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## USDA Farmers Market Promotion Program



**Deadline:** June 5, 2026

**Eligible Entities:**

- Agricultural businesses and cooperatives
- Producer networks and associations
- CSA networks or associations
- Food councils
- Regional farmers market groups
- Nonprofit and public benefit corporations
- Local and tribal governments

**Funding Amount:**

- Capacity Building: \$50,000 - \$250,000
- Community Development Training and Technical Assistance: \$100,000 - \$500,000
- Turnkey Marketing and Promotion: \$50,000 - \$100,000
- Turnkey Recruitment and Training: \$50,000 - \$100,000

**Overview:**

The Farmers Market Promotion Program (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. Match must be 25% of the project total.

Project types include:

1. **Capacity Building:** Project should build long-term organizational capacity to develop, coordinate, and expand direct producer-to-consumer market opportunities, including projects such as market analysis/strategic planning, farmer/market manager training, recruitment of new farmers/consumers, farmer's market/roadside stand/CSA/agritourism/online sales activity startup/operation/expansion, etc.

2. **Community Development Training and Technical Assistance:** Projects should provide outreach, training, and technical assistance to farm and ranch operations serving local markets to develop, coordinate and expand direct producer-to-consumer market opportunities such as statewide/regional trainings, technical support, etc.

3. **Turnkey Marketing and Promotion:** A streamlined application for common FMPP marketing and promotion activities; MUST include at least 3 of the following activities:

1. Identify and analyze new or improved market opportunities.
2. Develop or revise a marketing plan.
3. Design or purchase marketing and promotion media.
4. Implement a marketing plan.
5. Evaluate marketing and promotion activities.

**4. Turnkey Recruitment and Training:** A streamlined application for common FMPP recruitment and training activities for local and regional food system stakeholders; MUST include at least 3 of the following activities:

1. Identify and analyze new or improved strategies for vendor and producer recruitment, training, or both.
2. Develop or revise strategies or plans for vendor and producer recruitment, training, or both.
3. Design materials for vendor and producer recruitment, training, or both.
4. Implement plans for vendor and producer recruitment, training, or both.
5. Evaluate outcomes related to vendor and producer recruitment, training, or both.

**Links:** [Farmers Market Promotion Program | Agricultural Marketing Service](#)

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USDA Local Food Promotion Program



**Deadline:** June 5, 2026

**Eligible Entities:**

- Agricultural businesses and cooperatives

- Producer networks and associations
- CSA networks or associations
- Food councils
- Regional farmers market groups
- Nonprofit and public benefit corporations
- Local and tribal governments

### **Funding Amount:**

- Planning: \$25,000 - \$100,000
- Implementation: \$100,000 - \$500,000
- Turnkey Marketing and Promotion: \$50,000 - \$100,000
- Turnkey Recruitment and Training: \$50,000 - \$100,000

### **Overview:**

The Local Food Promotion Program (LFPP) funds projects that develop, coordinate and expand local and regional food business enterprises that aggregate, process, and/or distribute local food. These projects will help increase access to and availability of locally and regionally produced agricultural products. Match must be 25% of the project total.

Project types include:

**1. Planning Projects:** These projects develop, coordinate, or expand a food business that supports locally and regionally produced agricultural products and food system infrastructure, such as feasibility studies, hiring technical assistance for local food storage/transportation/processing facility, etc.

**2. Implementation Projects:** The projects establish a new food enterprise or market channel or to improve or expand an existing food enterprise or market channel that supports locally and regionally produced agricultural

products and food system infrastructure such as developing/expanding food incubator programs or mid-tier value chains, instituting group-based Good Agricultural Practice (GAP) certification, cultivating new local and regional wholesale market channels through an online portal or virtual marketplace, etc.

**3. Turnkey Marketing and Promotion:** A streamlined application approach to some of the most common LFPP grant activities; MUST include at least 3 of the activities listed:

1. Identify and analyze new or improved market opportunities.
2. Develop or revise a marketing plan.
3. Design or purchase marketing and promotion media.
4. Implement a marketing plan.
5. Evaluate marketing and promotion activities

**4. Turnkey Recruitment and Training:** A streamlined application approach to some of the most common LFPP grant activities; MUST include at least 3 of the activities listed:

1. Identify and analyze new or improved strategies for vendor and producer recruitment, training, or both.
2. Develop or revise strategies or plans for vendor and producer recruitment, training, or both.
3. Design materials for vendor and producer recruitment, training, or both.
4. Implement plans for vendor and producer recruitment, training, or both.
5. Evaluate outcomes related to vendor and producer recruitment, training, or both.

**Links:** [Local Food Promotion Program | Agricultural Marketing Service](#)

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## USDA Regional Food System Partnerships Program



**Deadline:** June 5, 2026

**Eligible Entities:** MUST be a partnership between at least one eligible entity and at least one eligible partner.

- Agricultural businesses and cooperatives
- Producer networks and associations
- CSA networks or associations
- Food councils
- Regional farmers market groups
- Nonprofit and public benefit corporations
- Local and tribal governments

**Eligible Partners:**

- State agencies or regional authorities
- Philanthropic corporations
- Private corporations
- Institutions of higher education
- Commercial, Federal or Farm Credit system lending institutions

**Funding Amount:**

- Planning and Design Projects: \$100,000 to \$250,000
- Implementation and Expansion Projects: \$250,000 to \$1,000,000

**Overview:**

The RFSP supports partnerships that connect public and private resources to plan and develop local or regional food systems. The RFSP focuses on building and strengthening the viability and resilience of the local or regional food economy.

Project types include:

1. **Planning and Design Projects:** support partnerships in the early stages of convening, envisioning, goal setting and identifying strategies for developing local or regional food systems such as feasibility studies, conducting research on specific market, mid-tier value chain, or infrastructure investments, etc.

2. **Implementation and Expansion Projects:** support partnerships building on prior or ongoing efforts within a local or regional food system such as creating value chains, developing processes for ongoing community engagement, etc.

**Links:** [Regional Food System Partnerships | Agricultural Marketing Service](#)