

FY16 Promise Zone Benefits from Partnering Agencies

Agency: United States Department of Agriculture
Agricultural Marketing Service

Programs with PZ Benefits:

Farmers Market and Local Food Promotion
Program

Farmers Market and Local Food Promotion Program (FMLFPP)

Website: <http://www.ams.usda.gov/services/grants>

Benefit Type: Grants

Eligible Communities: Urban, Rural, Tribal

Eligible Applicants: Eligible entities include agricultural businesses, agricultural cooperatives, producer networks, producer associations, CSA networks, CSA associations, local governments, nonprofit corporations, public benefit corporations, economic development corporations, regional Farmers market authorities, and tribal governments.

Funding Amount: The maximum amount awarded for any one proposal cannot exceed \$100,000; the minimum award is \$5,000.

Benefits to Promise Zone: Priority consideration will be given to projects that benefit communities located in areas of concentrated poverty with limited access to supermarkets, and projects that involve Promise Zone Lead Applicant Organizations. LFPP will award at least 10 percent of its total funding to these projects. All applications, whether requesting consideration under the priority areas or not, will be given equal weight in the evaluation process. It is not a requirement that projects are implemented in the priority area or involve Promise Zone partnerships.

Program Description: The Farmers Marketing and Local Food Promotion Program (FMLFPP) is authorized by the Farmer-to-Consumer Direct Marketing Act of 1946, as amended (7 U.S.C. 3005). Under FMLFPP, two competitive grant programs are available: [the Farmers' Market Promotion Program \(FMPP\)](#) and [Local Food Promotion Program \(LFPP\)](#). Both programs provide funds on a competitive basis to support to establish, expand, and promote direct producer-to-consumer marketing and assist in the development of local food business enterprises. The Programs support domestic consumption of and access to locally and regionally produced agricultural products, and develop new market opportunities for farm and ranch operations serving local markets, by developing, improving, expanding, and providing outreach, training, and technical assistance. This support assists in the development, improvement and expansion of domestic farmers' markets, roadside stands, community-supported agriculture programs, agritourism activities, and other direct producer-to-consumer market opportunities; and local and regional food business enterprises (including those that are not direct producer-to-consumer markets) that process, distribute, aggregate, or store locally or regionally produced food products.

Application: Please refer to www.grants.gov to monitor when the Request for Applications is announced (usually in the Spring).

Technical Assistance: AMS and the National Institute for Food and Agriculture (NIFA) partnered through the Agricultural Marketing Service Technical Assistance (AMSTA) Project to conduct workshops to help potential grant applicants understand, develop, and submit their Federal grant applications for the FMLFPP. NIFA is coordinating the workshops through the Regional Rural Development Centers. Cooperative Extension System educators will provide training in all regions of the country, and NIFA will conduct outreach to raise awareness of AMS grant opportunities and increase participation in the programs. For more information, go to www.amsta.net.