of performance.
 3. 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.).
 4. Charges must be for services rendered for the individual's qualifications and your locality based on the U.S. Bureau of Labor and Statistics, for applicable wages and salaries by State, covering agricultural occupations (i.e., Management occupations (Project manager, market manager, etc.), series 11-9013 "Farmers, Ranchers, and Agricultural Managers"). FMPP will allow up to the "median hourly" rate, for the appropriate occupation.
 5. Personnel and contractor's compensation that have been approved, awarded, and agreed to under FMPP will not be increased during the life of the grant.

See sections V.E. and VIII.C. for all contractors and subgrantees requirements.

- **Travel.** Itemize the details and purpose of each trip and the anticipated travel expenses. List each expense separately including: (1) the name of each person traveling, (2) purpose and date(s), (3) mode of travel, (4) number and duration of trips, (5) number of people, (6) destination, (7) number of miles, and (8) lodging and meals (as applicable). Include specific details about the travel expenses in the budget narrative.

FMPP follows the current General Services Administration's privately owned vehicle (POV) mileage reimbursement rate. Mileage rates include gas costs; FMPP will not recognize additional gas expenses as allowable.

If technologies such as teleconferences or videoconferencing are available to your organization, appropriate to the project, and less costly, they should be used as an alternative to travel.

- **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.

FMPP discourages the use of grant funds to rent a building or rooms and to purchase supplies and other materials. However, where appropriate, FMPP encourages the use of technologies such as webinars, teleconferencing, or videoconferencing as an alternative to renting a building or a room. If renting a building or a room is needed, then consider the most cost-effective alternatives such as other, no-cost conference rooms available in your community.

- **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.

FMPP will not pay for a project that consists of only one workshop or conference, unless such activity is part of a larger project and justified appropriately. FMPP encourages the use of alternative technologies instead of renting building and other spaces for the workshop/conference. When submitting a request for a workshop or conference, clearly indicate the purpose of the workshop or conference, and explain

why the activity cannot be implemented using alternative technologies. Indicate if registration fees will be collected and if so, show the fees as program income on the SF-424A.

- **Indirect Costs**. Indirect costs are defined as the expenses of doing business that are not readily identified with an FMPP project, 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.
 1. FMPP will only award indirect costs up to 10 percent.
 2. 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.
 3. The Supplemental Budget Summary narrative must explain how the indirect cost amount was determined, what it includes, and how it meets the definition and criteria above. FMPP WILL NOT AWARD any requests submitted without this definition and/or explanation.
 4. Indicate only ONE indirect cost total -- 10 percent of total project costs; instead of multiple indirect costs for each individual project activity being proposed.
 5. Approved indirect cost amounts cannot, however, be: (1) included in 10 percent budget changes (found in VIII.G.4.), or (2) increased during the life of the grant. With FMPP prior approval, approved indirect amounts can be amended and moved for use of approved direct cost expenses.
 - **EBT Project Proposals**. Applicants should send in two (2) separate applications (as applicable) and multiple Supplemental Budget Summaries when submitting proposals that include (new and/or existing) EBT project work. See sections III.B thru III.E. 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. Using form TM-29, the activities checklist of proposal activities WILL NOT count against the 12-page limit.

H. Supporting Documents

Evidence of collaborative arrangements, capacity commitments, and qualifications to conduct the work required to initiate and complete the project must be provided. Required documents include:

- **Brief description(s) of experience and qualifications or resumes of those leading or conducting project activities.** Qualifications should reflect the expertise necessary to carry out the proposed activities or similar types of activities.
- **Letters and/or other evidence of commitment from cooperators, contractors, or resource providers.** Letters should establish the fact that critical resources and infrastructure needed to initiate and conduct the project are in place at the time of proposal submission. The proposed project must not be dependent on the completion of another project or the receipt of another grant.

Supporting documents, including any optional local level analyses regarding food access, WILL NOT count against the 12-page limit. Where possible and applicable, single letters from farmer/producers, collaborators, partners, contractors, or resource providers may address both requirements for supporting documentation.

All supporting documents must be submitted with the application. Ensure that the documents identify the applicant and the exact project title name.

Supporting document(s) for all Grants.gov must be attached to the application within Form SF-424. **FMPP prefers that the additional items be merged into a single Adobe Acrobat (PDF) file**, but other acceptable formats include MS-Word (for text documents) and MS-Excel (for spreadsheet documents).

I. Disqualifications – Rejection of Submitted Applications

AMS/FMPP reserves the right, at its sole discretion, to reject an application if it:

- **Does not meet the FMPP mandates (sections I-III.) including scope, eligibility, and allowable grant fund use.**
- **Is received after the deadline.**
- **Is incomplete, missing:**
 - Written proof of eligibility
 - Written proof that any contractors and subgrantees are not debarred; verification through the Excluded Parties List System (www.epls.gov) using the individual or organization's EIN during the search
 - Written proof that any contractors and subgrantees, which are proposed to receive \$25,000 or more in FMPP grant funds, have: 1) registered with Central Contractor Registry (CCR.gov), and 2) a valid DUNS number
 - Required forms SF-424, SF-424A, and SF-424B
 - DUNS number on form SF-424 at the time of application due date
 - EIN or TIN on form SF-424 at the time of application due date
 - Form TM-29, project narrative, or narrative missing ANY of the required information (see V.G.)
 - Required priority project information, as applicable, outlined in section III.A.3.

- Form TM-30, (and/or TM-31, as applicable), supplemental budget(s) with budget narrative(s)
- Supporting documents to establish qualifications, commitments, and collaborations necessary to initiate and complete the proposed project
- **Does not follow the FMPP application requirements including, but not limited to:**
 - Hand-written narrative or forms, including those that are scanned or saved in an electronic format
 - Narrative exceeding the 12-page limit
 - FMPP application forms TM-29, and TM-30 and/or TM-31 (as applicable)
 - EBT/Non-EBT application submission requirements and matrix (sections III.A-E.)
 - Documents submitted, via Grants.gov, in a format other than PDF
 - Incomplete information as required in V.G and VI.A.

Additionally, an application will be rejected (after submission or prior to award) if information comes to FMPP's attention that:

- Determines an organization is ineligible for an award.
- The application is materially misleading or incorrect.
- Indicates fraud or mismanagement of Federal funds by an the organization.
- Indicates funding of the same project work by another Federal Agency.

Funding decisions are final and made on the basis of one round of competition and the level of funding available. Applicants must submit the following information as part of their application packages:

VI. COMPLETED APPLICATIONS

A. Application Submission Checklist

All applicants must provide individual applications in an electronic application format for Grants.gov submission. Multiple applications (see III.E.) CANNOT be submitted in one Grants.gov submission. Application documents must be in the following order:

1. **Grants.gov Forms.** The following documents are available via www.Grants.gov:
 - **Form SF-424** (submitted with the appropriate Attachments (in VI.A.2. below); this document is completed first in Grants.gov)
 - **Form SF-424A**
 - **Form SF-424B**
2. **Grants.gov Attachments.** The following documents are to be prepared outside of Grants.gov, then formatted for uploading. **FMPP prefers that the additional items be**

merged into a single Adobe Acrobat (PDF) file, but other acceptable formats include MS-Word (for text documents) and MS-Excel (for spreadsheet documents). :

- Proof of Eligibility
- Evidence of Contractor/Sub-awardee (receiving \$25,000 or more in the budget) CCR registration and DUNS number (see V.C. and V.D.), as applicable
- Evidence of all Contractor and Subawardee’s Debarment Status
- Priority Project information, as applicable (see III.A.3.)
- Form TM-29, Project Proposal Narrative
- Form TM-30, Supplemental Budget Summary, Project Activities non-EBT or Form TM-31, Supplemental Budget Summary, EBT Projects Only (as applicable)
- Supporting Documents

Upload these documents in the order listed above through Grants.gov. ONLY upload attachments by adding them within Form SF-424. Below item 15 on Form SF-424, click on “Add Attachments” and follow the instructions on the form, or see Appendix 3 of these Guidelines for detailed instructions.

B. Electronic Submissions via Grants.gov

FMPP applicants **MUST** submit their application electronically via www.Grants.gov. **AMS will not accept applications/proposals or supporting documents via facsimile, electronic mail, courier delivery, or postal delivery.**

FMPP strongly recommends applicants initiate the Grants.gov process at least 4 weeks prior to the application deadline. Completion of all tasks required to register with Grants.gov may require up to four weeks for new registrants. The application package may be downloaded and prepared while completing the registration process. **Applicants must be registered to submit a completed application package.** 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 Grants.gov [Apply For Grants](#) and Appendix 3 of these Guidelines. Applicants experiencing problems in electronic submission of documentation should visit the Grants.gov Web site, email to support@grants.gov, 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.

FMPP will NOT accept corrections or additions to Grants.gov submissions (by phone, mail, hand-delivery, fax, or electronic mail).

- 1. Grants.gov Document Format.** Grants.gov only contains forms SF-424, SF-424A, and SF-424B. All other FMPP application documents (narrative, supplemental budget

summaries, supporting documents) must be uploaded and submitted as attachments within Form SF-424. **FMPP prefers that the additional items be merged into a single Adobe Acrobat (PDF) file**, but other acceptable formats include MS-Word (for text documents) and MS-Excel (for spreadsheet documents). **Failure to comply with this requirement will result in the rejection of the application.**

2. **Grants.gov Confirmation.** Grants.gov will send two emails to the authorized representative listed in the FMPP application. The first will contain the Submission Receipt Number, which indicates that Grants.gov registered receipt of the application package. The second will contain the Submission Validation Receipt, which indicates that Grants.gov has accepted the application package and validated that the required electronic forms are included. It may take up to 48 hours to receive the Submission Validation Receipt, which is the proof of a completed submission. Applicants are urged to keep this timeline in mind when submitting applications if a Submission Validation Receipt is desired before the deadline.
3. **Rejection of Application After Grants.gov Submission Validation.** After application validation by Grants.gov, FMPP Staff must then review each application to determine whether all documents, including the “Attachments” (section VI.A.), meet the requirements within these Guidelines. As such, **please note that an FMPP application may be rejected after Grants.gov validation due to the applicant’s failure to comply with the requirements in this document**, sections I. thru VI.

C. Paper Application for Scanned Submission

If paper applications are being prepared, they must be converted to electronic file format (Adobe Acrobat PDF, MS-Word for text, or MS-Excel for spreadsheets) for Grants.gov submission. The following paper requirements must be followed **PRIOR TO** scanning for submission. Type the application using only 8.5 x 11 inch paper with no tabs.

D. 2011 Awardees and Consecutive Grant Awards

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.**

AMS will not award consecutive grants to any eligible entity. Any entity that has received a grant award may apply for future grants after: 1) completion of the current grant/project, 2) AMS has received and accepted all required documentation and reports for that current grant, AND 3) the awardee has received the AMS/FMPP close-out letter.

This non-consecutive grant award process has been implemented in an effort to expand 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.

An applicant not eligible to apply in 2012 may continue supporting FMPP by serving as a peer reviewer during their year of ineligibility. See the Call for Reviewers information, posted all year on the FMPP Web site, at www.ams.usda.gov/FMPP.

VII. PROPOSAL EVALUATION

A. Method of Evaluating Proposals

FMPP is a competitive grant program; award decisions are final.

Applicants must 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 scores equal 100 for each project. In addition, a 5-point bonus will be awarded for FMPP Priority Projects.

Each application will be reviewed competitively using the following criteria:

1. **Direct Benefit to Farmers/Producers** (maximum score = 25). Explain the direct benefit to farmers and/or producers of the direct-marketing entity. Any resulting benefits should be provided for all participants, including:
 - How and how many farmers/producers will benefit.
 - The financial and other benefits farmers/producers will receive.
 - Why and how the activities will generate direct benefit for farmers/producers.
 - Explain the significance of the benefit to farmers/producers (how does it make a difference for them?)
2. **Quantitative Evaluation and Measurement of Project's Long Term Impact** (maximum score = 20). Describe the project's long term impact. Define the proposed method of program assessment (evaluation plan) and 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.
 - a. Provide an outline and explanation of anticipated outputs/activities and outcomes/results of your project. You **MUST** use a logic model to map this information. A sample logic model is provided in [FMPP Performance Measurement and Evaluation](#), which contains the following:
 - Starting conditions (baseline(s))
 - Measurable outputs (activities) expected to result from this project, *i.e.*, classes taught, meetings held, materials produced, program/customer participation rates and demography, or hours of each type of service provided.

Example: This project will hire a part time training coordinator/instructor to hold a series of five 2-day workshops for farmers/ranchers that will teach records management and marketing skills to 30 small producers.

- End results (impact) and measurable outcomes anticipated from this project; i.e., number of jobs created and changes in attitudes, behaviors, knowledge, skills, and level of functioning. These outcomes may be quantitative or qualitative.

Quantitative Example: After training completion, X number or percentage of farmer/ranchers, utilizing their new marketing skills, increased their net income by 10 percent. These results were measured by X number of farmer/rancher surveys/interviews (or other means).

Qualitative Example: After training completion, X percentage of farmer/ranchers reported increased confidence in selling their products directly to consumers, and will pursue selling produce to institutional customers like restaurants and schools. These results were measured by X number of farmer/rancher surveys/interviews (or other means).

- b. Explain how the dollar amount and percentage change, sales dollar amount, and other financial data will be measured and tracked and who will perform the project monitoring.
- c. The evaluation (performance) report (submitted by the awardee every 6 months) must document results, impacts, and best practices of the project.
- d. The performance reports must contain metrics that describe the effects of FMPP funded activities and expenditures, including but not limited to:
 - i. Number of new jobs created using FMPP funds
 - ii. Number of existing jobs supported using FMPP funds
 - iii. Dollar amount and percentage change in sales of healthy foods
 - iv. Dollar amount of sales for each vendor of SNAP, WIC, and/or other Federal nutrition assistance program
 - v. Dollars spent on healthy food promotional activities
 - vi. Number of new clients and vendors over the season or from previous years
 - vii. Change in diversity of products offered at the market, including addition of processed or prepared foods and nonfood products provided by farmers/producers
 - viii. Change in dollar amount of SNAP, WIC, and/or other Federal nutrition assistance programs from previous years

Please also include details addressing what added value your project provides to the target underserved community (e.g. greater variety; fresh, local produce, etc.).

3. Reasonableness of Budget (maximum score = 20). Provide justification for the budget and funds usage by explaining how the budget items support the work plan in achieving the project goals. For each item in the budget summary, include:

- Why is this budget item needed?
- How does each budget item contribute to the benefit received by the farmers/producers?
- Are the budget category allocations proportionate to the contributions they make to achieving project objectives?
- How are the planned expenditures correlated with the activities in the proposed work plan?

Peer reviewers will evaluate the budgets and individual budget line items to determine whether the requests correspond to the goals and objectives being proposed. The budget narrative MUST provide adequate justification for each item being requested.

4. Capacity, Collaboration, and Partnership Participation (include partner qualifications) (maximum score = 20). Outline the collaboration/partnerships formed and farmer/vendor participation for this project. Include:

- The degree of involvement by the farmers/producers and collaborators/partners in implementing the project.
- What resources farmers/producers and collaborators/partners will provide.
- Documentation to demonstrate the team's (organization and collaborators) capacity to successfully begin and carry out project goals and objectives.
- Documentation that critical components beyond participants, such as equipment, location(s), and building(s) are in place to implement the project.
- The organization should list additional and/or community assets that were leveraged through coordination and collaboration with other Federal agencies, local governments, and non-profit partners. These assets might include additional funding, in-kind contributions of services or equipment/materials, new partnerships made, etc.

5. Need for the Project (maximum score = 10). 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:

- Why and how the actions recommended in the proposal will address and/or "solve" the issue/problem(s) identified.
- How the proposal demonstrates the project's merit.
- Why these activities are appropriate for achieving the project's stated objectives.

6. Sustainability (maximum score = 5). Describe the project's sustainability and transferability to other locations. Include:

- How will the project be self-sustaining after FMPP grant funds are exhausted?

- How likely is it that farmers/producers will continue the activities proposed after the grant ends?
- How are the outcome and lessons learned from this project applicable to farmers/producers in other locations?

7. Addresses the FY-2012 FMPP Priorities (maximum score = 5). Outline the proposal's activities and the identified FMPP priority. Projects implemented in a USDA-defined food desert census tract or low income community will receive 5 points.

B. Application Scoring Summary

Measurement Element	Maximum Points
1. Direct Benefit to Farmers/Producers	25
2. Quantitative Evaluation/Measurement/LT Impact	20
3. Reasonableness of Budget	20
4. Degree of Capacity/Collaboration/Partnership	20
5. Need for Project	10
6. Sustainability	5
Maximum for non-priority projects	100
7. FMPP Priorities: Food Deserts/20% Poverty Rate	5
Maximum for priority projects	105

VIII. POST-AWARD MANAGEMENT OF FMPP GRANTS

A. FMPP Grant Award Announcement

While there may be an exception to this rule, AMS expects to announce recipients of FMPP grant funds (awardees) on or before September 30, 2012.

B. Responsibilities of Grant Recipients

Grant recipients are responsible for:

- Complying with all terms and conditions of the grant agreement.
- Ensuring and documenting the organization's financial stability and capacity to begin and complete the FMPP awarded project.
- Having adequate internal controls to implement the FMPP Federal grant. These internal controls may be requested to be submitted in writing to FMPP at any time during the grant period.
- Filing a Federal Funding Accountability and Transparency Act (FFATA) Subaward Report for contractors/subawardees receiving \$25,000 or more in FMPP grant funds.

- 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 6 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 funds 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.G.5. for more information).

C. Subaward Reporting System (FSRS)

The Federal Funding Accountability and Transparency Act of 2006 legislation (FFATA or Transparency Act - P.L.109-282, as amended by section 6202(a) of P.L. 110-252)) requires information on Federal awards (Federal financial assistance and expenditures) be made available to the public via a single, searchable Web site, which is www.USASpending.gov. The FFATA Subaward Reporting System (FSRS) is the reporting tool that all Federal awardees (i.e. grants recipients and contractors) must use to capture and report compensation of \$25,000 or more to any subaward (i.e., to contractors or subawardees). These awardees are subject to FFATA subaward reporting requirements as outlined in the Office of Management and Budgets guidance issued August 27, 2010. The subaward information entered in FSRS will then be displayed on the USASpending.gov Web site furthering Federal spending transparency.

For the purposes of the FMPP grants, the following applicable FSRS definitions will apply:

Grantees/awardees – Entities receiving an FMPP grant greater than or equal to \$25,000.

Subaward – A FMPP monetary award/funding made to a grantee who in turn gives FMPP funds to a subrecipient, subgrantee, or subcontractor.

Subgrantees/Subawardees – Contractors or other organizations that receive or provide services to an entity receiving an FMPP grant.

FMPP awardees must file a FFATA subaward report by the end of the month following the month in which the grantee awards the subgrantee/subawardee \$25,000 or more. For example, if a subaward was made on October 15, 2012, the awardee has until November 30, 2012 to report the subaward information.

The FMPP grantee must report the following information about their subgrantees/subawardees in the FFATA:

- Name of entity receiving award
- Amount of award
- Funding agency – USDA, Agricultural Marketing Service
- North American Industry Classification System (NAICS) code for contracts / Catalog of Federal Domestic Assistance (CFDA) program number – CFDA #10.168, Farmers Market Promotion Program (FMPP) grants
- Program source – USDA, Agricultural Marketing Service, Farmers Market Promotion Program (FMPP) grants
- Award title descriptive of the purpose of the funding action
- Location of the entity (including congressional district)
- Place of performance (including congressional district)
- Unique identifier of the entity and its parent; and
- Total compensation and names of top five executives (same thresholds as for grantees)

For more detailed information about reporting using the FSRS system, see the learning module that demonstrates the FSRS reporting tool at www.FSRS.gov; click “FSRS Awardee User Demonstration” under Training Materials.

D. FMPP Orientation and Training

All awardees must participate in the mandatory orientation and training sessions.

1. **Orientation and Training.** The sessions will include, but not be limited to, information about sound business practices (internal controls) 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.
2. **Representatives.** The person(s) participating in the mandatory sessions must be responsible for and knowledgeable of the organization’s:
 - Management of the FMPP grant.

- Grant administration procedures, including a written code of conduct (internal controls).
 - Financial, personnel, procurement, and program management systems (internal controls).
 - 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 (internal controls).
 - Grant records management (internal controls).
3. **Training Dates.** FMPP grant awardees will be notified of the dates and times of the orientation and training sessions. FMPP reserves the right to change or cancel meetings, conference calls, times, and dates. Attendance will be taken for compliance.

E. Award Terms and Conditions

1. **Grant Agreement.** 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 “2012 Farmers 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](#), [7 CFR part 3019](#), and [FAR 31.2](#).
 - AMS-approved “FMPP Project Proposal Narrative.”
 - AMS-approved “FMPP Supplemental Budget Summary(ies)” and their detailed, itemized, and approved costs/budget spreadsheet(s).
2. **Corporate Felony Convictions and Tax Delinquencies.** The FMPP award is subject to the provisions contained in the Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act, 2012, P.L. No. 112-55, Division A, Sections 738 and 739 regarding corporate felony convictions and corporate federal tax delinquencies. Accordingly, by accepting this award the recipient acknowledges that it: (a) does not have a tax delinquency, meaning that it is not subject to any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for

collecting the tax liability, and (b) has not been convicted (or had an officer or agent acting on its behalf convicted) of a felony criminal violation under any Federal or State law within 24 months preceding the award, unless a suspending and debarring official of the United States Department of Agriculture has considered the debarment of the recipient corporation, or such officer or agent, based on these convictions and/or tax delinquencies and determined that suspension or debarment is not necessary to protect the interests of the Government. If the recipient fails to comply with these provisions, AMS will annul this agreement and may recover any funds the recipient has expended in violation of sections 738 and 739.

3. **Trafficking in Persons.**

a. Provisions applicable to a recipient/awardee that is a private entity.

- (1) The awardee, your employees, subawardees under this award, and subawardees' employees may not:

Engage in severe forms of trafficking in persons during the period of time the award is in effect.

Procure a commercial sex act during the period of time that the award is in effect.

Use forced labor in the performance of the award or subawards under the FMPP grant award.

- (2) AMS, the Federal awarding agency, may unilaterally terminate this award, without penalty, if the recipient or a subrecipient of the award that is a private entity:

Is determined to have violated a prohibition in paragraph a.1 of this award term; or

Has an employee who is determined by the agency official authorized to terminate the award to have violated a prohibition in paragraph a.1 of this award term through conduct that is either:

Associated with performance under this award; or

Imputed to the awardee or the subawardee using the standards and due process for imputing the conduct of an individual to an organization that are provided in 2 CFR part 180, "OMB Guidelines to Agencies on Governmentwide Debarment and Suspension (Nonprocurement)," as implemented by our agency at 7 CFR part 3017.

b. Provision applicable to an awardee other than a private entity. AMS, as the Federal awarding agency, may unilaterally terminate this award, without penalty, if a subawardee that is a private entity:

- (1) Is determined to have violated an applicable prohibition in paragraph 3.a.(1) of this award term; or

- (2) Has an employee who is determined by the agency official authorized to terminate the award to have violated an applicable prohibition in paragraph 3.a.(1) of this award term through conduct that is either:

Associated with performance under this award; or

Imputed to the subawardee using the standards and due processes for imputing the conduct of an individual to an organization that are provided in 2 CFR part 180, "OMB Guidelines to Agencies

on Governmentwide Debarment and Suspension (Nonprocurement),” as implemented by our agency at 7 CFR part 3017.

- c. Provisions applicable to any awardee. The awardee must inform AMS/FMPP immediately of any information received from any source alleging a violation of a prohibition in paragraph 3.a.(1) of this award term.

F. 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.
- b. The purchase of food-relative incentives, including bonuses, coupons, and vouchers.
- c. International travel and other related expenses.
- d. Bad debts, including losses (whether actual or estimated) arising from uncollectable accounts and other claims, related collection costs, and related legal costs.
- e. Capital expenditures for general purposes, including purchases of building(s); construction, repair, or rehabilitation of building(s); and land acquisition.
- f. 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.
- g. Donated or volunteered 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 neither as a direct nor indirect cost.
- h. Contributions or donations, including cash, property, and services, made by the awardee, regardless of the recipient.
- i. 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.
- j. Airfare costs in excess of the customary standard commercial airfare (coach or equivalent), Federal Government contract airfare, or the lowest commercial discount airfare.
 - k. 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.
 - l. 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.
 - m. 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.
 - n. Costs of investment counsel and staff and similar expenses incurred to enhance income from investments.
 - o. Grant funds cannot be used to supplant State funds.
 - p. None of the funds under this award may be used towards travel costs for AMS FMPP employees.
 - q. 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 XIII.

G. 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 (or email), including signature from the awardee (primary contact) AND an FMPP authorized representative (signature or email) before the awardee proceeds. FMPP will accept a) a faxed document, b) an email and the signed, mailed or faxed written request, c) a PDF file with a signature, or d) an express mail or overnight courier service delivered requests to the FMPP contact(s) found in section XIV.

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 Leader (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 awardee's organization,

the awardee has the following prior approval options and responsibilities:

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).

If the PL severs his/her affiliation with the awardee organization, the awardee's options are:

- a. 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 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.
- b. 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.
- c. 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, indicating 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 [Federal Financial Report Form SF-425](#), (see section X.B.), reflecting 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. Total project length will not exceed 2.5 years, and will be considered on a case-by-case basis with justification acceptable to FMPP.

4. **Budget Changes.** When a modification to an 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) the approved budget spreadsheet(Excel), showing the change by category and line item, and (d) signatures by the organization contact for the Grantee and the Federal Agency representative. Note that any budget changes that also change the project scope or objectives are included in section VIII.G.2. Budget changes must be requested in writing at least 60 days before the grant expires.

Approved indirect amounts cannot be increased during the life of the grant. With FMPP prior approval initiated by an awardee's written request for a budget amendment, a portion of the approved indirect budget can be moved for use of approved direct cost expenses. Any such request shall include: (a) a description and amount 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) signature by the organization contact for the awardee and approval signature or email from FMPP.

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:
 1. The length of additional time required to complete project objectives and a justification for the extension.
 2. A summary of progress to date (status of project timeline and objectives, etc.).
 3. An estimate of remaining funds on the original grant completion date.
 4. 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. Approval 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 of 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.

If an awardee has not requested and received an extension within the appropriate time period, AMS will deobligate any remaining grant funds 60 days after the grant period closes.

IX. REPORTING REQUIREMENTS FOR AWARDED PROJECTS

A. Performance Reports

Semi-Annual and Final Performance Report should follow/correspond to your logic model activities submitted with the approved narrative. All reports must be formatted and submitted as provided within [FMPP Performance Measurement and Evaluation](#) and the FMPP Interim Performance Report and Final Performance Report (templates). A copy of the logic model and project timeline (showing any corrections) must accompany each interim and final report. Reports may be submitted electronically to FMPP via USDAFMPP@ams.usda.gov.

1. **Semi-Annual Performance Reports.** Performance (progress) reports are required at the midpoint of projects approved for 1 year and at six 6-month intervals for projects of longer duration. If the project is 1 year or less, only one performance report and a final performance report are required.
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 FMPP before submission in order to discuss a format suitable (including both hard-copy and electronic copy) for wide distribution and posting on the FMPP Web site. The final performance report of results and accomplishments is due within 90 days following the grant ending date.

NOTE: FMPP will withhold payment(s) if the awardee fails to submit: 1) any required performance report, or 2) any other document(s) within the terms and conditions of the award, including the submission of all payment documents.

B. Financial Reports

Original financial reports, signed by the appropriate organizational representative, must be submitted to FMPP by mail, express mail, or courier service.

1. **Quarterly Federal Financial Reports.** A “Federal Financial Report” ([Form SF-425](#)) must be submitted every 4 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 SF-425 form can be downloaded from the FMPP Web site (see [Forms and Additional Information](#)) and sent by mail.

- 2. Final Federal Financial Reports.** A final submission “Federal Financial Report” ([Form SF-425](#)), is also required no later than 90 days following the project’s ending date.

NOTE: FMPP will withhold payment(s) if the awardee fails to submit: 1) any required performance report, or 2) any other document(s) within the terms and conditions of the award, including the submission of all payment documents.

X. REQUESTS FOR PAYMENT

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

FMPP funds will be made available beginning in October 2012, and payments will be made electronically by direct deposit into the awardee organization’s accounts.

A. SF-270 Paper Request System

Awardees must request the amount of funds to carry out the project by submitting a complete [Request for Advance or Reimbursement Form SF-270](#) for each payment requested.

All payments, including advances and reimbursements, will be limited to the minimum amount required to meet short-term (3 to 4 month) disbursement needs. The timing and amount of advances shall be as close as is administratively feasible to the actual disbursement by the recipient organization for direct program or project costs and the proportionate share of any allowable indirect costs.

A payment request must include:

- 1. Cover Letter.** A brief letter/memo indicating project progress, purpose of, and type of payment request. Advances and reimbursements must NOT be on the same SF-270.
- 2. Approved Budget.** A copy of the approved FMPP budget in the MS Excel format provided by FMPP showing a new column indicating the request of funds beside the approved budget categories.
- 3. Signed SF-270.** The completed and signed SF-270. No payment will be processed without the authorized representative’s signature. 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. The original [SF-270](#) form(s) must be submitted to FMPP by mail, express mail, or courier service.

NOTE: FMPP will withhold payment(s) if the awardee fails to submit: 1) any required performance report, or 2) any other document(s) within the terms and conditions of the award, including the submission of all payment documents described above.

To expedite the payment requests, payment forms must be faxed or emailed (USDAFMPPPayments@ams.usda.gov) to FMPP.

Copies of invoice(s), receipt(s), and personnel timesheets must be kept in the records of awarded organizations and must show the specific expenditures incurred during the requested payment period. These invoice(s), receipt(s), and personnel timesheets must be kept by the awardee as documentation for the awardee's grant files and records and must show the specific purchase(s) allotted. This documentation may be reviewed during a site visit or audit.

XI. GRANT CLOSEOUT

Before an FMPP grant can be closed, an awardee must submit all required documents no more than 90 days following the project/grant's end date. The required documents for closeout are: 1) final Performance Report, 2) final Federal Financial Report ([SF-425](#)), 3) any requested payment paperwork, 4) any project deliverables, and 5) any payment/deobligation (unused grant fund) checks payable to the U.S. Treasury. After receipt, review, and approval of these documents, FMPP staff will email or mail the awardee a closeout letter.

On a case-by-case basis and with justification explaining the exceptional extenuating circumstances, awardees may request a no-cost grant extension (see section VII.G.) to utilize funds. **If an awardee has not requested an extension within the appropriate time period, AMS will deobligate any remaining grant funds 60 days after the grant period closes and will email or mail the awardee a closeout letter. NO FUNDS WILL BE DISPERSED AFTER GRANT CLOSEOUT.**

Future FMPP grants may be applied for after: 1) completion of the current grant project, 2) AMS has received and accepted all required documentation and reports (above), AND 3) the awardee receives the AMS/FMPP close-out letter/documentation

XII. RECORD RETENTION

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.

XIII. FMPP CONTACTS

Pre-Award Contact. Questions about the 2012 grant program should be directed to:

FMPP Grant Program Staff
USDA, Agricultural Marketing Service
1400 Independence Avenue, SW
Room 4509-South Building
Washington, D.C. 20250
(202) 720-0933
USDAFMPPQuestions@ams.usda.gov

This email address will remain open until May 21, 2012.

Post-Award Contacts. Awardees should send payment requests and items listed below to USDAFMPPPayments@ams.usda.gov.

- Payments
- Budget amendments
- Financial reports
- Organization (and project) contact changes
- Any other requests

Awardees should send performance reports and the items listed below to USDAFMPP@ams.usda.gov.

- Performance (Project/Progress/Final) reports
- Requests for project amendments
- Requests for change of project objective and/or scope

Do not send payment requests and performance reports to the same or incorrect email, this will delay your payment.

Appendix 1

Territories of the United States Eligible Under FMPP

The following U.S. territories are eligible for grant funding under the Farmers Market Promotion Program:

U.S. Territory	Capital	Year Acquired by U.S.
Puerto Rico	San Juan	1898
American Samoa	Pago Pago	1899
U.S. Virgin Islands	Charlotte Amalie	1927
Commonwealth of the Northern Mariana Islands	Saipan	1947
Guam	Agana	1950

Appendix 2

Central Contractor Registry (CCR)

What is the Central Contractor Registry (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. The 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, [Public Law 106-107](#), both current and potential Federal funding recipients 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.**

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. **Registration in no way guarantees that a contract or assistance award will be made.**

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.

Appendix 3

FMPP Application Submission via Grants.gov

1. **There are four steps in submitting an application for the FMPP program via Grants.gov**

- Register your organization with Grants.gov.
- Download the application package from Grants.gov and the additional forms required by FMPP.
- Complete your application, including all forms required by FMPP.
- Check your application package and submit it to Grants.gov.

These instructions will take you through each step.

2. **Register your organization with Grants.gov.** YOU MUST REGISTER with Grants.gov to submit an FMPP application. There are numerous steps that must be completed prior to registering in Grants.gov; all must be completed to start the registration process. For detailed information on how to complete Grants.gov registration, see the “Organization Registration User Guide” and the Organization Registration Overview Tutorial. Specifically,

- Go to the www.Grants.gov Web site
- Click on “Get Registered”
- Follow the “Organization Registration” instructions

The steps needed to complete the registration may require between 3 to 5 business days, or as long as 4 weeks to complete before you may submit your application. Organizations are required to have a DUNS number issued by Dun and Bradstreet, an EIN or TIN issued by the IRS, and to register with the Federal Central Contractor Registry prior to completing registration. Completion of these tasks in the sequential order required may take up to 4 weeks to complete the registration. Details and a registration checklist are provided in the Organization Registration instructions. **Note that Grants.gov is scheduled to be offline for maintenance Saturday, April 28, 2012 at 12:01 AM ET until Sunday, April 29, 2012 at 11:59 PM ET. Grants.gov recommends that no registrations, grant submissions, or other site activity be conducted during this time.**

3. **Download the application package from Grants.gov and the additional forms required by FMPP.** You may begin preparing your application at the same time that you start the registration process. You may NOT SUBMIT your application until registration is complete.

You must have a compatible version of Adobe Reader installed on your computer before downloading the package. Informational notes during the download process allow you to check for compatibility and download a compatible version of Adobe Reader free of charge.

- Go to the www.Grants.gov Web site
- Click on “Apply for Grants”
- Click on “Download a Grant Application Package”
- Enter the “CFDA Number” for the 2012 FMPP: **10.168** and Click on “Download Package”

- Click on “download” in the column “Instructions and Application”
- Click on “Download Application Package”

At this stage, the forms will be open in your Web browser and you may save the package to an electronic storage medium such as your computer hard drive or a USB drive to work on at your convenience.

Additional forms and documents required by FMPP are NOT included in the Grants.gov application package and you will need to obtain these separately. Details are provided in the [2012 Guidelines](#). The additional forms that **MUST** be submitted to Grants.gov as attachments to the application package are:

- [Proof of eligibility](#)
 - [Evidence of all contractor and sub-awardee debarment status](#)
 - [Proof of qualifying status for Priority Project designation](#)
 - [Form TM-29, Project Proposal Narrative](#)
 - [Form TM-30, Supplemental Budget Summary, non-EBT](#) **AND/OR**
 - [Form TM-31, Supplemental Budget Summary and Instructions](#), EBT Projects Only (See Section III E. EBT/Non-EBT Project Application Submission Matrix for which budget form(s) to use for your project)
 - [Supporting documents](#) (letters indicating collaborative arrangements and commitments, resumes, etc.), if applicable
4. **Complete your application, including all forms required by FMPP.** Follow the instructions provided in the Grants.gov application package to complete the electronic forms. Required entries show up as beige or yellow boxes with a bold red outline. You may save your work at any time by clicking the “Save” button at the top of the application package page.

Complete all forms in the Mandatory Documents box by moving them into the Mandatory Documents for Submission box (highlight the document name and click the => arrow), then click on “Open Form” and enter your information. The mandatory forms for FMPP are:

- SF-424, Application for Federal Assistance
- SF-424A, Budget Information for Non-Construction Programs
- SF-424B, Assurances – Non-Construction Programs
- Complete all additional forms and prepare documentation required by FMPP. After you have completed the forms and collected the documents needed, you will need to format them so that they can be uploaded as attachments to the application. **FMPP prefers that the additional items be scanned into a single Adobe Acrobat (PDF) file, in the order listed in #3 above.** Other acceptable formats include MS-Word (for text documents) and MS-Excel (for spreadsheet documents).

Complete all additional forms and prepare documentation required by FMPP. After you have completed the forms and collected the documents needed, you will need to format them so that they can be uploaded as attachments to the application. **FMPP prefers that the additional items be scanned into a single Adobe Acrobat (PDF) file, in the order listed in #3 above.** Other acceptable

formats include MS-Word (for text documents) and MS-Excel (for spreadsheet documents). A descriptive name should be supplied for each file that includes your organization's name. If more than one file will be uploaded, distinguish them through the file name (e.g., Local Market 1, Local Market 2, etc.) to avoid overwriting files with the same name.

Attach all additional forms and documents required by FMPP. ONLY upload attachments by adding them within Form SF-424. After opening Form SF-424:

- Go to item 15 in the SF-424 document, which asks for “Descriptive Title of Applicant’s Project”. Below this item, click on “Add Attachments.”
 - Click on “Add Attachment” in the pop-up window. Your computer desktop will automatically open so that you can navigate to the location of the document.
 - Find the document to be uploaded and click on “Open.” The document will upload and be listed by filename in the Form Attachments pop-up window.
 - Repeat for each document to be uploaded, following the order of upload given in item #3 above.
 - Click “Done” when all documents have been uploaded. You may click on “View Attachments” from Form SF-424 if you want to see the complete list of uploaded documents.
5. **Check your application package and submit it to Grants.gov.** Verify that all forms are complete and that all required documents have been attached to your application package. It is recommended that you click on “Check Package for Errors” at the top of the application page to insure that errors that would cause Grants.gov to reject your package are corrected before submission. If errors are found, a pop-up box will open with a list of items to be corrected.

NOTE: Grants.gov and the SF-424 WILL NOT indicate that absence of FMPP-required documents is an error. It is your responsibility to ensure that all forms and documents are properly named and attached to the application package.

When you are ready to submit your application, click on “Save & Submit” at the top of the application page to send your application to Grants.gov. Once you have submitted your application, you may not make further changes to the application or the attachments.

6. **After the application is submitted, you will be notified of receipt and validation.** The Authorized Organizational Official (AOR) who submitted the application will receive two important emails from Grants.gov. The first will contain the Submission Receipt Number, which indicates that Grants.gov registered receipt of the application package. The second will contain the Submission Validation Receipt, which indicates that Grants.gov has accepted the application package and validated that the required electronic forms are included.

It may take up to 48 hours to receive the Submission Validation Receipt, which is your proof of completed submission. Keep this timeline in mind when planning when your application submission.