



## Transportation and Marketing



# Grant Opportunities

## Local Food Promotion Program

The Local Food Promotion Program (LFPP) 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. LFPP funds projects that develop, coordinate, and expand local and regional food business enterprises that engage as intermediaries in indirect producer to consumer marketing to help increase access to and availability of locally and regionally produced agricultural products.

In FY2023, LFPP offers four project types: 1) Planning, 2) Implementation, 3) Farm to Institution, and 4) Turnkey Marketing and Promotion. Planning project types fund the planning stages of developing, coordinating, or expanding a food business; this includes business plans, feasibility studies, trainings, and pilot programs. Implementation project types fund the establishment and expansion of food businesses, such as shared-use kitchens, food hubs, and food incubators. As a result of the American Rescue Plan (ARP) Act, LFPP continues to offer the Farm to Institution project type, which supports the development, coordination, and expansion of institutional markets. This year's new Turnkey Marketing and Promotion project type streamlines the application process for applicants conducting marketing and promotion activities from a prescribed list.

In FY 2023, AMS anticipates approximately \$61.8 million will be available to fund LFPP projects. The approximate total amount available consists of \$15.4 million from the Farm Bill and \$46.4 million from ARP.

### 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?

For Planning project types, applicants may request \$25,000 to \$250,000 for 24 months. Implementation and Farm to Institution project types may request \$100,000 to \$750,000 for 36 months. For the new Turnkey Marketing and Promotion project type, applicants may request \$50,000 to \$100,000 for 24 months.

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

LFPP 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?

LFPP project types span a variety of activities. Planning projects fund activities, such as conducting feasibility studies, hiring training and technical assistance experts, and developing business plans. Implementation projects establish, expand, and improve food enterprises and market channels. Project activities may include food incubator programs, mid-tier value chain development, food safety certifications and upgrades, virtual marketplaces, and route optimization and efficiencies. Farm to Institution projects support activities like value chain coordination, business plan development, strategy, and food safety certification to meet institutional requirements. The new Turnkey Marketing and Promotion projects support the most common LFPP marketing activities like market identification and analysis, marketing plan development, marketing and promotion design and purchases, and evaluation.

### More Information

Visit the **LFPP** web site for the application and more information:

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

### Contact Us

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