Writing a Successful Farmers Market Promotion Program (FMPP) Proposal

Utah Farmers Market Network Forum
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Who we are…

The International Rescue Committee responds to the world’s worst humanitarian crises and helps people whose lives and livelihoods are shattered by conflict and disaster to survive, recover, and gain control of their future.
The IRC has New Roots programs in 12 cities in the US. New Roots in SLC is a broad-based agricultural program founded in 2010:

- Farm incubator program
- Community gardens
- Farmers markets and food security activities
Farm Incubator Program

2020:
• Over 40 farmers from 9 countries
• 2 farm sites in Salt Lake County totaling 18 acres
• New Roots provides access to land, resources, education, and market opportunities
Community Garden Program

- 125 refugee families
- 12 garden sites – 3 IRC run
- Education, mental health adjustment groups, technical support
Farmers Markets

- (2020): 3 seasonal farmers markets (Sunnyvale, and 2 in South Salt Lake)
- Food pantry supported by Bishop’s Storehouse
- Youth activities
- Non-profit partners
- SNAP accepted
- Utah Dept. of Health – Double up Food Bucks and Produce Rx redemption sites.
What is the Farmers Market Promotion Program (FMPP)?

Video: https://www.youtube.com/watch?v=GZcQTHMmw8I

The purpose of the Farmers Market Promotion Program (FMPP) is to increase domestic consumption of, and access to, locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting 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.
## Farmers Market and Local Food Promotion Program (FMLFPP)

*http://www.ams.usda.gov/services/grants*

Does the project support local/regional food efforts to increase consumption of such products and develop, improve, or expand local/regional markets?

**YES**  
Qualifies for the Local Food Promotion Program (LFPP) if project involves intermediary non-direct-to-consumer supply chain activity:

- Project moves/promotes product from the origin of the product to a distributor (e.g. food hub)
- Project moves/promotes product from the distributor (e.g. food hub) to the retail outlet (e.g. store, CSA, farmers market, etc.)
- Project provides outreach, training, and technical assistance (e.g. establishing shared kitchens, food incubators, etc.)

**NO**  
Qualifies for the Farmers Market Promotion Program (FMPP) if project is promoting direct-to-consumer marketing:

- Marketing project directly to consumers at food outlets (e.g. farmers markets, roadside stands, CSAs, agritourist, etc.)
- Marketing products directly to consumers via information campaign (e.g. farmers market promotional activities, etc.)
- Project provides outreach, training, and technical assistance for direct-to-consumer marketing (e.g. assistance with market establishment and design, working with experts to market specific products, etc.)

Project is ineligible for both FMPP and LFPP. Check [www.grants.gov](http://www.grants.gov) for other federal opportunities.

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**From Harm to Home | Rescue.org**
Executive Summary: The U.S. Department of Agriculture (USDA), Agricultural Marketing Service (AMS), requests applications for the fiscal year (FY) 2019 Farmers Market Promotion Program (FMPP). FMPP’s purpose is to help support the development, coordination, and expansion of direct-producer-to-consumer markets to help increase access and availability to locally and regionally produced agricultural products. AMS will competitively award grants to eligible applicants for projects that meet the purpose of this grant program.

Approximately $11.5 million will be available to fund applications under this solicitation. In the FY 2018 application cycle, AMS received 320 applications and was able to fund 49 (15%) of the applications. To be competitive, applications must meet all program requirements and be of high quality.

The minimum FY 2019 FMPP award per grant is $50,000, and the maximum is $500,000. A 25 percent match of total Federal funds is required.
Our Proposal

- 2 new farmers markets
- Targets Low-Income, Low-Access (LI/LA) communities
- Farmer training
- Food safety

List objectives for this project.
The objectives must be related to addressing the issue(s), problem(s), or need(s) mentioned in the above section and related to the project’s approach and work plan. Add objectives as necessary.

- **Objective 1**: Establish two neighborhood farmers markets and expand one existing farmers market in LI/LA areas of Salt Lake County using a data- and community-driven design approach.
- **Objective 2**: Increase access to locally produced agriculture products for 2130 individuals in LI/LA areas of Salt Lake County through managing three SNAP-accessible neighborhood farmers markets and conducting community outreach and education that includes “food access orientations” for newly arrived refugees resettled by IRC SLC on navigating the U.S. food system.
- **Objective 3**: Improve the business management skills and financial viability of 45 New Roots farmers through technical assistance and training on topics including financial literacy, tax preparation, and vocational ESL, increasing farmers’ ability to navigate production and marketing independently, and resulting in a collective 160% increase in direct-to-consumer sales.
- **Objective 4**: Improve the quality and food safety of culturally-relevant produce grown by 45 refugee farmers through developing and delivering of post-harvest handling, post-harvest storage, farmworker health and hygiene, quality control and food safety trainings, and through technical assistance specific to direct marketing of specialty ethnic crops.
Our Process

1. GO/NO GO DECISION
   The decision to pursue an opportunity is based on a consideration of alignment with strategic action plans and the Outcomes and Evidence Framework (OEF), risk, feasibility to implement, and competitiveness.

2. PROJECT DESIGN
   Project design is logically sound, contextually appropriate, OEF aligned, gender-responsive, responsive to client needs and preferences, and informed by available evidence.

3. M&E
   Monitoring & Evaluation plans are in place that are adequately resourced and facilitate learning and data-driven decision making.

4. ALIGNMENT
   Program narratives align with project theories of change and logframes or performance measurement plans.

5. GENDER GAP
   Proposal narratives converge from the project will contribute to narrowing the gender gap.

6. WORK PLAN
   Project workplans align with planned program implementation, M&E activities, and budgeted resources.

7. BUDGETING
   Project budget is adherent to donor guidelines and adequately accounts for all inputs required for delivery of project activities, including M&E activities.

8. DONOR REQUIREMENTS
   The final proposal meets all solicitation requirements.

9. OVERALL QUALITY
   The final proposal is a polished and professional proposal, logically sound, responsive to donor priorities, and presents a coherent and consistent narrative for funding the proposed project.

• Business Development Standards
• Theory of Change
• Partners

Theory of Change

- Healthier individuals, families and communities
- Self-sufficient families and a vibrant local food system

Individual & Community Inputs

Local & Regional Markets

IRC Inputs

New Roots Farms & Training Programs

Generates revenue for programs

Outreach, Education & Incentives

DEMAND

SUPPLY

DEMAND

SUPPLY

FRESH FUND

Frais $15

Get $15 FREE+
Our Success Factors

- Strong partnerships (community centers, Promise South Salt Lake)
- Markets in Low Income/Low Access communities
- Monitoring and evaluation plan
- Community engagement (conducting “Placemaking” activities, & involving community feedback in implementation)
- Providing training and technical assistance (TTA) to producers
Recommendations

- Start early (or now!)
- Register for DUNS (Dun & Bradstreet identification number), SAM (System for Award Management), and Grants.gov
- Attend the webinar
- Read and re-read the RFA
- Be clear and realistic
- Plan ahead
- Be community driven (find out what your community needs/wants, including farmers, vendors, customers)
- Use graphs, charts, or maps
- Follow the instructions
Resources

- AMS website: https://www.ams.usda.gov/services/grants/fmpp
  - 2019 RFA
  - 2019 Narrative Template
  - 2016 FMPP Report
- Farmers Market Coalition
- National Sustainable Agriculture Coalition
- National Good Food Network
Thank you!

Questions? Comments.