Today’s Presentation

HOST

Cheryl Danley
Sustainable Food Systems Outreach Specialist, Michigan State University; Food & Fitness Initiative

BACKGROUND

• WK Kellogg Foundation
  – Community-driven efforts and national projects that increase access to healthy food and physical activity for vulnerable children and their families

• USDA Updates
  – Know Your Farmer, Know Your Food
  – National Institute of Food and Agriculture (NIFA)
Today’s Presentation

OBJECTIVES

• Provide updates on selected USDA programs that promote local food systems and support healthy food access in communities

• Identify certain grant opportunities for community based and not-for-profit organizations: as direct applicants, or in partnership with educational institutions

• Focus on grant application process timeline and elements for success, e.g.: early preparation, relevant and timely information, requirements, technical assistance, strategic partnerships
USDA Focus on Local Food:
Know Your Farmer, Know Your Food

www.usda.gov/knowyourfarmer
Know Your Farmer, Know Your Food
Builds on existing programs

Programs to increase access to healthy food:

• Community Food Projects (CFP)
• Farmers Market Promotion Program (FMPP)
• Federal-State Marketing Improvement Program
• Specialty Crop Block Grants
• Senior Farmers' Market Nutrition Program
• Women, Infants And Children (WIC) - Farmers' Market Nutrition Program
National Institute of Food and Agriculture (NIFA)

- NIFA's mission is to advance knowledge for agriculture, the environment, human health and well being, and communities
  - formerly Cooperative State Research, Education, and Extension Service (CSREES)

- NIFA supports many collaborative applied research and integrated programs in communities
  - Agriculture Food and Research Initiative (AFRI)
    - Nutrition and health; rural communities, etc.

- [www.nifa.usda.gov](http://www.nifa.usda.gov)
Today’s Speakers

MODERATOR
Shirley Gerrior
- National Program Leader, Families, 4H & Nutrition; National Institute of Food and Agriculture

PANELIST
Carmen Humphrey
- Branch Chief and Program Manager, Marketing Services Division; Agricultural Marketing Service

PANELIST
Elizabeth Tuckerman
- National Program Leader, Competitive Programs; National Institute of Food and Agriculture

PANELIST
Etta Saltos
- National Program Leader, Human Nutrition; National Institute of Food and Agriculture
Community Food Projects

GOALS
The CFP Program supports projects that:

• Help meet the **food needs of low-income people**
• Increase the **self-reliance of communities** in providing for their own food needs
• Promote **comprehensive responses** to local food, farm, and nutrition issues
• Meet specific **state, local, or neighborhood food and agriculture needs** for infrastructure improvement and development, long-term planning, or the creation of innovative marketing activities that mutually benefit agricultural producers and low-income consumers
Community Food Projects

ELIGIBILITY
Private, non-profit organizations eligible

LEGISLATIVE INTENT
Low-income community private, non-profit organizations with community food security experience

AWARD LEVEL / DURATION
$10,000 to $300,000 / 1 to 3 years
Community Food Projects

• Mandatory Funding through 2012
• 5 million dollars annually
• Dollar for dollar match required
• Only non-Federal resources may be used for match
• In-kind resources may be used for match

→ RFA released in September, deadline November
CFP Example: Tohono O'odham Community Action, AZ

Goals:
• Create culturally appropriate, agriculturally based economic development
• Reduce the incidence and severity of diabetes among Tribal members
• Revitalize traditional cultural practices
CFP Example: Tohono O'odham Community Action, AZ

**Strategies:**

- Food production through development of a farm, equipment cooperative, seed bank, and home gardens
- Food processing of traditional foods
- Food distribution via a farmstand, farmers' market, and institutional purchases
- Development of educational materials that emphasize production and consumption of traditional foods
- Re-establishment of traditional songs, stories, and ceremonies
Comprehensive, practical approach to improving access to fresh food in low-income communities, including:

- Establishment of small, locally-owned urban farms that use vacant land and “brownfields,” sponsored and developed by community-based organizations and community development corporations
- Neighborhood cooperatives to be supplied by both urban producers and rural farmers
An urban agriculture center, the grantee will:

- Conduct market research and promotion on **Puerto Rican specialty produce**
- Assist experienced community gardeners in establishing **commercial gardens**
- Aid youth in establishing a **market garden**
- Help coordinate the Holyoke Food Policy Council for further **networking and policy development**
Established Full Circle Farms as a sustainable neighborhood-serving organic food system, dedicated to transforming Oakland’s San Antonio neighborhood schools into healthy food environments for children by:

- Increasing the number of neighborhood residents who regularly purchase and consume fresh organic foods
- Initiating school-based produce stands
- Increasing the daily customer base at the school-based snack bar at the middle school
- Increasing gross farm sales revenues through production, distribution, and policy advocacy operations.
CFP Application Reviews

Reviewer group will include:

• Current and past grantees
• Peers doing community food security work
• Academics in relevant areas
• Non-profit administrators and employees
• Federal, state, county employees
• Diverse peer group (age, race, gender, ethnicity, race, urban, rural)
CFP 2010 Reviewers

• Number of applications to review – **15 proposals or less**
• Time commitment – **4-6 weeks to review**, score, rate proposals, **one week in DC area** to discuss proposals with your review team
• Financial compensation – **Paid trip to DC area**, lodging for 3-4 nights stay, meals and incidentals covered; **Honorarium while in DC: $125/day**
• Helping to select awardees and learn the CFP selection process
CFP 2010 Review

• Proposals Received – 261
• Proposals accepted for review – approx. 180
• Number of Review Groups – 2
• Number of awards – approx. 30
• Submission/award rate – approx. 11%
Community Food Projects

Other USDA programs that fund the same organizations:

**Risk Management Agency (RMA)**
- Outreach grants

**Food and Nutrition Service (FNS)**
- Supplemental Nutrition Assistance Program – Education (SNAP-Ed)

**Rural Development (RD)**
- Value-added grants
Community Food Projects

Assistance Available to CFP Applicants:

• The Community Food Security Coalition (CFSC) sponsors technical assistance (TA) specialists who can provide free assistance with CFP proposals; CFSC offers a written planning guide and other free resource materials on its website.

• Through a partnership between Growing Power and WHY (World Hunger Year), technical assistance is provided for smaller organizations from disadvantaged communities.

• The WHY Food Security Learning Center includes a searchable database of CFP projects with project profiles organized by state.
Community Food Projects

TECHNICAL ASSISTANCE

www.foodsecurity.org
www.growingpower.org
www.whyhunger.org/programs/fslc

INFORMATION / REGISTRATION

www.grants.gov
Healthy Urban Food Enterprise Development Center (HUFED)

• Approx. $1 million/year/three years
• National technical assistance
• Sub-grants to Healthy Food Enterprises
• For email notification: etuckermanty@nifa.usda.gov
Carmen Humphrey | Branch Chief & Program Manager
Marketing Service Division
Agricultural Marketing Service

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, agri-tourism activities, and other direct producer-to-consumer market opportunities.*
Agricultural Marketing Service (AMS) FMPP

- Authorized by Farmer-to-Consumer Direct Marketing Act of 1976
- FY 2010 budget = $5 million
- 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
FMPP – Eligible Entities

- Agricultural cooperatives, producer networks, and producer associations
- Local governments
- Non-profit corporations
- Public benefit corporations
- Economic development corporations
- Regional farmers’ market authorities
- Tribal governments
FMPP – Entities, Cont’d.

- **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.
• 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.
FMPP Priorities, Cont’d.

2009 Priorities (New Priorities in 2010):

• **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
• Projects funded by other public, private, Federal organizations
## Application Evaluation Criterion

All applications are evaluated against the following:

<table>
<thead>
<tr>
<th>Evaluation Criterion</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Direct benefit to farmers/vendors</td>
<td>20%</td>
</tr>
<tr>
<td>Need for project</td>
<td>20%</td>
</tr>
<tr>
<td>Reasonableness of budget</td>
<td>15%</td>
</tr>
<tr>
<td>Budget items address objectives</td>
<td>10%</td>
</tr>
<tr>
<td>Addresses priority(ies)</td>
<td>10%</td>
</tr>
<tr>
<td>Evaluation/measurement of impact</td>
<td>10%</td>
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<tr>
<td>Economic sustainability of project</td>
<td>10%</td>
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<tr>
<td>Degree of collaboration/partnerships</td>
<td>5%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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2010 criterion will be available in 2010 FMPP Guidelines and is subject to change
FMPP 2009 Awardees

- Number of grants awarded/States – 86/37 States
- Total dollars awarded – $4,563,000
- Average amount awarded – $53,058

<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>24</td>
<td>$75,000 to $100,000</td>
<td>$2,164,237</td>
<td>47.4%</td>
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<tr>
<td>31</td>
<td>$50,000 to $74,999</td>
<td>$1,280,888</td>
<td>28.1%</td>
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<tr>
<td>22</td>
<td>$25,000 to $49,999</td>
<td>$821,237</td>
<td>18.0%</td>
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<td>19</td>
<td>Less than $24,999</td>
<td>$296,638</td>
<td>6.5%</td>
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<tr>
<td>86</td>
<td></td>
<td>$4,563,000</td>
<td>100%</td>
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FMPP Example: Food Bank Council of Michigan

$45,100 to implement a new EBT project, and conduct promotional and outreach campaigns that increases low-income consumers’ access to farmers markets in Michigan
FMPP Example:
Michigan Food and Farming Systems

$92,440 to develop and implement a certificate program for Michigan farmers market managers that will develop professional expertise among farmers market managers and the Michigan Farmers Market Association Board of Directors.
FMPP Example:

Alcona Local Foods Association

$77,943 to promote and support existing and new farmers/vendors through increasing the education of consumers, the income of local growers/vendors, and the awareness of nutrition and health issues for all county residents; and to develop a cooperative hoop house
FMPP – Grant Process Timeline

- Announcement of Notice of Funds Available, website and published in Federal Register
  - Dec – Jan

- Applications Due to AMS
  - Feb – Mar

- Email Notification of Application Receipt
  - Mar/Apr

- Review Process
  - Mar/Apr - Sept

- AMS Announces Awards
  - Before Sept

- Funds Available to Awardees
  - Oct
Reviewer Panel will include:

- USDA Federal and Local/State Employee Reviewers

- Local eligible entity Peer Reviewers: agricultural cooperatives, producer networks, producer associations, non-profit corporations, public benefit corporations, economic development corporations, regional farmers’ market authorities, Tribal Governments
FMPP 2010 Reviewers

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• Time commitment – 4-6 weeks to review, score, rate proposals, one week in DC area to discuss proposals with your review team
• Financial compensation – paid trip to DC area, lodging for 3-4 nights stay, meals and incidentals covered
• Helping to select 2010 awardees and learn the FMPP selection process – priceless
HUMAN NUTRITION
AND OBESITY PROGRAM
PAST GOALS & PRIORITIES

- Identify behavioral factors that influence obesity
- Develop and promote effective obesity prevention strategies
- Develop valid behavioral and environmental instruments for measuring progress in obesity prevention efforts

→ IMPORTANT: AFRI Request for Application for 2010 is in preparation; we anticipate major changes in programs
Eligibility for Funding
AFRI Integrated Programs

• Colleges and universities (includes research foundations maintained by colleges and universities)
• 1994 Land-grant institutions
• Hispanic-serving agricultural colleges and universities
Example: **Food Friends and Fun Moves: A Creative Approach to Obesity Prevention for Preschool Children and Families**

**Colorado State University**

- **Objective:** enhance preschoolers' gross motor skills; increase their physical activity levels in the classroom; encourage families to be more active

- **Approach:** focus groups; study in Head Care centers

- **Results:** significant increases in gross motor abilities and physical fitness when compared to control group. Received $2.8M from CO Health Foundation to expand.

- **Impact:** establishment of healthful behaviors for proper growth and development in the early years
Example: Fighting Obesity Among Low-Income People Using Message-Tailored Recipes About Fresh Produce

University of Southern California

- **Objectives:** tailored messaging system, Quick! Help for Meals; expand library of information about fresh produce

- **Approach:** select food pantries received targeted information; survey of produce use 5-6 days after receiving

- **Results:** increased use of produce from those receiving tailored information; self-affirmation activities did not increase produce use further

- **Impact:** tailored information can result in increased fruit and vegetable intake by food pantry users
## Human Nutrition & Obesity Funding Statistics

**FY2006-2008**

<table>
<thead>
<tr>
<th></th>
<th>Research</th>
<th>Integrated</th>
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<tbody>
<tr>
<td><strong># Submitted</strong></td>
<td>92</td>
<td>155</td>
</tr>
<tr>
<td><strong># Awarded</strong></td>
<td>12</td>
<td>31</td>
</tr>
<tr>
<td><strong>Success rate</strong></td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Average award</strong>*</td>
<td>$390 K</td>
<td>$1.1 M</td>
</tr>
<tr>
<td><strong>Duration (yr)</strong>*</td>
<td>2-3</td>
<td>3-4</td>
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*Excludes Seed, Equipment, Bridge, and Conference grants and Postdoctoral Fellowships*
Human Nutrition & Obesity

Abstracts of previously funded projects from National Research Initiative (2008 and earlier):

http://www.nifa.usda.gov/funding/nri/nri_abstracts_topic.html

Abstracts of previously funded projects from AFRI (2009 and later):

http://www.nifa.usda.gov/funding/afri/afri_reports.html
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Thank you!

- Questions can be typed into the chat box to the left of the slideshow
- If your question is not answered, you may wish to follow up with presenters directly using contact information provided

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