



USDA Agricultural Marketing Service

Farmers Market Promotion Program (FMPP)

“Establishing, Expanding, and Promoting Direct Producer-to-Consumer Marketing”

The Farmers Market Promotion Program (FMPP) is administered by the Agricultural Marketing Services’ (AMS) Marketing Services Division. An annual, competitive grant program, FMPP provides grants that assist eligible entities in increasing the domestic consumption of and access to locally and regionally produced agricultural products by establishing, expanding, and promoting direct producer-to-consumer marketing. Approximately \$15 million will be available each fiscal year 2014 thru 2018. All applicant corporations shall be domestic entities, i.e., owned, operated, and located within one or more of the 50 United States, the District of Columbia, and U.S. territories only. State Departments of Agriculture and individuals are not eligible to apply.

Eligible Entities

- agricultural cooperatives, producer networks, or producer associations
- community supported agriculture (CSA) networks and CSA associations
- non-profit corporations
- public benefit corporations
- economic development corporations
- regional farmers’ market authorities, and
- local and Tribal Governments

Project Duration

Proposed projects should be no more than 24 months in duration, beginning in October.

Grant Funding Details

The maximum award per grant is \$100,000. The minimum award per grant is \$15,000. Matching funds are not required. AMS will announce awards in September. An applicant is limited to no more than one award winning grant in a grant-funding year. Funds will be available beginning in October.

For further information about the **Farmers Market Promotion Program**, eligible grant fund uses, and the application submission process visit our website at:

www.ams.usda.gov/FMPP