



United States Department of Agriculture



Agricultural Marketing Service

**FARMERS
MARKET
PROMOTION
PROGRAM**
2016 HIGHLIGHTS



Connecting Rural & Urban Communities



A local and regional food movement is growing inside the United States.



It connects consumers with where and how their food is grown, creates new economic opportunities for producers, and draws young people back to rural communities. It fosters appreciation for America's farms and ranches and marketing opportunities for farmers, ranchers, chefs, and local food businesses. It connects schools and our Nation's children with fresh, healthy food. And it helps increase healthy food access in rural and urban communities across the country.

FMPP has awarded 879 grants for over \$58 million since the 2008 Farm Bill was enacted.

Since 2008, FMPP has received over 2,700 applications, requesting over \$201 million. The program funded 33% of applications.

One of the USDA grant programs supporting this movement is the **Farmers Market Promotion Program (FMPP)**, administered by USDA's Agricultural Marketing Service (AMS). The program awards competitive grants, with the goal of expanding access to locally produced agriculture products and developing new market opportunities for farms and ranches participating in direct farmer-to-consumer marketing. Since 2006, FMPP has helped communities establish farmers markets, community supported agriculture (CSA) enterprises, road-side stands, and agritourism in all 50 States and U.S. territories. All project proposals must demonstrate community support and directly benefit farmers and ranchers.

Behind the Scenes: Staffing and External Reviewers

AMS administers FMPP with just five full-time employees: a program manager and four grants management specialists. During the application review process, FMPP works with external reviewers with relevant agricultural experience. If you're interested in reviewing applications and have experience in the local food sector, please visit www.ams.usda.gov/services/grants/fmpp/reviewer.

8,675 markets
733 CSAs
1,393 on-farm markets
170 food hubs
voluntarily listed in National
Farmers Market Directory as of
September 2016.

Consumers purchased
\$1.4 billion
worth of local food directly from
farmers in 2012.

DIRECT Farm-to- Consumer MARKETS

Direct producer-to-consumer agricultural markets—including farmers markets and CSAs—have become increasingly popular. For over 20 years, USDA's National Farmers Market Directory has provided easy, one-stop access to current information for farmers markets across the country (www.ams.usda.gov/local-food-directories/farmersmarkets). From 1994 to 2016, the number of markets listed increased by 394 percent to over 8,600 markets. The value of local food purchased directly from farmers by consumers doubled between 1992 and 2012, with sales hitting \$1.4 billion in 2012.

Small and medium-sized farms account for most of the sales by farmers selling directly to consumers. Local food sales provide significant economic benefits to communities, since farmers selling directly to consumers are more likely to purchase farm supplies locally or hire local labor. Farmers markets also increase foot traffic and sales at neighboring businesses.



"From encouraging new customers like transit riders and SNAP participants to shop at Greenville's TD Saturday Market to expanding market programming, FMPP grant funding played a vital role in the market's present-day success.

Today, the Saturday Market sees upwards of 4,000 individuals compared to less than 2,000 per week prior to the city's first FMPP grant.

FMPP grant funding not only provided the resources necessary to achieve this remarkable growth but advantageously positioned the market to sustain a high level of growth for years to come."

-Angie Prosser, Director of Public Information and Events, City of Greenville, South Carolina

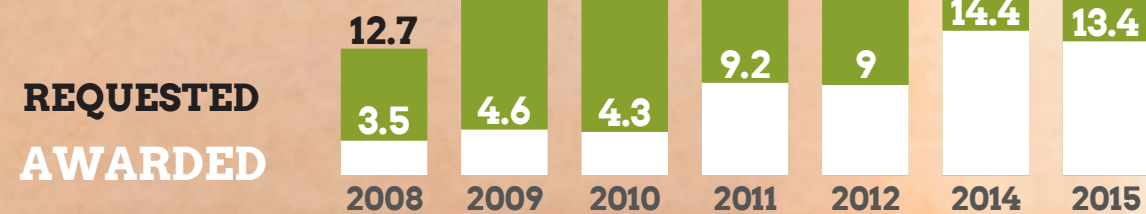


Photo by City of Greenville

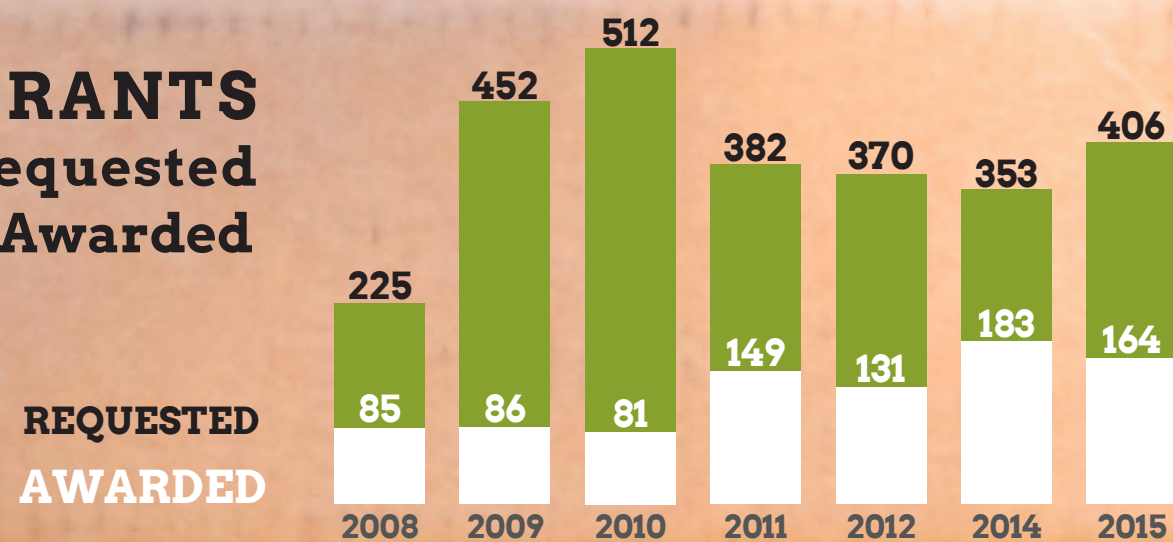
DOLLARS INVESTED

FMPP provides resources to support outreach and promotional activities that help direct producer-to-consumer markets become self-sustaining and can be repeated in communities across the country. These investments bring people together, support strong local and regional food systems, and increase access to healthy foods. Since the 2008 Farm Bill was enacted, FMPP has awarded over \$58 million to 879 projects.

FUNDS Requested & Awarded (in millions)

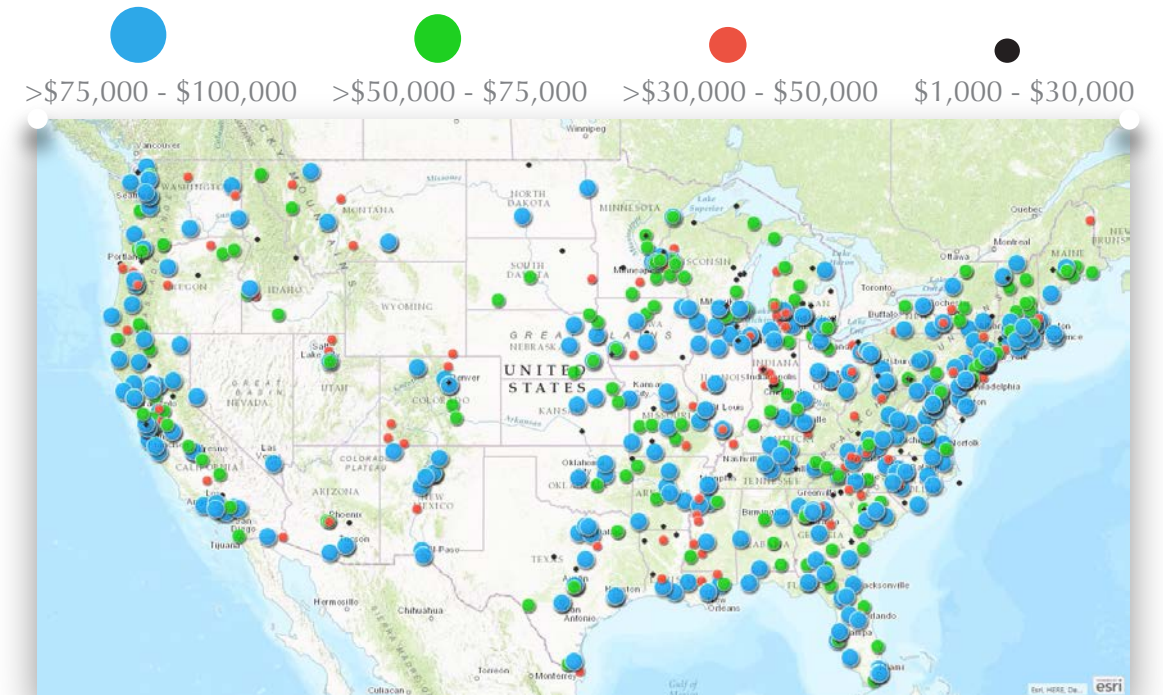


GRANTS Requested & Awarded

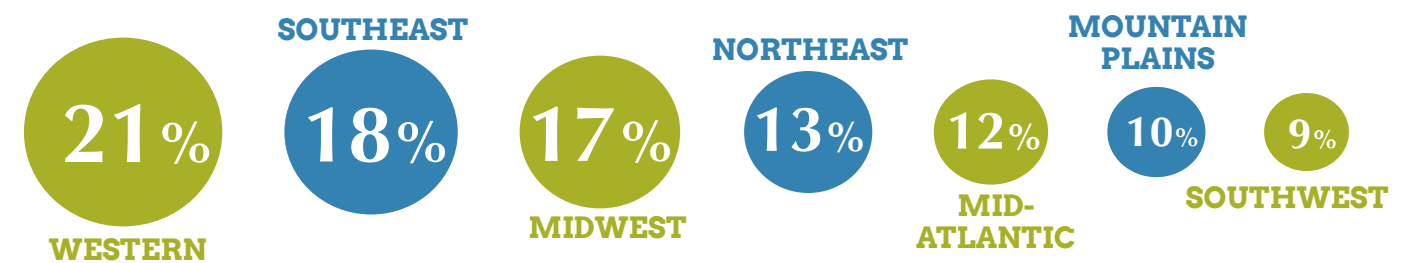


Grants across THE NATION

The size of each dot on this map corresponds to the FMPP award amount that organizations headquartered in each city/town received between 2006 and 2015.



Grant % BY REGION



Grant % BY ORGANIZATION





GRANTEE ACTIVITIES

FMPP grants fall into three categories:

Marketing & Promotional Activities

Capacity Building

Training, Education, & Technical Assistance

FMPP grants have helped create and expand hundreds of direct producer-to-consumer agricultural markets. Twenty-two percent of FMPP grants supported startup or expansion activities. FMPP investments have also enabled direct producer-to-consumer markets to build capacity and enhance marketing opportunities through the purchase of new equipment, such as increased refrigerated storage. Other activities supported by the grants include market research, agritourism ventures, training, and establishing new partnerships.

MARKETING & PROMOTIONAL Activities

Marketing activities raise awareness of products, locations, and Electronic Benefits Transfer (EBT) availability at farmers markets and other direct producer-to-consumer venues. The most common type of FMPP grant-supported projects, these activities help increase vendor and customer awareness and engagement.



Photo by the Highland Center

Program In Action: The Highland Center

In 2010, The Highland Center, a Virginia-based nonprofit, assembled a committee of market stakeholders to create improvement plans for participating markets in western Virginia and eastern West Virginia. With the help of FMPP funds, they held 10 workshops to develop marketing plans to optimize sales and launched "Faces of Farmers" online to highlight vendors, farms, and products (<http://faces-of-farmers.org>).

RESULTS

155% increase in average sales for participating markets.

38% increase in vendor sales over 2 years.

CAPACITY BUILDING

Capacity-building projects represent 14 percent of FMPP grants. They are intended to help develop and improve the capacity of farmers markets, CSA programs, agritourism, and other direct producer-to-consumer models to take advantage of market opportunities.

In 2012, PCFA sold about **\$10,000 worth of canned tomato products.**

By outsourcing processing of its No. 2 grade tomatoes to a specialty food manufacturer, Stello Foods, PCFA created income from lower grade tomatoes that had previously gone to the compost pile.

Program in Action: Penn's Corner Farm Alliance

In 2007, the Penn's Corner Farm Alliance (PCFA) was on the brink of shutting down its fresh produce distribution. After years of running a multi-farm CSA and successfully supplying locally grown produce to Pittsburgh area chefs, PCFA was struggling to maintain quality control with outdated cold storage equipment.

With the help of an FMPP grant, the cooperative acquired a 16-foot refrigerated box truck and installed two walk-in coolers. The enhanced delivery and storage capacity allowed PCFA to retain its farmer membership, recruit new farmers, and expand its customer base.

600%+ increase in business volume over 2 years.

6,000-square-ft. warehouse slated to be PCFA's new home as of June 2016. **RESULTS**

45 delivery locations maintained throughout the Pittsburgh metro area.

30+ member farms represented.



TRAINING, EDUCATION, & Technical Assistance

FMPP training, education, and technical assistance projects serve the needs of farmers and ranchers interested in supplying local direct producer-to-consumer markets. Training and education can include market management, food safety, and business training for farmers, ranchers, and market managers, among other topics. These projects also support recruitment of market managers and farmers, as well as outreach to new consumers.

Program in Action: The Michigan Food & Farming Systems

The Michigan Food and Farming Systems (MIFFS) is a nonprofit corporation in East Lansing, Michigan. In 2008, MIFFS worked with the Michigan Farmers Market Association (MIFMA) to increase the number of Michigan farmers markets accepting Supplemental Nutrition Assistance Program (SNAP) EBT. With support from FMPP, MIFFS and MIFMA organized 4 training sessions that provided 115 market managers and farmers with technical assistance in accepting EBT.

RESULTS Increase in farmers markets accepting EBT from 11 in 2007 to 30 in 2009.

RESULTS 1,776% SNAP redemption increase (\$15,833 to over \$297,000).

"FMPP grant funding has been essential to expanding and supporting MIFMA's organizational operations and growth. It provided us with the resources to start new programs and invest in capacity building needed to sustain those programs."

-Amanda Shreve, Program Director, Michigan Farmers' Market Association



Photo by Michigan Farmers Market Association

What FARMERS MARKET MANAGERS Say About FMPP

A majority of the FMPP projects from 2008 to 2015 directly benefited farmers markets. The most recent USDA Farmers Market Manager Survey in 2015 analyzed responses from 1,396 market managers throughout the United States. Of the total surveyed, 104 markets reported receiving support from 129 grants. USDA used the responses to evaluate the impacts of FMPP.

According to the survey results, FMPP-supported markets had a larger increase in business development, market promotion, education, and civic activities than other markets.



Farmers Markets as BUSINESS INCUBATORS

Program in Action: Adelante Mujeres

Adelante Mujeres is an Oregon-based nonprofit dedicated to empowering Latina women and their families by promoting community participation and leadership.

In 2012, FMPP supported the launch of Adelante Mujeres's Sabor Color commercial kitchen project, which trained small food producers and processors to develop culturally appropriate foods from local ingredients. Successful trainees had the chance to launch their products at the Forest Grove Farmers Market.

26 trainees educated in food safety and preservation.

18 trainees developing food businesses.

RESULTS **6 food businesses** licensed.

3 food businesses participating in multiple farmers markets.



Photo by Adelante Mujeres



NEW EMPHASIS ON LOCAL FOOD

The 2014 Farm Bill increased funding for FMPP and expanded it to support intermediate marketing activities—such as aggregation, processing, storage, and distribution of local foods—through the Local Food Promotion Program. The broader program, known as the Farmers Market and Local Food Promotion Program (FMLFPP), supports food system activities essential for helping farms and ranches meet the growing demand for local food. Total funding was increased from \$10 million to \$30 million per fiscal year, with \$15 million for FMPP projects and \$15 million for LFPP projects (which require 25 percent in matching funds).

Since 2014, the LFPP has awarded \$24.6 million to 350 projects, leveraging \$13.6 million in matching funds or in-kind services from the recipients.

2 LFPP Grant Types

Planning projects: Intended for planning stages of establishing or expanding a local and regional food business enterprise. Activities can include market research, feasibility studies, and business planning.

Implementation projects: Intended to establish a new local and regional food business enterprise, or improve an existing one. Activities can include training and technical assistance for the enterprise, consumer outreach and marketing, and non-construction infrastructure upgrades to enterprise facilities or Information Technology systems.

AMS investments in local and regional food systems help farmers and ranchers take advantage of market opportunities, provide consumers with more choices,

and create jobs in rural and urban communities. FMPP supports critical retail outlets for America’s small and medium-sized farmers and provides good entry opportunities for new and beginning farmers. The awards represent transformative investments in rural America that strengthen local economies and communities across the country.

AMS continues to evaluate and improve FMPP to best meet the changing needs of direct producer-to-consumer markets and their diverse stakeholders.



USDA is an equal opportunity provider, employer, and lender.

January 2017