

Farmers Market Promotion Program (FMPP)

Frequently Asked Questions (FAQ)

1. What is the difference between the Farmers Market Promotion Program (FMPP) and the Local Food Promotion Program (LFPP)?

FMPP promotes direct-to-consumer activities (farmers selling products directly to consumers). There is no match requirement or grant sub-type for FMPP. Funding ranges from \$15,000 to \$100,000.

LFPP promotes intermediary supply chain activities (activities that get products from the farmer to the market place, other than the farmer selling directly to the consumer). There are two grant sub-types under LFPP—planning and implementation. LFPP grants require a 25% match. Funding ranges from \$5,000 to \$100,000.

	FMPP	LFPP
CFDA Number	10.168	10.172
Grants Offered	Projects related to direct-to consumer marketing from \$15K to \$100K	Supply-chain projects: • Planning grants from \$5K to \$25K • Implementation grants from \$25K to \$100K
Matching Funds	Not required	25% required
Forms Required (available via website)	• FMPP Narrative • FMPP Budget Summary	• LFPP Grant Narrative • LFPP Project Budget and Match Request
Website	www.ams.usda.gov/FMPP	www.ams.usda.gov/LFPP

2. Can an organization submit a proposal to both FMPP and LFPP for an award?

Yes, your organization may submit simultaneous applications to each program, but you will only receive one grant from FMPP or LFPP in a grant funding year.

3. Can I apply for an FMPP grant this year if I was awarded a grant in 2014?

Any entity that has received a grant award may apply for future grants after the current grant project has been completed, AMS has accepted the reports for that grant, and the awardee has received the FMPP grant close-out letter.

4. If my organization submits a proposal to LFPP can I serve as a reviewer for FMPP?

Yes, if your organization submits an LFPP or FMPP proposal you may serve as a reviewer for the program to which you have not submitted an application.

5. Will reviewers receive a stipend this year?

Yes, reviewers will receive a stipend of \$400; review leaders will receive a stipend of \$500 for their service.

6. Can I receive an FMPP award if my organization receives an award from a different USDA Agency (VAPG, Farm to School, RBOG, etc.)?

Yes, as long as the awards are for different projects, you may receive both the FMPP award and one from another USDA Agency. It would be a good idea to check the other grant program, as well, to ensure that you are not violating their terms and conditions.

Applying for an FMPP Grant

7. What types of organization are eligible for FMPP grants?

Both nonprofit and profitmaking organizations are eligible, but the organization must be an agricultural business, CSA network, CSA association, producer network, or producer association.

Agricultural business – A business entity that provides, holds, delivers, transports, offers, or sells agricultural products or services.

Community Supported Agriculture (CSA) Networks – Formal groups of farms that work collectively to offer consumers regular (usually weekly) deliveries of locally-grown farm products during one or more harvest season(s) often on a subscription or membership basis. Customers have access to a selected share or range of farm products offered by the group of farmers based on partial or total advance payment of a subscription or membership fee.

CSA Associations – Organizations or other businesses that assist, serve, or represent CSAs or CSA networks.

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 benefit of its members.

Producer association – An organization or other business that assists or serves, represents, or serves producers or a producer network.

Eligible entities must be legally identified by a State or Federal Agency. All applicants must be domestic entities owned, operated, and located within the 50 United States, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, and the Commonwealth of the Northern Mariana Islands.

The project must also support operations that include two or more farmers, producers, or farm vendors who sell their agricultural products or services directly to consumers.

8. What parts of my application count toward the 12-page limit?

The FMPP Narrative must not exceed 12 pages. The budget and supporting documents, such as letters of support and biographies/resumes of key personnel, do not count against the 12-page limit.

9. Must applications be submitted through Grants.gov?

Yes. FMPP will not accept paper, mailed, hand-delivered, faxed, electronic, or emailed applications.

10. How can I prove I submitted my application in on time?

FMPP recommends that you print your Grants.gov confirmation for your records as proof of timely delivery.

11. If I have problems with Grants.gov, will FMPP staff help me submit or accept my application package after the deadline?

No. Sorry, but FMPP will not provide technical assistance with the Grants.gov system. The Grants.gov technical support center can be reached at 800-518-4726 or support@grants.gov; 24 hours a day, 7 days a week.

12. What happens if I forget to include one of the documents in my Grants.gov application?

Your application package will be rejected. The only way to make a correction or add to a Grants.gov application is to submit a new application prior to the deadline.

13. How can I find out about awarded or completed FMPP projects?

FMPP posts awardees and finished projects on its website at [FMPP Guidelines, Grants, and Final Reports](#).

14. Will FMPP staff review or edit my application/project narrative before I submit my (official) application?

No. FMPP will not review the grant application prior to the due date or provide comments about the application during the review and selection processes. In order to assist all applicants in a fair and comprehensive manner, FMPP has provided all application information in the 2015 Request for Funding Announcement.

15. How will I know if my proposed FMPP project is located in a low income/low access area?

The project's implementation address must be in a low income/low food access census tract as defined by the USDA.

The "Implementation address" is the street address or geocoded location within the targeted community (low income/low food access census tract) at which the applicant plans to conduct or deliver approved project activity.

16. How do I prove my project is in a Promise Zone?

Eligible entities partnering with Promise Zone Lead Applicant Organizations must identify the Promise Zone area in which your project will be implemented and attach a letter on letterhead stationery from, and signed by, the Promise Zone Lead Applicant Organization that certifies the partnership.

17. My project is not an FMPP priority (low income/low access area or Promise Zone) activity; can I still receive a grant?

Yes. All eligible projects will be considered for awards.

Use of Grant Funds

18. Can I receive a grant to construct or expand a farmer's market?

No, construction and rehabilitation are not allowed under FMPP rules.

19. What is considered infrastructure if no construction or rehabilitation is allowed?

Infrastructure refers to equipment like refrigeration, tents, and tables. If you are unsure if an item is covered, please contact FMPP at USDAFMPPQuestions@ams.usda.gov.

20. Can FMPP funds be used for farm and ranch operations such as gardening, farming, or other production-related activities?

No, FMPP funds cannot be used for farming or production activities. FMPP can only be used for direct marketing activities that sell agricultural products directly to consumers. If you are unsure if an item is covered, please contact FMPP at USDAFMPPQuestions@ams.usda.gov.

21. Can FMPP funds be used to purchase a vehicle or repair and/or upgrade existing vehicles?

No, FMPP funds cannot be used to purchase a vehicle, but they can be used to *lease* a vehicle.

You may also upgrade currently-owned vehicles as long as the upgrades apply to the project (considered “special equipment”). An example may include retro-fitting buses to create mobile markets.

22. Can FMPP funds be used to purchase land?

No, FMPP funds cannot be used to purchase land, but they can be used to *lease* land, but only for direct producer-to-consumer marketing activities – not farming or production.

23. Can I use FMPP funds to donate food to a food pantry?

No. Food donations, giveaways, vouchers, and coupons are not allowed as part of FMPP projects.

Award Payment

24. How are FMPP grant funds distributed?

AMS/FMPP provides training about payment submissions for all awardees. Payments are provided as advances and reimbursements. Advances should be requested at reasonable intervals (i.e., quarterly or as necessary with large ticket items). Both advances and reimbursements should be requested using the SF-270 form, which should be accompanied by proper source documentation. Payments are issued through the Electronic Funds Transfers (EFT) to the bank account identified in the SAM.gov registration – make sure your organization’s registration is up-to-date annually! AMS will not issue checks as payment. Requests for all or the majority of grant funds will need prior approval from FMPP staff.

25. How long after award before the organization receives their payment?

Payments requests submitted via the SF-270 typically take 5-10 business days, but may take additional time depending on the amount of documentation paperwork provided for review with the request.