



INTERNATIONAL
RESCUE
COMMITTEE

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.



New Roots - SLC



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)

OR

Project moves/promotes product from the distributor (e.g. food hub) to the retail outlet (e.g. store, CSA, farmers market, etc.)

OR

Project provides outreach, training, and technical assistance (e.g. establishing shared kitchens, food incubators, etc.)

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.)

OR

Marketing products directly to consumers via information campaign (e.g. farmers market promotional activities, etc.)

OR

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.)

NO

Project is ineligible for both FMPP and LFPP. Check www.grants.gov for other federal opportunities.



2019 RFA



Farmers Market Promotion Program

Fiscal Year 2019 Request for Applications



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



USP BUSINESS DEVELOPMENT STANDARDS

The USP business development standards are intended to ensure that USP has the financial resources to deliver services that support clients to re-build their lives and thrive in the U.S. These standards will also ensure that the projects we design and seek funding for contribute to IRC's organizational strategy by aligning with the OEF and supporting achievement of the objectives outlined in IRC2020.

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), need, feasibility to implement, and competitiveness.

2. PROJECT DESIGN

Project design is logically sound, contextually appropriate, OEF aligned, gender-informed, 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

Proposal narratives align with project theories of change and logframes or performance measurement plans.

5. GENDER GAP

Proposal narratives convey how 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.

8. DONOR REQUIREMENTS

The final proposal meets all solicitation requirements.

7. BUDGETING

Project budgets adhere to donor guidelines and adequately account for all inputs required for delivery of project activities, including M&E activities.

9. OVERALL QUALITY

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

- Business Development Standards
- Theory of Change
- Partners



Theory of Change



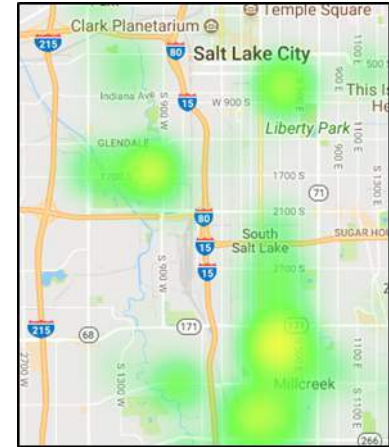
Our Success Factors



- **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.