Agricultural Marketing Service (AMS) Farmers’ Market Promotion Program (FMPP) Grant Program

5th National Small Farm Conference
Springfield, Illinois

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Marketing Services Division’s
Farmers’ Market Promotion Program (FMPP) Grant Program
Marketing Grants and Technical Assistance Branch
Transportation and Marketing Programs, AMS, USDA
Farmers Market Promotional Program (FMPP) is _a competitive grant program to assist in establishing, expanding, and promoting farmer’s markets and to promote direct producer-to-consumer marketing_. The primary objective is to help eligible entities to _improve and expand domestic farmer’s markets, roadside stands, community-supported agriculture programs, agri-tourism activities, and other direct producer-to-consumer market opportunities_.

**TM, FMPP Program**
Authorized by the Farmer-to-Consumer Direct Marketing Act of 1976

- FY 2009-2010 budget = $5 million/yr
- FY 2011-2012 budget = $10 million/yr
- 10% of total budget goes to new EBT projects at farmers markets
- No matching required
- Minimum/maximum grant amount = $2,500 to $100,000
- Project length = up to 24 months
FMPP - Eligible Entities

- Agricultural cooperatives, producer networks, and producer associations
- Local governments
- Non-profit corporations
- Public benefit corporations
- Economic development corporations
- Regional farmers’ market authorities
- Tribal governments
Producer Network – A producer group- or member-owned incorporated entity or business that provides, offers, or sells agricultural products or services through a common distribution system for the mutual benefit of the members thereof.

Producer Association – An incorporated producer entity or business that assists or serves producers or producer networks.
Projects that provide opportunities and promote training, education, networking, technical assistance, and information sharing for farmers, vendors, market management, and market sponsors. These projects are designed to enhance sales volumes, self-sufficiency, and product security/safety.

Projects that address ways to improve consumers’ access to and utilization of direct farm markets/marketing outlets.

Projects that address operational or market management issues, with the aim of enhancing product value and sales, increasing revenue and efficiency, or reducing expenses.
2009 FMPP Priorities:

- **New EBT Start-Ups** - New electronic benefit transfers (EBT) projects at farmers’ markets

- **“Growing Farmers”** - Farmer recruitment, training and education programs for new direct farm marketers

- **“Professional Development”** - For farmer market managers, farmers/vendors, boards, and organizations that manage direct marketing enterprises
FMPP – Ineligible Fund Uses

- Acquisition of land or a building(s)
- Repair, rehabilitation, or construction of a building(s)
- Political or lobbying activities
Grant Process Timelines:

- Announcement of Notice of Funds Available, website and published in *Federal Register* – February 13, 2009
- Applications Due to AMS – April 27, 2009
- Review Process – May thru September
- AMS Announces Awards – before October 1
- Funds Available to Awardees – October
## FMPP 2008 Awardees

- **Number of grants awarded/States** – 85/43 States
- **Total dollars awarded** - $3,445,000
- **Average amount awarded** - $40,529

<table>
<thead>
<tr>
<th>Number of Proposals</th>
<th>Funding Levels</th>
<th>Proposed Funding ($)</th>
<th>Percentage of Total Funding</th>
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<td>85</td>
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<td>$3,445,000</td>
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**FMPP 2009 Awardees**

- Number of grants awarded/States – **86/37 States**
- Total dollars awarded - **$4,563,000**
- Average amount awarded - **$53,058**

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<th>Percentage of Total Funding</th>
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<td><strong>100.0</strong></td>
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</tbody>
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FMPP Contact Info

Website www.ams.usda.gov/FMPP
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Catalog of Federal Assistance # 10.168
Questions?
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CFDA #10.168