



GENERAL INFORMATION

Document Type:	Grants Notice
Funding Opportunity Number:	USDA-AMS-TM-LFPP-G-21-0001
Funding Opportunity Title:	Local Food Promotion Program
Opportunity Category:	Mandatory
Opportunity Category Explanation:	
Funding Instrument Type:	Grant
Category of Funding Activity:	Agriculture
Category Explanation:	
Expected Number of Awards:	100
CFDA Number(s):	10.175 -- Farmers Market and Local Food Promotion Program
Cost Sharing or Matching Requirement:	Yes

Version:	Synopsis 2
Posted Date:	May 05, 2021
Last Updated Date:	May 05, 2021
Original Closing Date for Applications:	Jun 21, 2021 No Explanation
Current Closing Date for Applications:	Jun 21, 2021 No Explanation
Archive Date:	Jul 21, 2021
Estimated Total Program Funding:	\$38,450,000
Award Ceiling:	\$750,000
Award Floor:	\$25,000

ELIGIBILITY

Eligible Applicants:	Others (see text field entitled "Additional Information on Eligibility" for clarification)
Additional Information on Eligibility:	See section 3.2 of the Request for Applications (RFA) and see section 3.3 of the RFA. All applicants must be domestic entities owned, operated, and located within the 50 United States, the District of Columbia, the Commonwealth of Puerto Rico, the United States Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands, or Tribal Governments.

ADDITIONAL INFORMATION

Agency Name: Agricultural Marketing Service

Description: LFPP funds projects that develop, coordinate, and expand local and regional food business enterprises that engage as intermediaries in indirect producer to consumer marketing to help increase access to and availability of locally and regionally produced agricultural products. The program focuses on:

- Supporting and promoting local and regional food business enterprises that engage as intermediaries in indirect producer-to-consumer marketing;
- Supporting the processing, aggregation, distribution, and storage of local and regional food products that are marketed locally or regionally, including value-added agricultural products;
- Encouraging the development of value-added agricultural products;
- Assisting with business development plans and feasibility studies;
- Developing marketing strategies for producers of local food products and value-added agricultural products in new and existing markets;
- Facilitating regional food chain coordination and mid-tier value chain development;
- Promoting new business opportunities and marketing strategies to reduce on-farm food waste;
- Responding to changing technology needs in indirect producer-to-consumer marketing; and
- Covering expenses to cost incurred in obtaining food safety certification related and improvements to food safety practices and equipment.

Link to Additional Information: [Local Food Promotion Program](#)

Grantor Contact Information: If you have difficulty accessing the full announcement electronically, please contact:

AMS provides resources and information on its website (<https://www.ams.usda.gov/lfpp>) that may be helpful to applicants, including webinars information, Frequently Asked Questions (FAQ's <https://www.ams.usda.gov/sites/default/files/media/FY2021FMLFPPFAQ>), descriptions of funded projects, FMLFPP Project Narrative Guide and required application forms. AMS staff is available to provide timely technical assistance. USDALFPPQuestions@usda.gov

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