



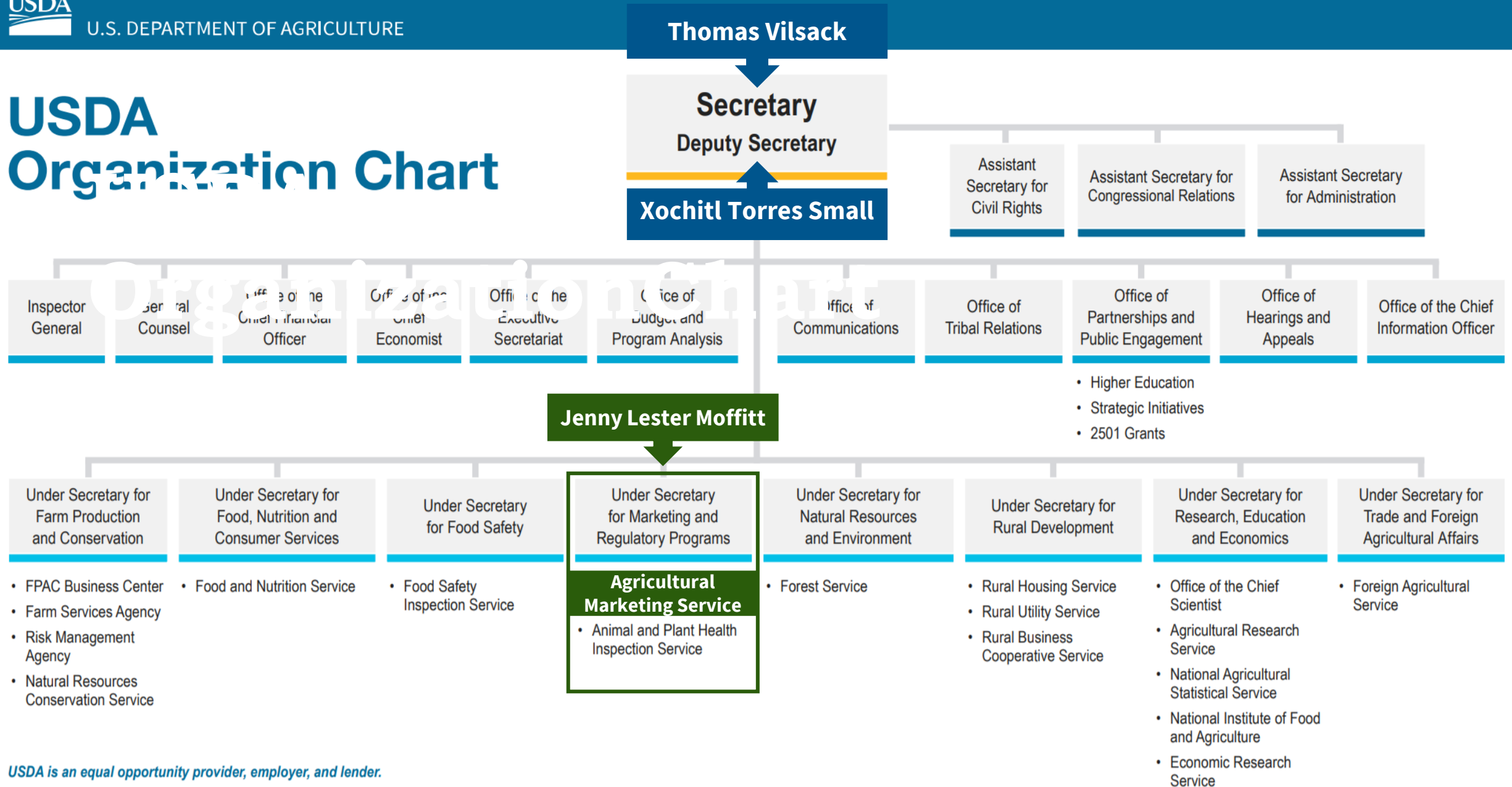
Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE



Creating Opportunities for American Farmers and Businesses



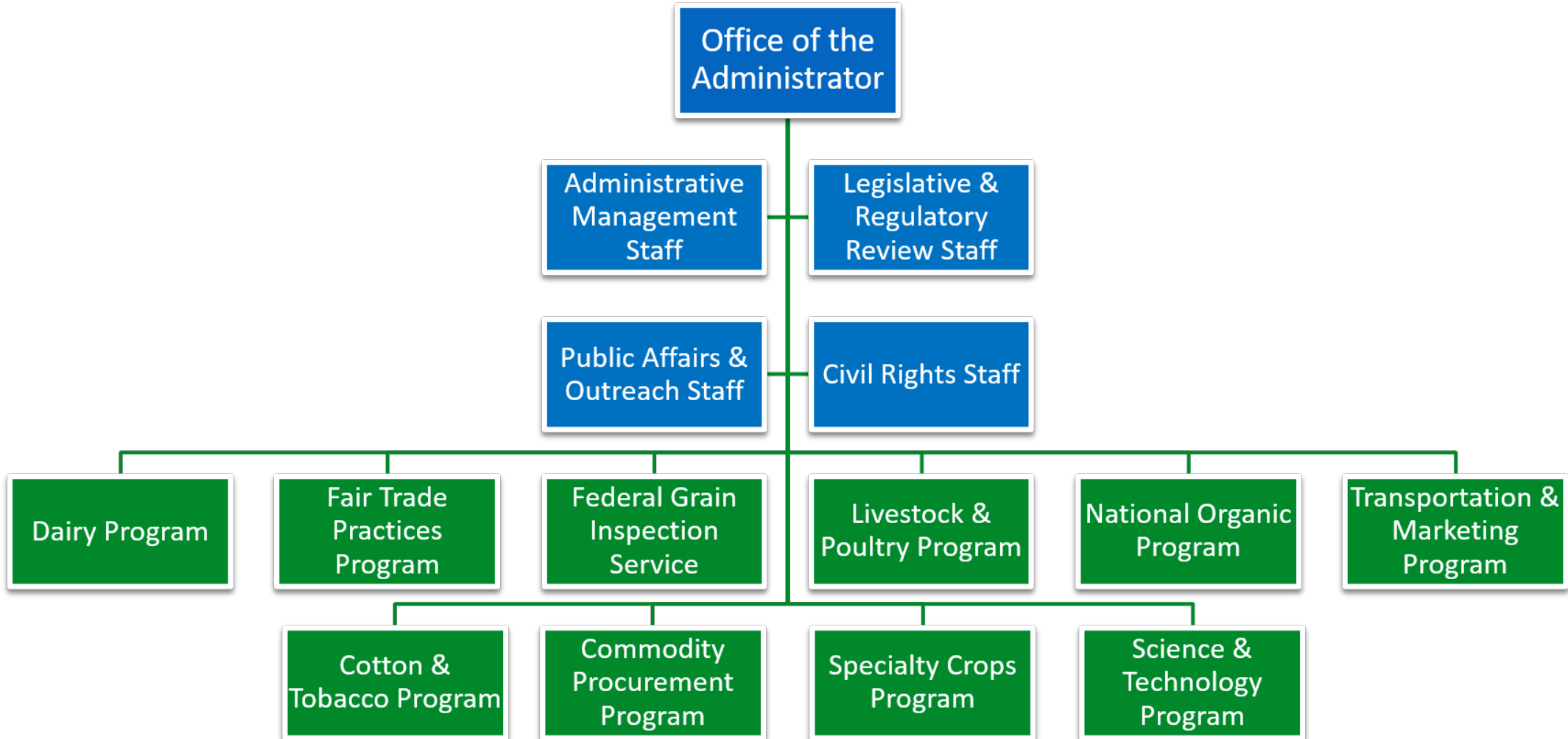
USDA Organization Chart



USDA is an equal opportunity provider, employer, and lender.



AMS Organizational Structure





2023 Highlights Impact

Commodity Purchases

\$3.6B worth of food purchased to support producers and provide 4.3 billion pounds of nutritious food to American families.

Pesticide Data & Lab Testing

10,127 samples of fresh and processed produce, butter, & corn grain tested for pesticide residues; 99% of samples had pesticide residues below established tolerance levels.

Import & Export Certificates/Enforcement Activity

97,160 loads of covered commodities tracked to ensure compliance with Section 8e import regulations, supporting marketing orders & U.S. producers.

Auditing & Accreditation

Enforced payment of approximately \$31 billion for milk delivered to dairy processors by over 25,000 dairy farmers. This was accomplished by conducting over 12,000 audits, over 46,000 chemistry tests, and verifying 634,449 producer milk samples.

Grain, Rice, and Pulse Services

Rapidly responded to an emerging need for innovation in the rice industry by evaluating and approving the use of automated imaging technology to determine official milling yield for medium grain rice in California within eight months, delivering a solution just in time for harvest.

Organic Certification & Accreditation

Seized or denied entry for 32 imported shipments found with USDA organic trademark violations through increased organic import oversight and surveillance coordinated with Customs and Border Protection (CBP).

Business Process Improvements

Deployed the Smart Apps initiative, allowing hundreds of personnel to submit electronic forms in real-time using handheld devices. This replaces handwritten paperwork with digital data, which improves the data entry experience for USDA Shell Egg Graders.



Impact by Pounds + Jobs

☐ MEAT

- **21.1B lbs of beef** | 48M lbs of lamb, and 18.3M lbs of veal/calf graded.
- **842,206 jobs supported** in the beef, veal, lamb and calf industries.

☐ POULTRY

- **6.4B lbs of chicken**, 1.2B lbs of turkey, 42.3M lbs of duck, and 814,000 lbs of geese graded.
- **63,077 jobs supported** in the chicken and turkey industries.

☐ DAIRY & EGGS

- **2.8B dozens of shell eggs** graded, 1,300,146,319 lbs. of butter graded.
- **61,319 jobs supported** in the shell egg industry.

☐ FRUITS & VEGETABLES

- **56B lbs of fresh fruits/vegetables** | 9.3B lbs of processed fruits/vegetables graded.
- **4.4M jobs supported** in the fruit and vegetable industries.

☐ GRAIN

- **235M metric tons of grain** graded - about \$100B worth.
- **900,000 jobs supported** | including corn, soybean, wheat, sorghum, rice and pulse farmers, handlers, processors, and exporters.

☐ COTTON & TOBACCO

- **14.1M bales of cotton classed** (*entire U.S. cotton crop*) | 16.4M kilos of tobacco graded.
- About **200,000 jobs supported** in the cotton industry.

AMS Resources *of Interest to* Producer-Growers



The **Perishable Agricultural Commodities Act** (PACA) protects businesses dealing in fresh and frozen fruits and vegetables by:

- Establishing and enforcing a code of fair business practices.
- Helping companies resolve business disputes.



Market News Services provides free, unbiased price and sales intelligence to assist in the marketing and distribution of farm commodities.

These reports benefit:

- Farmers
- Producers
- Other agricultural businesses

AMS Resources of Interest to Producer-Growers-



Organic Certification

Organic Certification verifies that farms and handling facilities comply with the USDA organic regulation & allows farmers and businesses to sell, label, and represent their products as organic.



GAP Audit & Certification

- Science- & process-based evaluations by trained experts.
- Provides verification of products in wholesale & consumer markets.
- Used for international trade & equivalency arrangements.





For Market Access

For market access, meet the following:

Global Food Safety Initiative (GFSI)
technical equivalence

FDA FSMA Produce Safety Rule alignment

Produce GAP Harmonization Initiative alignment

Adherence to industry and FDA best practices

The USDA GAP service for you

USDA Harmonized GAP Plus+

USDA Harmonized GAP

USDA GAP



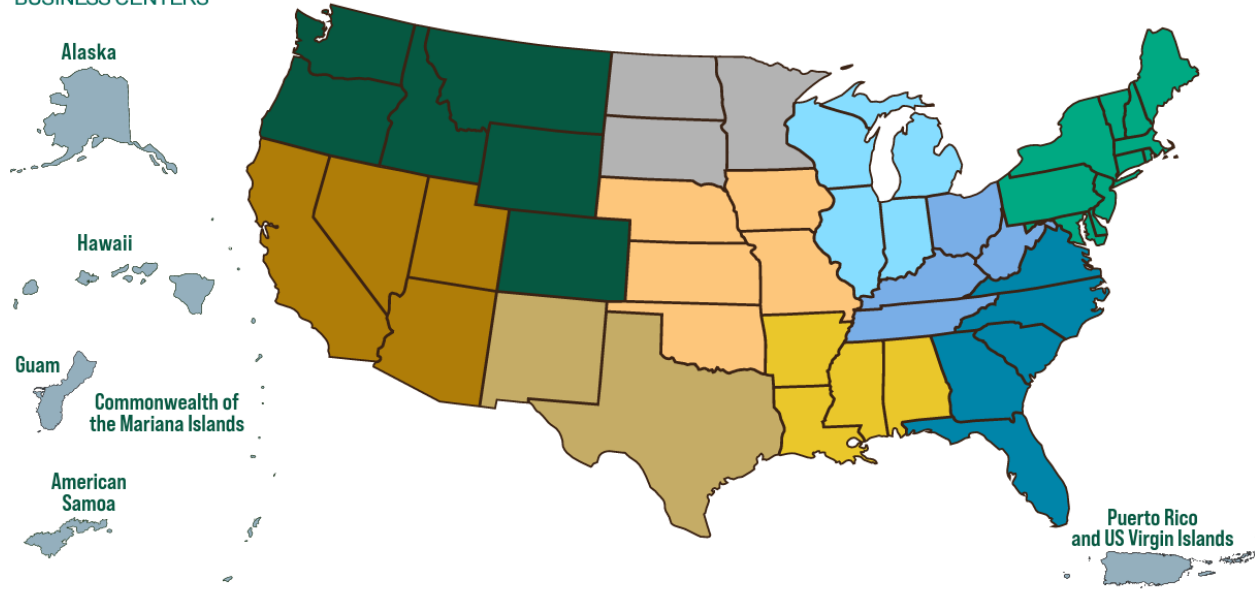
Food Systems Transformation (FST) Efforts



Regional Food Business Centers & Business Builder Sub Awards



USDA Regional Food Business Centers Geographic Regions



★ National Intertribal Food Business Center - Intertribal Agriculture Council will serve tribes nationwide. ★

| | |
|---|--|
| Northwest and Rocky Mountain Colorado State University | Great Lakes Midwest Michigan State University Center for Regional Food Systems |
| Southwest University of California (This Center will serve the Colonias counties in California and Arizona.) | Delta Mississippi Delta Council for Farmworker Opportunities |
| North Central Region Five Development Commission | Appalachia Rural Action, Inc. |
| Heartland University of Nebraska - Lincoln | Northeast National Association of State Departments of Agriculture Foundation |
| Rio Grande Colonias Texas AGM AgriLife (This Center will serve the Colonias counties in New Mexico and Texas.) | Southeast Georgia Minority Outreach Network |
| | Islands and Remote Areas Hawaii Good Food Alliance |

*These boundaries are not rigid but for visualization purposes only. USDA anticipates collaboration with communities across state and county lines.

- Centers will fund small and mid-sized farm and food businesses through sub-awards.
- Capacity building efforts will focus on emerging regional needs and businesses that are working towards expansion and other investment.
- Centers will help local businesses and organizations build capacity to apply for funding (grants, loans) and execute successful projects.
- Centers will provide Business Builder subawards up to \$100,000.

Business Builder Grant Status
<https://www.ams.usda.gov/services/local-regional/rfbcp/grant-status>

Resilient Food System Infrastructure (1)

Resilient Food System Infrastructure (RFSI) will build resilience in the middle-of-the-supply-chain and strengthen local and regional food systems by creating new revenue streams for their state's producers.

- The Department of Agriculture **in each State** will serve as a Lead State agency.

What is the Middle of the Supply Chain:

- The ***middle of the food supply chain*** refers to the activities that take place after the production and harvesting of the ag products, before reaching the consumers.

What Agriculture Products are Eligible?

- This program is to support food system crops and products meant for human consumption
 - **Ineligible products include:** meat and poultry, wild-caught seafood, exclusively animal feed and forage products, fiber, landscaping products, tobacco, or dietary supplements.

Resilient Food System Infrastructure (2)

Infrastructure Grant- Min award \$100,000 and maximum award \$3M

- Subawards that will fund projects that expand capacity and infrastructure for the aggregation, processing, manufacturing, storing, transportation, wholesaling, or distribution of targeted agricultural products.
 - **Match Requirement**

Equipment-Only Grant- Min award \$10,000 and maximum award \$100,000

- The Simplified Equipment-Only option is a Fixed Price Grant, funding only equipment purchases (and not associated facility upgrades, staffing, or other costs), and the amount awarded will be equal to the cost of the equipment up to \$100,000.
 - **No match is required for this grant type.**

How to Apply:

- Apply through your state department of agriculture – who are partnering with USDA to competitively subaward Infrastructure Grants
- They are opening their Request for Applications (RFA) as state plans are finalized.

Check State's RFA Status Here

<https://www.ams.usda.gov/services/grants/rfsi/rfsi-rfa-status>



What is LAMP?



Local Agriculture Market Program

USDA – Agricultural Marketing Service

Farmers Market and
Local Food Promotion
Program

FMPP

LFPP

Regional Food System
Partnership Program
(RFSP)

USDA – Rural Development

Value Added Producer Grant Program

Local Agriculture market Program

Farmers Market Promotion Program Projects (FMPP)

Regional Food System Partnership Program (RFSP)

Local Food Promotion Program Projects (LFPP)

| Type | Amount | Duration |
|---|-----------------------|---------------------|
| <i>Turnkey</i> Marketing & Promotion Recruitment & Training | \$50,000 - \$100,000 | 24 Months (2 years) |
| Capacity Building | \$50,000 - \$250,000 | 36 Months (3 years) |
| Community Development, Training, & Technical Assistance | \$100,000 - \$500,000 | 36 Months (3 years) |

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

| Type | Amount | Duration |
|---|-----------------------|---------------------|
| Planning | \$25,000 - \$100,000 | 24 Months (2 years) |
| <i>Turnkey</i> Marketing & Promotion Recruitment & Training | \$50,000 - \$100,000 | 24 Months (2 years) |
| Implementation | \$100,000 - \$500,000 | 36 Months (3 years) |

25% Match

25% Cash Match

25% Match

Grant Program Successes and Challenges with Focus on Underserved Communities



- Evaluate barriers to AMS grant opportunities for underserved communities
- Invest in building trust and confidence between these communities and the USDA
- Take action to rectify inequalities in program access through targeted outreach, training, and technical assistance

Project Workplan



Phase 1: Data Collection & Network Creation

Phase 2: Resource Development

Phase 3: Data Sharing & Resource Testing

Phase 4: Outreach & Technical Assistance



Participant Recommendations Fit into Five Topic Areas

- 1. Communications, Outreach & Trust Building**
- 2. Accessibility & Representation**
- 3. Technical Assistance & Support**
- 4. Mentorship**
- 5. Programmatic & Review Process**



Project Activities

- **Grant application workshops (complete/ongoing)**
 - Led by AMS program staff and previous grantees and includes tips for writing project narratives and budgets
- **Applicant Toolkit (In progress)**
 - Includes videos, worksheets, guides and other resources
 - Currently being pilot tested with community co-leaders and potential applicants
- **Interactive Awards Check (In development)**
 - Simple interactive website that helps applicants understand all the requirements of a LAMP Grant award package and check that their package meets those requirements.

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FARMERS MARKET PROMOTION PROGRAM (FMPP)
NAVIGATING THE 2024 FMPP REQUEST FOR APPLICATION

Project Types (1.3)
Four project types:
• Capacity Building (3 years)
• Community Development Training and Technical Assistance (3 years)
• Turnkey Marketing and Promotion (2 years)
• Recruitment and Training (2 years)

Let's Get Started!
Steps to Apply for AMS LAMP Grants

1. Register on SAM.gov - FREE
System for Awards Management (SAM) registration is required for your business to access federal grant opportunities and is awarded funding. Register at least 1 month before the grant application deadline. Visit these Quick Start Guides for additional assistance.

2. Obtain Your Organization's UEI - FREE
Once you have an active SAM.gov account, you can obtain your Unique Entity Identifier (UEI). You will need a UEI to apply for any of these grants. The process to receive a UEI can take up to 2 weeks. Visit this Quick Start Guide for additional assistance.

3. Creating Your Grants.gov Profile - FREE
You will also need to create your Grants.gov profile and register your Authorized Organizational Representative (AOR). These links provide additional assistance:
Grants.gov Registration Video Series
Grants.gov AOR Video Series


Understand FMPP (1.2)
FMPP funds projects that develop, coordinate, and expand direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products.

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FMPP Application Types

- 1. Capacity Building**
\$50,000 - \$250,000
36-month grant period
- 2. Community Development, Training, and Technical Assistance**
\$100,000 - \$500,000
36-month grant period
- 3. Turnkey Marketing and Promotion & Turnkey Recruitment and Training**
\$50,000-\$100,000
24-month grant period

Required: 25% match of the total amount of the FEDERAL portion (e.g. if the award is \$100,000, then \$25,000 in matching funds would be required.)



Other Helpful Resources
Grant Writing Basics
How to Build Your Budget Narrative
Grant Proofreading Tips!



Local Food Purchase Programs

- The **Local Food Procurement Agreements (LFPA)** and **Local Food for Schools (LFS)** are two new programs at AMS created through the Food Systems Transformation framework.
 - *Maintains and improves food and agricultural supply chain resiliency through non-competitive cooperative agreements to State and Federally Recognized Tribal Governments.*
- States and Tribal Governments enter into non-competitive cooperative agreements with USDA for the purchase of local domestic food targeting socially disadvantaged farmers and ranchers to be distributed targeting underserved communities.



Three Overarching Goals

• 1



Provide an opportunity for States and Tribal Governments to strengthen their local and regional food system.

• 2



Help to support local and underserved farmers/producers through building and expanding economic opportunities.

• 3



Establish, strengthen, and broaden partnerships with producers and the food distribution community, local food networks, and non-profits- distributing fresh and nutritious foods in rural, remote, or underserved communities.

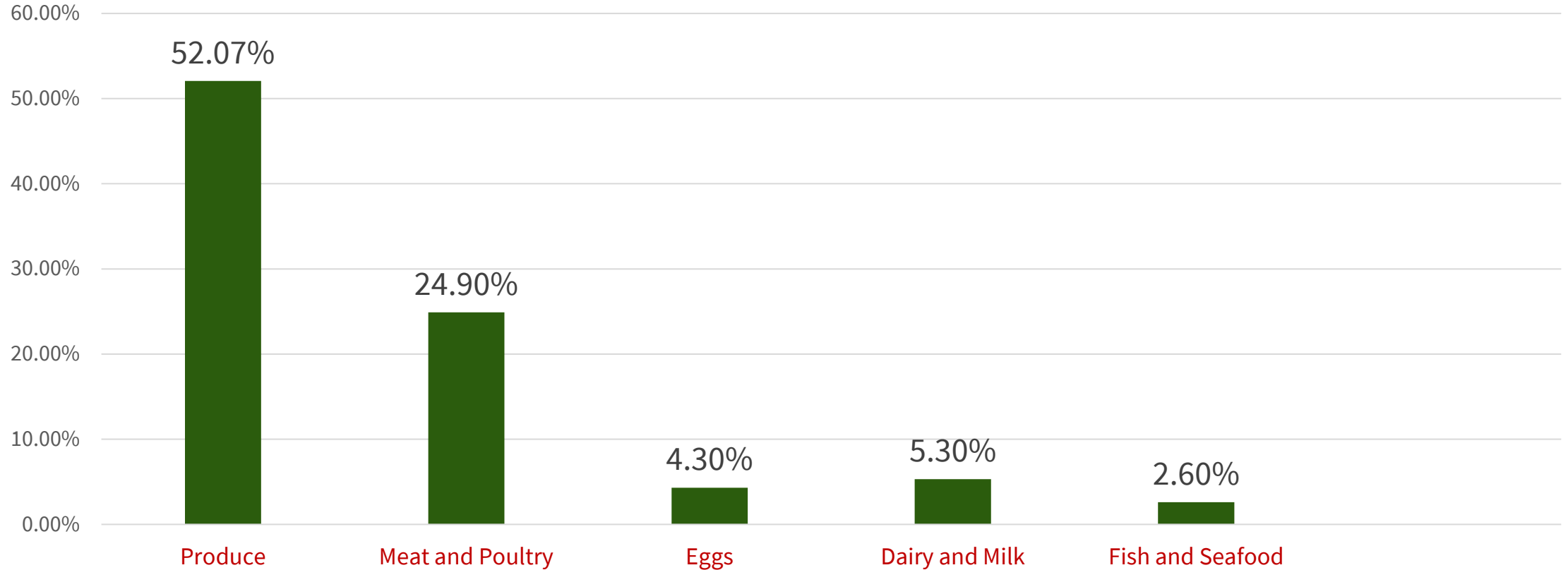


LFPA in Numbers

- **Approximately \$864M invested in resilient regional agricultural value chains**
- **\$124M going to tribal governments**
- **Over \$1.5B in estimated local economic impact generated through LFPA purchases from local farms.**
- **53 cooperative agreements with state agencies, territories, and D.C.**
- **76 cooperative agreements with tribal governments**



TOP 5: Types of Products Purchased





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THANK YOU