



Request for Applications (RFA) Snapshot:

Local Food Promotion Program (LFPP)



LOCAL FOOD PROMOTION PROGRAM (LFPP)

NAVIGATING THE 2025 LFPP REQUEST FOR APPLICATION

Understand LFPP (Section 3.0 in RFA)

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 increase access to and availability of locally and regionally produced agricultural products.

Project Types and Eligible Project Activities

(Section 3.3 in RFA)

Four project types:

- Planning (2 years)
- Implementation (3 years)
- Turnkey Marketing and Promotion (2 years)
- Turnkey Recruitment and Training (2 years)

Priority Considerations

(Section 3.4 in RFA)

Priority Considerations include applications that:

- Are located in low income/low food access (LI/LA) census tracts, and/or
- Are used to carry out eligible activities in a Regional Food Systems Partnership project and have not received a LFPP award within the past five (5) years.

Eligible Applicants and Partners

(Section 2.1 in RFA)

This section provides a list of entities that are eligible to apply for LFPP. This includes agricultural businesses, cooperatives, local governments, tribal governments, food councils nonprofit corporations and more.

Cost Share

(Sections 2.4, 4.7 in RFA)

LFPP requires a cash and/or in-kind cost share equal to 25% of the amount of federal funds being requested. Applicants must submit signed letters verifying the cost share for EACH cash and/or in-kind resource.

Review Criteria

(Section 6.2 in RFA)

Applications that meets the initial qualifications screening requirements will be reviewed and scored competitively in the following areas:

- Alignment and Intent (*Not use for Turkey projects*)
- Technical Merit
- Achievability
- Expertise and Partners
- Fiscal Plan and Resources

Prepare and Submit Through Grants.gov

(Section 5.0 in RFA)

- Obtain Unique Entity Identifier (UEI)
- Obtain a TIN/EIN
- Register in SAM.gov (System for Award Management)
- Create a Grants.gov Account
- Submit & Track via Grants.gov Workspace

Letters of Commitment

(Section 4.8 in RFA)

Applicants MUST provide letters of commitment, (not just letters of support) from all project partners and collaborators listed in the Project Narrative.



Previously Funded Projects

Visit the grant website to view previously funded projects.

Register & Submit your Application Early

Complete your registration to these systems early and submit your application package a week prior to the close date to provide you with time to correct any potential technical issues.

Review Your Application Package

Ensure your application package includes all required documents as outlined in Section 4.1: Application Checklist.

What is LFPP offering?

LFPP offers funding to support projects that develop, coordinate, and expand local and regional food business enterprises which act as intermediaries. These projects aim to improve access to and availability of locally and regionally produced agricultural products through indirect producer-to-consumer marketing.

Who is eligible?

- Agricultural Businesses or Cooperatives
- Producer Networks or Associations
- Community Supported Agriculture (CSA) Networks or Associations
- Food Councils
- Local Governments
- Non-profit Corporations (Including those with a 501(c) status)
- Public Benefit Corporations
- Economic Development Corporations
- Regional Farmers Market Authorities
- Tribal Governments

What activities can LFPP fund?

LFPP offers funding for four types of projects:

Project Type	Duration (Months)	Minimum Award	Maximum Award
Planning	24	\$25,000	\$100,000
Implementation	36	\$100,000	\$500,000
Turnkey Projects (Both Types)	24	\$50,000	\$100,000

Planning Projects: Plan the development or expansion of a local food business that supports locally and regionally produced agricultural products and food system infrastructure (\$25,000 – \$100,000).

Examples of eligible activities:

- Completing a feasibility study for a new intermediary food channel (i.e., food hub), to analyze market potential, capacity, and potential competitors, and partners in the region.
- Hiring experts for technical assistance to implement a local/regional food transportation system.
- Hiring experts for training in managing a local/regional food storage or processing facility.
- Devising a business development plan associated with the processing/marketing of local/regional agricultural products, including value-added agricultural products.

Example of a Funded Project: [Philabundance](#)

Implementation Projects: Start a new food business or improve and expand an existing one that supports locally and regionally produced agricultural products. (\$100,000 – \$500,000)

Examples of eligible activities:

- Developing or expanding food incubator programs or mid-tier value chains.
- Instituting group-based Good Agricultural Practice (GAP) certification to increase opportunities for farmers to sell produce into institutional or wholesale marketing channels, including providing financial support for making changes and upgrades to practices and equipment to improve food safety.
- Cultivating new local and regional wholesale market channels through an online portal or virtual marketplace.
- Investigating and implementing more cost-effective means of transportation for food supply chains through backhaul, route optimization, and/or other operational efficiencies.

Example of a Funded Project: [New Mexico Community Capital](#)

Turnkey Marketing and Promotion Projects: Conduct specific marketing and promotion activities (\$50,000 – \$100,000).

Applicants must select 3-5 of the pre-defined activities below:

- Identify and analyze new or improved market opportunities.
- Develop or revise a marketing plan.
- Design or purchase marketing and promotion media.
- Implement a marketing plan.
- Evaluate marketing and promotional activities.

Turnkey Recruitment and Training Projects: Recruit and train local food vendors and producers (\$50,000 – \$100,000).

Applicants must select 3-5 of the pre-defined activities below:

- Identify and analyze new or improved strategies for vendor and producer recruitment, training, or both.
- Develop or revise strategies or plans for vendor and producer recruitment, training, or both.
- Design materials for vendor and producer recruitment, training, or both.
- Implement plans for vendor and producer recruitment, training, or both.
- Evaluate outcomes related to vendor and producer recruitment, training, or both.

Cost Sharing

Cost sharing from non-Federal sources in the form of **cash and/or in-kind contributions equal to 25%** of the amount of Federal funds being requested is required.

Subawards

The primary applicant may subaward or subcontract with partners, collaborators, or other parties that provide additional knowledge, expertise, or resources for the purposes of the proposed project that are not otherwise available within the applicant organization. Grant funds cannot be used to “re-grant” funds in mini-grant programs.

Priority Consideration

Priority Considerations reflect language from [7 U.S. Code § 1627c - Local agriculture market program](#).

Priority Considerations include applications that:

- Benefit underserved communities, including communities that are located in areas of concentrated poverty with limited access to fresh locally or regionally grown food, which AMS has determined to mean the application is for a project located in a low income/low food access (LI/LA) census tract (as defined below), or
- Are used to carry out eligible activities under a partnership agreement in a Regional Food Systems Partnership project and have not received an FMPP award within the past five (5) years.

Contact Us and Learn More!

Please email: FMLFPPGrants@usda.gov for questions related to the Local Food Promotion Program.

Visit the [AMS LAMP Grant Toolkits & Application Support Page](#) for technical assistance resources.

For additional examples of funded grant projects, visit [Seeds of Success](#) or [LFPP Funded Awards](#).

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