

## Grants Available to Promote Farmers Markets

The purpose of the Farmers Market Promotion Program is to increase domestic consumption of agricultural commodities by improving, expanding, or assisting in the improvement and expansion of or develop or aid in the development of: domestic farmers' markets, roadside stands, community-supported agriculture programs, and other direct producer-to-consumer market opportunities.

Grant funds may be used for marketing, education, market access, market operations and management. Individual ag producers and direct marketers are not eligible for FMPP funds.

**Grant Name:** Farmers Market Promotion Program (FMPP)

**Funding Agency:** USDA, Agricultural Marketing Service (AMS)

**CFDA #:**

**Due Date:** April 13, 2007

**Eligible Applicants:** ag cooperatives, local governments, nonprofit corporations, public benefit corporations, economic development corporations, regional farmers' market authorities and tribal governments

**Size and Range of Awards:** max award is \$75,000

**Matching Requirement:** No matching funds are required

**Estimated Number of Awards:** last year 20 grants were awarded

**Examples of funded projects:** direct marketing, vendor recruitment, consumer education studies on the used and effect of advertising and marketing, facility planning, EBT usage

**Website:** <http://www.ams.usda.gov/fmpp/>