Agricultural Marketing Service (AMS) Grant Programs

5th National Small Farm Conference

September 15, 2009

Carmen H. Humphrey, Branch Chief and Program Manager
Marketing Services Division’s
Farmers’ Market Promotion Program (FMPP) Grant Program
Marketing Grants and Technical Assistance Branch
Transportation and Marketing Programs, AMS, USDA
AMS Grant Programs

- Federal State Marketing Improvement Program
- Specialty Crop Block Grant Program
- National Organic Certification Cost-Share Program
- Farmers Market Promotion Program

www.ams.usda.gov
Federal State Marketing Improvement Program (FSMIP)
Federal-State Marketing Improvement Program (FSMIP) is ...a competitive matching grant program to assist State departments of agriculture and other appropriate State agencies in conducting research to explore new and innovative approaches to marketing U.S. food and agricultural products and improve efficiency and performance of the marketing system.
FSMIP Program, Cont’d.

- Authorized by the Agricultural Marketing Act of 1946
- FY 2009 budget = $1.3 million
- *Matching grants* (1-to-1)
- Maximum grant amount = n/a
- Average grant amount = $50,000
- Project length = 1-2 years
- Application closed = Feb 12, 2009
FSMIP - Eligibility

- State departments of agriculture
- State experiment stations
- Other similar, appropriate State agencies
- FSMIP project partners include non-profit organizations, colleges and universities, extension service, producer groups, trade associations and others
FSMIP Contact Info

www.ams.usda.gov/FSMIP

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Catalog of Federal Assistance # 10.156
Specialty Crop Block Grant Program (SCBGP)
FV, SCBGP Program

Specialty Crop Block Grant Program (SCBGP) is …a grant program to

“make grants to States for each of the fiscal years 2005 through 2012 to be used by State departments of Agriculture solely to enhance the competitiveness of specialty crops.”
Authorized by the Specialty Crops Competitiveness Act of 2004

- FY 2008 budget = 8.4 million
- FY 2009 budget = $49 million
- FY 2010-2012 budget = $55 million
- No matching required
- Project length = 1-3 years
- FY 2008 SCBGP application closed = March 5, 2009
SCBGP – Eligibility

- **State departments of agriculture**
- **Other agency, commission, or department of a State government responsible for agriculture within the State.**
Specialty crops are defined as *fruits and vegetables, tree nuts, dried fruits, and nursery crops (including floriculture).*

Example crops include: Algae, Chickpeas, Christmas trees, Cocoa, Coffee, Cut flowers, Dry edible beans, Dry peas, Foliage, Fruit grapes for wine, Garlic, Ginger root, Ginseng, Herbs, Honey, Hops, Kava, Lavender, Lentils, Maple syrup, Mushrooms, Organic fruits and vegetables, Peppermint, Potatoes, Seaweed, Spearmint, Sweet Corn, Vanilla, Vegetable seeds
SCBGP Contact Info

www.ams.usda.gov/SCBGP

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Catalog of Federal Assistance # 10.169
National Organic Certification Cost-Share Program
The Organic Cost-Share Program authorizes the Department to provide funding to States to reimburse producers for the cost of organic certification in all States. The new Farm Bill requires State and Federal recordkeeping.
Organic Cost-Share, Cont’d.

- Authorized by the Food, Conservation, and Energy Act of 2008
- FY 2008 budget = $22 million until expended
- Maximum Federal cost share = 75%
- Maximum $$ provided = $750/operation/year
Organic Cost Share, Cont’d. – Eligibility

- State departments of agriculture

- Other agency, commission, or department of a State government responsible for agriculture within the State.
Organic Cost Share, Cont’d. – How does the program work?

- States complete an Application for Federal Assistance from AMS
- State receives funds from AMS
- States distribute $$ to individual producers
Organic Contact Info

www.ams.usda.gov/NOP

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AMS TM National Organic Program
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Farmers Market Promotion Program (FMPP)
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.
FMPP Program, Cont’d.

- 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
Application- Evaluation Criteria

All applications are evaluated against criterion:
(2010 criterion to be available in 2010 FMPP Guidelines and is subject to change)

- Direct benefit to farmers/vendors
- Need for project (e.g., how well will project solve existing problem)
- Reasonableness of budget
- Budget Items Address Objectives
- Addresses priority(ies)
- Evaluation/measurement of impact
- Economic sustainability of project
- Degree of collaboration/partnerships
Application Procedures, Cont’d.

Evaluation Criteria:

- Direct benefit to farmers/vendors: 20%
- Need for project: 20%
- Reasonableness of budget: 15%
- Budget items address objectives: 10%
- Addresses priority(ies): 10%
- Evaluation/measurement of impact: 10%
- Economic sustainability of project: 10%
- Degree of collaboration/partnerships: 05%

Grand Total: 100%
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 2009 Applications

- Number of applications received – **498 States**

- Number of applications received – **50 States**, includes DC; applicants in Wyoming did not apply

- Total dollars requested - **$33,955,548**

- Total Matching - **$4,762,033**

- Average amount requested - **$67,641**
# 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>Number of Proposals</th>
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Key Difference w/ AMS Grants

FSMIP & SCBGP vs. Organic Crop-Share

Eligible Entities:
- state departments of agriculture
- state experiment stations
- state agencies

FMPP

Eligible entities:
- ag cooperatives
- producer networks
- producer associations
- local governments
- non-profits
- public benefit corps.
- economic development corps.
- regional fm authorities
- tribal governments
Wholesale and Farmers Markets

Farmers Market Promotion Program (FMPP)

The Farmers Market Promotion Program (FMPP) was created through a recent amendment of the Farmer-to-Consumer Direct Marketing Act of 1976. The grants, authorized by the FMPP, are targeted to help improve and expand domestic farmers markets, roadside stands, community-supported agriculture programs and other direct producer-to-consumer market opportunities. Approximately $3 million is allocated for Fiscal Year 2007 for the FMPP, with the requirement that the maximum amount awarded for any one proposal cannot exceed $75,000. Entities eligible to apply include agricultural cooperatives, local governments, nonprofit corporations, public health corporations, economic development corporations, regional farmers market authorities and Tribal governments.

- 2008 FMPP Guidelines (PDF)
- 2008 FMPP Application Checklist (PDF)

AMS will announce the 2008 FMPP grant award recipients before the end of September 2008. Look for more information next year at this website about the 2009 FMPP grant program.

Last Modified Date: 05/30/2008
FMPP Contact Info

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Catalog of Federal Assistance # 10.168
Questions?

www.ams.usda.gov

www.ams.usda.gov/FSMIP
www.ams.usda.gov/SCBGP
www.ams.usda.gov/NOP
www.ams.usda.gov/FMPP