CRAFTING WINNING LFPP/FMPP PROPOSALS

A National Good Food Network Webinar

April 12th, 2018
Webinar Overview

- Welcome & Intros
  - Webinar Tech

- Dawn Thilmany and Becca Jablonski – Colorado State University

- Jen Cheek – Farmers Market Coalition

- Jeff O’Hara and Dewell Paez-Delgado – USDA AMS

- Q & A
Intros

- Elizabeth Atwell – The Wallace Center
About the Wallace Center

The Wallace Center develops partnerships, pilots new ideas, and advances solutions to strengthen communities through resilient farming and food systems.

- National Focus • Systems Change
- Multi-Sector Partnerships • Market-Based Solutions

Key Strategies
- Peer Networking and Outreach
- Capacity Building, Training and Technical Assistance
- Documenting and Sharing Replicable Models and Innovations
- Applied Research and Knowledge Development
Intros

- Dawn Thilmany and Becca Jablonski
  Colorado State University

Dawn Thilmany, PhD

Becca Jablonski, PhD
Crafting Winning LFPP / FMPP Proposals

Dawn Thilmany and Becca Jablonski
Dept. of Agricultural and Resource Economics
Colorado State University
FoodSystems.colostate.edu
LocalFoodEconomics.com
Who is on the call: Which best describes your role in the food system

- Value Chain Coordinator
- Student
- Retailer / Restaurant / Institutional Buyer
- Processor
- Nonprofit
- None of these
- Individual - Advocate / Organizer
- Government - State, County, Municipal, Local
- Government - Federal
- Funder / Lender
- Food Hub / Distributor
- Producer
- Extension
- Educator / Researcher
- Economic Development
- Consumer
- Consultant/TA
Who is on the call: Which grant are you most likely to apply for this year?
Who is on the call:
Grant Writing Experience

- 27% I have never written any grant before
- 19% I have written an LFPP or FMPP grant before, but never won
- 11% I have written at least 1 winning LFPP or FMPP grant
- 11% I have written grants, but never a US government grant
- 11% I have written US government grants, but never for this program
- 5% I'm a very experienced grant writer
Focused on a Few Key Programs

- Farmers Market Promotion Program Grants-due May 7
  - Capacity Building $50-250,000;
  - Community Development, Training and Technical Assistance, $250-500,000
- Local Foods Promotion Program-due May 7
  - Planning, $25-100,000; Implementation, $100-500,000
- Federal State Marketing Improvement Program Grants-due May 7
  - $250,000 for Ag Product Distribution, Coop Development, Economic Research to Clarify Marketing Barriers and Opportunities, and Ag Product Development
- Specialty Crop Block Grants-only a little discussion today, run through states
Developing your idea: *before* you approach a funder

- Do you have a ‘fundable’ project?
  - Why is your idea important? Who will it benefit?
  - Gather background information, talk to people!
  - Know your outcomes from the start.
    - Performance reports from past grants may be a resource!
  - Do you have a business plan to back up your project?
    - If you are building a plan, do you have a template, peer enterprise or mentor to build it with?
  - Are you the right person (team) with the right skills to do the project? Why?
Developing your idea: *before* you approach a funder

- Network – find interested and appropriate partners
  - Funders don’t just fund good ideas, they fund effective people, teams and organizations – including those equipped to manage grants.
  - Can take years to develop relationships….you should be able to demonstrate you didn’t build relationships just to submit grant application.
Developing your idea: *before* you approach a funder

- Example:

  Producers may have ideas to develop new markets, but not the infrastructure or ability to manage grants.
Developing your idea: *before you approach a funder*

- **Example:**

  ![Image of a farmer at a market](image1.png)

  ![Image of a GoFarm website](image2.png)

  **Opportunity for Partnership!**
Timing Matters.

- Timely Development of Project is Key!
  - Back out from deadline to assure happy collaborators
- The Narrative may only be a small aspect of the work!
  - Subcontracts, letters of support (match) and final budget numbers may take a month to compile
- Budget development may need to be iterative
  - You may make this the first step!
  - Justification can be used as a key element of your project’s evaluation so it should be developed with care
# USDA Programs in the Local Food Supply Chain

USDA is committed to supporting robust regional food economies across the food chain through the programs noted below.

### Land Conservation
- Agricultural Conservation Easement Program
- Conservation Reserve Program
- Conservation Stewardship Program
- Environmental Quality Incentives Program

### Production
- Environmental Quality Incentives Program (hoop houses/high tunnels)
- Farm Microloans
- Farm Storage Facility Loans
- Grass-fed Certification
- Organic Cost Share
- Rural Energy for America Program

### Processing
- Business and Industry Guaranteed Loans
- Community Facilities Loans and Grants
- Local Food Promotion Program
- Rural Business Development Grants
- Rural Business Enterprise Grants
- Value-Added Producer Grants

### Aggregation/Distribution
- Business and Industry Guaranteed Loans
- Community Facilities Loans and Grants
- Local Food Promotion Program
- Rural Business Development Grants
- Rural Business Enterprise Grants
- Specialty Crop Block Grants

### Markets/Consumers
- Community Food Projects Competitive Grants
- Farmers Market Promotion Program
- Farm to School Program
- Senior Farmers' Market Nutrition Program
- Specialty Crop Block Grants
- WIC Farmers' Market Nutrition Program

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### Research, Education, and Technical Assistance Programs Along the Supply Chain:

- Agriculture and Food Research Initiative
- Beginning Farmer and Rancher Development Program
- Conservation Technical Assistance
- Federal State Marketing Improvement Program
- Risk Management Education Program
- Rural Cooperative Development Grants
- Small Business Innovation Research
- Specialty Crop Block Grants
- Specialty Crop Research Initiative
- Sustainable Agriculture Research and Education Program

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### Color Key

- Agricultural Marketing Service
- Farm Service Agency
- Food and Nutrition Service
- National Institute of Food and Agriculture
- Natural Resources Conservation Service
- Rural Development

www.usda.gov/knowyourfarmer
Writing your proposal

- READ THE DIRECTIONS! Use the language that funders include in the call for proposals (not meant to be ‘great’ writing)
  - Be specific, be concise, answer EVERY question
- Components of *most* proposals:
  - Executive Summary/Abstract
  - Statement of Need/Project Justification
    - Literature Review or overview of past projects
  - Project Description
    - Goals, Objectives, Activities
  - Budget
  - Organizational Information/PI info
  - Letters of support/in-kind – if you say someone will do something or that there’s a particular need, prove it!
Executive Summary/Abstract

- Introduction to project for un-initiated (know your audience)
  - Brief background
  - Summary of goals
  - Anticipated benefits – why is this important (using evidence!)

- Be sure to:
  - Be specific and concise (short sentences)
  - Read, edit, read, edit, repeat

- Avoid:
  - Broad statements or descriptions
  - Overly technical language
  - Grandiose statements ("We cannot overstate the importance of this work to…")
Statement of Need / Justification

- Why should YOU be funded to do THIS project HERE and NOW?
  - What is the current state of knowledge?
    - Know the landscape – someone might be addressing one part of your project or have laid the groundwork
    - Previous plans or studies from your region should be cited/referenced
  - What has been done before?
  - What is currently being done?
  - Why is this work necessary?
  - Why is funding necessary?
- Play the “So What?” Game – who cares?
- Be specific, be concise
  - Avoid jargon
- Avoid justification that is irrelevant to what you are proposing to do
Statement of Need / Justification

What’s the ‘hook’?

**RESEARCH NEED:** Nearly **100,000 schools** across the U.S. serve school lunches to **30.5M students** each day ($12.99B annual federal dollars). In our region…. X schools serve Y meals…

Leveraging these public expenditures can create new markets for farmers and food supply chain businesses can support rural economic development.
Statement of Need / Justification

What’s the ‘hook’?

Study in our region shows that the market for CSA and farmers market customers are saturated. Yet, we have many small and mid-scales that are looking for expanded market opportunities. Accordingly, this project focuses on expanding intermediated sales.
Project Description

- Structured Thinking
  - Goals
    - Desired outcome of project
    - What will change as a result of this project?
      - Be realistic!
  - Objectives
    - Specific and measurable components of goals
    - Definitive - number and time
  - Activities
    - Components of objectives
    - Funder’s $ in action
Project Description

- Use Existing Resources (many of which have already been funded by USDA!)
Budget

- Read and follow directions
- Fringe and overhead (indirect)
- Know organization’s tendencies
  - Are you more likely to get funding if you ask for less $? Will the funder fully fund you?
  - Some funders require multiple institutions – can be very expensive!
- Be realistic, but not bashful
- Don’t forget about:
  - Travel (mileage)
  - Costs to present your work at conferences or share with other farmers
  - Other appropriate dissemination (printing pamphlets, advertising, etc.)
  - Hiring support for database management, translation, etc.
About the Budget....

• Where you spend the money tells the review panel about your priorities
  – May also indicate how well you understand the realities of executing your project’s objectives and scope of work

• Remember that different grants have different rates of allowable indirect.
  – If you have a University partner, you may be able to use the forgone indirect as part of the match.

• Be creative about match and don’t be afraid to ask partners for support.
Rest of the Application

- Organizational/PI Info
  - What organization/individual should submit the proposal?
  - Bios – who will provide credibility (skills/reputation) to support project

- Letters of Support
  - Helpful even if not requested
  - Don’t send from everyone you ever met – think about what will be most useful/relevant
  - Make sure they are specific – what does the organization/individual contribute

- Management Plan, Timeline
  - Make sure these all make sense as a whole!
Timeline and/or management plan can make it clear that you understand how to accomplish scope. Also helps to move along process once it is funded.

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
</table>
| November 1, 2015 to June 30, 2016 | • Meetings/consultation with Matt LeRoux and partner organizations to refine MCATs to meet CO needs, and to strategize re: soliciting participation.  
  • Refine and test benchmarking survey and MCATs and make data input possible via mobile application.  
  • Attend CO Fruit and Vegetable Growers Association and CFMA annual meetings and present information about project and opportunity to participate.  
  • Write letters/emails to solicit participation and send out with project partners, including: the Colorado Department of Agriculture’s CO Proud membership, the Northern Colorado Food Cluster members, CO-based participants of Building Farmers in the West program, and the Colorado Farmers Market Association members.  
  • Send out benchmarking survey in conjunction with partner organizations, solicit >200 responses.                                                                 |
| July 1, 2016 to September 30, 2016 | • Administer MCATs to at least 25 fruit and vegetable growers in CO.  
  • Prepare reports for participating growers re: market performance and discuss opportunities for improvement.                                                                                                       |
| October 1, 2016 to June 30, 2017 | • Analyze survey responses and write up preliminary report.  
  • Integrate preliminary findings into the MarketReady curriculum.  
  • Conduct MarketReady train-the-trainers worked for professional staff, followed by a workshop for CFVGA membership and other interested growers.  
  • Disseminate preliminary findings to partner organizations in CO and nationally.                                                                 |
| July 1, 2017 to August 31, 2017 | • Administer MCATs to at least 25 fruit and vegetable growers in CO.  
  • Prepare reports for participating growers re: market performance and discuss opportunities for improvement.                                                                                                       |
| September 1, 2017 to October 31, 2017 | • Complete benchmark reports.  
  • Write extension bulletins and academic journal articles.  
  • Work with Cornell partners to draft white paper based on findings to share with the National Farm Credit Council.  
  • Disseminate results to project partners in CO and nationally.                                                                 |
Summary

- Define project *before* finding funder
- Read and follow directions
  - Avoid assumptions
- Be specific
- Define measurable goals, objectives, activities, timeline, and responsible individuals
- Avoid grandiose statements
- Play “so what?”
Think like a Reviewer. . .

• Highlight narrative that directly connects to your RFP, priorities and objectives (these are scoring rubric categories)

• Make the Scope of Work linear, directly embedded in project objectives and use budget narrative and letters to add detail that does not fit in page limits

• Project Summary and first page of Narrative must be tight!
The Triple Bottom Line of Grant Writing and Project Management

**People**
Treating your team, partners, collaborators, and community all as investments the grant is making will give you a richer set of outcomes and impacts.

**Programs**
Outcomes are important, but read the RFP to see what variety, portfolio and quality of outcomes are expected.

**Professionalism**
There is persistence in the grant and project world!
Funders will remember your performance.
Partners will remember your collegiality…
And Remember.....

GRANTITUDE
the state of being grateful for grants, grant makers, grant opportunities, grant partners, grant teams, grant reviews, grant managers, and grant professionals
Always acknowledge your funder!

Acknowledgements

This project is supported by the Specialty Crop Research Initiative of USDA's National Institute of Food and Agriculture
Thank you

FoodSystems.Colostate.edu
LocalFoodEconomics.com
Intros

- Jen Cheek
  Farmers Market Coalition

Jen Cheek
Farmers Market Coalition

Strengthening farmers markets for the benefit of farmers, consumers & communities.

Jen Cheek
jen@farmersmarketcoalition.org

Executive Director
Farmers Market Coalition

farmersmarketcoalition.org
About **Local Food Economics**

This website provides a gateway for you to explore work going on throughout the US on food systems, and it continues to grow. Please consider joining our Community as a team member, or by [NOMINATING YOUR PROJECT](#) that has created original research and/or outreach content in this area. (Follow the Getting Involved menu above)

**Programs and Initiatives**
Farmers Market Metrics
Empowering market managers to collect & share market impacts. Make data WORK for you!

FarmersMarketMetrics.guide // A program of the Farmers Market Coalition
Achievability (15 Points)

1) The extent to which the Outcomes and Indicator(s) are feasible for the scale and scope of the project including:

   a. How indicator numbers were derived, with a clear means to collect feedback to evaluate and achieve each relevant Outcome indicator; and

   b. The anticipated key factors that are predicted to contribute to and restrict progress toward the applicable indicators, including action steps for addressing identified restricting factors.

2) The extent to which the proposed project can be easily adaptable to other regions, communities, or agricultural systems.

3) The extent to which the applicant provides a comprehensive plan to disseminate the project’s results (both positive and negative) electronically and in-person to target audiences, stakeholders, and interested parties.
Farmers Market Metrics features:

**STANDARDIZED METRICS & METHODS**

To facilitate the sharing of comparable, longitudinal data among partners, researchers, and funders.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Collection Method</th>
<th>Collection Resource</th>
<th>Collection Frequency</th>
<th>Capital</th>
<th>Reporting Context</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Average distance in miles traveled from farm to market</em></td>
<td>Document Review</td>
<td>Vendor Application or Survey</td>
<td>Once per season</td>
<td>🌿</td>
<td>(X) miles is the average distance food travels from farm to our market. That’s fresh! Most food eaten in the U.S. has traveled nearly 1,500 miles.</td>
</tr>
<tr>
<td><em>Agricultural acres owned, leased, or managed by market vendors</em></td>
<td>Document Review</td>
<td>Vendor Application or Survey</td>
<td>Once per season</td>
<td>🌿</td>
<td>(X) acres of diversified farmland is kept in production by our vendors. America loses an acre of farmland every hour to development.</td>
</tr>
<tr>
<td>Number of employees supported by market vendors</td>
<td>Document Review</td>
<td>Vendor Application or Survey</td>
<td>Once per season</td>
<td>🏅</td>
<td>(X) employees are supported by our vendors’ businesses. These local businesses create new, meaningful employment opportunities.</td>
</tr>
<tr>
<td><em>Number of vendors</em></td>
<td>Document Review</td>
<td>Vendor Application or Survey</td>
<td>Once per season</td>
<td>💸</td>
<td>(X) local businesses are supported by our market, including (X) farms. The farmers market serves as an incubator, providing the opportunity for new farmers to enter into the agricultural marketplace, and a space for small business to grow.</td>
</tr>
<tr>
<td>Number of new or beginning farmers</td>
<td>Document Review</td>
<td>Vendor Application or Survey</td>
<td>Once per season</td>
<td>💸</td>
<td>Our market supports (X) new or beginning farmers as vendors, helping to build the next generation of American farmers.</td>
</tr>
</tbody>
</table>
Plan

**Identify your goals.** Examine the mission and goals of your market, and identify the stakeholders that will help your market in meeting those goals.

Metrics List // Sample Impact Reports // Metrics Selection Worksheets

**Review the data collection methods.** Refine your data collection plans based on your market’s capacity to complete the recommended processes.

Data Collection Methods // Data Collection & Entry Webinar // Metrics Theory & Background

**Create your data collection plan.** Identify and document your data collection schedule, team, and assign basic tasks by completing our streamlined, 2-page Data Collection Plan.

Data Collection Plan Worksheet // Volunteer Request Letter Template

**Prepare your vendors and partners.** The data collection process will go smoothly if your vendors and partners understand why and how the data will be collected and shared, well in advance of the market season.

Vendor Letter Template // Sample Impact Reports

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Create a data collection & communication plan tailored for your market with the help of FMC staff, other market managers, and industry experts.
FARMERS MARKET METRICS FEATURES:

TRAINING & PEER TO PEER SUPPORT

Create a data collection & communication plan tailored for your market with the help of FMC staff, other market managers, and industry experts.

Visitors Count

Counting visitors entering your farmers market requires planning and adequate personnel. The number of people needed depends on how many entry points your market has. Identify how many data collectors you'll need, as well as how to prepare them for data collection by following the steps below.

**Map Your Market:** Create a map of your market by sketching its physical features. Include vendor booths, seating areas, buildings, and other structures. Then mark all entrances. Draw a line at each entrance, which classifies people as ‘in’ or ‘out’ of the market. Identify any secondary entrances (between booths, through an alley, etc.) that could be blocked off on counting days. If you can move a garbage can, chairs or even use caution tape to block off a secondary entrance, it will help guide visitors to the primary entry points, and decrease the number of data collectors you'll need.

Once you have identified the entrances, give each one a name (i.e., the street name, food court, etc.) so that everyone on your team is clear about which entrance is which. Ideally, you will have one person assigned to each market entrance. However, if multiple entry points (especially primary and secondary) exist within the same field of vision, they can be monitored by one data collector. Create ‘zones of responsibility’ on your map which outline the areas (including one or multiple entrances) that can be monitored by one person.
Farmers Market Metrics features:

PAPER AND WEB-BASED DATA ENTRY TOOLS

Data entry can take place directly into the mobile-friendly web forms or via printable versions, to accommodate the preferences of each user.
Farmers Market Metrics features:

**PAPER AND WEB-BASED DATA ENTRY TOOLS**

Data entry can take place directly into the mobile-friendly web forms or via printable versions, to accommodate the preferences of each user.
Farmers Market Metrics features:

AUTOMATED ANALYSIS

To help strengthen management practices, improve programming & maximize resources.
To facilitate the sharing of authentic, compelling messaging on the offerings and impacts of markets.

Farmers Market Metrics features:

**AUTOMATED REPORTING**

$216,240 in sales directly to the vendors' local farms and businesses. Returning 3x more of their sales to the local economy than chain retailers.

51 miles average distance food travels from farm to our market.

578 acres of diversified farm in production by our market. America loses an acre every hour to development!

$16,725 spent by farmers market shoppers at neighboring businesses. Supporting main street businesses by bringing shoppers to the area.

165 employees are supported by our vendors' businesses. Small businesses create new, meaningful employment opportunities.

3,250 lbs of food donated by our farmers market to help neighbors. 99% of food banks report more first time users.

Learn more at: crossroadscommunityfoodnetwork.org

Stay in touch!
- info@crossroadscommunityfoodnetwork.org
- @CrossroadsNetwerk
- CrossroadsCommunityFoodNetwork
- @crossroadsmarkets

Data was collected by market staff or volunteers through document review, market observations, and surveys, as part of a USDA Agriculture & Food Research Initiative funded project of the University of Wisconsin-Madison and the Farmers Market Coalition.
The Widget:

Editable, sharable, printable.

- **Image**
- **Data**
- **Context**

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**Fourth Street Farmers Market**

30 miles

average distance food travels from farm to our market

That's fresh! Most food eaten in the U.S. has travelled nearly 1,200 miles.

Share
Fourth Street Farmers Market
5012 Jericho Road, Columbia, MD, United States
Friday - Apr thru Sep - 9:00 am to 12:00 pm

With more than 17 vendors, our Growers Market provides the best of local produce, meat, plants and baked goods each Friday - Apr thru Sep - 9:00 am to 12:00 pm. Enthusiasm, education and a social gathering spot are all part of what makes Fourth Street Farmers Market unique. To best serve our shoppers, the market accepts, (fm:Placeholder:PaymentMethods).

### Fourth Street Farmers Market

- **330 acres**
  of diversified farmland in production by vendors.

  America loses an acre of farmland every hour to development.

### Fourth Street Farmers Market

- **3 of our farmers**
  are new or beginning farmers

  Farmers markets offer a place for farm incubation and customer cultivation.

### Fourth Street Farmers Market

- **$4,316 in SNAP sales**
  our market accepts federal nutrition assistance benefits.

  providing fresh food to our neighbors who need it most.
Safely store data in a centralized space, and grant viewing rights to partners or export datasets as needed.

**Network Account:**
Create groups of markets to track. View aggregated data in real time, analyze trends across markets with Tableau dashboards, and export reports in a variety of formats.
Markets Analysis

Network Sales by Currency Type: Mid-Atlantic Farmers Market Network

Value:
- $0K
- $5K
- $10K
- $15K
- $20K
- $25K

May 2016: $22,279
June 2016: $17,061
July 2016: $22,025
August 2016: $16,708
September 2016: $18,222
October 2016: $5,570
November 2016: $6,095

May 2016: $3,631
June 2016: $2,666
July 2016: $3,127
August 2016: $4,341
September 2016: $4,014
October 2016: $1,027
November 2016: $625

May 2016: $210
June 2016: $1,176
July 2016: $1,149
August 2016: $643
September 2016: $1,699
October 2016: $638
November 2016: $630

May 2016: $0
June 2016: $0
July 2016: $0
August 2016: $0
September 2016: $0
October 2016: $0
November 2016: $0

May 2016: $26,120
June 2016: $20,903
July 2016: $26,301
August 2016: $21,692
September 2016: $24,325
October 2016: $7,385
November 2016: $7,350

Voucher Sales: $0
WIC CVV Sales: $0
WIC FMNP Sales: $0

Choose Network:
- Mid-Atlantic Farmers Market Network

Year of Date:
- 2016
Markets Analysis

Visitor Behavior: Mid-Atlantic Farmers Market Network

Survey Overview

<table>
<thead>
<tr>
<th>Name</th>
<th>Came Specifically For Market</th>
<th>Respondents</th>
<th>Avg Money Spent at Market</th>
<th>Avg Money Spent in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Baltimore Farmers Market</td>
<td>No</td>
<td>1</td>
<td>$20</td>
<td>$0</td>
</tr>
<tr>
<td>Central Baltimore Farmers Market</td>
<td>Yes</td>
<td>2</td>
<td>$20</td>
<td>$0</td>
</tr>
<tr>
<td>Fresh Three Market</td>
<td>No</td>
<td>6</td>
<td>$57</td>
<td>$25</td>
</tr>
<tr>
<td>Fresh Three Market</td>
<td>Yes</td>
<td>18</td>
<td>$48</td>
<td>$31</td>
</tr>
<tr>
<td>NeBo Farmers Market</td>
<td>No</td>
<td>20</td>
<td>$18</td>
<td>$0</td>
</tr>
<tr>
<td>NeBo Farmers Market</td>
<td>Yes</td>
<td>19</td>
<td>$21</td>
<td>$8</td>
</tr>
</tbody>
</table>

Did you come to this area specifically for the Market?

- Central Baltimore Farmers Market and Bazaar
- Fresh Three Market
- NeBo Farmers Market

Transportation Method to Market

- Central Baltimore Farmers Market and Bazaar
- Fresh Three Market
- NeBo Farmers Market
Tell your market’s story:

FarmersMarketMetrics.guide

Want to chat about your project? Complete this short Metrics Interest form, and FMC’s team will reach out: bit.ly/MetricsInterest.

Join us!

farmersmarketcoalition.org

Marian Weaver
Metrics Program Manager
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Darlene Wolnik
Senior Researcher
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Intros

- Jeffrey O’Hara and Dewell Paez-Delgado
  USDA Agricultural Market Service
FMPP and LFPP Grant Writing Tips and Tricks
Decide on the right program

- Does the project support local/regional food efforts to increase consumption of such products and develop, improve, or expand local/regional markets?
- **FMPP** - promoting direct-producer to-consumer marketing
- **LFPP** - involves intermediary non-direct-to-consumer marketing
Read the RFA

- Read the RFA!!!!!!!
- Understand the main goals of the program
- Make sure that you are eligible to apply
- Understand the instructions on the RFA
Develop a Timeline

• Develop a timeline so you have enough time to review your application before the deadline.
• Waiting till the last minute can hurt you.
• Get input from experienced or successful colleague.
• Projects not submitted on time will NOT be accepted.
• Only project with extenuation circumstance will be consider in case-by-case basis.
• **Submit On Time.**
Understand the Evaluation Criteria

- The RFA’s have the criteria that will be used by reviewers to evaluate your proposal.
- Read and understand the evaluation criteria BEFORE you begin preparing your application.
  - Alignment and Intent (25 points)
  - Technical Merit (25 Points)
  - Achievability (15 Points)
  - Expertise and Partners (25 Points)
  - Fiscal Plan and Resources (10 Points)
Understand the Review and Selection Process

• Initial Screening - quick scanning for required documentation.
• Technical review - application review by a panel of peer reviewers.
  ❖ 10-17 proposals
  ❖ Hard work
• Administrative Review - final administrative evaluation of each review panel’s top rankings and recommendations.
# Successful vs Unsuccessful Proposal

<table>
<thead>
<tr>
<th>Successful</th>
<th>Unsuccessful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excite the reviewers</td>
<td>Little or no relevance to the program priorities</td>
</tr>
<tr>
<td>Are easy to read and understand</td>
<td>Exceeds page limit, poorly written, unclear objectives</td>
</tr>
<tr>
<td>Have clear rationale &amp; objectives that fit the program</td>
<td>Poor records of performance from previous projects</td>
</tr>
<tr>
<td>Clearly state the expected outcomes/ impacts</td>
<td>Not innovative, not much outcomes gained.</td>
</tr>
<tr>
<td>Follow the submission rules</td>
<td>Lack of cohesiveness between the different components of the project.</td>
</tr>
</tbody>
</table>
The impacts of the Farmers Market and Local Food Promotion programs

Jeffrey K. O’Hara and Carlos Coleman

Agricultural Marketing Service, US Department of Agriculture, Washington, DC, USA

ABSTRACT
Farmers Market Promotion Program (FMPP) and Local Food Promotion Program grants are awarded by the US Department of Agriculture to bolster local food markets. We assess the impacts of these programs by analyzing responses to a national survey of farmers market administrators, undertaking two case studies of grant recipients, and reviewing previous literature. We find that there is a high association of FMPP recipient markets with greater organizational administrative capacity and improved market performance between 2013 and 2014. Our case studies reveal how grants can be effective when the projects have strong stakeholder support and collaborate with other community organizations. We also describe how some of the pilot projects supported by FMPP led to more targeted local food grant programs.

ARTICLE HISTORY
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KEYWORDS
Farmers Market; Farmers Market Promotion Program; local food
Civic Activities Offered by Farmers Markets

Note: The error bars represent the 99% confidence interval for the respective proportion.
## Organizational and Demographics of FMPP Recipients

<table>
<thead>
<tr>
<th></th>
<th>Non FMPP recipients</th>
<th>FMPP recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid market manager (%) **</td>
<td>51%</td>
<td>75%</td>
</tr>
<tr>
<td>Paid (non-manager) employees (%) **</td>
<td>24%</td>
<td>39%</td>
</tr>
<tr>
<td>Farmers market budget ($) *</td>
<td>$21,549</td>
<td>$59,792</td>
</tr>
<tr>
<td>Metropolitan county *</td>
<td>72%</td>
<td>62%</td>
</tr>
<tr>
<td>2014 county per capita income ($) **</td>
<td>$45,458</td>
<td>$42,042</td>
</tr>
</tbody>
</table>

** -- Statistically significant difference at 1% level

* -- Statistically significant difference at 5% level
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Hotel Booking:
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THANK YOU!

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