

State and Federal Funding Opportunities for Farmers' Markets

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What are we going to talk about?

- What funding opportunities are available and who should apply?
- What are some of the best examples of these funding opportunities?
- What makes a good grant – and a bad grant?

Why do you want a grant?

- Because we need to:
 - > **Train** our vendors on food safety, salesmanship, sales tax issues, using EBT and farmers' market nutrition programs, merchandising etc.
 - > **Recruit** new vendors to offer products we don't have or to serve new markets.
 - > **Establish** a satellite market or a new market in an underserved neighborhood.
 - > **Attract** new customers to our growing markets.
 - > **Build** a structure to protect us from wind, sun and rain.

You have to know what you want funding for...

In order to find the right grant for you.
Or to pursue other funding opportunities, like donations, tax credits and other fundraising possibilities.



Federal Funding Opportunities

Best Option for Farmers' Markets	Vendors within Farmers' Markets	Comm. Groups promoting Markets
USDA - Farmers' Market Promotion Program*	SARE Farmer/ Rancher Grants*	USDA – Rural Dev. (Rural Bus. Enterprise Grants) RBEG*
USDA – Community Food Projects Program*	USDA- Value-Added Producer Grants*	USDA- Rural Dev. (Rural Bus. Opportunity Grants) RBOG
USDA-Rural Development Community Facilities Program		USDA-Rural Development Community Facilities Program
USDA – Federal State Marketing Improvement Program (only for 501(c)3s)		USDA – Federal State Marketing Improvement Program (only for 501(c)3s)

State Funding Opportunities

Best Option for Farmers' Markets	Vendors within Farmers' Markets	Comm. Groups promoting Markets
State Level Specialty Crop Block Grants – varies by state	State Level Specialty Crop Block Grants – varies by state	Check with your state's department of Commerce or Economic Development for particular opportunities.
Some states provide cost-share on EBT machines – comes through various departments.		Community Development Block Grants or Neighborhood Tax Credits may be options.
Missouri Agriculture and Small Business Development Authority, Value-Added grants	Missouri Agriculture and Small Business Development Authority, Value-Added grants	

Private Funding Opportunities

Best Option for Farmers' Markets	Vendors within Farmers' Markets	Comm. Groups promoting Markets
Rural Conservation and Development Organizations (quasi-private)		Missouri Foundation for Health – Healthy and Active Communities Program (open now!)
Project for Public Spaces – in the past, but keep checking		Healthcare Foundation of Greater Kansas City
		Catholic Campaign for Human Development (?)

Farmers' Market Promotion Program (FMPP) -- Overview

What is It?	How Much is Available?	Who Can Apply?
Improve and expand domestic farmers markets, roadside stands, community-supported agriculture programs, agri-tourism activities, and other direct producer-to-consumer market opportunities.	Approximately \$5 million is allocated for FMPP for Fiscal Year 2010 and \$10 million for Fiscal Years 2011 and 2012. The maximum amount awarded for any one proposal cannot exceed \$100,000. NO MATCHING FUNDS!	Agricultural cooperatives, producer networks, producer associations, local governments, nonprofit corporations, public benefit corporations, economic development corporations, regional farmers market authorities and Tribal governments.

- ### What can you do with a FMPP grant?
- Develop relevant financial and marketing information, business planning, improve market access and education for consumers, organize markets and direct marketing networks, and support innovative approaches to market management and operations.
 - Priorities for the 2009 grant cycle included:
 - Electronic benefits transfers (EBT) assistance
 - Training and education for new direct farm marketers.
 - Professional development of those engaged in direct farm marketing.

- ### 2009 Successful Applications:
- Ranged from \$11,348 to \$100,000 with 13 grants under \$20,000
 - About 85 grants were given out
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- ### Some examples: Missouri
- E \$39,630 to Valley Farms, LLC, Foristell, MO, to increase access to locally grown foods for Supplemental Nutrition Assistance Program recipients through marketing, training, and promoting **new EBT use at the Foristell Farmers Market.**
 - EE \$57,251 to The Columbia Farmers' Market, Inc., Columbia, MO, to support farmer/vendor **business education and expansion, increase the effectiveness of the market manager, increase accessibility to and diversity of the market, and to promote the availability of an existing EBT system** at the Columbia Farmers Market to area residents.
 - E \$20,361 to Urban Districts Alliance, Springfield, MO, to implement a new EBT project that **increases low income consumers' access to two farmers markets** in Springfield and southwest Missouri and to assist farmers/vendors using this equipment.

- ### Some Examples: Nebraska
- \$86,462 to the Northeast Nebraska Resource Conservation and Development, Inc., Plainview, NE, to provide **training and marketing assistance to rural families, particularly Native American mothers and their families, to become successful new farmers' market growers,** and to provide direct assistance to existing and new farmers markets while improving their revenue.
 - \$98,598 to Community CROPS, Lincoln, NE, to develop a series of workshops and **one on one training, and a technical assistance program for beginning and socially disadvantaged farmers/vendors** in Nebraska to sell their produce at farmers' markets.
 - \$84,123 to the Center for Rural Affairs, Lyons, NE, to promote and facilitate the gradual advancement of knowledge, skill, and hands-on application of growing, production techniques and farm business management to increase the numbers of **Hispanic/Latino farmers** in Iowa and Nebraska.

Some examples: Iowa

- \$28,327 to the Iowa Food Cooperative, Ames, IA, to implement face-to-face and internet based training and technical assistance for 125 farmers to increase their ability to market farm products directly to consumers.

Some Examples: Kansas

- EE \$18,160 to the Kansas Grown! Inc., Wichita, KS, to purchase **EBT equipment, and to implement a marketing campaign** to promote awareness of low-income consumers of the Kansas Grown! Inc. Farmers Market.
- \$41,723 to Kansas City Center for Urban Agriculture, Kansas City, KS, to provide **training and business development support for refugees and low-income families**, and to develop the Juniper Garden Farmers Market and other markets for urban growers in low income neighborhoods in Kansas City.

USDA - Community Food Projects: Overview

What is It?	How Much is Available?	Who Can Apply?
<p>Grants to support community-based food projects in low-income communities that:</p> <ul style="list-style-type: none"> • Meet the food needs of low-income people; • Increase self-reliance of communities in providing for their own food needs; and • Promote comprehensive responses to local farm, food, and nutrition issues; or • Meet specific neighborhood, local, or state agriculture needs, including needs for infrastructure development and improvement; • Planning for long-term solutions; • Create innovative marketing activities that mutually benefit agricultural producers and low-income consumers. 	<p>\$4.6 Million per year will increase to around \$6 million in 2010. Dollar for dollar match required, but can be in-kind.</p>	<p>Private non-profit organizations or collaborations.</p>

Community Food Projects:

- Grants work best for integrated projects where the farmers' market is only one component.
- Remember the focus has to be on linking 2 or more sectors together and meeting the needs of low-income communities.
- St. Louis – a farmers' market in a very depressed area was funded; increasing access through EBT etc projects have been funded.

Value-Added Producer Grants: The Basics

What is It?	How Much is Available?	Who Can Apply?
<ul style="list-style-type: none"> • Develop business plans and feasibility studies (including marketing plans or other planning activities) needed to establish viable marketing opportunities for value-added products; or • Acquire working capital to operate a value-added business venture or alliance. 	<p>\$15-\$20 million annually. NOTE MATCHING FUNDS required on 1-1 basis. Have to expend these funds prior to receiving grant funds.</p>	<p>Individual independent agricultural producers, groups of independent producers, producer-controlled entities, organizations representing agricultural producers, and farmer or rancher cooperatives</p>

Value-Added Producer Grants:



- USDA will now be offering a **simplified application form and process for small projects** requesting less than \$50,000. Many of the smaller grants are single farmer projects or lower cost feasibility studies, for which larger-scale working capital applications are unnecessarily complex.
- Priorities: in making grant awards, USDA will now be granting priority to projects that increase opportunities for: (1) **beginning farmers or ranchers**, (2) **socially disadvantaged farmers or ranchers**, or (3) other operators of **small- and medium-sized family farms and ranches**.

USDA-SARE North Central Region Farmer/Rancher Grants

- NCR-SARE awards competitive grants to farmers and ranchers for on-farm research, demonstration, and education projects – but includes marketing.
- There are two types of grants – individual (\$6,000 maximum) and group (\$18,000 maximum). Projects must be completed in 24 months.
- Would work only for FM vendors.
- Grants due in early December.

USDA- RBEG (Rural Business Enterprise Grants)

- The RBEG program provides grants for rural projects that
 - Finance and facilitate development of small and emerging rural businesses
 - Help fund distance learning networks
 - Help fund employment related adult education programs.
- To assist with business development, RBEGs may fund a broad array of activities.
 - Examples of eligible fund use include: Acquisition or development of land, construction, conversion, renovation, of buildings, plants, machinery, equipment, capitalization of revolving loan funds including funds that will make loans for start ups and working capital, training and technical assistance, and project planning. The project must benefit small and emerging private businesses in rural areas.

Local and Regional Food Enterprise Guaranteed Loans

- The purpose of the B&I program in general is to help improve, develop, or finance businesses and employment in rural areas by bolstering the existing private credit market through federal guarantees. The purpose of the local and regional food subprogram is to support farm and ranch incomes as well as the renewal of local food system infrastructure and community development.
- Loans can be used to support and establish enterprises that process, distribute, aggregate, store, and market foods produced either in-state or transported less than 400 miles from the origin of the product. Individuals, cooperatives, cooperative organizations, businesses, and other entities are eligible for these loan guarantees.
- Fits better for a cooperative distribution network, grocery store or other kind of entity than a traditional farmers' market.

You will succeed if you...

- Apply only for programs that fit your needs and priorities!
- Have a well-thought out idea that needs money
- Follow the Request for Funding, Request for Application!!
 - Answer all the questions asked
 - Follow all the guidelines stated – you don't want to be disqualified on a technicality
 - **Submit a budget that is reasonable and well thought out**
 - **Lay out a timeline and assign responsibilities for completing the project**
- Speak with the program officer responsible for the program about your idea and how it fits with the program.

You will fail if...

- You don't read the Request for Funding thoroughly
- You assume that anyone can get a grant, and you just need to ask for the money.
 - Grants are not just free money.
 - There is no piggy-bank just sitting there for you.



You will fail if...

- You spend all your time saying why your organization deserves a grant!
 - You really need a good idea, a strong timeline, and a reasonable budget.
- You lie about your organization or needs.
 - Reviewers will spot inconsistencies.



Resources:

- ◉ Check out the Know Your Farmers Know Your Food Campaign from USDA – good source of info on grants etc.
<http://www.usda.gov/wps/portal/knowyourfarmer?navid=KNOWYOURFARMER>
- ◉ National Campaign for Sustainable Agriculture at www.sustainableagriculture.net

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