

Local Agriculture Market Program

USDA's Local Agriculture Market Program (LAMP) provides grants to help local and regional food entities develop, coordinate, and expand producer to consumer marketing, local and regional food markets, and local food enterprises.

Since 2021, \$220 million has been invested in 597 projects.



Farmers Market Promotion Program:

Supports producer to consumer markets such as farmers markets, roadside stands, agritourism activities and community-supported agriculture.

Local Food Promotion Program:

Supports local and regional food businesses that facilitate indirect producer to consumer marketing (such as food processing and storage).

Regional Food System Partnerships Program:

Supports relationship development between local and regional food businesses and institutions.

PROJECT EXAMPLE:

The City of Torrance (Torrance, CA) will improve access to the Torrance Farmers Market by providing fresh produce boxes to seniors and residents with disabilities.

PROJECT EXAMPLE:

ChopLocal, Inc. (Wayland, IA) will increase local and regional meat sales by establishing an online farmers market and improve marketing efforts.

PROJECT EXAMPLE:

The West Virginia Food and Farm Coalition, Inc. (Charleston, WV) will create a partnership to improve aggregation and distribution for small-scale value-added producers.

LAMP also includes [Value-Added Producer Grants](#), managed by USDA's Rural Development.

Agricultural Marketing Service; updated November 4, 2024. / USDA is an equal opportunity provider, employer, and lender.