

Transportation and Marketing



Grant Opportunities

Local Food Promotion Program

The Local Food Promotion Program (LFPP) is implemented under the Local Agriculture Market Program (LAMP), a program authorized by subtitle A of the Agricultural Marketing Act of 1946 (7 U.S.C. § 1627c), as amended. 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 help increase access to and availability of locally and regionally produced agricultural products.

In FY 2024, LFPP offers four project types: 1) Planning, 2) Implementation, 3) Turnkey Marketing and Promotion, and 4) Turnkey Recruitment and Training. Planning project types fund the planning stages of developing, coordinating, or expanding a food business; this includes business plans, feasibility studies, trainings, and pilot programs. Implementation project types fund the establishment and expansion of food businesses, such as shared-use kitchens, food hubs, and food incubators. The Turnkey project types (Marketing and Promotion, Recruitment and Training) streamline the application process for applicants conducting activities from a prescribed list.

In FY 2024, AMS anticipates approximately \$10.5 million will be available to fund LFPP projects.

Important Dates:

Application opens: Tuesday, February 27, 2024

Program Webinar: Thursday, March 28, 2024, at 1 p.m. Eastern Time

<https://www.ams.usda.gov/services/grants/webinars>

Application Closes: Tuesday, May 14, 2024, at 11:59 p.m. Eastern Time

Who Is Eligible?

All applicants must be domestic entities owned, operated, and located within the 50 United States, the District of Columbia, the Commonwealth of Puerto Rico, the United States Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands, or Tribal Governments.

Eligible entities that meet the criteria above include agricultural businesses and cooperatives, producer networks and associations, Community Supported Agriculture (CSA) networks and associations, food councils, local governments, nonprofit and public benefit corporations, economic development corporations, regional farmers' market authorities, and tribal governments.

What is the Maximum Grant Amount?

For Planning projects, applicants may request \$25,000 to \$100,000 for 24 months. For Implementation projects, applicants may request \$100,000 to \$500,000 for 36 months. For the Turnkey Marketing and Promotion and the new Turnkey Recruitment and Training projects, applicants may request \$50,000 to \$100,000 for 24 months.

Is there a Cost Share or Match required?

LFPP requires matching funds from non-Federal sources in the form of cash and/or in-kind contributions in an amount equal to 25 percent of the total Federal portion of the grant.

What Can I Use the Funding For?

LFPP project types span a variety of activities. Planning projects fund activities, such as conducting feasibility studies, hiring training and technical assistance experts, and developing business plans. Implementation projects establish, expand, and improve food enterprises and market channels. Project activities may include food incubator programs, mid-tier value chain development, food safety certifications and upgrades, virtual marketplaces, and route optimization and efficiencies. The Turnkey Marketing and Promotion projects support the most common LFPP marketing activities like market identification and analysis, marketing plan development, marketing and promotion design and purchases, and evaluation. The new Turnkey Recruitment and Training projects support the most common LFPP recruitment and training activities such as identification and analysis of strategies for vendor and producer recruitment, training or both as well as the development of a plan, design materials, implement the plan, and evaluate the outcomes.

More Information

Visit the LFPP web site for the application and more information:

<https://www.ams.usda.gov/services/grants/lfpp>. For questions about LFPP, please see the program's FAQs at: <https://www.ams.usda.gov/sites/default/files/media/FMLFPPFAQs.pdf>.

Contact Us

For questions about LFPP after closely reviewing the RFA and FAQs, please email FMLFPPGrants@usda.gov.