Breakout Session 2: Food Insecurity
Moderator

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Office of Partnership and Public Engagement
Agricultural Marketing Service
Creating Opportunities for American Farmers and Businesses

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Lead Grants Management Specialist

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History of FMLFPP

- Began Funding in 2006 as Farmers Market Promotion Program
- In 2014 the program was expanded - Local Food Promotion Program
- In 2018, the Local Agriculture Market Program (LAMP) was created.
- Yearly budget of approximately $27 million dollars
PURPOSE

Develop new market opportunities

Increase consumer access to fresh local food products
COMPONENTS

- FMPP - Direct-producer to consumer
- LFPP - Intermediaries
- $13.5 million each
PROJECT TYPES

Capacity Building (CB)
- Local Training
- Startup
- Strategic Planning
- Market Analysis
- Recruitment
- Outreach

Community Development and Technical Assistance (CTA)
- Statewide Training
- Technical Assistance
- Advertising & Promotion
- Network Building
- Technical support

FMPP
<table>
<thead>
<tr>
<th>Project Type</th>
<th>Amount</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacity Building (CB)</td>
<td>$50,000 - $250,000</td>
<td>36 Months (3 years)</td>
</tr>
<tr>
<td>Community Development, Training and Technical Assistance (CTA)</td>
<td>$100,000 - $500,000</td>
<td>36 Months (3 years)</td>
</tr>
</tbody>
</table>

25% match of the total amount of the **FEDERAL portion**
PROJECT TYPES

Planning

- Feasibility study
- Business plan
- New food hub
- Food Transportation

Implementation

- Food Incubators
- Expanding business
- Food processing
- Certifications
- Market Channels
- Food Transportation

LFPP
<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Grants</td>
<td>$25,000 - $100,000</td>
<td>18 months (1.5 years)</td>
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<tr>
<td>Implementation Grants</td>
<td>$100,000 - $500,000</td>
<td>36 months (3 years)</td>
</tr>
</tbody>
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25% match of total amount of the Federal portion
ELIGIBILITY

- Agricultural Business or Cooperatives
- Producer Networks or Associations
- CSA Networks
- Food Councils
- Non-Profit Corporations
- Local & Tribal Government
FMPP PROJECT

- Expansion of domestic farmers markets
- Strategic planning, evaluation online system
- Outreach and advertisings
LFPP PROJECT

- Expanding network
- Workshops and trainings
- Connecting growers to local buyers, restaurants.
NON-ELIGIBLE ACTIVITIES

- Unrelated to local food
- Purchase of food
- Production
- No partners
- Duplicative
- Construction
CONTACT US

https://www.ams.usda.gov/services/grants

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Regional Food System Partnerships (RFSP)
What is LAMP?

Local Agriculture Market Program

- Farmers Market and Local Food Promotion Program (FMLFPP)
- Regional Food System Partnerships Program (RFSP)
- Value Added- Producers Program (VAPG)

USDA - Agricultural Marketing Service

USDA - Rural Development
What is the RFSP Program?

• Supports partnerships that connect public and private resources to plan and develop local or regional food systems.

• Selected partnerships coordinate efforts to set priorities, connect resources and services, and measure progress towards common goals.
The Partnership’s Role

Partnerships will be responsible for:

- Determining the size and scope of the local or regional food system in which the project’s goals, outreach objectives, and eligible activities are to be carried out;
- Coordinating with AMS to receive technical assistance for partnership activities, and providing technical assistance; and
- Conducting outreach and education for potential participation in the partnership agreement and eligible activities.
Who is Eligible to Apply?

- Partnerships are eligible to apply to RFSP.
- A partnership is an agreement between one or more eligible entities and one or more eligible partners.
- An application may be submitted by an eligible entity or an eligible partner on behalf of the partnership.
- The partnership must specify in its application which organization(s) in the partnership are responsible for receiving and managing the award.
RFSP Project Types

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning &amp; Design Grants</td>
<td>$100,000 - $250,000</td>
<td>24 months (2 years)</td>
</tr>
<tr>
<td>Implementation &amp; Expansion Grants</td>
<td>$250,000 - $1,000,000</td>
<td>36 months (3 years)</td>
</tr>
</tbody>
</table>

- 25% **cash** match of total amount of the **Federal Portion**
Planning vs Implementation

Planning & Design

Support partnerships in the early stages of convening, envisioning, and planning processes for developing local or regional food systems.

Implementation & Expansion

Support partnerships building on prior or ongoing efforts within a local or regional food system. Partnerships funded in this track will have already completed most or all the activities discussed above for Planning and Design projects.
What Does RFSP Fund?

- **Partnership** functions and building capacity for decision making, coordination efforts, obtaining additional resources, and planning direction and needed activities.

- Activities that can be funded under this grant may include but are not limited to:
  - Value chain coordination,
  - Convening multiple types of partners and stakeholders for strategic planning,
  - Grant-writing, and
  - Program exploration on behalf of partners and entities.
Priority Consideration

AMS will prioritize applications that:

- Leverage significant non-Federal financial and technical resources and coordinate with other local, State, Tribal, or national efforts;
- Cover an area that includes communities with areas of concentrated poverty that provide significant opportunities for high impact investment; or
- Have a diverse set of relevant project partners, although such partners need not be based in the partnership’s defined region.

AMS will review and apply priority consideration, based on applicant narrative responses, during its administrative review process.
2020 Program

• Approximately $10 million available (includes FY19 and FY20 appropriations)

• Application period closed on May 26, 2020

• 114 applications received, 98 passed initial clearance

• Currently under review by independent review panels

• Highest rated applications will undergo administrative review – August/September

• Award announcements made by September 30, 2020 (tentative)
Contact Information

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Billy Curb
Business & Cooperative Specialist
Value-Added Producer Grant

Billy Curb
July 30, 2020
Program Purpose
• Help agricultural producers enter activities that add value to their agriculture commodities. No rural area criteria.

How does it work?
• Applicants apply directly to Rural Development for grant funds
How can funds be used?

- Planning Grants – Hire consultant to prepare business plan, feasibility study and/or marketing analysis on an existing or proposed value-added venture

- Working Capital Grant – Grant funds to help cover the day-to-day expenses associated with operating a value-added business
  - Post-harvest processing, marketing and selling expenses including labor, utilities, packaging, ingredients and distribution
  - Advertising and promotion
  - Office supplies
  - Financial accounting system
  - Supplementary raw commodities from 3rd party
Eligible Applicants

Eligible applicants:
- Independent Producers
- Farmer and Rancher Cooperatives
- Agricultural Producer Groups, and
- Majority-Controlled Producer-Based Business Ventures
Eligible Applicants (Continued)

Independent Producer

- Individual Agricultural Producers or entities that are solely owned and controlled by agricultural producers.

- An Independent Producer may be an *agricultural harvester* if they have the legal right to harvest a primary (not residual) commodity. Examples: commercial fishermen, loggers.

- An Independent Producer entity may be a *steering committee* of individual Independent Producers who will form a legal entity that meets the requirements of one of the 4 eligible applicant types.
Agricultural Producer Group

- A non-profit membership organization that represents Independent Producers and whose mission includes working on behalf of Independent Producers.

- The majority of the applicant’s membership meets the definition of Independent Producer.

- The majority of the applicant’s board of directors meet the definition of Independent Producer.
Farmer or Rancher Cooperatives

• A business owned and controlled by Independent Producers that is incorporated, or otherwise identified by the state in which it operates, as a cooperatively operated business.*

*Note that agricultural harvesters do not meet the definition of a farmer or rancher and therefore are not eligible to apply as Farmer or Rancher Cooperatives.
Eligible Applicants (Continued)

Majority-Controlled Producer-Based Business Venture *

• An entity in which the majority of the financial and voting interest belongs to Independent Producers.

*Only 10 percent of available funds will be awarded to eligible applicants in this category.
Value Added Activities

Five Value-Added Methodologies

• Change in physical state
• Produced in a manner that enhances the value of the agricultural commodity
• Product segregation
• Farm-or ranch-based renewable energy
• Locally-produced agricultural food product
Change in Physical State

• An irreversible processing activity that alters the raw agricultural commodity and enhances its value and is something other than a post-harvest process that primarily acts to preserve the commodity for later sale.

Examples include, but are not limited to:

• Milk into cheese
• Wheat into flour
• Wool into clothing or rugs
• Corn into E-85 ethanol
• Livestock into packaged meat
Produced in a manner that enhances the value of the agricultural commodity

• The value-added product results from the use of a recognizably coherent set of agricultural production practices in the growing of the raw agricultural commodity, such that a differentiated market identity is created for the resulting product.

• Nonstandard production method that adds value per unit of production over a standard production method and demonstrates this by a quantifiable comparison with products produced in the standard manner.

Examples include, but are not limited to:

• Organic carrots, eggs produced from free-range chickens
Value Added Activities (Continued)

Product Segregation

• Value-added product results from physically separating (i.e. distance or structure) the agricultural commodity from other varieties of the same commodity on the same farm during production and harvesting, with continued separation during the processing and marketing of the value-added product.

Example: GMO corn separated from non-GMO corn on the farm during production and harvesting, with continued separation through marketing.
Farm-or Ranch-Based Renewable Energy

• An agricultural commodity that is used to generate renewable energy on a farm or ranch owned or leased by the independent producer applicant that produces the agricultural commodity.

Examples include, but are not limited to:

• Dairy manure into a methane digester and electricity generated on the farm
• Corn into biodiesel generated on the farm.

Not eligible generations of energy are:
wind, solar, geothermal or hydro sources.
Locally-Produced Agricultural Food Product

Any agricultural food product that is marketed and distributed within 400 miles of the product’s origin or within the State in which the product is produced.

Examples include, but are not limited to:

- Specific local grapes with characteristics attributable to the growing area sold to a winery that will produce a local wine;
- Local sweet corn advertised and sold at a premium as a fresher locally-produced alternative to non-local produce.
VAPG Applicant Requirements

**All Applicants *Must:***

- Have matching funds at least equal to the grant amount.
- Produce and own more than 50 percent of the raw commodity that is used for the value-added product during the grant period.
- **Currently produce** (at the time of application) and own more than 50 percent of the raw commodity that will be used for the Value-Added product.
- Own the product from its raw commodity state through the production of the Value-Added product during the Project.
2021 Application Cycle:
• Application deadline is TBD
• Approximately $ million available TBD
• $250,000 maximum working capital grant
• $75,000 maximum planning grant
• No minimums

VAPG Website
https://www.rd.usda.gov/programs-services/value-added-producer-grants
VAPG Resources

**Outreach Fact sheets**
- General program Info
- Locally-produced food
- Harvesters
- Mid-tier value chains

**Tools for Application**
VAPG Application Toolkits

Tools for Application

Comprehensive Toolkits for Planning and Working Capital
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Business & Cooperative Program Specialist
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USDA is an equal opportunity provider, employer, and lender.
USDA Food and Nutrition Service

Shannon Jones
Branch Chief
School Nutrition Programs
Our mission is to increase food security and reduce hunger by providing children and low-income people access to food, a healthful diet and nutrition education in a way that supports American agriculture and inspires public confidence.
USDA, Food & Nutrition Service

- Farm to School Program
- SNAP – EBT
- Child Nutrition Programs
- WIC and WIC Farmers Market Program
- Household Distribution Program
USDA Farm to School Grant Program

- Eligible Entities
- Types of Grants
- Award Amounts
- Timeline
Families First Coronavirus Response Act
COVID – Adjustments and Flexibilities

Food and Nutrition Service:

- Implemented New Programs
- Increased Benefits
- Administrative Flexibilities for States
- Provided Flexibility for Clients
Special Nutrition Programs
COVID – Adjustments and Flexibilities

- Pandemic EBT
- Grab and Go Models
- Physical Presence Waivers
- Remote Benefit Issuances
SNAP (formerly known as Food Stamp Program)
COVID – Adjustments and Flexibilities

- Emergency Allotments
- Extended Certifications
- Expedited Online Purchasing Pilot
- Waived Face to Face Requirements
Thank you!

For more information about FNS programs go to:
www.fns.usda.gov

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