National Extension Tourism (NET) 2009 Conference

June 15, 2009

Carmen H. Humphrey, Branch Chief
Marketing Grants and Technical Services Branch
Marketing Services Division
Transportation and Marketing Programs, AMS, USDA
USDA Agencies

- **Administration**
  - 10-15 Offices, including the Office of Civil Rights

- **Farm and Foreign Agricultural Services**
  - Farm Service Agency
  - Foreign Agricultural Service
  - Risk Management Agency

- **Food, Nutrition, and Consumer Services**
  - Food and Nutrition Service
  - Center for Nutrition Policy and Regulation

- **Food Safety**
  - Food Safety and Inspection Service

- **Natural Resources and Environment**
  - Forest Service
  - Natural Resources Conservation Service

- **Research, Education, and Economics**
  - Agricultural Research Service Cooperative
  - Cooperative State Research, Education, and Extension Service
  - Economic Research Service
  - National Agricultural Statistics Service

- **Rural Development**
  - Rural Business-Cooperative Service
  - Rural Housing Service
  - Rural Utilities Service

- **Marketing and Regulatory Programs**
  - Animal and Plant Health Inspection Service
  - Agricultural Marketing Service
  - Grain Inspection, Packers, and Stockyards Administration
AMS’ Mission

To facilitate strategic marketing of agricultural products in domestic and international markets, while ensuring fair practices, and promoting a competitive and efficient marketplace to the benefit of producers, traders, and consumers of U.S. food and fiber products.
AMS Grant Programs

- Federal State Marketing Improvement Program
- Specialty Crop Block Grant Program
- National Organic Certification Cost-Share Program
- Farmers Market Promotion Program

www.ams.usda.gov
Federal State Marketing and Improvement Program (FSMIP)
TM, FSMIP Program

Federal-State Marketing Improvement Program (FSMIP) is …a competitive matching grant program to assist State departments of agriculture and other appropriate State agencies in conducting research to explore new and innovative approaches to marketing U.S. food and agricultural products and improve efficiency and performance of the marketing system.
FSMIP Program, Cont’d.

- Authorized by the Agricultural Marketing Act of 1946
- FY 2009 budget = $1.3 million
- *Matching grants* (1-to-1)
- Maximum grant amount = n/a
- Average grant amount = $50,000
- Project length = 1-2 years
- Application closed = *Feb 12, 2009*
FSMIP - Eligibility

- State departments of agriculture
- State experiment stations
- Other similar, appropriate State agencies
- FSMIP project partners include non-profit organizations, colleges and universities, extension service, producer groups, trade associations and others
FSMIP Contact Info

www.ams.usda.gov/FSMIP

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Catalog of Federal Assistance # 10.156
Specialty Crop Block Grant Program (SCBGP)
FV, SCBGP Program

Specialty Crop Block Grant Program (SCBGP) is ... a grant program to

“make grants to States for each of the fiscal years 2005 through 2012 to be used by State departments of Agriculture solely to enhance the competitiveness of specialty crops.”
SCBGP Program, Cont’d.

- Authorized by the Specialty Crops Competitiveness Act of 2004
- FY 2009 budget = $49 million
- FY 2010-2012 budget = $55 million
- No matching required
- Project length = 1-3 years
- FY 2009 SCBGP application closed = August 26, 2009
SCBGP – Eligibility

- State departments of agriculture
- Other agency, commission, or department of a State government responsible for agriculture within the State.
SCBGP Program, Cont’d.

- Specialty crops are defined as *fruits and vegetables, tree nuts, dried fruits, and nursery crops (including floriculture).*
- Example crops include: Algae, Chickpeas, Christmas trees, Cocoa, Coffee, Cut flowers, Dry edible beans, Dry peas, Foliage, Fruit grapes for wine, Garlic, Ginger root, Ginseng, Herbs, Honey, Hops, Kava, Lavender, Lentils, Maple syrup, Mushrooms, Organic fruits and vegetables, Peppermint, Potatoes, Seaweed, Spearmint, Sweet Corn, Vanilla, Vegetable seeds
## SCBG Amendments

<table>
<thead>
<tr>
<th></th>
<th>SCBGP FY06 – FY08</th>
<th>SCBGP-Farm Bill FY08-FY12</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition of specialty crop</strong></td>
<td>Fruits, vegetables, tree nuts, dried fruit, nursery crops (including floriculture)</td>
<td>Added horticulture, making turf grass sod eligible</td>
</tr>
<tr>
<td><strong>Eligible “States”</strong></td>
<td>50 States, Puerto Rico, and the District of Columbia</td>
<td>Added Guam, American Samoa, the U.S. Virgin Islands, and the Commonwealth of the Northern Mariana Islands</td>
</tr>
<tr>
<td><strong>Allocations</strong></td>
<td>Based on $100,000 minimum base grant, plus most recent value of specialty crop production in each “State”</td>
<td>Based on an amount that is equal to the higher of $100,000 or include 1/3 of 1 percent of the total amount of funding made available for that fiscal year</td>
</tr>
<tr>
<td><strong>Funding</strong></td>
<td>Appropriated in FY06 - $7M; FY07 - $6.89M; FY08 - $8.4M NO YEAR FUNDING</td>
<td>Mandatory outlays in FY08 - $10M; FY09 - $49M; FY10 – FY12-each $55M ANNUAL FUNDING</td>
</tr>
</tbody>
</table>
SCBGP Contact Info

www.ams.usda.gov/SCBGP

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Catalog of Federal Assistance # 10.169
National Organic Certification Cost-Share Program
The Organic Cost-Share Program authorizes the Department to provide funding to States to reimburse producers for the cost of organic certification in all States. The new Farm Bill requires State and Federal recordkeeping.
Organic Cost-Share, Cont’d.

- Authorized by the Food, Conservation, and Energy Act of 2008
- FY 2008 budget = $22 million until expended
- Maximum Federal cost share = 75%
- Maximum $$ provided ≤ $750/operation/year
Organic Cost Share, Cont’d. – Eligibility

- State departments of agriculture

- Other agency, commission, or department of a State government responsible for agriculture within the State.
Organic Contact Info

www.ams.usda.gov/NOP

Bob Pooler, Program Manager
AMS TM National Organic Program
202-720-3252

Bob.Pooler@ams.usda.gov
Farmers Market Promotion Program (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, agritourism activities, and other direct producer-to-consumer market opportunities.
FMPP Program, Cont’d.

- Authorized by the Farmer-to-Consumer Direct Marketing Act of 1976
- FY 2009-2010 budget = $5 million/yr
- 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
Agricultural cooperatives, producer networks, and producer associations

Local governments

Non-profit corporations

Public benefit corporations

Economic development corporations

Regional farmers’ market authorities

Tribal governments
**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.

**Individuals are ineligible.**
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.
2009 FMPP Priorities:

- **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
Grant Process Timelines:

- Announcement of Notice of Funds Available, website and published in *Federal Register* – February 13, 2009
- Applications Due to AMS – April 27, 2009
- Review Process – May thru September
- AMS Announces Awards – before October 1
- Funds Available to Awardees – October
FMPP 2008 Awardees

- Number of grants awarded/States – **85/43 States**
- Total dollars awarded - **$3,445,000**
- Average amount awarded - **$40,529**

<table>
<thead>
<tr>
<th>Number of Proposals</th>
<th>Funding Levels</th>
<th>Proposed Funding ($)</th>
<th>Percentage of Total Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>$60,000 to $75,000</td>
<td>1,240,967</td>
<td>36.0</td>
</tr>
<tr>
<td>31</td>
<td>$40,000 to $59,999</td>
<td>1,575,364</td>
<td>45.7</td>
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<tr>
<td>14</td>
<td>$20,000 to $39,999</td>
<td>425,995</td>
<td>12.4</td>
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<tr>
<td>11</td>
<td>$10,000 to $19,999</td>
<td>148,099</td>
<td>4.3</td>
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<tr>
<td>11</td>
<td>Less than $10,000</td>
<td>54,575</td>
<td>1.6</td>
</tr>
<tr>
<td><strong>85</strong></td>
<td></td>
<td><strong>$3,445,000</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
FMPP 2009 Applicants

- Applications received – 518
- Applications accepted and being reviewed – 501
- States – 49 States, including DC, excludes WY
- Total dollars requested – $22,851,983
- Average amount requested – $45,612
FMPP Contact Info

Website www.ams.usda.gov/FMPP
email to: USDAFMPP@usda.gov

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Catalog of Federal Assistance # 10.168
Questions?

www.ams.usda.gov

www.ams.usda.gov/FSMIP
www.ams.usda.gov/SCBGP
www.ams.usda.gov/NOP
www.ams.usda.gov/FMPP