



Wallace Center
AT WINROCK INTERNATIONAL

**FOOD SYSTEMS
LEADERSHIP NETWORK**

LAMP Grants: Tips For Writing A Winning Application

A Food Systems Leadership Network Webinar

April 4, 2023

Agenda

Welcome and Introduction

Overview of RFSP and FMLFPP Grants - USDA AMS

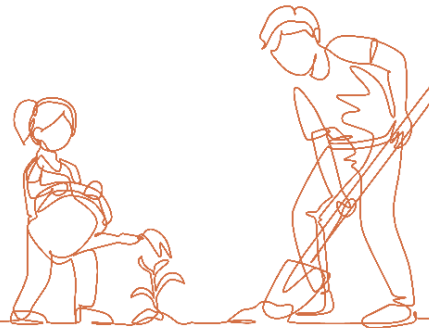
- Q&A

Tips, Tricks and Advice from Former Reviewers and Grantees

- Q&A

Opportunities and Ways to Get Involved

- Support these programs in the Farm Bill
- Trainings and resources



MISSION & VISION

MISSION

The Wallace Center brings together diverse people and ideas to co-create solutions that build healthy farms, equitable economies, and resilient food systems.

VISION

All communities have the power to nourish themselves and regenerate ecosystems through just food and agriculture systems. At the heart of these systems are dynamic networks of people connected through interdependent relationships with each other and the land.



FOOD SYSTEMS LEADERSHIP NETWORK



Connect and foster relationships of solidarity and trust

-
Mentorship, peer coaching, and network building



Strengthen individual and collective leadership

-
Systems leadership trainings, technical assistance, and building organizational effectiveness



Inspire and catalyze innovation and collaboration across communities

-
Incubators, accelerators, cohort approaches and member-led initiatives



Advance racial equity individually and systemically

-
Developing shared analysis, shifting narrative, and centering equity in network practices

**FOOD SYSTEMS
LEADERSHIP NETWORK**



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WHY WE ARE HERE TODAY

- **USDA LAMP grants are an important source of funding** for supporting the development of equitable and resilient local and regional food systems
- **\$133M available in 2023**
- **USDA LAMP grants are complex** – they require investing a lot of time and resources to develop applications and manage grants.
- **This can result in inequitable investments** – where under resourced organizations – who need this money the most, are sometimes least likely to apply for and win these grants.
- But these grants are very clear and prescriptive of what you need to include in your application to be successful. **You can do this!**
- **The Food Systems Leadership Network is working to provide resources** and trainings to help folks like you design impactful program and successful applications
- **The goal here is to help there be greater and more equitable access to these important programs.**



ADDITIONAL RESOURCES

Four-part training series **Federal Grant Writing: Proposal Development 101 with Dr. Barrett Vaughan**, Ph.D., J.D. and Associate Professor in the College of Agriculture, Environment, and Nutrition Sciences at Tuskegee University.

Session 1: Brainstorming and Capturing a Vision

Recording Available

Session 2: Selection and Defining an Idea

Tomorrow at 3 ET

Session 3: Structuring Objectives

Monday, 04/10 at 3 ET

Session 4: Identifying Measurable Outcomes and Developing Tasks

Wednesday 04/12 at 3 ET

Check out more resources and past trainings on
www.foodsystemsleadershipnetwork.org





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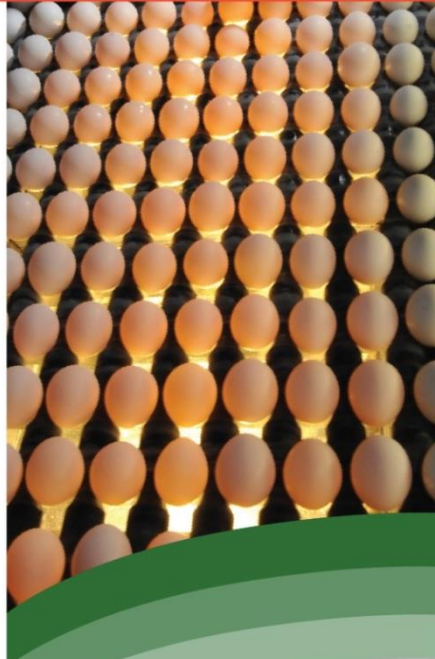
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United States Department of Agriculture

Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses



What is the RFSP Program?

RFSP supports the formation of multi-stakeholder partnerships that connect public and private resources to encourage local or regional approaches to planning and developing food systems.

RFSP grants are intended to broadly support:

- Convening partners to develop business plans, strategies, and shared goals and priorities for local and regional food systems infrastructure;
- Improving communication and collaboration among food system stakeholders; and
- Increasing economic opportunities for local or regional producers and food businesses.

Who is Eligible to Apply?

- **Partnership:** an agreement between one or more eligible entities and one or more eligible partners.
 - An eligible entity or an eligible partner can submit the application on behalf of the partnership.
 - Specify in the application which organization(s) in the partnership are responsible for receiving and managing the award.
- **Region:** an area bigger than a neighborhood but smaller than the entire country
 - The partnership has the authority to define the region for their project

What Does RFSP Fund?

- **Partnership** functions focused on building capacity for decision making, coordination efforts, obtaining additional resources, and planning direction and needed activities.
- Activities that can be funded under this grant that are not commonly funded under other USDA programs may include:
 - Value chain coordination,
 - Convening multiple types of partners and stakeholders for strategic planning,
 - Grant-writing, and
 - Program exploration on behalf of partners and entities.

Projects/Activities that are NOT Eligible

Projects or activities that are not eligible for funding include:

- Production-related expenses, including the purchase of farm equipment, tools, materials, supplies, and other related costs. (Does NOT include providing TA to producers related to improving production efficiency, etc.).
- Construction or purchasing land.
- Benefiting only one agricultural organization, producer or individual.
- Using RFSP funds to purchase food.

RFSP Project Types

Type	Amount	Duration
Planning & Design Grants	\$100,000 - \$250,000	24 months (2 years)
Implementation & Expansion Grants	\$250,000 - \$1,000,000	36 months (3 years)
Farm to Institution	\$250,000 - \$1,000,000	36 months (3 years)

Priority Consideration

- Leverage significant non-Federal financial and technical resources **and** coordinate with other local, State, Tribal, or national efforts.
- Cover an area that includes communities with areas of concentrated poverty that provide significant opportunities for high impact investment; or
- Have a diverse set of relevant project partners, although such partners need not be based in the partnership's defined region.

AMS may also consider geographic representation in its award decisions where appropriate.

AMS will review and apply priority consideration, based on applicant narrative responses, during its administrative review process

Cash Match Requirement

- The 2018 Farm Bill required that partnerships “provide **funding** in an amount equal to not less than 25 percent of the total amount of the Federal portion of the grant.”
 - For example, if the application requests \$500,000 in grant funds, the partnership must provide at least \$125,000 in cash contributions (25%)
- Must provide match verification letters for each resource (both in-kind and cash). A template link is provided in the RFA.
- While in-kind match contributions do not count toward the requirement, they are allowable and will be considered under the “Priority Consideration” areas mentioned previously.

What is a “Cash” Match Contribution?

- An **actual cash contribution** from the applicant’s general revenue/reserves/savings/line of credit, third party partners, or other non-Federal grants.
- The contributor is able to track and show the source of the funding and that the funding was dedicated entirely to the grant project, and produce records to that effect. *Have this conversation early on with your partners!

FY2023 Update: Outcomes & Indicators

- AMS has received direct stakeholder feedback that allowed us to develop new outcome and indicator measures that allow grant recipients to evaluate project activities more accurately in relation to each program's statutory purpose.

<https://www.ams.usda.gov/sites/default/files/media/RFSPPerformanceMeasures.pdf>

- For recipients, the new measures are:
 - More feasible to accomplish and measure within a grant's period of performance;
 - Better aligned with grant program purpose and recipient activities; and
 - More reflective of work performed during the project.

Outcome 1: Encourage Collaborative Approaches to Strengthen the Capacity of a Regional Food System

Outcome 2: Develop New Market Opportunities for Regional Producers and Processors

Outcome 3: Improve the Infrastructure of a Regional Food System Through Development of Business and/or Strategic Plans and Feasibility Studies (Planning and Design Projects Only)

Helpful Tips

- Read the RFA 😊
- Get input from partners
- Avoid grandiose statements
- Describe the expected results for the PARTNERSHIP and the REGIONAL FOOD SYSTEM
- Be sure to answer every question in the narrative form
- If contact information changes during the application period, contact the IPP team

- Match verification letters should sync up with numbers in budget tables
- Budget Summary table numbers should sync up with cost category tables
- List only primary applicant costs in budget categories (such as Salary, Benefits, Travel, Indirect, etc.). Costs associated with Partners should be in Contractual.
- Calculate Indirect Costs accurately
- Be sure your Project and Budget narratives are in sync

2023 Program Schedule

- Approximately \$56 million available in 2023
- Applications due at **11:59 PM Eastern on May 2, 2023**
- Applicants must submit package via Grants.gov
- Initial screening (approximately 1.5 weeks)
- Panel reviews occur through mid - to late July
- Administrative reviews conducted in August/September
- All applicants notified by September 30, 2023 (tentative)

Helpful Links

- RFSP main website: <https://www.ams.usda.gov/services/grants/rfsp>
- General application information (including 2023 RFA, FAQs):
<https://www.ams.usda.gov/services/grants/rfsp/apply>
- AMS Grant Programs General Terms and Conditions:
https://www.ams.usda.gov/sites/default/files/media/FY2023_GeneralTermsandConditions.pdf
- 2023 AMS Programs webinars (recording will be available here):
<https://www.ams.usda.gov/services/grants/webinars>
- Previous RFSP Awards:
<https://www.ams.usda.gov/services/grants/rfsp/awards>

Contact Information

Website:

www.ams.usda.gov/rfsp

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Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses



Farmers Market and Local Food Promotion Program (FMLFPP)

William(Bill) Comstock, GMS, FMLFPP

Matthew Mosier, GMS, FMLFPP

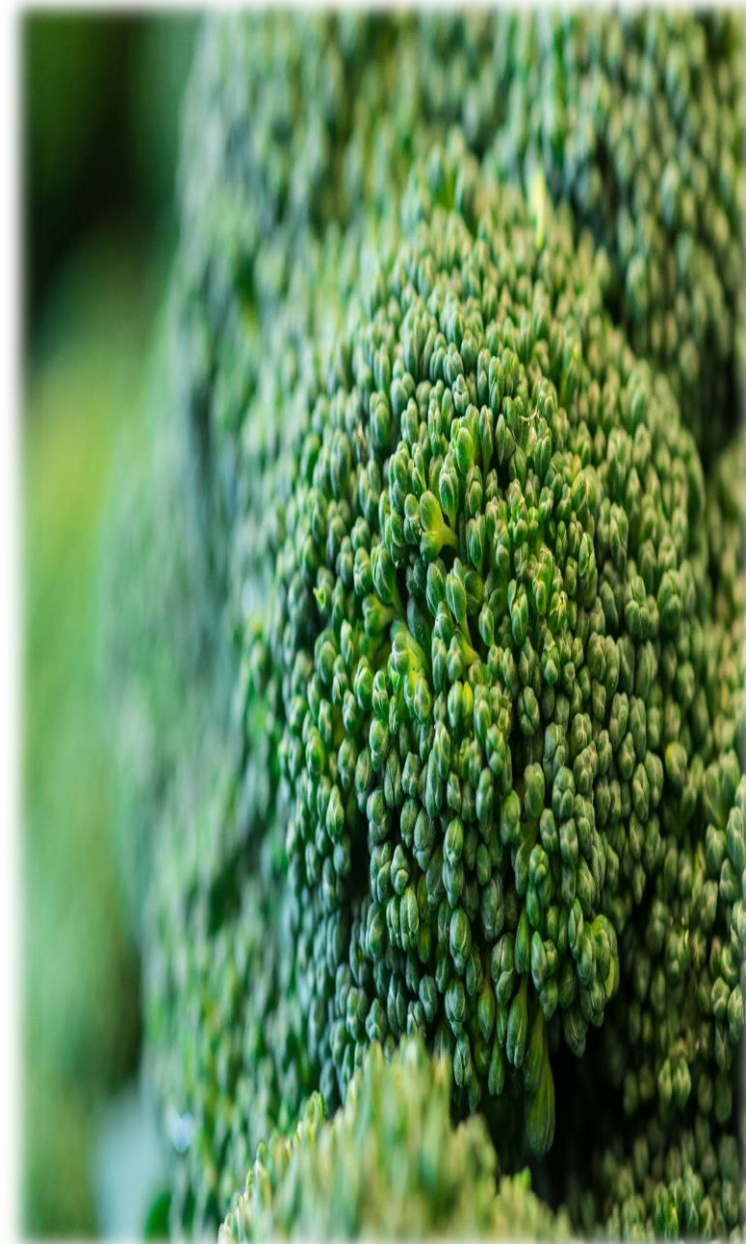


What is FMLFPP?

Competitive grant program designed to:

Increase domestic consumption and access to locally and regionally produced food agricultural products.

Assist in developing new market opportunities for farmers or producers serving local markets.



FMPP vs LFPP

FMPP

The FMPP helps farmers sell directly to consumers through domestic farmers markets, roadside stands, community-supported agriculture programs (CSA's), agritourism activities, online sales and other forms of direct marketing.

LFPP

The LFPP helps farmers sell indirectly to consumers through local and regional food businesses which act as intermediaries. Examples of food businesses include food hubs, aggregators, distributors, wholesalers and processors which carry out the processing, distribution, aggregation, and/or storing of locally- or regionally-produced food products.

LFPP RFA PROJECT TYPES Include:

Planning

- Feasibility study
- Business plan
- New food hub training
- Food transportation TA

Implementation

- Expanding food incubator programs
- New market channels via virtual marketplace.
- Connect producers to intermediaries
- Food transportation

Farm to Institution

- Expanding local food options in institutions
- Connect producers to intermediaries
- Business plan

LFPP RFA PROJECT TYPES, Continued

Turnkey Marketing and Promotion *New for FY23*

- Identify new/improved market opportunities
- Marketing plan development.
- Design/purchase marketing and promotion media
- Marketing plan implementation.
- Evaluation of marketing and promotion activities.

Applicants must select a minimum of 3 pre-defined activities!

FMPP RFA PROJECT TYPES Include:

Capacity Building (CB)

- Local Training to farmers or market managers
- Market Startup/Expansion
- Performing market analysis and project plan.

Community Development and Technical Assistance (CTA)

- Statewide/Regional Training for farmers or market managers
- Technical Assistance for advertising
- Technical support to become compliant with standards to increase direct marketing opportunities

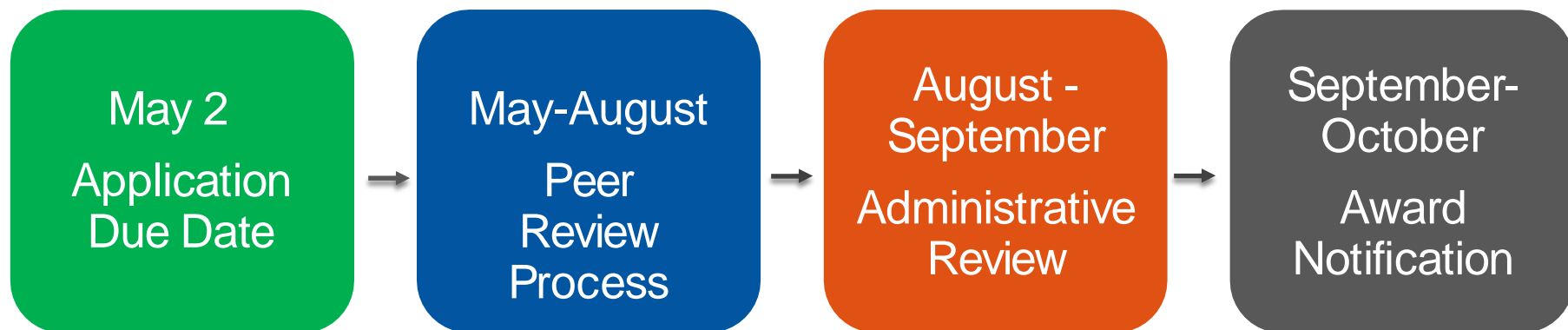
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AWARD TIMELINE



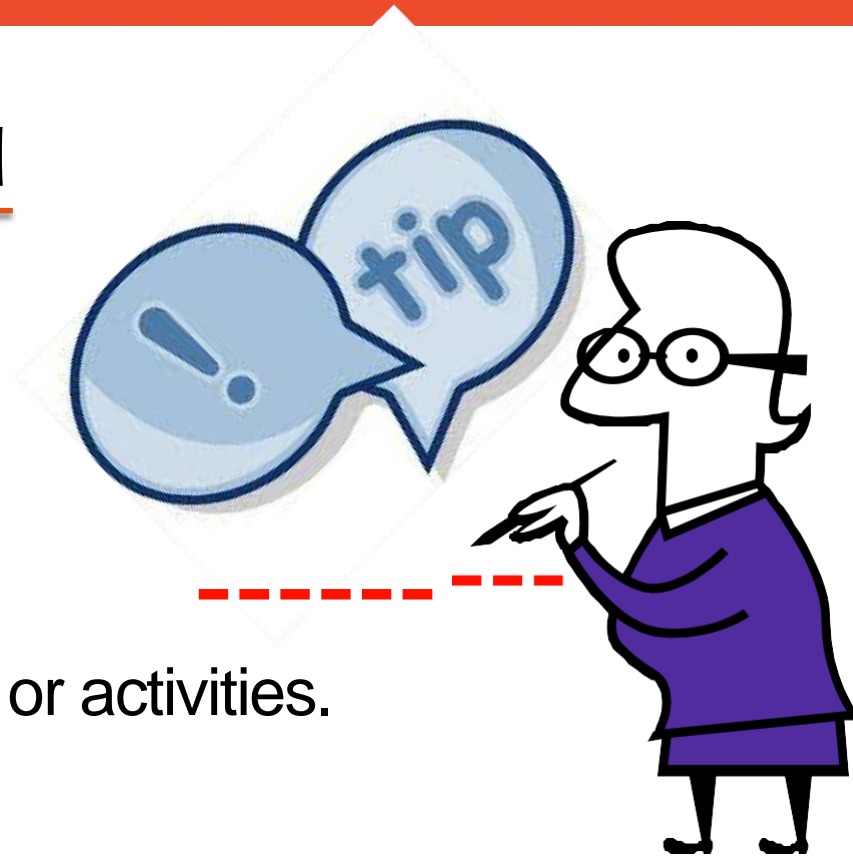
Project Evaluation Criteria

- Alignment and Intent – Addresses a problem or need.
- Technical Merit – Work plan fulfills the objectives of the project.
- Achievability – Suitable outcomes and indicators.
- Expertise and Partners – Effective and diverse project team.
- Fiscal Plan and Resources – Budget is clear, detailed and appropriate for the project scope.

Turnkey Applications are reviewed on the above EXCEPT Alignment and Intent!

Common Mistakes to Avoid

- Too many objectives.
- Unclear objectives.
- Including unallowable expenses or activities.
- Not specific or concise.
- Deleting or editing the Project Narrative template.
- Incomplete application/missing required letters.



HELPFUL LINKS

RFA Open until May 2nd 2023, 11:59 p.m. EDT



[How do I Apply for the FMPP Grant?](#)

[How do I Apply for the LFPP Grant?](#)

[General Terms and Conditions \(2023- Present\) \(pdf\)](#)

How Can FMLFPP Help with your Application?

CONTACT US



FMLFPPgrants@usda.gov



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