



**2009
Farmers'
Market
Promotion
Program
GUIDELINES**



**Catalog of Federal
Domestic Assistance
Number 10.168**



**New
for
2009**

Farmers' Market Promotion Program

If you have applied for FMPP funding in the past, it is important that you read the entire FMPP Guidelines--There are numerous changes and new requirements for 2009, including:

- ❖ **Minimum Award - \$2,500; Maximum Award - \$100,000 (page 5)**
- ❖ **Producer Networks and Producer Associations Eligible (page 6)**
- ❖ **FMPP Priority Projects (page 8)**
- ❖ **Funds Available for New Electronic Benefit Transfers (EBT) Projects (page 9)**
- ❖ **Orientation and Training (page 11)**
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- ❖ **FMPP Narrative (pages 15-18)**
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- ❖ **Post Award, Reporting, and Payment Request Requirements (pages 22-29)**

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I. PROGRAM BACKGROUND, SCOPE, AND SUMMARY

The Agricultural Marketing Service (AMS) has announced the availability of approximately \$5 million in competitive grant funds in fiscal year (FY) 2009 to be awarded through the Farmers' Market Promotion Program (FMPP). This competitive program is administered by the Marketing Grants and Technical Assistance Branch (MSTAB), Marketing Services Division (MSD) of AMS and is designed to promote the domestic consumption of agricultural commodities by expanding direct producer-to-consumer marketing opportunities. The authorizing legislation for the FMPP includes the Agricultural Act of 1946 (7 U.S.C. 1621-1627), the Farmer-to-Consumer Direct Marketing Act of 1976 (7 U.S.C. 3001-3006) and the recent amendment to the 1976 Act, the FMPP (7 U.S.C. 3005). Direct producer-to-consumer marketing proposals that may be funded include projects addressing issues related to farmers markets, roadside stands, community supported agriculture programs, agritourism activities, and other direct producer-to-consumer marketing channels.

Approximately \$5.5 million in grant funds were awarded for FMPP from 2006-2008. AMS awarded 20 grants in 2006; 23 grants in 2007; and 85 grants in 2008. In fiscal years 2009 and 2010, approximately \$5 million in grant funds will be available.

FMPP funds have been used to provide educational workshops to farmers market managers and farmers/vendors; acquire permanent signage for markets to identify location and operation hours; purchase supplies for underserved farmers and markets; and, conduct promotional campaigns through newspaper, radio, and television advertising. Through these activities, AMS is gaining useful insights into efforts to promote, train, and educate farmers/vendors linking the market to more widespread community outreach programs.

AMS hereby requests proposals from the following eligible entities: 1) agricultural cooperatives, 2) producer networks, 3) producer associations, 4) local governments, 5) non-profit corporations, 6) public benefit corporations, 7) economic development corporations, 8) regional farmers' market authorities, and 9) Tribal Governments.

The minimum award per grant is \$2,500 and the maximum is \$100,000. An applicant is limited to no more than one grant in a grant-funding year. Funding will be available for use beginning in October 2009. **Project work should begin in October 2009 and end not later than October 2011.** Matching funds are not required.

These guidelines will help applicants and their cooperators develop proposals and carry out the administrative and procedural requirements for FMPP grant applications and projects.

II. ELIGIBLE ENTITIES

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All applicants shall be domestic entities, i.e., those owned, operated, and located within one or more of the 50 United States and the District of Columbia only. U.S. territories are not eligible.

Under this program, eligible entities must apply for FMPP funds on behalf of direct marketing operations that include two or more farmers/farm vendors who produce and sell their own products through a common distribution channel directly to consumers, and where the sales of these farm products represent the core business of the entity. AMS will award grants to and oversee the implementation of projects that encourage the development, promotion, and expansion of direct marketing of agricultural commodities from farmers to consumers.

Proposals should support agricultural marketing enterprises where farmers or vendors sell their own products directly to customers, and where the sales of these farm products represent the core business of the entity.

Eligible entities are:

- A. **Agricultural Cooperative** - A group-owned or member-owned entity or business that provides, offers, or sells agricultural products or services for the mutual benefit of the members thereof.
- B. **Producer Network** - A producer group-owned 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.
- C. **Producer Associations** - An incorporated producer entity or business that assists or serves producers or a producer network.
- D. **Local Government** - Any unit of local government within a State, including a county, borough, municipality, city, town, township, parish, local public authority, special district, school district, intrastate district, council of governments, and any other instrumentality of local government.
- E. **Nonprofit Corporation** - Any organization or institution, including nonprofits with 501 (c)(3) IRS status and accredited institutions of higher education, where no part of the net earnings of which inures to the benefit of any private shareholder or individual.
- F. **Public Benefit Corporation** - A corporation organized to construct or operate a public improvement, the profits from which inure to the benefit of a State(s) or to the people thereof.
- G. **Economic Development Corporation** - An organization whose mission is the improvement, maintenance, development and/or marketing or promotion of a specific geographic area.
- H. **Regional Farmers' Market Authority** - An entity that establishes and enforces region, State, or county policies and jurisdiction over regional, State, or county farmers markets.

- I. **Tribal Government** - A governing body or a governmental agency of any Indian tribe, band, nation, or other organized group or community (including any native village as defined in section 3 of the Alaska Native Claims Settlement Act, 85 Stat. 688 (43 U.S.C. § 1602)) certified by the Secretary of the Interior as eligible for the special programs and services provided through the Bureau of Indian Affairs.

III. ELIGIBLE GRANT USES

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A. **Grant Uses**

Projects appropriate for FMPP grants include, but are not limited to, the following:

1. **Improving Access to Relevant Marketing and Financial Information** - 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. Project focuses include:
 - Business planning, market growth management, and recordkeeping.
 - Food safety and handling.
 - Consumer trends and/or changing ethnic demographics, and their relationship to customer purchasing patterns.
 - Alternative purchasing methods, such as Women, Infants, and Children Farmers Market Nutrition Programs (WIC-FMNP); Senior Farmers Market Nutrition Program (SFMNP) coupons, and debit/credit technologies.
 - Association and other organizational development.
2. **Consumer-Based Education and Market Access** - Projects that address ways to improve consumers' access to and utilization of direct farm markets/marketing outlets. Project focuses include:
 - Consumer education that addresses new food and agricultural products, and product applications with a required emphasis on the assessment, evaluation, and impact of such education on consumer patronage at eligible markets/entities.
 - Assessment, evaluation, and impact of the vendors and/or markets in providing access to fresh fruits and vegetables to low-income households, children, and seniors.

3. **Innovative Approaches to Market Operations and Management** Projects that address operational or market management issues, with the aim of enhancing product value and sales, increasing revenue and efficiency, or reducing expenses. Project focuses include:
- Facility planning and/or design.
 - Green/renewable technology.
 - Waste management/recycling.
 - Strategies for addressing liability coverage and insurance.
 - Transportation and delivery systems.
 - Infrastructure for electronic purchasing, value-added processing and packaging, and refrigerated storage.
 - The use and effect of market promotion and the measurement of its impact.
4. **FMPP Priorities** - In addition to the above mentioned grant uses, AMS has identified priorities for FY 2009. Although proposals in the following categories are particularly encouraged, all proposals that incorporate activities listed in section III.A. will receive full consideration.
- **New EBT Start-Up** – Projects that develop new electronic benefit transfers (EBT) programs to support the use of EBT for Federal nutrition programs at farmers’ markets. Such projects could include EBT technology purchases, education and training programs for market managers and vendors to demonstrate EBT equipment use, and promotion of EBT for consumers. Such projects should target markets that are currently not organized for all farmers/vendors to accept EBT, and should focus on increasing market access to low-income/diverse communities.
 - **“Growing Farmers”** - Projects that develop training and educational programs for new direct farm marketers on the benefits, challenges, and logistics of agricultural direct marketing in a given region. Such projects could develop new programs focused on small business development, marketing techniques, identifying market opportunities, or mentoring programs for women, minorities, immigrant, transitioning, and new farmers in that State or region. Such projects should focus on the recruitment and retention of new farmers to participate at farmers markets and other direct-to-consumer farm marketing outlets.

- **Professional Development** - Projects that develop professional expertise for farmers market managers, farmers/vendors, boards, and organizations to effectively manage and/or operate farmers markets and other direct marketing enterprises. This could include a range of educational programs and activities such as the development of distance learning curricula for farmers market managers/vendors, certification programs for farmers market managers, and training on strategic planning. Such projects should address and enhance the long-term economic viability of farmers markets and other direct-to-consumer farm marketing outlets.

B. Project Identification

Applicants must identify activities as “primary” or “secondary” in their proposal as requested in section VI.E.(12. and 13.).

C. Project Beneficiaries and Dissemination of Result(s)

Proprietary projects and projects that benefit one agricultural producer or an individual will not be considered. Moreover, any information or data derived from an FMPP-funded project, along with any report developed from these information or data sources, must be made available to AMS, which reserves the right to share these results with the general public.

D. New EBT Projects.

1. **EBT Legislative Mandate.** Under the 2008 Farm Bill additions, AMS has a mandate to utilize 10 percent of total funding for ‘new EBT projects at farmers markets.’

New EBT project means a new or start-up EBT initiative at a farmers market where the market has not initiated or implemented EBT. Additionally, the project must not be “used for funding the ongoing cost of carrying out any (EBT) project;” and must also “demonstrate a plan to continue to provide EBT card access at one or more farmers’ markets following the receipt of the grant.”

An *existing EBT project* means a farmers market that already has an EBT system in place, or requests funding for ongoing costs of carrying out any EBT project.

New EBT projects at roadside stands, community supported agriculture programs, agritourism activities, and other direct producer-to-consumer marketing channels other than farmers markets are eligible for grant funds but will not count toward the 10 percent legislative mandate.

2. **Project Title.** If an applicant is submitting project work that includes a request to start a new EBT project at one or more farmers markets, the applicant should indicate “**New EBT Project**” in the project title. If multiple project activities are being submitted along with a new EBT start-up request, the title should capture the primary focus of the project, however, AMS requests that the words “**New EBT Project**” be added in the project title.
3. **EBT Projects and Budget Requests.** Applicants should submit a separate Supplemental Budget Summary request for new EBT projects.

If multiple project activities are being submitted along with a new EBT start-up request, submit two (2) Supplemental Budget Summary requests:

- The first request should include all costs related to the activities under the *new EBT project work ONLY*. The budget should also indicate “**New EBT Project**” on the paperwork or form; AND
- The second, for requests and costs related to all other project activities.

E. Project Size(s) and Timelines

1. **Short-Term Projects.** Short-term projects should not exceed 12 months in length beginning in October 2009 and ending in October 2010. Examples of such projects include:
 - Purchases for an individual market (or individual direct producer-to-consumer marketing endeavors) that are for one market season.
 - Purchases (for projects) that can be implemented in 12 months or less.
 - New market start-ups (equipment/promotions) that can be implemented in 12 months.
 - Equipment, supplies, marketing, or promotion/advertising purchases that will be made in one market season.
 - New EBT equipment, training, and promotion that can be implemented in one market season or year.
2. **Long-Term Projects.** Long-term projects should not exceed 24 months in length, beginning in October 2009 and ending in October 2011. Examples of such projects include:
 - Purchases for one or more (markets or) direct producer-to-consumer marketing endeavors that will take more than 12 months (and less than 2 years) to implement.
 - Research, educational, and other training projects for one or more (markets or) direct producer-to-consumer marketing endeavors.

F. **FMPP Orientation and Training**

All applicants should include, within their project proposal budgets and the Supplemental Budget Summary, **funds for up to two (2) visits to Washington, DC for FMPP grant orientation and training.**

1. **Budget.** The budget may include:

- a. Transportation, lodging, and subsistence for travel to USDA Headquarters in Washington, DC.
- b. Lodging will include up to two (2) overnight stays per training meeting for a total of four (4) overnight stays for one (1) person responsible for grant or project management. Subsistence will include meals and incidentals required for travel. The person attending the meetings must be responsible for and knowledgeable of the organization's:
 - Grant administration procedures, including a written code of conduct.
 - Financial, personnel, and program management systems.
 - Accounting and payment systems (i.e., completion of SF-270 request for payments; payments to subgrantees, as applicable; any other accounting, payment, and report (SF-269 and SF-272) requirements under the grant).
 - Program income, equipment, supplies, and property systems.
 - Grant records management.
- c. Transportation should be by:
 - Plane, bus, or train, whichever is the customary standard commercial fare (coach or equivalent), Federal Government contract airfare, or the lowest cost commercial fare that is reasonable for the awardee's point of origin and the times and dates of the trainings.
 - Car, based on the current Federal or State (as applicable for the applicant) mileage reimbursement rate.
- d. All such costs incurred will be based on an actual travel costs basis; any remaining travel funds may be used for awarded project work.
- e. Costs for any additional travelers attending the trainings will be at the expense of the awardee organization or project participant.

2. **Training Information.** The training sessions will include, but not be limited to, information about organization's business system requirements to implement FMPP (Federal) grants, grant administration and monitoring requirements, financial status and cash transaction reports, performance reports, and electronic payment procedures and timelines.

3. **Training Dates.** The dates, times, and locations of these meetings will be announced to awardees after the notification of AMS' 2009 FMPP grant awardee selections. FMPP reserves the right to make changes or cancel meetings, times, or dates.

IV. INELIGIBLE GRANT USES

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FMPP funds cannot be used to pay for:

A. Land/Buildings

The acquisition of land or the acquisition, construction, rehabilitation, or repair of a building or facility.

B. Political Activities

The development of and/or participation in political or lobbying activities.

C. Other Activities and Costs

Any activities prohibited by 7 CFR parts 3015 and 3019, including the unallowable costs provided in section VIII., and project activities already funded by Federal or other private organizations. An application that duplicates or overlaps substantially with an application already reviewed and funded by another organization or agency will not be funded by FMPP.

V. APPLICATION DEADLINE

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Paper applications must be postmarked April 27, 2009. Submit an original and one copy of the proposal, along with all required forms, in one application package, preferably by express mail or courier.

Grants.gov applications must be submitted by 11:59 p.m. EST on April 27, 2009. Since a password is required from Grants.gov, applicants are strongly encouraged to initiate the electronic submission process at least two weeks prior to the application deadline.

No extensions past the deadline will be considered.

VI. APPLICATION PROCEDURES AND REQUIREMENTS

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Funding decisions are made on the basis of one round of competition. Applicants must submit the following information as part of their application packages. Packages without this information will not be considered.

A. Required Forms

All of the following necessary forms may be downloaded from the FMPP website at or requested from FMPP.

1. [Form SF-424](#), “Application for Federal Assistance.” This form must have an original signature.

Follow these instructions when completing Form SF-424:

TYPE OF SUBMISSION - check “Non-Construction.”

APPLICANT INFORMATION - insert the organization’s legal name and the organizational DUNS number (see section VI.B.).

TYPE OF APPLICATION - check “New.”

NAME OF FEDERAL AGENCY - enter AMS, USDA.

CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER – enter 10.168;
Title - Farmers’ Market Promotion Program

DESCRIPTIVE TITLE OF APPLICANT’S PROJECT - enter only the project title (should match the proposal narrative’s title); do not provide a detailed description.

IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS? To determine if your proposal is subject to review under State Executive Order 12372, please review guidelines by visiting: www.whitehouse.gov/omb/grants/spoc.html.

Complete this entire section; the form must have an original signature.

2. [Form SF-424A](#). “Budget Information - Non-Construction Programs.”
3. [Form SF-424B](#). “Assurances - Non-Construction Programs.” The form must have an original signature.

B. Registration with the Central Contractor Registry.

All applicants applying for Federal Funding must register with the Central Contractor Registry (CCR). In addition to the requirements herein under FMPP, all FMPP applicant organizations must go to the website www.CCR.gov, create a user account which includes a user ID and password, and register the required information.

What is CCR? The CCR is the primary registrant database for the U.S. Federal Government. CCR collects, validates, stores, and disseminates data in support of agency acquisition missions, including Federal agency contract and assistance awards. Term “assistance awards” includes grants, cooperative agreements and other

forms of federal assistance. Whether applying for assistance awards, contracts, or other business opportunities, all entities are considered “registrants.”

As a part of the Federal Financial Assistance Management Improvement Act of 1999, also known as [Public Law 106-107](#), both current and potential federal government registrants are required to register in CCR in order to be awarded contracts by the Federal government. Registrants are required to complete a one-time registration to provide basic information relevant to procurement and financial transactions. Registrants must update or renew their registration at least once per year to maintain an active status.

Additionally, entities (private non-profits, educational organizations, state and regional agencies, etc.) that apply for assistance awards from the Federal government through Grants.gov must now register with CCR as well. **However, registration in no way guarantees that a contract or assistance award will be awarded.**

CCR validates the registrant information and electronically shares the secure and encrypted data with the Federal agencies’ finance offices to facilitate paperless payments through electronic funds transfer (EFT). Additionally, CCR shares the data with Federal government procurement and electronic business systems.

What type of information is requested by CCR? CCR registrants are required to submit detailed information on their company in various categories. A User’s Guide is provided with guidelines on how to obtain unknown information. Categories of required and requested information include, but are not limited to:

- *General Information* – Includes, but is not limited to, DUNS number, CAGE Code, company name, Federal Tax Identification Number (TIN), location, receipts, employee numbers, and web site address.
- *Corporate Information* – Includes, but is not limited to, organization or business type and SBA-defined socioeconomic characteristics.
- *Financial Information* – Includes, but is not limited to, financial institution, American Banking Association (ABA) routing number, account number, remittance address, lock box number, automated clearing house (ACH) information, and credit card information.
- *Point of Contact (POC) Information* – Includes, but is not limited to, the primary and alternate points of contact and the electronic business, past performance, and government points of contact.

NOTE: The list above is not all inclusive. For the complete listing of information required by CCR go to www.CCR.gov. Any information provided in a CCR registration may be shared with authorized Federal government offices. However, this registration does not guarantee business with the AMS/FMPP or any other Federal government agency.

C. DUNS Number

All Federal grants (68 FR 38402) require a Dun and Bradstreet Data Universal Numbering System (DUNS) number. If your organization does not have a DUNS number, you may acquire one online at no cost at <http://fedgov.dnb.com/webform>, or by calling the dedicated toll-free DUNS line at 1-866-705-5711.

D. Project Length

All projects should not exceed 24 months in length beginning in October 2009 and ending in October 2011. See section III.E. for more information about project timelines and project lengths.

E. Proposal Narrative

The narrative portion of the project proposal, including the supplemental budget summary, must be single-sided and not exceed 12 pages (Times New Roman font, 12 pt. pitch, single-spaced, 8.5x11 inch-paper). Optional letters of support and biographies of key personnel are encouraged, and do not count against the 12-page limit.

AMS provides guidance to organize the narrative in its proper order with the creation of the **“FMPP Project Proposal Narrative Form.”** In order to expedite the application review process, the narrative must be organized under the following headings:

1. **Project Title.** Must capture the primary focus of the project, and match the title provided on Form SF-424. Indicate in the title if the project includes a new EBT project component.
2. **Applicant/Organization Information.** Provide the applicant/organization name, contact name, mailing address, telephone and fax number, and email address for the person responsible for the application, financial information, and the proposed budget request.
3. **Primary Project Manager Information.** Provide the name, mailing address, telephone and fax number, and email address for the person(s) responsible for managing and/or overseeing the project.
4. **Entity Type/Eligibility Statement.** Indicate the entity type of the applicant/organization. Provide an explanation of how the applicant/organization qualifies as an eligible entity. Written proof of eligibility should be provided from a State or Federal source. Applications that do not contain sufficient information to determine the eligibility of the applicant will not be considered.

5. **Executive Summary.** Should not exceed 200 words and must include the following: a project description, goals to be accomplished, stages of work and resources required, expected timeframe for completing all tasks and results, and the primary project manager responsible for the project.
6. **Goals of the Project.** Provide a clear statement (no more than two sentences) focusing on the ultimate goal(s) and objective(s) of the project.
7. **Background Statement.** Provide specific information affecting your projects. Describe past, current, and/or future events, conditions, or actions taken that justify the need for the project. Correlate the background and purpose of the activity to support your particular project issue. Include all current and pending public or private support to which personnel identified in the narrative have committed portions of their time, whether or not salary support for persons involved is included in the budget.
8. **Workplan and Resource Requirements.** Provide a statement that includes the planned scope of work, anticipated stages and timelines, and the resources required to complete the project. Identify who will do the work, whether collaborative arrangements or subcontractors will be used, the resource commitments of the collaborators, and the role(s) and responsibilities of each collaborator or project partner. Indicate in-kind and volunteer work, and whether matching or other funding is being provided. Address each of the evaluation criteria by using the criteria as headings. Provide references in the workplan and other narrative sections to justify the project's merit in each criterion.
9. **Expected Outcomes and Project Evaluation.** Describe what is to be accomplished, the expected results, and how success will be measured at the completion of the project (quantitative and qualitative evaluation measurement of project's impact are encouraged).
10. **Beneficiaries.** Describe which individuals, organizations, and/or entities will benefit from the project outcome and how they will benefit.
11. **Supplemental Budget Summary** (Counted toward the 12-page limit). Also see Section III.D.3. Provide sufficient detail about the budget categories listed on Form [SF- 424A](#). All requested budget items and activities should:
 - Be itemized, listing separately each item, its costs, and use.
 - Correlate to the purpose/goals of the project and demonstrate that they are reasonable and adequate for the proposed work.
 - **Not include** matching funds or in-kind work and items.

- **Be substantiated in a written budget narrative.**

AMS has developed the voluntary “FMPP Supplemental Budget Summary Form,” available at www.ams.usda.gov/FMPP, to assist applicants in preparing supplemental budgets. The use of this form is not required. However, details regarding requested funds, justification, and fund usage contained within the FMPP Supplemental Budget Summary are required. Use a separate supplemental form for new EBT project work.

The Supplemental Budget Summary information may include the following categories and a budget narrative that provides justification for such budget categories and items:

- **Personnel/Contractual.** List the individual/contractor’s name and title and the general categories of services the person/contractor cost will cover (e.g., project manager). Show annual/hourly rates and estimated number of hours to be spent on the project by each project participant. In the budget narrative:
 - Indicate the duties of each individual and correlate those duties to the purpose/goals of the project.
 - For contractors, indicate if the expense represents a flat fee for services or an hourly rate. Provide justification for the how and why the contractor was selected vs. the organization’s own staff/personnel. List the general categories of services the contract covers (e.g., professional services, travel, lodging, administrative expenses, etc.).
 - Proof must be provided that the individual’s qualifications and services rendered are customarily charged for this service (use the U.S. Bureau of Labor and Statistics, as needed, for applicable wages and salaries by State).
- **Travel.** Indicate the details and purpose of each trip and the anticipated travel expenses. In the budget narrative, indicate the name of each person traveling, mode of travel, number of people, purpose and number of trips, how many days, destination, lodging, meals, etc., as applicable).
- **Equipment.** Indicate anticipated purchases of equipment. List separately each item of equipment, its cost and use. *Equipment* means any tangible, nonexpendable, personal property, including exempt property charged directly to the grant having: (1) a useful life of more than 1 year, and (2) an acquisition cost of \$5,000 or more per unit (7 CFR 3016.3 and 7 CFR 3019.2). In the budget narrative, provide the basis of the cost estimate (e.g. price analyses, vendor quotes) for each piece of equipment and its correlation to the purpose/goals of the project to justify your need for the equipment to be purchased.
- **Supplies.** Provide an estimate of projected supply expenditures. List each item separately, its cost and use. *Supplies* means any tangible, personal property other than equipment (as defined above), excluding debt instruments and inventions (defined in 7 CFR 3019.2(hh)). In the budget narrative, provide the basis of the cost estimate

(e.g. price analyses, vendor quotes) for each supply item being requested and its correlation to the purpose/goals of the project to justify your need for the supplies to be purchased.

- **Other**. Provide in sufficient detail an itemized list of projected expenditures, their cost and use. *Other items* mean any item not fitting into the personnel, contractual, equipment, travel, and supplies categories explained above (e.g., rentals). In the budget narrative, provide the basis of the cost estimate (e.g. price analysis, vendor quotes) for each item being requested and its correlation to the purpose/goals of the project to justify your need.
 - **Indirect Costs**. Indirect costs represent the expenses of doing business that are not readily identified with FMPP, but are necessary for the general operation of the organization and the implementation of FMPP-related activities. These costs benefit more than one cost objective and cannot be readily identified with a particular final cost objective without effort disproportionate to the results achieved.
 - Budget requests for indirect costs may not exceed 10 percent of any expense defined and itemized as a direct cost. Please note that a cost may not be allocated as an indirect cost if it is incurred for the same purpose under FMPP as a direct cost.
 - In the supplemental budget summary narrative, explain how the indirect cost rate was determined, what it includes, and how it meets the definition and criteria above.
 - **Indicated only ONE indirect cost total -- 10 percent of total project costs; instead of multiple indirect costs for each individual project activity being proposed.**
 - **New EBT Project Proposals**. Applicants should send in two (2) separate Supplemental Budget Summaries when submitting proposals that include new EBT project work. Indicate the title of the project on both supplemental budgets and clearly indicate the budget related to the new EBT start-up. See section III.D.3. for additional information.
12. **Primary Proposal Activity**. It is mandatory that each FMPP application clearly identifies the primary proposal activity. From the “Eligible Grant Uses,” section III., identify only one specific activity that meets the proposal’s main goal and objective.
13. **Secondary Proposal Activity**. List all other activities (as many as are applicable) that meet the remaining goals and objectives.

F. Supporting Documents

Letters and/or other evidence of commitment from cooperators, contractors, or resource providers are strongly encouraged.

Enclose brief description(s) of experience or qualifications of principal project investigators.

G. Application Checklist

All applicants must provide an original and one copy of the proposal by express mail or courier in the following order:

- [Form SF-424](#)
- [Form SF-424A](#)
- [Form SF-424B](#)
- [Project Proposal Narrative](#)
- [Supplemental Budget Summary – New EBT Projects Only \(as applicable\)](#)
- [Supplemental Budget Summary – All Other Project Activities](#)
- **Supporting Documents**

H. Paper Submissions

Because packages sent to the Agency through the United States Postal Service may be damaged or delayed due to security procedures at USDA Washington DC headquarters, the use of express mail or courier services is strongly recommended. Express mail or courier submissions should be sent to:

Mr. Errol Bragg, Director
Marketing Services Division
Transportation and Marketing Programs, AMS, USDA
1400 Independence Avenue, SW
Room 2646-South
Washington, D.C., 20250-0269
202/720-8317

If an e-mail address is provided by the applicant, FMPP will e-mail a confirmation of the receipt of their application package.

I. Electronic Submissions via Grants.gov

AMS will not accept proposals via electronic mail. Applicants may apply electronically through www.Grants.gov and are strongly encouraged to initiate the electronic submission process at least two weeks prior to the application deadline. Grants.gov applicants are not required to submit any paper documents to AMS.

For information on how to apply electronically, please consult www.grants.gov/GetStarted. Applicants experiencing problems in electronic preparation or submission of documentation should contact www.grants.gov, or the Grants.gov Contact Center at 1-800-518-4726. The hours of operation are Monday-Friday, 7 a.m. to 9 p.m., Eastern Time; and they are closed on Federal Holidays.

It takes time to set up a password and submit documents through the Grants.gov electronic interface. Applicants who delay starting the process may not meet the deadline, and may forfeit the opportunity to compete for FMPP funds this fiscal year. No extensions past the deadline will be considered.

VII. PROPOSAL EVALUATION

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A. Methods of Evaluating Proposals

The FMPP is a competitive grant program and applicants must therefore ensure that the evaluation criteria listed below are addressed within the proposal narrative. General guidance is provided with each criterion. It is recommended that applicants provide additional information as appropriate.

Each criterion has a specific score value. The total maximum score will equal 100.

Proposals/project work will be rated on each criterion as follows:

1. **Direct Benefit to Farmers/Vendors** (maximum score = 25). Explain the direct benefit to farmers and/or vendors of the market entity. Any resulting benefits should be provided for all participants. Include:
 - a) How and how many farmers/vendors will benefit.
 - b) The financial benefit farmers/vendors will receive.
 - c) What will be the overall potential impact on the local/regional farm economy.

2. **The Need for the Project** (maximum score = 25). Provide a clearly identified issue/problem and the actions or project work to address it. Provide sufficient justification for the project approach and/or strategies in the proposal. Include:
 - a) Why and how the actions recommended in the proposal will address and/or “solve” the issue/problem(s) identified.
 - b) How the proposal demonstrates the project’s merit.
 - c) Why these activities are appropriate for achieving the project’s stated objectives.

3. **Reasonableness of Budget** (maximum score = 15). Provide justification for the budget and funds usage to explain how the budget items support the workplan in achieving the project goals. Include:
 - a) How the budget is appropriate for the scope of work.
 - b) Why this budget item is needed.

- c) How each item helps or assists in resolving the issues identified.
- d) How the planned expenditures correlate with each item in the proposed work plan.
4. **Addresses FY-2009 FMPP Priorities** (maximum score = 10). - Outline the proposal's activities and the identified FMPP priority(ies). Include:
- a) Why and how the proposal's activities address the identified priority(ies).
5. **Quantitative Evaluation and Measurement of Project's Impact** (maximum score = 10). - Define how successes will be measured. Include:
- a) How the project's results will be measured and tracked.
6. **Sustainability and Long Term Impact** (maximum score = 10). Describe the project's long term impact and sustainability and how and why the proposed activities could be used elsewhere. Include:
- a) How self-sustaining the project will be after FMPP grant funds are exhausted.
- b) The project's anticipated long-term impact.
- c) How the outcome and lessons learned from this project will be applicable to other locations.
7. **Degree of Collaboration/Partnerships (include partner qualifications) and Participation** (maximum score = 5). - Outline the collaboration/partnerships formed and farmer/vendor participation for this project. Include:
- a) The degree of involvement by the necessary stakeholders.
- b) What resource commitments stakeholders will provide.
- c) How collaborators/partners and farmers/vendors will assist in implementing the project.

B. Application Score Summary

Measurement Element	Maximum Points
Direct Benefit to Farmers/Vendors	25
Need for Project	25
Reasonableness of Budget	15
Addresses FY-2009 FMPP Priorities	10
Quantitative Evaluation/Measurement	10
Sustainability/Long Term Impact	10
Degree of Collaboration/Partnership	05
TOTAL	100

VIII. POST-AWARD MANAGEMENT OF FMPP GRANTS

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A. **FMPP Grant Award Announcement**

AMS will announce recipients of FMPP grant funds (awardees) on or before September 30, 2009.

B. **Grant Recipients Responsibilities**

Grant recipients are responsible for:

- Complying with all terms and conditions of the grant agreement.
- Monitoring the performance of all project activities and any sub grantees, and ensuring that the work is completed within the established time frame.
- Ensuring that FMPP funds are used only for activities covered by the approved project, workplan, and budget.
- Ensuring that proper accounting procedures are followed.
- Requesting prior approval for budget or project scope changes in accordance with 7 CFR 3016 and 3019.
- Sending FMPP a copy of any contract or secondary agreement relating to the project.
- Submitting a performance (progress) report every 6 months. The awardee must also submit a final report, summarizing findings and accomplishments, no later than 90 days after the grant expiration date. (For further details, see Section IX, “Reporting Requirements for Awarded Projects.”)
- Submitting quarterly financial reports ([Form SF-269](#)), which includes any program income. The awardee must also submit a final financial status report no later than 90 days after the grant expiration date.
- Submitting quarterly requests for advances/reimbursements (electronically or via a written [Form SF-270](#)) as needed to implement the project and workplan. Initial requests for payment must be made within the first 8 months of the project work; the Agency can de-obligate the funds without further cause should requests for funding not be requested.
- Submitting quarterly Federal cash transaction reports (electronically or via a written [Form SF-272](#)), which includes program income (see section IX.B.2.).
- Contacting the FMPP office, in writing, 60 days before the grant’s expiration date to request a no-cost time extension if, for any reason, the project cannot be completed within the established time frame. A written or emailed letter from the grantee briefly explaining the need for the extension and specifying a new ending date is required (See section VIII.E.5. for more information).

C. Award Terms and Conditions

Upon agreement with AMS terms and conditions for the award, i.e., the approved or revised budget; project proposal activities; performance monitoring; and reporting requirements the awardee will enter into a grant agreement with AMS. The grant agreement will include the:

- Requirements set forth within this “2009 Farmers’ Market Promotion Program Guidelines.”
- “AMS Grant Agreement Face Sheet” (provided on the FMPP website), which will serve as the grant signature page for the awardee and AMS representative.
- “FMPP Grant General Terms and Conditions,” which consists of the assurances and certifications found in [Form AD-1047](#), [Form AD-1048](#), and [Form AD-1049](#).
- Administrative requirements [7 CFR part 3015](#), [7 CFR part 3016](#), and [7 CFR part 3019](#).
- AMS Approved “FMPP Project Proposal Narrative” activities; and
- AMS Approved “FMPP Supplemental Budget Summary(ies)” and their detailed, itemized, and approved costs/budget spreadsheet(s).

Additionally, grantees will be required to attend the FMPP grant orientation and training sessions (see section III.F.).

D. Unallowable Costs

The following costs are unallowable under this award unless otherwise permitted by law or approved by the Federal Agency:

1. General Costs.

- a. Development or participation in lobbying activities including costs of membership in organizations substantially engaged in lobbying.
- b. Development or participation in political activities in accordance with provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7324-7326).
- c. Costs which lie outside the scope of the approved project(s) and any amendments thereto.
- d. Costs incurred after the expiration of grant award period, including no-cost extensions of time.
- e. Indirect costs in excess of 10 percent; this limitation also applies to any subcontracts under the funded awards.

2. Selected Items of Cost.

- a. Alcoholic beverages except when the costs are associated with implementing a project and prior approval is given from the Federal Agency.
- b. Bad debts, including losses (whether actual or estimated) arising from uncollectable accounts and other claims, related collection costs, and related legal costs.

- c. Capital expenditures for general purpose including purchases of building(s); construction, repair, or rehabilitation of building(s); and land acquisition.
- d. Contributions to a contingency reserve or any similar provision (rainy day funds) made for the occurrence of events which cannot be foretold with certainty as to time, intensity, or with an assurance of their happening.
- e. Donated or volunteer services may be furnished to an awardee by professional and technical personnel, consultants, and other skilled and unskilled labor. The value of these services is not reimbursable either as a direct or indirect cost.
- e. Contributions or donations, including cash, property, and services, made by the awardee, regardless of the recipient.
- f. Specific organizational entertainment costs including amusement, diversion, and social activities and any costs directly associated with such costs (such as tickets to shows or sports events, meals, lodging, rentals, transportation, and gratuities), regardless of their apparent relationship to project objectives.
- g. Airfare costs in excess of the customary standard commercial airfare (coach or equivalent), Federal Government contract airfare, or the lowest commercial discount airfare.
- h. Fines, penalties, damages, and other settlements resulting from violations (or alleged violations) of, or failure of the State or local governmental unit to comply with, Federal, State, local, or Indian tribal laws and regulations.
- i. General costs of State or local Government including: (1) salaries and expenses of the Office of the Governor of a State or the chief executive of a political subdivision or the chief executive of federally-recognized Indian tribal government; (2) salaries and other expenses of a State legislature, tribal council, or similar local governmental body, such as a county supervisor, city council, school board, etc., whether incurred for purposes of legislation or executive direction; (3) costs of the judiciary branch of a government; (4) costs of prosecutorial activities; and (5) costs of other general types of government services normally provided to the general public, such as fire and police.
- j. Costs of goods or services for personal use of the State or local governmental unit's employees regardless of whether the cost is reported as taxable income to the employees.
- k. Costs of investment counsel and staff and similar expenses incurred to enhance income from investments.
- l. Grant funds cannot be used to supplant State funds.
- m. None of the funds under this award may be used towards travel costs for AMS FMPP employees.
- n. This list is not all inclusive. Questions regarding allowability of particular items of cost should be directed to the Program Contact for the FMPP in section XII.

E. Prior Approval Requirements

1. **Key Personnel Change.** When it is necessary to change key personnel, the awardee must submit a written request (email is acceptable) to FMPP. The request should contain the new individual's name and contact information, the capacity in which this new individual will serve, and written notification from the individual signifying his or her willingness to serve on the project.

The following items require a written request, including signature from the awardee (primary contact) AND an FMPP authorized representative before the awardee proceeds. FMPP will accept a) a faxed document, b) PDF file with a signature, or c) express mail or overnight courier service delivered requests to the FMPP contact(s) found in section XII.

2. **Scope or Objective Changes.** When it is necessary to modify the scope or objectives of the award, submit a written justification for the change along with the revised scope or objectives of the award to FMPP. Submit a written justification for the change along with a project purpose, potential impact, expected measurable outcomes, work plan, budget narrative, and project oversight/commitment.
3. **Change in Project Leaders.** When the primary project leaders (PL) plans to:
 - Relinquish active direction of the project for more than 3 consecutive months,
 - Have a 25 percent or more reduction in time devoted to the project, or
 - Sever his/her connection with the awardees organization, the awardee has the following prior approval options and responsibilities:
 - a. If the PL's absence is temporary, the awardee organization must notify FMPP in writing of arrangements for the continuing conduct of the project (i.e., identify who will be in charge during the PL's absence, including his/her qualifications to assume leadership of the project and his/her written concurrence).
 - b. If the PL severs his/her affiliation with the awardee organization, the awardee's options are:
 - 1) Replacing the PL on the project - The awardee organization must request, in writing, FMPP approval of the PL replacement and must include a copy of his/her qualifications and a submit information regarding the new PL's current and pending support of the new organization. The request also must contain the signature of the proposed PL replacement signifying his/her willingness to assume leadership of the project.
 - 2) Subcontracting to the former PL's new organization - The awardee may request approval to replace the PL (as outlined in above paragraph) and retain the award, but subcontract to the former PL's new organization certain portions of the project to be completed by the former PL.

- 3) Relinquish the Award - If neither of the previous options is viable and the awardee wishes to relinquish the award, the following procedures should be followed:
- The awardee should send a letter to FMPP, signed by the awardee organization contact and PL, which indicates the awardee is relinquishing the award and de-obligating any unused funds.
 - The letter should include the date the PL is leaving and a summary of progress to date. A final Form SF-269, “Financial Status Report” (see section IX.B.), which reflects the total amount of funds spent by the awardee should be attached to the letter.
 - Should the PL wish to transfer the award to his/her new institution, the new institution should submit the request in writing to FMPP to receive written instructions for such a transfer. The transfer will require submitting a new application to FMPP, completion of the forms and certifications; a project summary/work statement covering the work to be completed under the project (the objectives must be the same as those outlined in the approved proposal); and an updated list of PL qualifications showing his/her new organizational affiliation.

NOTE: Experience has demonstrated that the transfer of an award from one institution to another can take 90 or more days to accomplish. If information is not submitted in a timely manner, the PL may experience a delay in resuming the project at the new institution. On a case-by-case basis and with justification acceptable to FMPP, project lengths will not exceed 2.5 years in length.

4. **Budget Changes.** Where a modification to the FMPP approved budget is required, the modification must be approved in writing by the FMPP if the cumulative amount of such modifications exceeds 10 percent (10%) of the project’s total budget as last approved by the FMPP. A request for a budget change shall include: (a) a description of the change, (b) a justification for the change, and (c) signatures by the organization contact for the awardee and FMPP. Note that any budget changes that also change the project scope or objectives are included in section VIII.E.1. above.
5. **Extension of Grant Agreement.** Where an extension of time is required (no cost extension), the extension(s) must be received in writing no later than 60 days prior to the expiration date of the award. The request from the must come from awardee contact contain all of the following information:
- a. The length of additional time required to complete project objectives and a justification for the extension.
 - b. A summary of progress to date (status of project timeline and objectives...etc.).
 - c. An estimate of remaining funds on the scheduled expiration date.

- d. A projected timetable to complete the project for which the extension is being requested.
- e. Signature of the organization's program contact for the awardee and FMPP.

The fact that funds are expected to remain unutilized or unobligated at the end of the award is not in itself sufficient justification to receive a no cost extension of time. Decisions will be made on a case-by-case basis based on the written justification provided. FMPP awards are limited to not more than 2.5 years in duration from the date of the grant agreement, therefore no more than one extension up to 6 months will be provided.

NOTE: Requests for no-cost extensions of time received after the expiration date of the award normally will not be honored. Only in extremely rare circumstances for which there are exceptional extenuating circumstances will requests received after the expiring award date be considered.

IX. REPORTING REQUIREMENTS FOR AWARDED PROJECTS

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Original performance reports, financial status reports, and payment request forms (as applicable) should be signed by the appropriate organizational representative and submitted to FMPP by express mail or courier service.

A. Performance Reports

1. **Quarterly Performance Reports.** Performance (progress) reports are required at the midpoint of projects approved for one year and at six-month intervals for projects of longer duration. The performance report should be organized under, but not limited to, the following headings:
 - **Activities and Milestones.** Briefly summarize activities performed and milestones achieved for each objective of the narrative, and include favorable or unusual developments.
 - **Problems and Delays.** Note unexpected delays or impediments as well as favorable or unusual developments for each project.
 - **Future Project Plans.** Outline work to be performed during the succeeding period.
 - **Funding To Date.** Comment on the level of grant funds expended to date on the project.
 - **Additional information.** Include other relevant project information available (e.g. publications, web sites, photographs).

2. **Final Performance Report.** Required to fulfill the terms of the grant agreement, but this final performance report also represents an important vehicle for sharing project findings with Federal and State agencies and the public. Please contact AMS before submission in order to discuss a format suitable (including both hard-copy and electronic copy) for wide distribution and posting on the FMPP website. The final performance report of results and accomplishments is due within 90 days following the grant ending date and should include:

- **Project Summary.** An outline of the issue, problem, interest, or need for each project.
- **Project Approach.** Descriptions of how the issue or problem was addressed.
- **Goals and Outcomes Achieved.** Descriptions of the results, accomplishments, and conclusions.
- **Beneficiaries.** Description of the people, organizations, marketing entities and/or communities that have benefited from the project's accomplishments, and a quantitative measure of the current or future benefits to be derived from the project.
- **Lessons Learned.** Lessons learned for each project. If outcome measures were not achieved, identify and share the lessons learned to help expedite problem-solving.
- **Additional information.** Include specific contributions of project partners and any relevant information available (e.g. publications, web sites, photographs).
- **Contact person.** List the contact person for each project with telephone number and email address.

B. Financial Reports

1. **Financial Status Reports.** "Financial Status Reports" ([Form SF-269](#)), which includes any program income, must be submitted quarterly. A final submission Financial Status Report, is required no later than 90 days following the project's ending date and can be downloaded from the FMPP website at www.ams.usda.gov/FMPP and <http://www.whitehouse.gov/omb/grants/sf269.pdf>, or may be requested from FMPP.
2. **Cash Transaction Reports.** "Federal Cash Transaction Report," ([Form SF-272](#)) must be submitted quarterly (or after (quarterly) payment request) by the awardee after the receipt of Federal grant funds. The report must be submitted not later than 45 calendar days after the end of each quarter. The information will used to determine the use of cash provided by FMPP and the organization's spending practices in correlation to the financial status (SF-269) also provided. The form can be downloaded from the FMPP website, at www.ams.usda.gov/FMPP, and sent by mail.

X. REQUESTS FOR PAYMENT

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All awardees must have already registered with the Central Contractor Registry (CCR) at www.CCR.gov in order to accept grant payments from FMPP/AMS. See section III.B. for more information.

FMPP funds will be made available beginning in October 2009, and payments will be made electronically by direct deposit into the awardee organization's accounts.

A. Electronic ASAP Payment System

AMS is seeking to utilize an electronic payment management system, Automated Standard Application for Payments (ASAP), that will allow awardees to quickly log-in via an Internet connection and draw-down funds from the U.S. Treasury. Should the FMPP electronic payment system become operable in October 2009, AMS will contact awardees about submitting any additional information beyond that which was required under the already submitted registration with CCR. Additional training and use of the electronic payment system will be provided during the FMPP orientation and training meetings (see section III.F. for more orientation/training information).

B. SF-270 Paper Request System.

If AMS is unable to establish the electronic ASAP payment system before October 2009, awardees must request the amount of funds to carry out the project by submitting a complete "Request for Advance or Reimbursement" form ([SF-270](#)).

Payments of grant funds must be requested by the same designated organization representative. This individual must request the amount of funds to carry out the project by submitting a completed form SF-270. Copies of invoice(s) or receipt(s) must be kept in the records of awarded organizations and must show the specific expenditures incurred during the requested payment period.

All payments, including advances and reimbursements will be limited to the minimum amount required to meet short-term disbursement needs. Copies of invoice(s) or receipt(s) must be kept as documentation for the awardee's grant files and records and must show the specific purchase(s) allotted.

Original SF-270 form(s) should be signed by the appropriate organizational representative and be submitted to FMPP by express mail or courier service.

XI. RECORD RETENTION

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In accordance with Federal regulations, grant recipients should retain all records including documentation and receipts relating to the grant for a period of 3 years after the final financial status report has been submitted to FMPP.

XII. FMPP CONTACTS

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Applications should be forwarded to:

Mr. Errol Bragg, Director
Marketing Services Division
Transportation and Marketing Programs, AMS, USDA
1400 Independence Avenue, SW.
Room 2646-South
Washington, D.C., 20250-0269
202/720-8317

Questions about the grant program should be directed to:

FMPP Grant Program Manager
Carmen Humphrey, Branch Chief
Marketing Grants and Technical Assistance Branch
Marketing Services Division
Transportation and Marketing Programs, AMS, USDA
1400 Independence Avenue, SW.
Room 2646-South
Washington, D.C., 20250-0269
202/720-8317
USDAFMPP@usda.gov