

Farmers Market Promotion Program Awardee Orientation

Carmen Humphrey
FMPP Program Manager and Staff

USDA Agricultural Marketing Service
October 16, 2014



Housekeeping Details...



Technical difficulties?

- Call 800.843.9166, or
- E-mail <u>help@readytalk.com</u>.

Have a question?

 Use "Chat" on your screen. Type your question – we will answer as many time permits in today's webinar.

Want to hear and view this later?

 Recorded webinar & MS PowerPoint will be posted on the FMPP website.



FMPP Overview



2014 Farm Bill Farmers Market Promotion Program (FMPP) grants

• Farmers Market Promotion Program (FMPP) – no match; direct marketing grants

Purpose: Increase domestic consumption and create new marketing opportunities, by providing outreach, training, and technical assistance to and developing and expanding direct producer-to-consumer market opportunities.



FMPP Eligible Projects



Direct marketing projects that:

- Develop and expand producer-to-consumer marketing
 - Market start-up, operation, infrastructure
 - Vendor and customer recruitment
- Increase domestic consumption and access to agricultural products
 - Product introduction or improvement, value adding, branding
 - Advertising and promotion
- Develop outreach, training, and technical assistance
 - o Farmers, ranchers, managers training and education
 - Market outreach



Awardee Assignments



Signed and emailed to FMPP:

Grant agreement and approved budget

Please read:

- 1. Regulations pertaining to receipt of FMPP grant
 - o <u>2 CFR Part 200 all grantees / administrative requirements</u>
 - o FAR, 48 CFR Part 31.2 for-profit costs

The documents above are also available via the FMPP website at http://www.ams.usda.gov/FMPP



Awardee Assignments



Please read:

- 2. OMB circulars can also be found at www.whitehouse.gov/OMB/circulars_default
- 3. 2014 FMPP Announcement
- 4. FMPP General Terms and Conditions

The documents above are also available via the FMPP website at www.ams.usda.gov/FMPP



FMPP General Terms and Conditions



General Terms and Conditions Overview

Important – Read and Adhere To All Sections

- Assurances and Certifications
- Grantee Standards and Responsibilities
- Allowable and Unallowable Costs
- Grant Management Guidance
- Compliance

Amendments, Payments, and Reporting follow....



Amendments



During the project implementation awardees might have the "need" to amend either the scope of the project or the project budget:

- 1. Project Scope Amendment change in goals and objectives
- 2. Budget Amendment change in budget line-items or lineitem amounts (total awarded amount must remain the same)

Note: Amendments (greater than 10% of the total approved budget) must have FMPP approval *prior to* implementing the change.



Amendments: Project Scope



To amend the **Project Scope**, the awardee must provide FMPP with a written request that includes:

- The project original goal and objectives,
- An in-depth explanation of new scope rationale, and
- What will be the final impact upon the project metrics and results.



Amendments: Budget



To amend the **budget** awardee must provide FMPP with a written request that includes:

- Description of the Change
- Justification of the Change
- Impact upon the project's goals and objectives
- Copy of the most recent approved Excel budget spreadsheet
- Signature of the grant representative.



Amendments: Budget



Example:

FMPP could consider to amend the remaining .. \$38,651

FMPP will only be able to **amend the project's current available balance** and <u>not the original awarded amount</u>.



Payments



FMPP handles <u>two types</u> of payment requests:

- 1. Advances expenses that have not yet incurred
- **2. Reimbursements** expenses that have been paid by the organization

NOTE: Your organization "must be current" in the registration with the System of Award Management (SAM.gov) and must have submitted **all the FMPP Progress and Financial Reports** in order to receive Federal government funds. Your SAM.gov registration must also be *updated annually*.



Payments: Documentation



Four (4) documents are required to process a payment request:

- A cover letter (email) indicating the for what and/or how the payment will be used.
- 2. A copy of the MS **Excel budget** with a column showing the reimbursements amounts
- A completed and signed SF-270 Request for Advance or Reimbursement
- 4. A completed and signed SF-425 Federal Financial Report



Payments: Cover letter

- A) The **cover letter** (email) must identify the organization:
 - Name,
 - Sender, and
 - FMPP agreement number
- B) Briefly include the funding purpose and the total amount requested



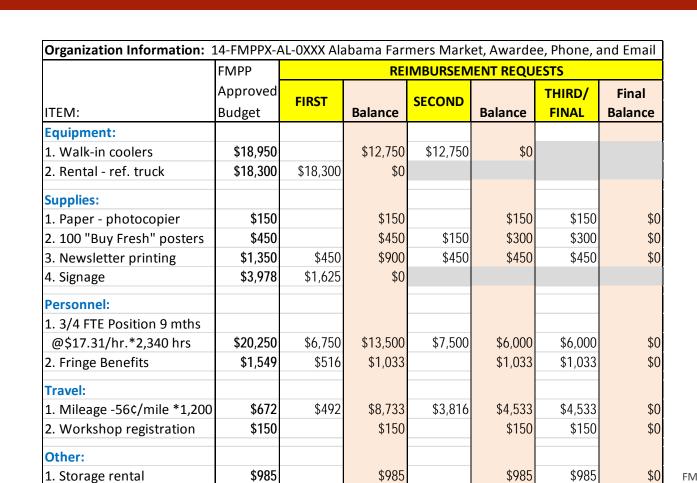
Payments: Excel Budget

- A) The **Excel Budget** (spreadsheet) must identify the organization name and grant agreement number.
- B) Use the (FMPP provided) budget with the grant agreement face sheet. Leave in the MS Excel format.
- C) A new column for each payment request showing budget line-item the funding amount will be drawn from.
- FMPP will not accept a PDF file or another Excel format (FMPP provided the correct format).



Total:

Payments: Excel Budget, Cont'd.



\$28,133

\$38,651

\$66,784

\$24,666

\$13,601



\$0

\$13,601



Payments: Excel Budget, Cont'd.

Organization Information:	14-FMPPX-	AL-0XXX Ala	abama Fari	mers Market, A	ward	ee, and Email
	FMPP	REIME	REIMBURSEMENT REQUESTS			
	Approved	FIRST		Amendment		Amendment
ITEM:	Budget	111.51	Balance	< 10%		> 10%
Equipment:						
1. Walk-in coolers	\$18,950		\$12,750	\$10,000		\$7,750
2. Rental - ref. truck	\$18,300	\$18,300	\$0	\$0		\$0
Supplies:						
1. Paper - photocopier	\$150		\$150	\$150		\$150
2. 100 "Buy Fresh" posters	\$450		\$450	\$450		\$450
3. Newsletter printing	\$1,350	\$450	\$900	\$900		\$900
4. Signage	\$3,978	\$1,625	\$0	\$2,750		\$5,000
Personnel:						
1. 3/4 FTE Position 9 mths						
@\$17.31/hr.*2,340 hrs	\$20,250	\$6,750	\$13,500	\$13,500		\$13,500
2. Fringe Benefits	\$1,549	\$516	\$1,033	\$1,033		\$1,033
Travel:						
1. Mileage -56¢/mile *1,200	\$672	\$492	\$8,733	\$8,733		\$8,733
2. Workshop registration	\$150		\$150	\$150		\$150
Other:						
1. Storage rental	\$985		\$985	\$985		\$985
Total:	\$66,784	\$28,133	\$38,651	\$38,651		\$38,651



Need prior approval

FMPP Agricultural Marketing Service **FMPP** Awardee Orientation 10.16.2014





			Select only	one		
DEOLIEST FO		OMB APPR	0348-0004		Page 1	of pages
OR REIMBI	OR ADVANCE JRSEMENT	1. TYPE OF PAYMENT REQUESTE			2. BASIS OF	REQUEST
(See instructi	ions on back)		b. "X" one or both boxes O FINAL ✓ PAR	RTIAL	0	ACCRUAL
3. FEDERAL SPONSORING AGE ELEMENT TO WHICH THIS REP			4. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER ASSIGNED BY FEDERAL AGENCY		5. PARTIAL PAYMENT REQUEST NUMBER FOR THIS REQUEST	
USDA- AGRICULTURAL MA	USDA- AGRICULTURAL MARKETING SERVICE		14-FMPPX-AL-0XXX		<mark>#</mark>	
6. EMPLOYER IDENTIFICATION	7. RECIPIENT'S ACCOUNT NUMBER OR IDENTIFYING	8. PERIOD COVERED BY THIS REQUES				
NUMBER 9 DIGIT EIN	NUMBER	FROM (mor	nth, day, year)	TO (month, day, ye	ear)	
Employer Identification Number		September 30, 2014 MM-DD-		M-DD-Y	YYY	
9. RECIPIENT ORGANIZ	ATION		10. PAYEE (Where check is to be	e sent <mark>if differen</mark>	t than item !	9 <mark>)</mark>
Name:		Name:				
Number and Street			Number and Street			
City, State and ZIP Code:			City, State and ZIP Code:		- 1	

NOTE: AL was selected as state for demonstration purposes only.

Day of the request

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Request of either an Advance or First Reimbursement for \$28,133

Request of either an Advance of First Reimbursement for \$20,100						
11. COMPUTATIO	11. COMPUTATION OF AMOUNT OF REIMBURSEMENTS/ADVANCES REQUESTED					
PROGRAMS/FUNCT	TIONS/ACTIVITIES	(a)	(b)	(c)	TOTAL	
a. Total program outl	ays to date (As of date)	\$28,133	>>>>>	>>>>>	\$28,133	
b. Less: Cumulative	program income					
C. Net program outlaguine b)	ys (Line a minus	\$28,133	>>>>>	>>>>>	\$28,133	
d. Estimated net cash outlays for advance period						
e. Total (Sum of lines	s c & d)	\$28,133	>>>>>	>>>>>	\$28,133	
f. Non-Federal share of amount on line e						
g. Federal share of amount on line e		\$28,133	>>>>>	>>>>>	<mark>\$28,133</mark>	
h. Federal payments previously requested						
i. Federal share now minus line h)	v requested (Line g	\$28,133	>>>>>	>>>>>	\$28,133	
j. Advances required by month, when requested	1st month					
by federal grantor agency for use in making	2nd month					
preschedule advances	3rd month					



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Form SF-270

Type in requested amount in row a. Rows c. and e. automatically populate. Then copy the amount from row e. to row g.

Once you complete entering the pairs of numbers in row i, then proceed by skipping: row j. and box 12.

Turn form to the second page, go to box 13. Sign the form, type or print your name, and enter today's date. FMPP will accept electronic signatures, also.

Repeat these steps for your second and subsequent requests...



Form SF-270



13.	CERTIFICATION	
I certify that to the best of my knowledge and belief the data on the reverse are correct and that all outlays	SIGNATURE OR AUTHORIZED CERTIFYING OFFICIAL	DATE REQUEST SUBMITTED MM / DD / YYYY
were made in accordance with the grant conditions or other agreement and that payment is due and has not been previously requested.	TYPED OR PRINTED NAME AND TITLE	TELEPHONE (AREA CODE, NUMBER, EXTENSION)
This space for agency use		

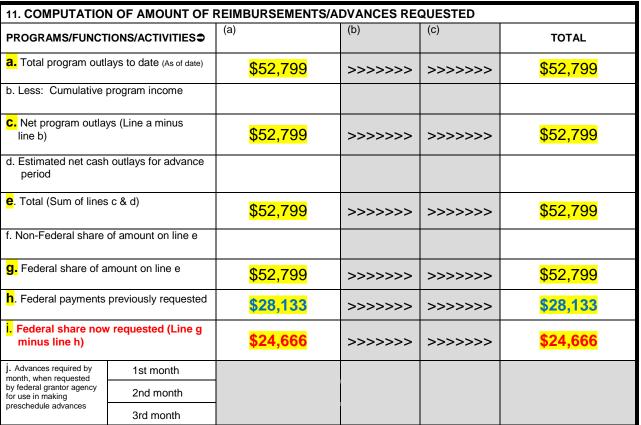
Public reporting burden for this collection of information is estimated to average 60 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0004), Washington, DC 20503.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET. SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.



Request for Second/Subsequent Payment of \$24,666.

First Drawn down of \$28,133 plus current request for \$24,666 = \$52,799.



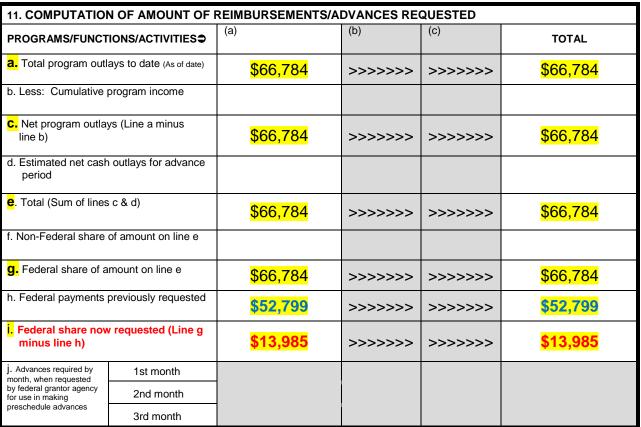


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Request for Final Payment of \$13,985.

First and Second Drawn down \$52,799 plus current request \$13,985 = \$66,784.





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Payments: SF-425



Preparing form SF-425:

Boxes 1-9

FEDERAL FINANCIAL REPORT (Follow form instructions)					
Federal Agency and C Which Report is Submitt USDA – AMS –	Organizational Element to ted	2. Federal Grant or Other Identifying Number Assigned by Federal		Page	of pages
Farmers Market Pror	notion Program		ency (To report multiple grants, use FFR Attachment) 14-FMPPX-AL-0XXX		1
3. Recipient Organization (I	3. Recipient Organization (Name and complete address including Zip code)				
4a. DUNS Number	4b. EIN	5. Recipient Account Number or 6. Report Type 7. Basis of Accounting		counting	
9 digit id. number	9 digit id. number	Identifying Number (To report multiple grants, use FFR Attachment)	✓ Quarterly		
9 digit id. Humber	9 digit id. Humber	grants, use it it Attachment)	□ Semi-Annual		
		N/A	□ Annual	<mark>√</mark> Cash	□ Accrual
			□ Final		
8. Project/Grant Period From: (Month	n, Day, Year)	To: (Month, Day, Year)	9. Reporting Period End Date (Month, Day, Year)		, Year)
September 30, 2014		September 29, 2016	мм	I-DD-YYYY	

NOTE: AL was selected as state for demonstration purposes only.

9. This date should correspond to the Reporting Date provided on box #8 of the SF-270 (period covered).

Agricultural N



SF-425: Box 10 – Federal Cash

Request of either an Advance or First Reimbursement for \$28,133

10. Transactions	Cumulative
(Use lines a-c for single or multiple grant reporting)	
Federal Cash (To report multiple grants, a Attachment):	Iso use FFR
a. Cash Receipts	\$0.00
b. Cash Disbursements	\$0.00
c. Cash on Hand (line a minus b)	\$0.00

Received to date:	
\$0.00	

Awardee should not have drawdown any funds greater than that expected. If line 10c. is greater than \$0.00 an explanation must be provided.





Request of either an Advance or First Reimbursement for \$28,133

10. Transactions	Cumulative
Federal Expenditures and Unobligated Balance:	
d. Total Federal funds authorized	\$66,784
e. Federal share of expenditures	\$0.00
f. Federal share of unliquidated obligations	\$0.00
g. Total Federal share (sum lines e and f)	\$0.00
h. Unobligated balance of Federal funds (line d minus g)	\$66,784

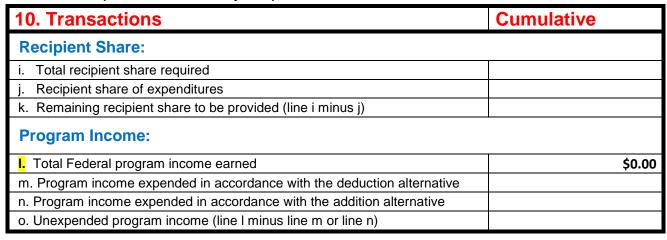
Received to date:
\$0.00

F	Row:	Cumulative
d	I. Enter total award approved funding	\$66,784
е	e. Enter cumulative amount of federal funds spend at the e	nd of the
	reporting period usually same amount as in box 10b	\$0.00
f.	Outstanding amount owed to sub-recipients, contractors/	vendors
	at the end of this reporting period, if any, otherwise enter	zero \$0.00
g	. Enter sum of line 10e. plus line 10f	\$0.00
h	. Enter subtraction of line 10d. minus line 10g	\$66,784



SF-425: Box 10 – Program Recipient Share and Income

To be completed with every request



Row: Cumulative

i., j., and k. should be left blank

enter total program income earned to date \$X,XXX,000 FMPP rules allow awardee organizations to keep this money, but must be reported here.

m., n. and o. should also be left blank.





SF-425: Box 10 – Federal Cash

Request for Second Payment of \$24,666

10. Transactions	Cumulative	
(Use lines a-c for single or multiple grant reporting)		
Federal Cash (To report multiple grants, also use FFR Attachment):		
a. Cash Receipts	\$28,133	
b. Cash Disbursements	\$28,133	
c. Cash on Hand (line a minus b)	\$0.00	

Received to date:
\$28,133

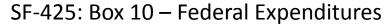
Row:	Cumulative
a. Enter amount of federal funds drawn down	\$28,133
b. Enter amount of federal funds paid out to date	\$28,133
c. Should be \$0.00	\$0.00

Awardee should not have drawdown any funds greater than that expected. If line 10c. is greater than \$0.00 an explanation must be provided.

Row:



Payments: SF-425, Cont'd.



Request for Second Payment of \$24,666

10. Transactions	Cumulative
Federal Expenditures and Unobligated Balance:	
d. Total Federal funds authorized	\$66,784
e. Federal share of expenditures	\$28,133
f. Federal share of unliquidated obligations	\$0.00
g. Total Federal share (sum lines e and f)	\$28,133
h. Unobligated balance of Federal funds (line d minus g)	\$38,651

Received to date:	
\$28,133	

Cumulative

d. Enter total award approved funding	\$66,784
e. Enter cumulative amount of federal funds spend at the end	d of the
reporting period usually same amount as in box 10b	\$28,133
f. Outstanding amount owed to sub-recipients, contractors/ve	endors
at the end of this reporting period, if any, otherwise enter z	ero \$0.00
g. Enter sum of line 10e. plus line 10f	\$28,133
h. Enter subtraction of line 10d. minus line 10g	\$38,651



SF-425: Box 10 – Federal Cash

Final Payment Request

First and Second Drawn down \$52,799 plus current request \$13,985 = \$66,784.

10. Transactions	Cumulative
(Use lines a-c for single or multiple grant reporting)	
Federal Cash (To report multiple grants, Attachment):	also use FFR
a. Cash Receipts	\$52,799
b. Cash Disbursements	\$52,799
c. Cash on Hand (line a minus b)	\$0.00

Received to date:
\$28,133
<u>\$24,666</u>
\$52,799

Row:	Cumulative
a. Enter amount of federal funds drawn down	\$52,799
b. Enter amount of federal funds paid out to date	\$52,799
c. Should be \$0.00	\$0.00

Awardee should not have drawdown any funds greater than that expected. If line 10c. is greater than \$0.00 an explanation must be provided.





Final Payment Request

First and Second Drawn down \$52,799 plus current request \$13,985 = \$66,784.

10. Transactions	Cumulative
Federal Expenditures and Unobligated Balance:	
d. Total Federal funds authorized	\$66,784
e. Federal share of expenditures	\$52,799
f. Federal share of unliquidated obligations	\$0.00
g. Total Federal share (sum lines e and f)	\$52,799
h. Unobligated balance of Federal funds (line d minus g)	\$13,985

θου = φου, <i>τ</i> ο4.	
Received to date:	
\$28,133	
<u>\$24,666</u>	
\$52,799	

Row:	Cumulative
d. Enter total award approved funding	\$66,784
e. Enter cumulative amount of federal funds spend at the en	d of the
reporting period usually same amount as in box 10b	\$52,799
f. Outstanding amount owed to sub-recipients, contractors/\	endors/
at the end of this reporting period, if any, otherwise enter:	zero \$0.00
g. Enter sum of line 10e. plus line 10f	\$52,799
h. Enter subtraction of line 10d. minus line 10g	\$13,985





SF-425: Boxes 11, 12, and 13

- 1. Typed or print authorized certifying official name and title, telephone, email, and date of the report
- 2. Sign the completed form. An electronic signature will be accepted.





- a. Cover letter
- b. Excel budget (must be the FMPP spreadsheet)
- c. SF-270
- d. SF-425

Email all four documents to:

<u>USDAFMPPPayments@ams.usda.gov</u>



Payments: Examples and Steps



All forms, examples, and payment steps are also available via the FMPP website at:

- SF-270 Request for Advance or Reimbursement SF-270 (PDF)
- Payment 1
- Subsequent Payment(s)
- Final Payment



Payments, Cont'd.

FMPP staff processes each request as follows:

- A) Checked (paperwork) for accuracy and completeness against the FMPP awardee database.
- B) Analyzed (budget) to verify that the reimbursement request corresponds to the FMPP approved budget items.
- C) Approved and sent to the AMS Budget Office for processing.
- D) Transferred (monies) electronically to the banking account registered in SAM.gov.



Payments: Delay/Resubmittal

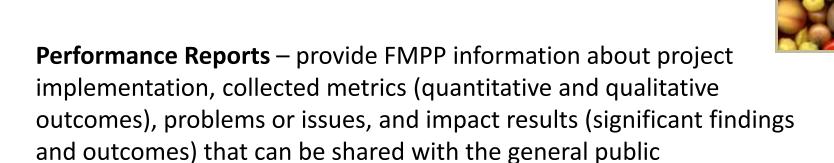


FMPP staff will delay your payment (s) and request resubmittal if:

- A) Required (4) payment documents are missing or incorrect.
- B) Performance and/or financial reports are missing.
- C) Updates and additions for performance and/or financial reports have not been received.



Reporting: Performance



Interim Reports – Required every six months from the start of the grant

Submit all reports to: <u>USDAFMPPPayments@ams.usda.gov</u>



Reporting: Interim Performance



Reporting Periods and Due Dates:

2 Grant Years 2014-2016	Interim Performance Report Covers Grant Period	Submission Due to FMPP ON or BEFORE
Report #1	September 30 – March 30	April 30
Report #2	April 1 – September 30	October 30
Report #3	October 1 – March 30	April 30
Final Report	The entire 2 years	December 30

If provided a time extension, a 4th performance report covering April 1 - September 30 is also due and will be considered an "interim report." See next slide for dates.



Reporting: Interim Performance



Time Extension Reporting Periods and Due Dates:

2.5 Grant Years 2014-2017	Interim Performance Report Covers Grant Period	Submission Due to FMPP – On or Before
Report #1	September 30 – March 30	April 30
Report #2	April 1 – September 30	October 30
Report #3	October 1 – March 30	April 30
Report #4	April 1 – September 29	October 30
Final Report	The entire 2.5 years	June 30

Time (no cost) extensions will not be provide beyond 2.5 years.



Reporting: Interim Performance

Interim Report details:

Reporting Period:

Date: Today's Date

Contact: Name/Telephone/E-mail

Recipient Name: Organization Name

Project Title: From Grant Agreement

Grant Number: 14-FMPPX-XX-XXXX

Project Location: City, State

Grant Award Period: September 30, 2014 thru September 29, 2016

Total Awarded Budget: \$ Amount

- Objective:
- Summary of Activities:
- Performance
- Baseline Information:
- Project results/accomplishments:
- Problems and Delays:
- Financial Summary:



Reporting: Final Report



The Final Performance Report – must summarize the entire 2-year (or 2.5-year) project implementation, all metrics (quantitative and qualitative outcomes) gathered, and all impact results (significant findings and outcomes).

- Final Reports Required to FMPP no later than 90 day after the grant end date
- The report will be posted on the FMPP website for the public AT www.ams.usda.gov/FMPP

Submit all reports to: <u>USDAFMPPPayments@ams.usda.gov</u>



Reporting: Final Performance

<u>Final Performance Report Details:</u>

The Final Report covers the period of September 30, 2014 – September 29, 2016

Date: Today's Date

Recipient Name: Organization Name
Project Title: From Grant Agreement
Grant Number: 14-FMPPX-XX-XXXX

Project Location: City, State Amount Awarded: \$ Amount

Contact: Name/Telephone/E-mail

- Goals and Objectives:
- Activities:
- Accomplishments:
- Beneficiaries:
- Lessons Learned:





Reporting: Final SF-425

The **Final Financial Report** – The Final SF-425 provides the status of all Federal funds since the last payment (draw down) and is required to close-out the grant.

- An SF-425 is required with the every payment request.
- A **Final SF-425** is required (along with the Final Performance Report) **no later than 90 days after the grant end date**.

The final SF-425 is also an affidavit indicating there are no FMPP funds remaining in awardee's bank account.

If the awardee has a balance, the funds must be de-obligated or returned by a check made payable to the "U.S. Treasury."



Grant Close-Out

To close-out the grant, FMPP MUST have the following documentation that has been accepted and approved by the Staff:

- All project and/or grant deliverables
- All interim and Final performance reports
- All interim and Final financial reports
- Any written notification of deobligation
- Any refunded check to U.S. Treasury

Upon receipt of the FMPP close-out letter, the awardee may apply again for another FMLFPP grant.



Correspondences with FMPP



FMPP email address for all correspondences:

<u>USDAFMPPPayments@ams.usda.gov</u>

Include your grant number (14-FMPPX-AL-XXXX)
in Subject line of ALL emails. Failure to include
this number delays responses.



FMPP Contacts



Carmen Humphrey, Program Manager

Carmen.Humphrey@ams.usda.gov

Staff assigned to monitoring your grant project and progress:

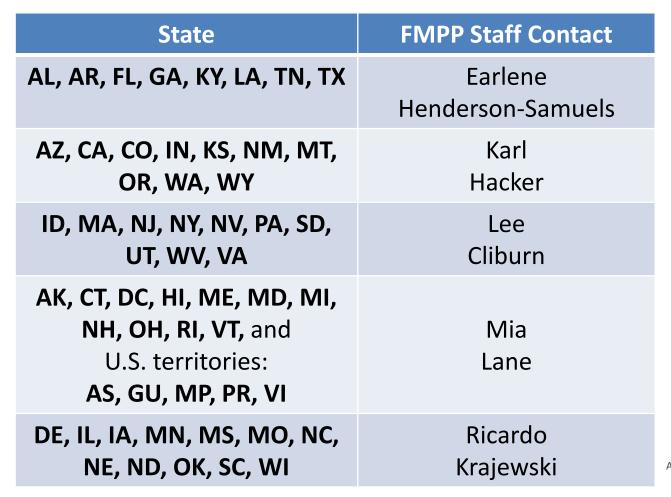
Lee Cliburn Ricardo Krajewski

Karl Hacker Camia (Mia) Lane

Earlene Henderson-Samuels



Awardee States and FMPP Contacts







FMPP Contacts



Email and all submissions to FMPP employees:

<u>USDAFMPPPayments@ams.usda.gov</u>

This is the official email address for all correspondences and tracking; please do not attempt to email FMPP staff directly.

FMPP Website: <u>www.ams.usda.gov/FMPP</u>

Phone: 202-720-0933
 Fax: 202-690-4152



Questions?



- Please type your questions in the "Chat" screen.
- We will answer as many as time permits today.
- Additional questions can be submitted to **FMPP Staff via** USDAFMPPPayments@ams.usda.gov