

MOSCOW FARMERS MARKET COMMISSION



Adam Reed
Commission Chair

Regular Meeting
~Agenda~

Jen Pfiffner
Staff Liaison

<http://www.ci.moscow.id.us/362/Farmers-MarketCommission>

Tuesday
April 3, 2018

4:00 PM

City Council Chambers
206 E Third St

Welcome and Attendance

1. Approval Of Farmers Market Commission February 6, 2018 Minutes

Documents:

[MINFMC20180206 - MINUTE TRAQ.PDF](#)

2. Public Comment (10 Minutes)

Members of the public may speak to the Commission regarding matters NOT on the agenda or currently pending before the Farmers Market Commission. Please state your name and address for the record and limit your remarks to three (3) minutes.

3. Business Survey - Jen Pfiffner

A subcommittee has met and discussed the business survey draft. Additional discussion and direction from the Commission is requested to assist in the development of the survey.

ACTION: Receive report and provide direction.

Documents:

[BUSINESS SURVEY DRAFT 0318.PDF](#)

4. Introduction To Oral History Project Request - Daniel Stewart

The Latah County Historical Society has approached the City of Moscow to request the Moscow Farmers Market Commission consider taking on an Oral History Project. This project be managed by the Historical Society and would be designed to collect audio recordings to document and complement further the history of the Moscow Farmers Market.

ACTION: Discuss the proposal and provide direction to staff.

5. Farmers Market Promotion Program Grant Opportunity - Jen Pfiffner

Report on potential grant opportunity offered through USDA. Farmers Market Promotion Program. Activities for the grant could include enhancing direct producer to consumer market opportunities, developing and improving markets, providing training and technical services to vendors.

A document highlighting projects from the 2016 grant cycle are attached for reference.

ACTION: Discuss potential project activities that would be allowable under the grant, provide direction.

Documents:

[FMPP2016HIGHLIGHTS.PDF](#)

6. Regulations Regarding Dogs In The Market - Daniel Stewart

Regulations regarding dogs in the Market has been an issue the Commission has wished to address. In the 2017 season, staff worked to address the regular issues with dogs and their owners who are typically unclear of where dogs are and are not allowed. A positive education campaign regarding dogs in the Market was put forward in the 2017 season and is coming back to the Commission to report on results and further discussion. The Commission has discussed the idea of allowing only ADA service dogs in the main Market thoroughfare, and allowing all dogs on both sidewalks, rather than just the east sidewalk.

ACTION: Discuss justification for any suggested changes and direct staff to prepare a letter on behalf of the Commission to Council requesting the resolution change.

7. Regulations Regarding Smoking In The Market - Daniel Stewart

The Department of Health and Welfare has developed a resource for enhancing smoking or nicotine regulations for public spaces in regards primarily to vape pens. A report of those resources will be shared with the Commission for discussion.

ACTION: Discuss justification for any suggested changes and direct staff to prepare a letter on behalf of the Commission to Council requesting the resolution change.

8. Manager's Report And Immediate Market Concerns - Daniel Stewart, Market Manager

The Farmers Market Manager will report on items relevant to the Farmers Market.

9. Proposed Items For Future Agendas

Commission members may email Jen Pfiffner (jpfiffner@ci.moscow.id.us) to propose future agenda items for discussion.

- Annual Strategic Plan Report - May 1, 2018
- Farmers Market Commission Representation

10. Upcoming Meetings & Events

- Farmers Market Commission Regular Meeting - May 1, 2018

Adjourn

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MOSCOW FARMERS MARKET COMMISSION



Adam Reed
Commission Chair

~Minutes~

Jen Pfiffner
Staff Liaison

<http://www.ci.moscow.id.us/362/Farmers-MarketCommission>

**Tuesday
February 6, 2018**

4:00 PM

**City Council Chambers
206 E Third St**

The meeting was called to order at 4:02 PM

PRESENT: Erin Carroll, Joann Muneta, Jenny Ford, Jamie M. Hill, David Pierce, Adam Reed, Colette DePhelps

ABSENT: Linda Heath, Jeremy Ritter

ALSO IN ATTENDANCE: Kathryn Bonzo, Council Liaison; Daniel Stewart, Farmers Market Manager; Jenine Estlick, AmeriCorps Volunteer Coordinator; DJ Scallorn, Arts Assistant;

Welcome and Attendance

Reed called the meeting to order.

1. Approval of Farmers Market Commission January 2, 2018 Minutes

RESULT:	ACCEPTED AS AMENDED [6 TO 0]
MOVER:	David Pierce
SECONDER:	Jamie M. Hill
AYES:	Carroll, Muneta, Ford, Hill, Pierce, Reed
ABSENT:	Linda Heath, Jeremy Ritter
LATE:	Colette DePhelps

2. Public Comment (10 minutes)

Members of the public may speak to the Commission regarding matters NOT on the agenda or currently pending before the Farmers Market Commission. Please state your name and address for the record and limit your remarks to three (3) minutes.

No public comment.

3. Vice-Chair Election - Daniel Stewart

Follow up on Vice-Chair election discussion from December 2017 to formally elect a Vice-Chair.

PROPOSED ACTIONS: Formally elect vice-chair position.

[DePhelps arrived at the meeting]

Stewart said he spoke to Jen Pfiffner, Assistant City Supervisor, about the process for the vice-chair elections and there needs to be a motion to nominate a vice-chair, a second, and then a vote. Carroll told the Commission that she would like to withdraw her name for vice-chair. Ford nominated Hill as vice-chair. DePhelps seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

4. 2018 Vendor Handbook and Policies – Daniel Stewart

Per Commission direction and as outlined in the Moscow Farmers Market Commission Strategic Plan, the policy document for the 2018 Farmers Market season has been thoroughly revised and updated. A sub-committee met and reviewed the document after the January 2, 2018 meeting and final revisions were addressed and included in the document sent to the Commission for review on January 12, 2018. This document is presented for consideration and recommendation of approval to the City Council at the February 20, 2018 City Council meeting following successful recommendation for approval at the Administrative Committee meeting of the Council scheduled for February 12, 2018.

Recommendations for enhancement to the Jury Process have been included as first steps to revising that process and are included for discussion as well.

PROPOSED ACTIONS: Receive 2018 Vendor Handbook and Policies document and recommend approval to City Council for 2018 Moscow Farmers Market Season or take such other action as deemed necessary.

Stewart presented the revised Vendor Handbook, which contained changes from a Sub-Committee meeting. Stewart said additional changes to be made will include:

- Adding language under #2 in Vendor Operations to indicate that vendors are to sell their own produce
- In March the Commission will discuss the locations in the market where ADA service dogs are only allowed and where all animals are allowed.
- Language will be added on page 5 under decorum to specifying a vendor's relation to the public
- Adding language in Vendor Operations stating that Styrofoam is prohibited.

Muneta recommended adding language after the tier 2 breakdown under fees to say that tier 2 has a mid-range registration and booth fee so it matches the wording for tier 1 and tier 3.

- The jury process will include language to indicate that not everyone who juries will be approved.
- Language will be made consistent throughout the handbook to indicate that vendor fees are not refundable.
- Language will be added regarding tier 3 vendors needing to pay for a minimum number of days for the season's attendance and also indicating that vendors in tier 3 are to inform staff of the consecutive dates they intend to come to market that season.
- Language will be added under the appeals process directing vendors to the following page for more information.
- An updated Appendix 5 will be used to reflect a cleaner layout and updated contacts.

Discussion ensued regarding: adding language to the jury section giving a forecast of when in the year juries usually occur, sending a cover letter to vendors highlighting major changes in the policies, and adding language on the vendor registration software system.

Reed called for a motion. Hill moved to accept the amended policies as they will exist once Stewart makes the adjustments as discussed. Pierce seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

5. Business Survey - Daniel Stewart

A revised business survey draft is included with the packet for consideration. Revisions were made via email feedback from Commission members during January.

PROPOSED ACTIONS: Receive report and provide staff further direction as deemed necessary.

Stewart reported that a request had been made for the Commission to revise the business survey so the language can be made clearer and the wording will be non-biased. Stewart requested that a Sub-Committee be formed to review the survey. Reed called for volunteers. Ford, Pierce, Hill, Carroll, and DePhelps volunteered to assist with the survey. Stewart will send a doodle.com poll to set a meeting time the last half of February.

6. Manager's Report and Immediate Market Concerns - Daniel Stewart, Market Manager

Farmers Market Manager will report on items relevant to the Farmers Market.

ACTION: Discuss and provide direction to staff as needed.

Stewart reported that a graphic containing important upcoming dates (all vendor orientation, poster contest deadline, vendor juries, opening day, and the Commission meetings) has been developed and sent out.

Stewart said that an alternative vendor software program called FarmSpread has become available. This program has partnered with the Farmers Market Coalition to provide a cleaner vendor experience and also includes market metrics through the Farmers Market Coalition. Stewart asked for the Commission's input on possibly switching to the new system for the 2018 season. Discussion ensued regarding: the features FarmSpread offers (collecting vendor payments online, allowing vendors to sign up week to week, letting vendors pick their space [similar to selecting an airline seat] with staff having final approval on all space assignments, and improved tools for the public), how the cost for the new system is slightly less and would be covered by the vendor's registration fees, how the new system allows for importing information from the Manage My Market system, and how this might be a good time to switch since there is an updated Vendor Handbook and tier system already being implemented this season. The Commission came to the consensus that Reed, the only market vendor representative in attendance, should review the system and give feedback to staff.

Bonzo recommended to the Commission that since the Vendor Handbook format has changed that it might be best for the Commission to ask City Council to approve the edits so if issues arise the Commission can indicate that the changes were approved by Council. Hill moved that the Commission recommend the amended 2018 Vendor Handbook with additional changes be approved by City Council. Carroll seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

7. Tabled Business for Future Agendas - Email items to Jen Pfiffner at jpffiffner@ci.moscow.id.us

- Annual Strategic Plan Report - March 6, 2018
- Regulations regarding dogs in the Market
- Regulations regarding smoking in the Market
- Discussion of potential addition of second farmer representative on Commission

8. Upcoming Dates

- A. Administrative Committee Meeting for Policy Review - February 12, 2018 Starting at 3:00 PM in the Council Chambers
- B. City Council Meeting for Policy Review - February 20, 2018 at 7:00 PM in the Council Chambers (Tuesday Given President's Day Holiday)
- C. FMC Regular Meeting - March 6, 2018 at 4:00 PM in the Council Chambers

Adjourn

The meeting was closed at 5:16 PM



Moscow Farmers Market Commission Survey of Moscow Businesses

This survey is being conducted by the Moscow Farmers Market Commission. Part of the Commission's mission is to suggest ways to promote and improve the Moscow Farmers Market. The Commission has recognized a need to better communicate with local businesses and has developed this survey to collect feedback to better understand the impacts and opportunities created by the Market that the Commission could address. In addition to impact questions, there are a few demographic questions to help understand the responses based on different categories such as type of business, age of business, location of business, etc.

The survey is designed to be as anonymous as possible and all results will be shared in aggregate to avoid identifying any individual businesses. For more information regarding the survey or the Market, please don't hesitate to contact Daniel Stewart, Moscow Community Events Manager at 208-883-7132 or by email at dstewart@ci.moscow.id.us. Thank you for your time!

1. What type of business do you own?

- ☐ Retail
- ☐ Restaurant
- ☐ Service
- ☐ Entertainment
- ☐ Educational
- ☐ Other (please specify)

2. How long has your business been established regardless of ownership?

- ☐ 0 – 5 years
- ☐ 6 – 10 years
- ☐ 11 – 15 years
- ☐ 16 – 20 years
- ☐ 20+ years

3. What geographic area of Moscow is your business located in?

- ☐ Main Street from 1st to 3rd
- ☐ Main Street from 3rd to 6th
- ☐ Main Street South of 6th
- ☐ Main Street North of 1st
- ☐ Eastside of Moscow
- ☐ Westside of Moscow
- ☐ Outside of Moscow
- ☐ Other (please specify)

4. How long has your business been in its current location?

- ☐ 0 – 5 years
- ☐ 6 – 10 years
- ☐ 11 – 15 years
- ☐ 16 – 20 years
- ☐ 20+ years

5. Which of these factors were a draw for you to locate your business in its current location?

- ☐ Preference for downtown location
- ☐ Preference of non-downtown location
- ☐ Being close to the Moscow Farmers Market
- ☐ Being further away from the Moscow Farmers Market
- ☐ Being close to the University of Idaho Campus
- ☐ Being further away from the University of Idaho Campus
- ☐ Parking options
- ☐ Other (please specify)

6. Please note your busiest months of the year (choose up to 3):

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

7. Please note if these community events affect foot traffic, sales volume, and the overall impact on your business:

	Foot Traffic	Sales Volume	Overall Impact
Moscow Farmers Market			
University of Idaho Jazz Festival			
Rendezvous in the Park			
Renaissance Fair			
Artwalk			
Uldaho Bound (Formerly Vandal Friday)			
Vandal Town Block Party			
Light up the Night Parade & Winter Wonderland Tree Lighting			

8. Please note your busiest day of week from May through October during the Farmers Market season:

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

9. What are your hours of operation during the summer months, roughly May through September?

	Open	Close
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

10. What are your hours of operation during the winter months, roughly October through April?

	Open	Close
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

11. Besides Moscow, which geographic areas do you feel best represents your customers? (Please choose all that apply.)

- ☐ Pullman
- ☐ Lewiston/Clarkston
- ☐ Towns in Latah County, not including Moscow
- ☐ Towns in Whitman County, not including Pullman
- ☐ Other (please specify)

12. As a business owner, please rate your opinion in regard to the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
I'd like to learn more about Moscow Farmers Market activities.	☐	☐	☐	☐	☐	☐
I'd like to participate more in Moscow Farmers Market activities.	☐	☐	☐	☐	☐	☐
I feel communication with the Market could be improved.	☐	☐	☐	☐	☐	☐
The Market positively impacts my business.	☐	☐	☐	☐	☐	☐
I would be in being considered a Moscow Farmers Market business of the week if such a program were developed.	☐	☐	☐	☐	☐	☐

13. Are there any specific benefits or challenges the Market presents to you business?

14. How can the Moscow Farmers Market improve relationships with business?

15. Please share any additional comments here. For more information regarding the survey or the Market, please don't hesitate to contact Daniel Stewart, Moscow Community Events Manager at 208-883-7132 or by email at dstewart@ci.moscow.id.us. Thank you again for your time!



United States Department of Agriculture

Agricultural Marketing Service

FARMERS MARKET PROMOTION PROGRAM *2016 HIGHLIGHTS*

Connecting Rural & Urban Communities



A local and regional food movement is growing inside the United States.



It connects consumers with where and how their food is grown, creates new economic opportunities for producers, and draws young people back to rural communities. It fosters appreciation for America's farms and ranches and marketing opportunities for farmers, ranchers, chefs, and local food businesses. It connects schools and our Nation's children with fresh, healthy food. And it helps increase healthy food access in rural and urban communities across the country.

FMPP has awarded **879 grants** for over **\$58 million** since the 2008 Farm Bill was enacted.

Since 2008, FMPP has received over **2,700 applications**, requesting over **\$201 million**. The program funded **33% of applications**.

One of the USDA grant programs supporting this movement is the **Farmers Market Promotion Program (FMPP)**, administered by USDA's Agricultural Marketing Service (AMS). The program awards competitive grants, with the goal of expanding access to locally produced agriculture products and developing new market opportunities for farms and ranches participating in direct farmer-to-consumer marketing. Since 2006, FMPP has helped communities establish farmers markets, community supported agriculture (CSA) enterprises, road-side stands, and agritourism in all 50 States and U.S. territories. All project proposals must demonstrate community support and directly benefit farmers and ranchers.

Behind the Scenes: Staffing and External Reviewers

AMS administers FMPP with just five full-time employees: a program manager and four grants management specialists. During the application review process, FMPP works with external reviewers with relevant agricultural experience. If you're interested in reviewing applications and have experience in the local food sector, please visit www.ams.usda.gov/services/grants/fmpp/reviewer.

8,675 markets
733 CSAs
1,393 on-farm markets
170 food hubs
voluntarily listed in National
Farmers Market Directory as of
September 2016.

Consumers purchased
\$1.4 billion
worth of local food directly from
farmers in 2012.

D I R E C T **F a r m - t o -** **C o n s u m e r** **M A R K E T S**

Direct producer-to-consumer agricultural markets—including farmers markets and CSAs—have become increasingly popular. For over 20 years, USDA's National Farmers Market Directory has provided easy, one-stop access to current information for farmers markets across the country (www.ams.usda.gov/local-food-directories/farmersmarkets). From 1994 to 2016, the number of markets listed increased by 394 percent to over 8,600 markets. The value of local food purchased directly from farmers by consumers doubled between 1992 and 2012, with sales hitting \$1.4 billion in 2012.

Small and medium-sized farms account for most of the sales by farmers selling directly to consumers. Local food sales provide significant economic benefits to communities, since farmers selling directly to consumers are more likely to purchase farm supplies locally or hire local labor. Farmers markets also increase foot traffic and sales at neighboring businesses.



"From encouraging new customers like transit riders and SNAP participants to shop at Greenville's TD Saturday Market to expanding market programming, FMPP grant funding played a vital role in the market's present-day success.

Today, the Saturday Market sees upwards of 4,000 individuals compared to less than 2,000 per week prior to the city's first FMPP grant.

FMPP grant funding not only provided the resources necessary to achieve this remarkable growth but advantageously positioned the market to sustain a high level of growth for years to come."

-Angie Prosser, Director of Public Information and Events, City of Greenville, South Carolina

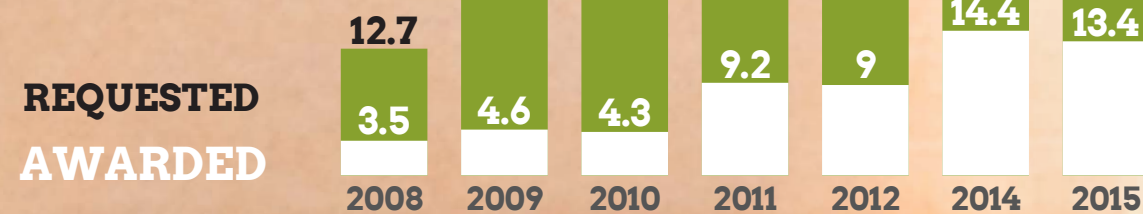


Photo by City of Greenville

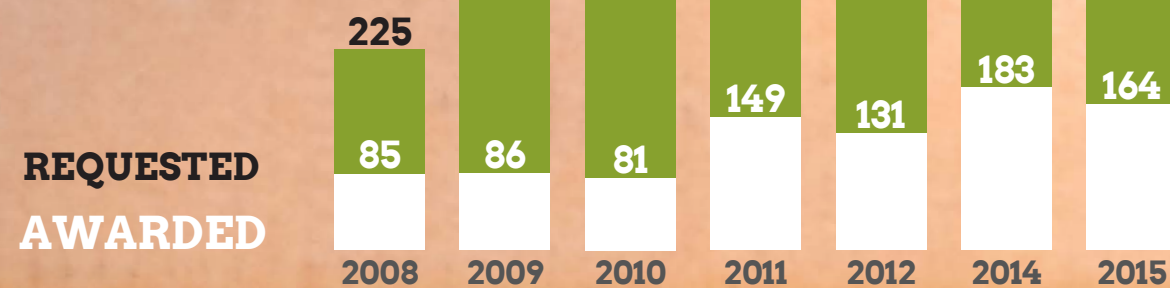
DOLLARS INVESTED

FMPP provides resources to support outreach and promotional activities that help direct producer-to-consumer markets become self-sustaining and can be repeated in communities across the country. These investments bring people together, support strong local and regional food systems, and increase access to healthy foods. Since the 2008 Farm Bill was enacted, FMPP has awarded over \$58 million to 879 projects.

FUNDS Requested & Awarded (in millions)

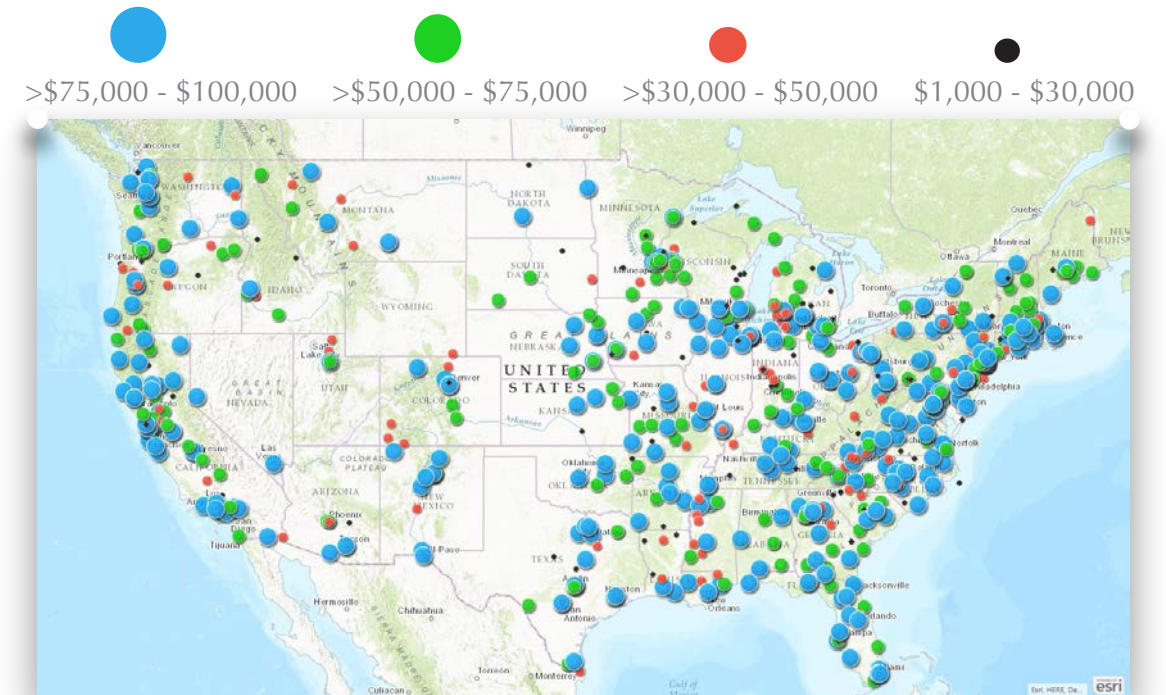


GRANTS Requested & Awarded

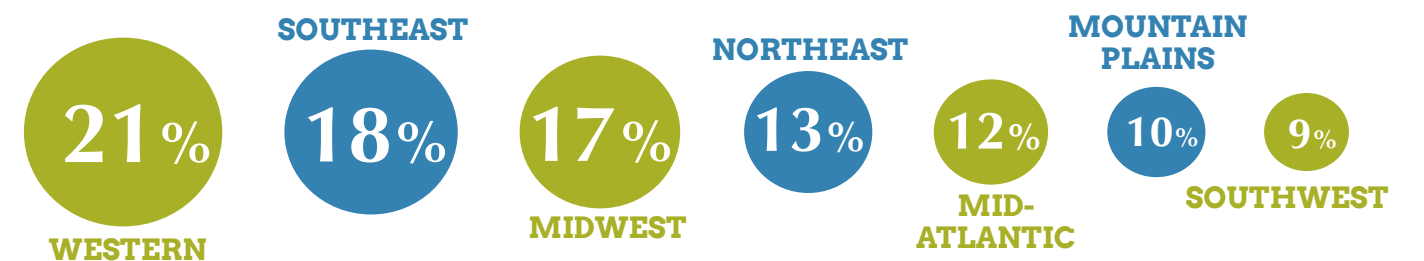


Grants across THE NATION

The size of each dot on this map corresponds to the FMPP award amount that organizations headquartered in each city/town received between 2006 and 2015.



Grant % BY REGION



Grant % BY ORGANIZATION





GRANTEE ACTIVITIES

FMPP grants fall into three categories:

Marketing & Promotional Activities

Capacity Building

Training, Education, & Technical Assistance

FMPP grants have helped create and expand hundreds of direct producer-to-consumer agricultural markets. Twenty-two percent of FMPP grants supported startup or expansion activities. FMPP investments have also enabled direct producer-to-consumer markets to build capacity and enhance marketing opportunities through the purchase of new equipment, such as increased refrigerated storage. Other activities supported by the grants include market research, agritourism ventures, training, and establishing new partnerships.

MARKETING & PROMOTIONAL Activities

Marketing activities raise awareness of products, locations, and Electronic Benefits Transfer (EBT) availability at farmers markets and other direct producer-to-consumer venues. The most common type of FMPP grant-supported projects, these activities help increase vendor and customer awareness and engagement.



Photo by the Highland Center

Program In Action: The Highland Center

In 2010, The Highland Center, a Virginia-based nonprofit, assembled a committee of market stakeholders to create improvement plans for participating markets in western Virginia and eastern West Virginia. With the help of FMPP funds, they held 10 workshops to develop marketing plans to optimize sales and launched “Faces of Farmers” online to highlight vendors, farms, and products (<http://faces-of-farmers.org>).

RESULTS

155% increase in average sales for participating markets.

38% increase in vendor sales over 2 years.

CAPACITY BUILDING

Capacity-building projects represent 14 percent of FMPP grants. They are intended to help develop and improve the capacity of farmers markets, CSA programs, agritourism, and other direct producer-to-consumer models to take advantage of market opportunities.

In 2012, PCFA sold about **\$10,000 worth of canned tomato products.**

By outsourcing processing of its No. 2 grade tomatoes to a specialty food manufacturer, Stello Foods, PCFA created income from lower grade tomatoes that had previously gone to the compost pile.

Program in Action: Penn's Corner Farm Alliance

In 2007, the Penn's Corner Farm Alliance (PCFA) was on the brink of shutting down its fresh produce distribution. After years of running a multi-farm CSA and successfully supplying locally grown produce to Pittsburgh area chefs, PCFA was struggling to maintain quality control with outdated cold storage equipment.

With the help of an FMPP grant, the cooperative acquired a 16-foot refrigerated box truck and installed two walk-in coolers. The enhanced delivery and storage capacity allowed PCFA to retain its farmer membership, recruit new farmers, and expand its customer base.

600%+ increase in business volume over 2 years.

6,000-square-ft. warehouse slated to be PCFA's new home as of June 2016.

45 delivery locations maintained throughout the Pittsburgh metro area.

30+ member farms represented.

RESULTS

TRAINING, EDUCATION, & Technical Assistance

FMPP training, education, and technical assistance projects serve the needs of farmers and ranchers interested in supplying local direct producer-to-consumer markets. Training and education can include market management, food safety, and business training for farmers, ranchers, and market managers, among other topics. These projects also support recruitment of market managers and farmers, as well as outreach to new consumers.

Program in Action: The Michigan Food & Farming Systems

The Michigan Food and Farming Systems (MIFFS) is a nonprofit corporation in East Lansing, Michigan. In 2008, MIFFS worked with the Michigan Farmers Market Association (MIFMA) to increase the number of Michigan farmers markets accepting Supplemental Nutrition Assistance Program (SNAP) EBT. With support from FMPP, MIFFS and MIFMA organized 4 training sessions that provided 115 market managers and farmers with technical assistance in accepting EBT.

RESULTS

Increase in farmers markets accepting EBT from 11 in 2007 to 30 in 2009.

1,776% SNAP redemption increase (\$15,833 to over \$297,000).

"FMPP grant funding has been essential to expanding and supporting MIFMA's organizational operations and growth. It provided us with the resources to start new programs and invest in capacity building needed to sustain those programs."

-Amanda Shreve, Program Director, Michigan Farmers' Market Association

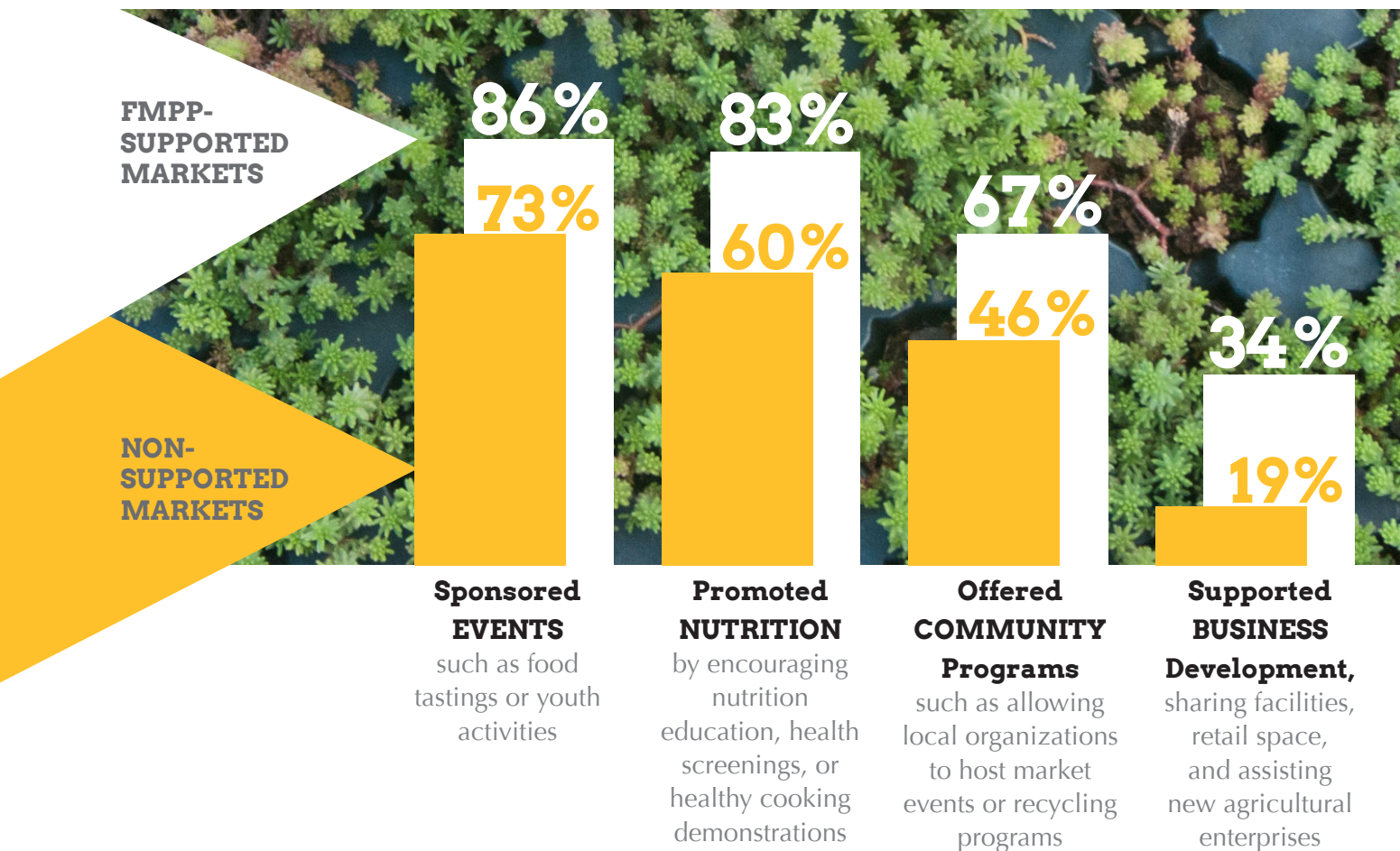


Photo by Michigan Farmers Market Association

What FARMERS MARKET MANAGERS Say About FMPP

A majority of the FMPP projects from 2008 to 2015 directly benefited farmers markets. The most recent USDA Farmers Market Manager Survey in 2015 analyzed responses from 1,396 market managers throughout the United States. Of the total surveyed, 104 markets reported receiving support from 129 grants. USDA used the responses to evaluate the impacts of FMPP.

According to the survey results, FMPP-supported markets had a larger increase in business development, market promotion, education, and civic activities than other markets.



Farmers Markets as BUSINESS INCUBATORS

Program in Action: Adelante Mujeres

Adelante Mujeres is an Oregon-based nonprofit dedicated to empowering Latina women and their families by promoting community participation and leadership.

In 2012, FMPP supported the launch of Adelante Mujeres's Sabor Color commercial kitchen project, which trained small food producers and processors to develop culturally appropriate foods from local ingredients. Successful trainees had the chance to launch their products at the Forest Grove Farmers Market.

26 trainees educated in food safety and preservation.

18 trainees developing food businesses.

RESULTS

6 food businesses licensed.

3 food businesses participating in multiple farmers markets.



Photo by Adelante Mujeres



NEW EMPHASIS ON LOCAL FOOD

The 2014 Farm Bill increased funding for FMPP and expanded it to support intermediate marketing activities—such as aggregation, processing, storage, and distribution of local foods—through the Local Food Promotion Program. The broader program, known as the Farmers Market and Local Food Promotion Program (FMLFPP), supports food system activities essential for helping farms and ranches meet the growing demand for local food. Total funding was increased from \$10 million to \$30 million per fiscal year, with \$15 million for FMPP projects and \$15 million for LFPP projects (which require 25 percent in matching funds).

Since 2014, the **LFPP has awarded \$24.6 million to 350 projects, leveraging \$13.6 million in matching funds** or in-kind services from the recipients.

2 LFPP Grant Types

Planning projects: Intended for planning stages of establishing or expanding a local and regional food business enterprise. Activities can include market research, feasibility studies, and business planning.

Implementation projects: Intended to establish a new local and regional food business enterprise, or improve an existing one. Activities can include training and technical assistance for the enterprise, consumer outreach and marketing, and non-construction infrastructure upgrades to enterprise facilities or Information Technology systems.

AMS investments in local and regional food systems help farmers and ranchers take advantage of market opportunities, provide consumers with more choices,

and create jobs in rural and urban communities. FMPP supports critical retail outlets for America's small and medium-sized farmers and provides good entry opportunities for new and beginning farmers. The awards represent transformative investments in rural America that strengthen local economies and communities across the country.

AMS continues to evaluate and improve FMPP to best meet the changing needs of direct producer-to-consumer markets and their diverse stakeholders.



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

January 2017