



## Transportation and Marketing



# Grant Opportunities

## Farmers Market Promotion Program

The Farmers Market Promotion Program (FMPP) is implemented under the Local Agriculture Market Program (LAMP), a program authorized by subtitle A of the Agricultural Marketing Act of 1946 (7 U.S.C. § 1627c), as amended. FMPP funds projects that develop, coordinate and expand direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products. FMPP achieves this goal through the creation, coordination, and delivery of outreach, training, and technical assistance to domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, online sales or other direct producer-to-consumer (including direct producer-to-retail, direct producer-to-restaurant and direct producer-to-institutional marketing) market opportunities.

There are three types of FMPP grants: Capacity Building (CB), Community Development Training and Technical Assistance (CTA), and Turnkey Marketing and Promotion. CB projects are intended to assist farm and ranch operations serving local markets to build long-term organizational capacity, while CTA projects seek to provide outreach, training, and technical assistance to this same audience. The new Turnkey Marketing and Promotion project type streamlines the application process for applicants conducting marketing and promotion activities from a prescribed list.

### Important Dates:

Application opens: Tuesday, February 14, 2023

Program Webinar: Wednesday, March 15, 2023, at 1 p.m. Eastern Time

<https://www.ams.usda.gov/services/grants/webinars>

Application Closes: Tuesday, May 2, 2023, at 11:59 p.m. Eastern Time

### Who Is Eligible?

All applicants must be domestic entities owned, operated, and located within the 50 United States, the District of Columbia, the Commonwealth of Puerto Rico, the United States Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands, or Tribal Governments.

Eligible entities that meet the criteria above include agricultural businesses and cooperatives, producer networks and associations, Community Supported Agriculture (CSA) networks and associations, food councils, local governments, nonprofit and public benefit corporations, economic development corporations, regional farmers' market authorities, and tribal governments.

### What is the Maximum Grant Amount?

Approximately \$15.4 million is available to fund FMPP applications under the FY23 solicitation.

For Capacity Building (CB) projects, applicants may request \$50,000 to \$250,000 for 36 months. Community Development Training and Technical Assistance (CTA) Applicants may request \$100,000 to \$500,000 for 36 months, and the Turnkey Marketing and Promotion project type offers \$50,000 to \$100,000 for 24 months.

### Is there a Cost Share or Match required?

FMPP requires matching funds from non-Federal sources in the form of cash and/or in-kind contributions in an amount equal to 25 percent of the total Federal portion of the grant.

### What Can I Use the Funding For?

FMPP CB projects are intended to assist applicants' efforts to achieve their mission and build long-term organizational capacity in the development, coordination, and expansion of direct producer-to-consumer market opportunities. Projects can include but are not limited to market analysis and strategic planning, producer or market manager training and education, online sales operation or expansion, and producer and consumer outreach.

FMPP CTA projects are intended to provide outreach, training, and technical assistance to farm and ranch operations serving local markets to develop, coordinate and expand direct producer-to-consumer market opportunities. Projects can include but are not limited to producer marketing and promotion assistance, producer-to-consumer networks and organizations, and technical assistance to support small- and mid-sized producers in compliance with regulatory and buyer requirements for direct marketing opportunities.

Turnkey Marketing and Promotion projects are intended to offer a streamlined approach to some of the most common FMPP grant activities. Applicants must agree to conduct a minimum of three of the following activities: identify and analyze new/improved market opportunities, develop/revise a marketing plan, design/purchase marketing and promotion media, implement a marketing plan, or evaluate marketing and promotion activities.

### More Information

Visit the FMPP web site for the application and more information:

<https://www.ams.usda.gov/services/grants/fmpp>. For questions about FMPP, please see the program's FAQs at: <https://www.ams.usda.gov/sites/default/files/media/FMLFPPFAQs.pdf>.

### Contact Us

For questions about FMPP after closely reviewing the RFA and FAQs, please email [FMLFPPGrants@usda.gov](mailto:FMLFPPGrants@usda.gov).