



# Federal-State Marketing Improvement Program (FSMIP)

## CFDA 10.156

### Overview

FSMIP funds a wide range of applied research projects that address barriers, challenges, and opportunities in marketing, transportation, and distribution of U.S. food and agricultural products domestically and internationally.

### Eligible Entities

State Departments of Agriculture, State agricultural experiment stations (land grant universities), and other appropriate State agencies.

### Funding Allocation

Approximately \$1 million.

### Average Grant Amount and Grant Range

The average grant is approximately \$60,000; a \$1-\$1 match is required. Grant amounts have ranged from \$25,000 to \$135,000 in recent years.

### Eligible Commodities/Agricultural Products

Livestock, livestock products, food and feed crops, fish and shellfish, horticulture, viticulture, apiary, and forest products and processed or manufactured products derived from such commodities. Reflecting the growing diversity of U.S. agriculture, in recent years, FSMIP has funded projects dealing with nutraceuticals, bioenergy, agroforestry, compost and products made from agricultural residues.

### Type of Proposals Sought

Proposals may deal with barriers, challenges or opportunities manifesting at any stage of the marketing chain including direct, wholesale, and retail.

Proposals may involve small, medium or large scale agricultural entities but should potentially benefit multiple producers or agribusinesses. Proprietary proposals that benefit one business or individual will not be considered.

Proposals that address issues of importance at the State, multi-State, or national level are appropriate for FSMIP. FSMIP also seeks unique proposals on a smaller scale that may serve as pilot projects or case studies useful as a model for others.

Of particular interest are proposals that reflect a collaborative approach between the States, academia, the farm sector and other appropriate entities and stakeholders.

FSMIP's enabling legislation authorizes projects to:

- Determine the best methods for processing, preparing for market, packing, handling, transporting, storing, distributing, and marketing agricultural products.
- Determine the costs of marketing agricultural products in their various forms and through various channels.
- Assist in the development of more efficient marketing methods, practices and facilities to bring about more efficient and orderly marketing, and reduce the price spread between the producer and the consumer.

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- Develop and improve standards of quality, condition, quantity, grade and packaging in order to encourage uniformity and consistency in commercial practices.
- Eliminate artificial barriers to the free movement of agricultural products in commercial channels.
- Foster new/expanded domestic/foreign markets and new/expanded uses of agricultural products.
- Collect and disseminate marketing information to anticipate and meet consumer requirements, maintain farm income, and balance production and utilization.

In addition, FSMIP encourages proposals that have the potential to create wealth and economic opportunity in rural communities through research and studies on issues relating to marketing in local and regional food systems, and value-added agriculture.

### FY 2014 Program Calendar

To Be Determined

Project Start Date – September 30, 2014

### Contact

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[www.ams.usda.gov/AMSv1.0/FSMIP](http://www.ams.usda.gov/AMSv1.0/FSMIP)

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## Examples of Recent FSMIP Projects

Alaska Peonies: explore and evaluate potential overseas markets for Alaska peonies; identify handling and sanitary/phyto-sanitary issues and constraints; explore options for Alaska growers to market collaboratively; research and develop packaging and shipping protocols for exporting peonies; and host producer conferences to disseminate the findings.

California Food Bank: develop protocols for harvesting field-packed cull crops for distribution through a state-wide network of food banks, creating a new market for produce growers and improving the nutritional status of low-income individuals.

Georgia Peanut Grading Protocols: explore changes to the U.S. peanut grading system to improve quality determination, lower costs, and increase efficiency.

Maryland Local Food to Local Hospitals: assist hospital food service directors, chefs and food purchasing managers locate sources of local, sustainably produced foods, launch farmers markets and CSAs on hospital grounds, and provide technical assistance to hospital food service on implementing environmentally sustainable initiatives including the reduction of waste, energy, water and chemical use in food service.

Michigan Urban Wood: provide training for wood generators and processors, expand a web-based retail outlet, increase marketing efforts with green builders, and help generate consumer demand for locally manufactured, sustainable wood products made from reclaimed urban wood; support local communities seeking technical assistance in using urban wood; support local wood industry members through networking, marketing, research and visibility in the community; and promote local economic development through job growth and skill development.

New Mexico Green Chile: investigate and implement new handling methods and packaging for fresh green chiles, and educate consumers about the qualities and uses of fresh green chiles to expand marketing opportunities for this regional specialty product.

Oklahoma Farm to School (FTS): develop distribution models to help meet the needs of small, medium and large scale producers that deliver farm products to schools of varying size; produce guidelines for farmers, schools and school gardens to ensure quality and food safety; and create on-line calculating templates to enable producers to assess and compare the costs of alternative transportation/distribution methods and to determine the farm-level returns for each unit of produce marketed through the FTS program under varying cost factors and/or market prices; and calculate pounds needed based on the target school's desired number of servings and serving size along with the cost per serving based on the farmers selling price.

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Washington Potato Exports: conduct technical seminars for the Costa Rican, Guatemalan and El Salvadoran trade to educate them about the variety, growing conditions, quality, treatment and suitability of Pacific Northwest potatoes for use in the processed food, snack food, health food and table stock sectors.

Wyoming Small-Scale Processing Capacity: determine ways to better utilize existing state and county food preparation facilities to provide opportunities for the development of value-added food products by rural producers and processors.