Connecting with Federal and State Resources: Does my Project or Program Fit Grant Priorities?

Food Systems Toolbox Webinar Series
Thursday January 23rd, 2013
1-2 p.m.
WELCOME!

Lisa Walvoord

lisawalvoord@livewellcolorado.org
Objectives

- To discuss upcoming and common federal grant opportunities that support food systems projects
- To share resources and worksheets to help guide potential grant applicants
- To discuss "fit" with various grant opportunities
Agenda

Welcome & Background

Overview: Growth in Food Systems Funding

Presentations:
- USDA Rural Development Food Systems Grants
- Colorado Department of Agriculture Projects to Grow Local Markets for Colorado Agriculture
- Additional Opportunities & Tips for Finding the Right Grant

Closing Thoughts

Open Q&A
Today’s Presenters

Lisa Walvoord
LiveWell Colorado

Casey Palmer
Colorado Department of Agriculture

Pattie Snidow
Colorado USDA Rural Development

Dawn Thilmany
CSU Extension
Pattie Snidow
Colorado USDA Rural Development
Value Added Producers Grant – USDA Rural Development

http://www.rurdev.usda.gov/BCP_VAPG.html

📞 Application Deadline:
- Deadline closes 5 pm - February 24, 2014

💌 In paper to:
- Don Nunn, Value Added Coordinator, Rural Development
- United States Department of Agriculture
- Denver Federal Center | Building 56, Room 2300
- PO Box 25426, Denver, CO 80225-0426
- (720) 544-2907

✉️ Electronically through www.grants.gov
Applicant Eligibility: Value Added Producers Grant

- Independent Producer
- Farmer or Rancher Cooperative
- Agricultural Producer Group
- Majority-Controlled Producer-Based Business Venture
Funding Details: Value Added Producers Grant

- Anticipate approx. $25 million in funding for 2014
- 50% Reimbursement Grant
- Planning Grants – up to $75,000
- Working Capital Grants – up to $200,000
Product Eligibility:
Value Added Producers Grant

- Product Eligibility:
- Change in physical state
- Produced in a manner that enhances the value of the agricultural commodity
- Product (Physical) segregation
- Farm- or ranch-based renewable energy
- Locally produced agricultural food product
Priority Points or Reserved Funding: Value Added Producers Grant

- Socially Disadvantaged Farmer or Rancher
- Small or Medium Family Farm
- Mid-Tier Value Chain
- Beginning Farmer or Rancher
Community Food Projects – USDA Nat’l Institute of Food and Agriculture

http://www.csrees.usda.gov/funding/cfp/cfp.html

- Approximately $5 Million per Year has been in this program – has not been announced yet this year.
- Projects are funded from $10,000 to $300,000 and from 1 to 3 years
- Dollar for dollar match required – except training and capacity building projects
About Community Food Projects

CFPs develop long-term solutions to ensure food security in communities by linking local food production and processing to the goals of community development, economic opportunity, and environmental enhancement. Such comprehensive solutions may include:
About Community Food Projects (cont.)

- Improving access to high-quality, affordable food among low-income households;

- Expanding economic opportunities for community residents through local businesses or other economic development, and improving employment opportunities, job training, youth apprenticeship, and school-to-work transition; and

- Supporting local food systems – from urban gardening to local farms – that provide high-quality fresh foods, ideally with minimal adverse environmental impact.

- All proposed solutions must tie into community food needs.
Community Food Projects: Planning Projects

Proposed plans must include assessing community food needs and substantially involve and/or be generated by members of the low-income community; i.e., it must be “community-based” not just “community-placed.” Low-income participants must be the participants and direct beneficiaries of planning projects.
Training and Technical Assistance Projects: Community Food Projects

Assist potential applicants in one or more of the following areas:

- understanding the general grant application process;
- understanding the purposes of the Community Food Projects Competitive Grants Program (CFPCGP);
- assessing the food security needs of a community;
- understanding the necessary components of a competitive CFPCGP proposal; and
- understanding what constitutes an appropriate and eligible Community Food Project (CFP) under the CFPCGP.
Contact Information:
Community Food Projects

Program Contact:
Jane M. Clary
Title: National Program Leader
Unit: Division of Nutrition
Phone: (202) 720 - 3891
Fax: (202) 720 - 9366
Email: jclary@nifa.usda.gov
Farmers Market Promotion Program – USDA Agriculture Marketing Services

Potential Activities: Farmers Market Promotion Program

May include, but not limited to

- Advertising & market promotion
- Bringing local farm products into federal nutrition programs
- Consumer education and outreach
- Equipment purchase, transportation & delivery
- Agri-tourism
- Waste management & green technologies
- Training farmers in business planning, record keeping and rules & regulations
- Market start-up, expansion & strategic planning
Eligible Entities: Farmers Market Promotion Program

- Agricultural Cooperative
- Producer Network
- Producer Association
- Local Government
- Nonprofit Corporation
- Public Benefit Corporation
- Economic Development Corporation
- Regional Farmers Market Authority
- Tribal Government

Individuals are not eligible to apply
Funding Details: Farmers Market Promotion Program

- Maximum Grant: $100,000
- Awards announced in the Fall
- Funds Available in October
- Projects must complete within 24 months
- Over $9 Million was awarded in 2012
- Currently not open
The FMPP Guidelines, (also available at www.ams.usda.gov/FMPP) will give you information about:

– Who is eligible to apply for funding.
– What activities FMPP can and cannot fund.
– Application guidance and requirements.
– Project evaluation criteria.
– Post-award administration of an FMPP grant.
Contact Info: Farmers Market Promotion Program

🌟 Carmen Humphrey, Branch Chief
Carmen.Humphrey@ams.usda.gov / (202) 720-0933

🌟 Ricardo Krajewski, Agricultural Marketing Specialist
Ricardo.Krajewski@ams.usda.gov / (202) 720-1978
Contact Information

Pattie Snidow
Community and Economic Development Director | Area Director
Rural Development, US Department of Agriculture, State of Colorado

Pattie.Snidow@co.usda.gov
Phone: (970)874.5735 ext 132 | (970)290.6467 mobile

http://www.rurdev.usda.gov/COHome.html

“Committed to the future of rural communities”
"Estamos dedicados al futuro de las comunidades rurales"
Casey Palmer
Colorado Department of Agriculture, Markets Division
CDA Markets Division Grant Opportunities

- Benefit both farmers and processors
- Renewable energy opportunities
- Promote products
- Conduct feasibility studies
- International Marketing opportunities
Growing Local Markets for Colorado Agriculture

- Specialty Crop Block Grant Program (SCBGP)
- Colorado State University’s SCBGP
- Enrich Colorado Ag Grant Program
- Federal-State Marketing Improvement Program (FSMIP)
Today’s Discussion

For each of these Programs:

1. Definition/Purpose
2. Who is Eligible for the Grant Program
3. Types of Projects
4. Contact Info of Program Manager
Specialty Crop Block Grant Program

Definition

- USDA from Farm Bill, allocates funds to all state Dept. of Agriculture’s
- Colorado historically receives about $650,000 in recent years
- California receives the most funding based on Specialty Crops Sales
Specialty Crop Block Grant Program

Eligibility

- "The project must **solely** enhance the competitiveness of Colorado grown specialty crops in either domestic or foreign markets”
- Specialty Crop as defined by the USDA: fruits and vegetables, tree nuts, dried fruits and nursery crops.
- Excluded: cotton, cottonseed, feed crops, flaxseed, range grasses, sugar beets
- Must have Matching Contributions of In-kind or Cash totaling at least 25 percent of the total project budget
Specialty Crop Block Grant Program

Types of Projects

- Two year projects only
- Not individual Farms or Producers (enhance competitiveness just on the farm?)
- Colorado Proud Summer Campaign
- CPAC partnering with CSU for Research on Potatoes
- Fort Lewis College to plant and evaluate 13 hop varietals
- Lavender Association of Western Colorado to evaluate lavender varieties grown at high altitude
Specialty Crop Block Grant Program

Contact

- State of Colorado: [www.coloradoagriculture.com](http://www.coloradoagriculture.com) click “Funding”
- Casey Palmer: casey.palmer@state.co.us

Great website!
Purpose/Definition

- CSU applies each year to the CDA’s program
- Funds allocated (about $50,000 per grant year) for projects
- Grower Research and Education Grants (GREG)
- $10,000 for individual grower/producer
- $25,000 for groups of producers (3 or more)
Colorado State University’s SCGBP

Eligibility

– Supports projects that address SC issues faced by small, beginning and socially disadvantaged farmers in Colorado

– Individuals or groups or producers/processors: conduct research, or education projects related to specialty crop production

– Must be: innovative and relevant to Colorado, identify problems/opportunities and provide solutions

– Define how results will be distributed
Colorado State University’s SCGBP

Types of Projects

- Berry Productions and Management in Colorado
- Youth-Led Urban Farming and Produce Marketing Initiative
- Sweet Potato Production Study
- Organic Fruit Marketing Research Project

Contact

- [http://hortla.agsci.colostate.edu/research-programs/specialty-crops/](http://hortla.agsci.colostate.edu/research-programs/specialty-crops/): transition to new PM
- Subgrantees follow the USDA and CDA guidelines (reports, etc...)
Enrich Colorado Ag Grant Program

Purpose/Definition

- CDA funded
- Aid CO companies: grown, raised or processed in Colorado
- Funding for technical and operational issues, research, sales and marketing needs
- First year of Program
- Max award per project is $17,000
Enrich Colorado Ag Grant Program

Eligibility

- Assessing the potential of establishing an agricultural value-added business project
- Developing new uses for ag products and by-products
- Market Research
- Market Development
- In-kind or Cash Matching Contributions equal to at least 50 percent of total project budget
Enrich Colorado Ag Grant Program

Types of Projects
- First-time Trade Show participants
- Research Studies
- New Product launches
- Supporting the Development of new sales channels

Contact
- [www.coloradoagriculture.com](http://www.coloradoagriculture.com)
- Shaina Knight: shaina.knight@state.co.us

Applications due February 28, 2014
Federal State Marketing Improvement Program (FSMIP)

Purpose/Definition

- USDA Provides matching funds to Dept. of Agricultures; Dept. of Agricultures apply for the funds.
- Conducting studies or developing innovative approaches relating to marketing agricultural products
- USDA in FY2013 had approximately $1 million in grant funds; grants average about $50,000 each.
- Grant funds do not go directly to the business; through CDA.
Federal State Marketing Improvement Program (FSMIP)

Eligibility

– CDA would apply for the funding if the project had:
  – A strong marketing focus
  – MUST involve research
  – Associations, Agencies, Research Stations
  – Creating wealth in rural communities: USDA objectives
Federal State Marketing Improvement Program (FSMIP)

Types of Projects

- Evaluate and Improve Colorado MarketMaker
- Develop Draught Beer Quality Standards
- Increase Use of Specialty Crops by Food Banks
- Mexico and Hispanic Market Opportunities for Dried Fruit
- Farm Trails and Agritourism Projects
- Establish Wineries in California
Federal State Marketing Improvement Program (FSMIP)

Contact

- USDA: no information for 2014 year
- www.coloradoagriculture.com
- Wendy White: wendy.white@state.co.us
- www.ams.usda.gov “Farmers Markets and Local Food Marketing”, Under “Grant Programs”
Export Funding Assistance

- “Branded” funds within the Marketing Access Program (MAP)
- Past 5 years, 71 grants awarded to Colorado companies exceeding $2.3 million
- Contact Tim Larsen: timothy.larsen@state.co.us
Public Support for Conventional and New Models of Agriculture

- Strong evidence of public returns to research on agriculture
- Economic and community development opportunities as models of ag diversify
- Requires new models of research, technical assistance, business strategy and education
- Full continuum from basic research to applied research to business development

Sources: LiveWell Colorado, CSU Building Farmers
Key Issues

- Basic research is leveraged by applied and integrated projects testing concepts in communities, farms and businesses
  - Many USDA agencies and state agencies see funding research and projects as a way to expand their portfolio and leverage other programming

- Place-based investments politically popular

- Food and farming business development
  - New tools for emerging strategies and models
The Trends Illustrate Need for New Focus Areas

**Direct Market Agriculture is Increasingly Contributing to Colorado’s Economy:**

- **+30% Direct Market Sales**
  A CSU study found that Colorado saw 30% direct market sales growth between 2002 and 2007, and Colorado reported relatively high direct market revenues per farm compared to most other Western states.⁵

- **2x National Direct Market Sales**
  Sales growth in direct marketing in the Rocky Mt Region is almost twice the national average and is outpacing the growth of all farm revenues by a factor of five.⁶

- **+30% Farm to School**
  There are an increasing number of farm to school contracts each year. A CSU study found that new farm to school linkages could mean up to 30% more indirect economic activity (even if new local sales are simply offsetting the same $ in sales from national distributors).⁷

- **$2.2 Billion Tourism Driven Activity**
  A 2006 CSU study found that $2.2 billion of the state’s tourism activity is likely driven by experiences tied to agriculture, and food-based activities were a key interest of travelers.⁸
MORE PROGRAMS AND STEPS TO SUCCEEDING
Market Development and Applied Research

Ag Marketing Service
- Farmers Market Promotion Program
- http://www.ams.usda.gov/AMSv1.0/fmpp

National Institute of Food and Ag
- Small Business Innovation Research-Small and Midsize Farms, Rural Development
  - Feasibility and Working Capital phases
  - http://www.nifa.usda.gov/funding/sbir/
- Economic Viability of Small & Mid-sized Farms
  - Integrated with education, extension and research components
Western Region Focus

✶ Sustainable Ag Research and Education Program
  – http://www.westernsare.org/
    • Producer Grants could be used to explore promotional options for targeted niche and alternative markets
    • Professional Development and/or Research and Education Grants could be done if you partner with Universities or other Technical Assistance Orgs.
    • Competitive, but values proposals targeting unique challenges of the West

✶ Western Center for Risk Management Education
  – Unique market, production or organizational strategies to address risk
Beginning and Young Farmers

New technical assistance, education and outreach funding program

- Often funds Universities, but emphasis on working with NGOs and community organizations
- CSU has good experience and others can compete as well

Greater funding levels and higher profile funding program suggest renewed emphasis on slowing or reversing the aging farm demographic

- Limited resource and socially disadvantaged populations targeted as well.
Colorado State University’s Grower Research and Education Grants

Smaller grants directed at beginning, small and socially disadvantaged growers

- Allows you to explore first phase of an interesting marketing, energy, water production, food safety or organizational issue
- $10,000 for individuals, $25,000 for teams
- Must have technical asst advisor
- [http://hortla.agsci.colostate.edu/research-programs/specialty-crops/greg/](http://hortla.agsci.colostate.edu/research-programs/specialty-crops/greg/)
- Generally competes in Winter-January
RMFU Cooperative Development

- Technical Assistance to help with Coop and other Local Foods Projects
  - Colorado Farmers Market Association
  - Fort Collins Food Coop
  - Food Hub and Farm to School Feasibility

- Broader interest in “Value Chains”
  - May help you develop your concept so that it is in a better position to compete for bigger grant programs
How to Succeed

- Clearly define what you hope to learn, accomplish, provide or share to target the right grant program

- Carefully read and respond to priorities and required sections in the call for proposals
  - Make it easy to score your grant!!

- Use bite size pieces
  - How will you measure success?
  - Where will the budget go?
The recommended format for this section is as follows:

<table>
<thead>
<tr>
<th>Project Activity</th>
<th>Who</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop theme/concept for the trade show, incorporating any new design and/or</td>
<td>Marketing Specialist</td>
<td>2nd Quarter 2014</td>
</tr>
<tr>
<td>promotional elements. Establish budgets and coordinate with the trade show</td>
<td></td>
<td></td>
</tr>
<tr>
<td>show organizer to finalize exhibit space needs and location.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Begin recruitment of producers for exhibiting at the trade show and begin work</td>
<td>Marketing Specialist</td>
<td>3rd Quarter 2014</td>
</tr>
<tr>
<td>with contractor to build out display.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Build out of display by contractor and coordinate logistics with exhibitors.</td>
<td>Marketing Specialist and</td>
<td>4th Quarter 2014</td>
</tr>
<tr>
<td>Contractor.</td>
<td>Contractor</td>
<td></td>
</tr>
<tr>
<td>Finalize all show logistics and shipping of product and materials. Supervise</td>
<td>Marketing Specialist</td>
<td>1st Quarter 2015</td>
</tr>
<tr>
<td>trade show set up, conduct briefing for exhibitors, and attend to exhibitor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>needs during the show. Oversee the breakdown of the display and any return</td>
<td></td>
<td></td>
</tr>
<tr>
<td>shipments.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conduct follow-up survey of exhibitors and develop final report.</td>
<td>Marketing Specialist</td>
<td>2nd Quarter 2015</td>
</tr>
</tbody>
</table>

*Timeline is what fits your project i.e., months, quarters, etc. (but NOT by year).*
### Evaluating Success - Thinking Ahead

<table>
<thead>
<tr>
<th>Goal</th>
<th>Performance Measure</th>
<th>Benchmark</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>To increase the number of pomegranate producers meeting Good Agricultural Practices (GAP) standards.</td>
<td>The number of pomegranate producers verified by USDA as meeting Good Agricultural Practices (GAP) standards.</td>
<td>20</td>
<td>30 40 50</td>
</tr>
</tbody>
</table>

- For education/outreach, these could relate to number educated, adopting or joining
- For production/marketing, could be sales, yields, profits, water saved, risks mitigated
The Future

• Many programs and resources built off grant-funded projects and efforts

• More stable staffing to maintain current resources and continue to respond to emerging issues
  – Strong track record in leveraging hard dollar positions with external grants and contracts

• Critical mass needed at CSU to maintain statewide coverage
  – Otherwise focused in areas with county-based agents focused on these topics
USDA Programs

🌿 Value Added Product Development Grants
  - Local distribution now considered as “value added”
  - Administered through Rural Development
  - Working Capital grants would underwrite an enterprise’s initial marketing and promotion activities

🌿 Federal State Marketing Improvement Program
  - Market research and exploring new methods of marketing
  - Administered through state level Depts. of Ag
  - Great way to do analysis on the effectiveness of different promotional methods, but would want to show the broader applicability to the state’s ag sector
Rural development

- Rural development programs continue to emphasize business and economic development and enhanced infrastructure,
  - Business Enterprise Grants
  - Coop Development Centers
    - Rocky Mountain Farmers Union in Colorado
  - Far greater money for health care and communications systems.
- Value-added agricultural activities are supported
  - Locally and regionally produced agricultural products also receive greater attention.
Specialty Crops

• Continues State Block Grants to increase marketing and technical support for horticultural and other specialty products
  • CSU’s Specialty Crop Program
    • Field days, grant program, programs with Green industry
  • Colorado Department of Ag domestic marketing programs, including Colorado Proud

• Grants to improve transport of specialty crops in cost effective manner

• Complements some of the organic, local food systems and research priorities also emerging in the new Farm Bill
Resources

RMFU Funding for Food Systems: Four Colorado Stories
– Case studies on community investment, private foundation grants, federal grants, and conventional loans and financing
– Financial and technical resources that support direct market agriculture and food systems career development in Colorado
  – [http://www.rmfu.org/pdfs/FoodFunding.PDF](http://www.rmfu.org/pdfs/FoodFunding.PDF)

Colorado Fresh Food Financing Fund

Healthy Food Access Portal: Find Money
[http://www.healthyfoodaccess.org/find-money](http://www.healthyfoodaccess.org/find-money)
Questions?
Speaker Contacts

- Lisa Walvoord – lisawalvoord@livewellcolorado.org
- Casey Palmer – casey.palmer@state.co.us
- Pattie Snidow – pattie.snidow@co.usda.gov
- Dawn Thilmany – thilmany@lamar.colostate.edu
Food Systems Toolbox

www.livewellcolorado.org/foodsystems

< Food Systems Background
Thank you!

Thank you for joining us! Please join us for next month’s webinar:

*Increasing Fresh, Healthy Options in Early Childhood Settings*

*Thursday February 20th, 2014*

1-2 p.m.