



U.S. Department of Agriculture Grants & Resources for Food Projects in Communities

December 7, 2009



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the C.S. Mott Group for Sustainable Food Systems
at Michigan State University
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**W.K. Kellogg
Foundation
Food &
Community
Program**

Today's Presentation

HOST

Cheryl Danley

Sustainable Food Systems Outreach Specialist, Michigan State University;
Food & Fitness Initiative

BACKGROUND

- **WK Kellogg Foundation**
 - Community-driven efforts and national projects that increase access to healthy food and physical activity for vulnerable children and their families
- **USDA Updates**
 - Know Your Farmer, Know Your Food
 - National Institute of Food and Agriculture (NIFA)

Today's Presentation

OBJECTIVES

- Provide **updates on selected USDA programs** that promote local food systems and support healthy food access in communities
- Identify certain **grant opportunities** for community based and not-for-profit organizations: as direct applicants, or in partnership with educational institutions
- Focus on grant **application process timeline and elements for success**, e.g.: early preparation, relevant and timely information, requirements, technical assistance, strategic partnerships

USDA Focus on Local Food: Know Your Farmer, Know Your Food

The image shows a screenshot of a web browser displaying the USDA website. The browser's address bar shows the URL: <http://www.usda.gov/wps/portal/knowyourfarmer?navid=KNOWYOURFARMER>. The website header features a red tomato and the text "KNOW YOUR FARMER KNOW YOUR FOOD" in a red-bordered box. To the right, it says "Brought to you by USDA" with the USDA logo. Below the header is a navigation menu with the following items: OUR MISSION, SUPPORT LOCAL FARMERS, STRENGTHEN RURAL COMMUNITIES, PROMOTE HEALTHY EATING, PROTECT NATURAL RESOURCES, GRANTS, LOANS & SUPPORT, and IDEAS & STORIES (COMING SOON). The main content area is divided into two columns. The left column is titled "IN THE NEWS" and contains three bullet points: "Agriculture Deputy Secretary Merrigan to Host 2nd 'Know Your Farmer, Know Your Food' Facebook Chat on Nov. 5", "USDA Fall Harvest Festival Features Farmers Market, People's Garden and USDA Agency Exhibits", and "Agriculture Deputy Secretary Merrigan Takes 'Know Your Farmer, Know Your Food' Conversation to Georgia". The right column is titled "YOUR STORIES" and contains the text: "This is the start of a national dialogue between the USDA and you. What will you add to the discussion?" followed by a "» READ MORE" link. Below the "YOUR STORIES" text is a photograph of a man and a woman standing in a field with cows and a dog. To the right of the photograph is a large image of a head of broccoli. At the bottom right of the page, there is a section titled "IN THE KNOW" with social media icons for Facebook, Twitter, and YouTube.

www.usda.gov/knowyourfarmer

Know Your Farmer, Know Your Food

Builds on existing programs

Programs to increase access to healthy food:

- **Community Food Projects (CFP)**
- **Farmers Market Promotion Program (FMPP)**
- Federal-State Marketing Improvement Program
- Specialty Crop Block Grants
- Senior Farmers' Market Nutrition Program
- Women, Infants And Children (WIC) - Farmers' Market Nutrition Program

National Institute of Food and Agriculture (NIFA)

- NIFA's mission is to advance knowledge for agriculture, the environment, human health and well being, and communities
 - formerly Cooperative State Research, Education, and Extension Service (CSREES)
- NIFA supports many collaborative applied research and integrated programs in communities
 - **Agriculture Food and Research Initiative (AFRI)**
 - Nutrition and health; rural communities, etc.
- www.nifa.usda.gov

Today's Speakers



MODERATOR
Shirley Gerrior

- National Program Leader, Families, 4H & Nutrition; National Institute of Food and Agriculture



PANELIST
Carmen Humphrey

- Branch Chief and Program Manager, Marketing Services Division; Agricultural Marketing Service



PANELIST
Elizabeth Tuckermanty

- National Program Leader, Competitive Programs; National Institute of Food and Agriculture



PANELIST
Etta Saltos

- National Program Leader, Human Nutrition; National Institute of Food and Agriculture



Elizabeth Tuckermanty, PhD | Program Leader
National Institute of Food and Agriculture

COMMUNITY FOOD PROJECTS PROGRAM

Community Food Projects

GOALS

The CFP Program supports projects that:

- Help meet the **food needs of low-income people**
- Increase the **self-reliance of communities** in providing for their own food needs
- Promote **comprehensive responses** to local food, farm, and nutrition issues
- Meet specific **state, local, or neighborhood food and agriculture needs** for infrastructure improvement and development, long-term planning, or the creation of innovative marketing activities that mutually benefit agricultural producers and low-income consumers

Community Food Projects

ELIGIBILITY

Private, non-profit organizations eligible

LEGISLATIVE INTENT

Low-income community private, non-profit organizations with community food security experience

AWARD LEVEL / DURATION

\$10,000 to \$300,000 / 1 to 3 years

Community Food Projects

- Mandatory Funding through 2012
- 5 million dollars annually
- Dollar for dollar match required
- Only non-Federal resources may be used for match
- In-kind resources may be used for match

→ RFA released in September, deadline November

CFP Example: Tohono O'odham Community Action, AZ

Goals:

- Create culturally appropriate, agriculturally based economic development
- Reduce the incidence and severity of diabetes among Tribal members
- Revitalize traditional cultural practices



CFP Example: Tohono O'odham Community Action, AZ

Strategies:

- Food production through development of a farm, equipment cooperative, seed bank, and home gardens
- Food processing of traditional foods
- Food distribution via a farmstand, farmers' market, and institutional purchases
- Development of educational materials that emphasize production and consumption of traditional foods
- Re-establishment of traditional songs, stories, and ceremonies



CFP Example: Greens Grows, PA

Comprehensive, practical approach to improving access to fresh food in low-income communities, including:

- Establishment of small, **locally-owned urban farms** that use vacant land and “brownfields,” sponsored and developed by community-based organizations and community development corporations
- Neighborhood cooperatives to be supplied by both **urban producers and rural farmers**



CFP Example: Nuestras Raices, MA

An urban agriculture center, the grantee will:

- Conduct market research and promotion on **Puerto Rican specialty produce**
- Assist experienced community gardeners in establishing **commercial gardens**
- Aid youth in establishing a **market garden**
- Help coordinate the Holyoke Food Policy Council for further **networking and policy development**



CFP Example: East Bay Asian Youth Center, CA

Established Full Circle Farms as a sustainable neighborhood-serving organic food system, dedicated to transforming Oakland's San Antonio neighborhood schools into healthy food environments for children by:

- Increasing the number of neighborhood residents who regularly purchase and **consume fresh organic foods**
- Initiating **school-based produce stands**
- Increasing the daily customer base at the **school-based snack bar** at the middle school
- **Increasing gross farm sales** revenues through production, distribution, and policy advocacy operations.



CFP Application Reviews

Reviewer group will include:

- Current and past grantees
- Peers doing community food security work
- Academics in relevant areas
- Non-profit administrators and employees
- Federal, state, county employees
- Diverse peer group (age, race, gender, ethnicity, race, urban, rural)

CFP 2010 Reviewers

- Number of applications to review – **15 proposals or less**
- Time commitment – **4-6 weeks to review**, score, rate proposals, **one week in DC area** to discuss proposals with your review team
- Financial compensation – **Paid trip to DC area**, lodging for 3-4 nights stay, meals and incidentals covered; **Honorarium while in DC: \$125/day**
- Helping to select awardees and learn the CFP selection process

CFP 2010 Review

- Proposals Received – **261**
- Proposals accepted for review – **approx. 180**
- Number of Review Groups – **2**
- Number of awards – **approx. 30**
- Submission/award rate – **approx. 11%**

Community Food Projects

Other USDA programs that fund the same organizations:

Risk Management Agency (RMA)

- Outreach grants

Food and Nutrition Service (FNS)

- Supplemental Nutrition Assistance Program – Education (SNAP-Ed)

Rural Development (RD)

- Value-added grants

Community Food Projects

Assistance Available to CFP Applicants:

- The **Community Food Security Coalition (CFSC)** sponsors technical assistance (TA) specialists who can provide free assistance with CFP proposals; CFSC offers a written planning guide and other free resource materials on its website
- Through a partnership between **Growing Power** and **WHY (World Hunger Year)**, technical assistance is provided for smaller organizations from disadvantaged communities
- The **WHY Food Security Learning Center** includes a searchable database of CFP projects with project profiles organized by state

Community Food Projects

TECHNICAL ASSISTANCE

www.foodsecurity.org

www.growingpower.org

www.whyhunger.org/programs/fslc

INFORMATION / REGISTRATION

www.grants.gov

Healthy Urban Food Enterprise Development Center (HUFED)

- Approx. \$1 million/year/three years
- National technical assistance
- Sub-grants to Healthy Food Enterprises
- For email notification:
etuckermanty@nifa.usda.gov



Carmen Humphrey | Branch Chief & Program Manager
Marketing Service Division
Agricultural Marketing Service

FARMERS MARKET PROMOTION PROGRAM (FMPP)

Agricultural Marketing Service (AMS) FMPP

Farmers Market Promotional Program (FMPP) is:

a competitive grant program to assist in establishing, expanding, and promoting farmer's markets and to promote direct producer-to-consumer marketing.

The primary objective is to help eligible entities to:

improve and expand domestic farmer's markets, roadside stands, community-supported agriculture programs, agri-tourism activities, and other direct producer-to-consumer market opportunities.

Agricultural Marketing Service (AMS)

FMPP

- Authorized by Farmer-to-Consumer Direct Marketing Act of 1976
- FY 2010 budget = **\$5 million**
- FY 2011-2012 budget = **\$10 million/yr**
- **10% of total budget goes to new EBT projects at farmers markets**
- **No matching required**
- Minimum/maximum grant amount = **\$2,500 to \$100,000**
- Project length = **up to 24 months**

FMPP – Eligible Entities

- Agricultural cooperatives, producer networks, and producer associations
- Local governments
- Non-profit corporations
- Public benefit corporations
- Economic development corporations
- Regional farmers' market authorities
- Tribal governments

FMPP – Entities, Cont'd.

- **Producer Network** – A producer group- 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.
- **Producer Association** – An incorporated producer entity or business that assists or serves producers or producer networks.

FMPP – Eligible Grant Uses

- 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.
- Projects that address ways to **improve consumers' access to and utilization of direct farm markets/marketing outlets**.
- Projects that address **operational or market management issues**, with the aim of **enhancing product value and sales, increasing revenue and efficiency, or reducing expenses**.

FMPP Priorities, Cont'd.

2009 Priorities (New Priorities in 2010):

- **New EBT Start-Ups** – New electronic benefit transfers (EBT) projects at farmers' markets
- **“Growing Farmers”** – Farmer recruitment, training and education programs for new direct farm marketers
- **“Professional Development”** – For farmer market managers, farmers/vendors, boards, and organizations that manage direct marketing enterprises

FMPP – Ineligible Fund Uses

- Acquisition of land or a building(s)
- Repair, rehabilitation, or construction of a building(s)
- Political or lobbying activities
- Projects funded by other public, private, Federal organizations

Application Evaluation Criterion

All applications are evaluated against the following:

Evaluation Criterion	
<input type="checkbox"/> Direct benefit to farmers/vendors	20%
<input type="checkbox"/> Need for project	20%
<input type="checkbox"/> Reasonableness of budget	15%
<input type="checkbox"/> Budget items address objectives	10%
<input type="checkbox"/> Addresses priority(ies)	10%
<input type="checkbox"/> Evaluation/measurement of impact	10%
<input type="checkbox"/> Economic sustainability of project	10%
<input type="checkbox"/> Degree of collaboration/partnerships	5%
TOTAL	100%

*2010 criterion
will be available in
2010 FMPP
Guidelines and is
subject to change*

FMPP 2009 Awardees

- Number of grants awarded/States – **86/37 States**
- Total dollars awarded – **\$4,563,000**
- Average amount awarded – **\$53,058**

Number of Proposals	Funding Levels	Proposed Funding	Percentage of Total Funding
24	\$75,000 to \$100,000	\$2,164,237	47.4%
31	\$50,000 to \$74,999	\$1,280,888	28.1%
22	\$25,000 to \$49,999	\$821,237	18.0%
19	Less than \$24,999	\$296,638	6.5%
86		\$4,563,000	100%

FMPP Example: Food Bank Council of Michigan

\$45,100 to implement a **new EBT project**, and conduct **promotional and outreach campaigns** that increases low-income consumers' access to farmers markets in Michigan



FMPP Example: Michigan Food and Farming Systems

\$92,440 to develop and implement a certificate program for Michigan farmers market managers that will **develop professional expertise** among farmers market managers and the Michigan Farmers Market Association Board of Directors



FMPP Example: Alcona Local Foods Association

\$77,943 to promote and support existing and new farmers/vendors through increasing the **education of consumers**, the **income of local growers/vendors**, and the **awareness of nutrition** and health issues for all county residents;
and to **develop a cooperative hoop house**



FMPP – Grant Process Timeline

• Announcement of Notice of Funds Available, website and published in Federal Register

Dec –
Jan

• Applications Due to AMS

Feb –
Mar

• Email Notification of Application Receipt

Mar/
Apr

• Review Process

Mar/Apr
- Sept

• AMS Announces Awards

Before
Sept

• Funds Available to Awardees

Oct

FMPP – Application Reviews

Reviewer Panel will include:

- USDA Federal and Local/State **Employee Reviewers**
- Local eligible entity **Peer Reviewers**:
agricultural cooperatives, producer networks, producer associations, non-profit corporations, public benefit corporations, economic development corporations, regional farmers' market authorities, Tribal Governments

FMPP 2010 Reviewers

- Number of applications to review – **30 proposals or less**
- Time commitment – **4-6 weeks to review**, score, rate proposals, **one week in DC area** to discuss proposals with your review team
- Financial compensation – **paid trip to DC area**, lodging for 3-4 nights stay, meals and incidentals covered
- Helping to select 2010 awardees and learn the FMPP selection process – **priceless**



Etta Saltos, PhD | Program Leader
National Institute of Food and Agriculture

HUMAN NUTRITION AND OBESITY PROGRAM

Human Nutrition & Obesity Program

PAST GOALS & PRIORITIES

- Identify behavioral factors that influence obesity
 - Develop and promote effective obesity prevention strategies
 - Develop valid behavioral and environmental instruments for measuring progress in obesity prevention efforts
- **IMPORTANT:** AFRI Request for Application for 2010 is in preparation; we anticipate major changes in programs

Eligibility for Funding

AFRI Integrated Programs

- **Colleges and universities** (includes research foundations maintained by colleges and universities)
- 1994 **Land-grant institutions**
- **Hispanic-serving agricultural colleges and universities**

Example: Fighting Obesity Among Low-Income People Using Message-Tailored Recipes About Fresh Produce

University of Southern California

- **Objectives:** tailored messaging system, Quick! Help for Meals; expand library of information about fresh produce
- **Approach:** select food pantries received targeted information; survey of produce use 5-6 days after receiving
- **Results:** increased use of produce from those receiving tailored information; self-affirmation activities did not increase produce use further
- **Impact:** tailored information can result in increased fruit and vegetable intake by food pantry users



Human Nutrition & Obesity Funding Statistics FY2006-2008

	Research	Integrated
# Submitted	92	155
# Awarded	12	31
Success rate	13%	20%
Average award*	\$390 K	\$1.1 M
Duration (yr)*	2-3	3-4

*Excludes Seed, Equipment, Bridge, and Conference grants and Postdoctoral Fellowships

Human Nutrition & Obesity

Abstracts of previously funded projects from
National Research Initiative (2008 and earlier):

http://www.nifa.usda.gov/funding/nri/nri_abstracts_topic.html

Abstracts of previously funded projects from
AFRI (2009 and later):

http://www.nifa.usda.gov/funding/afri/afri_reports.html

Contact Information

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Thank you!

- Questions can be typed into the chat box to the left of the slideshow
- If your question is not answered, you may wish to follow up with presenters directly using contact information provided



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