

GRANTS FOR YOUR ORGANIZATION

THERE'S MORE THAN YOU MIGHT THINK

One of the most rewarding aspects of working to help organizations secure grant funding is experiencing the tangible results of our success: stepping into a processing facility that holds new grant-funded equipment; seeing a commercial air during primetime television that was paid for with grant funds; and one of our personal favorites—drinking wine that was launched with grant funding.

It may come as a surprise to some that grant programs exist to fund projects like this, but for the Morrison Grants Team, it is a regular part of our routine to match grant programs to a wide range of needs that either a for-profit or non-profit organization may have.

Although we prepare applications for clients in a number of state and federal grant programs each year, listed here are just a handful of existing, recurring grant programs that may help your organization put your strategic vision into action.

SPECIALTY CROP BLOCK GRANT

A number of State Departments of Agriculture administer Specialty Crop Block Grant programs (SCBGP), with funding provided by the USDA Agricultural Marketing Service. Some of the states that receive the largest amount of funding to then award to applicants are California, Oregon, Washington, Florida, Michigan, Texas, and Idaho. The SCBGP is designed to support all sectors of the specialty crop industry and improve the performance of specialty crops within local, domestic, and international markets. Specialty crops include fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture).

Applicant Eligibility: Non-profits and for profit organizations; local, state, federal and tribal government entities; and public and private colleges and universities are eligible to apply. Individuals are not eligible to apply.

Eligible Projects: Though states vary on the projects they award, generally eligible projects include marketing and promotional projects; training and education projects; and research projects that address environmental stewardship and conservation, and plant health and pest management.

Funding Levels: Funding levels vary by state. In California the maximum grant award is \$450,000 per project; in Oregon the maximum grant award is \$175,000 per project.

Matching Funds Requirements: Cost sharing is not a requirement of the SCBGP, however, it is encouraged and may serve as evidence to demonstrate industry commitment to, or support for, the project.

Timeline: Application deadlines vary by state. California will begin accepting applications in early fall; Oregon, Washington, Texas, and Michigan typically accept applications in the winter.

VALUE ADDED PRODUCER GRANT

The Value-Added Producer Grant (VAPG) program, administered by USDA Rural Development, helps agricultural producers enter into, promote, or expand value-added activities related to the processing and/or marketing of products made from commodities grown by the applicant or its membership. The goals of this program are to generate new products, create and expand marketing opportunities, and increase producer income.

Applicant Eligibility: Independent producers (individual or family farms); Agricultural producer groups (non-profit associations representing farmers/producers); Farmer- or rancher-cooperatives; Majority-controlled producer-based business ventures

Eligible Projects: Grant and matching funds can be used for planning activities or for working capital expenses related to producing and marketing a value-added agricultural product. Examples of planning activities include conducting feasibility studies and developing business plans for processing and marketing the proposed value-added product. Examples of working capital expenses include processing costs, marketing and advertising expenses, and some inventory and salary expenses.

Funding Levels (based on the 2020 program):

- Planning Grants (grant funds for business plans, feasibility studies, or market research) – \$75,000 maximum
- Working Capital Grants (grant funds for value-added packaging, processing, advertising, and other marketing and promotional expenses) – \$250,000 maximum

Matching Funds Requirements: A \$1 for \$1 match is required.

Timeline: The most recent round of applications was due in March 2020. Morrison regularly helps clients plan for projects throughout the year.



LOCAL FOOD PROMOTION PROGRAM

The purpose of the Local Food Promotion Program (LFPP) is to increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets. This is accomplished by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement, and expansion of local and regional food businesses (including those that are not direct producer-to-consumer markets) that process, distribute, aggregate, or store locally or regionally produced food products.

Applicant Eligibility: Agricultural businesses; Agricultural cooperatives; Community Supported Agriculture (CSA) networks; CSA associations; Economic development corporations; Local governments; Nonprofit corporations; Producer networks; Producer associations; Public benefit corporations; Regional farmers' markets authorities; Tribal governments.

Eligible Projects: LFPP Planning Grants can include but are not limited to market research, feasibility studies, and business planning. LFPP Implementation Grants projects can include those to provide training and technical assistance for the business enterprise and/or for producers working with the business enterprise; outreach and marketing to buyers and consumers; and non-construction infrastructure improvements to business enterprise facilities or information technology systems.

Funding Levels: LFPP planning grant awards range from \$25,000 to \$100,000. LFPP implementation grant awards range from \$100,000 to \$500,000.

Matching Funds Requirements: A 25 percent cash or in-kind funding match is required.

Timeline: Applications are generally due in late Spring.

These programs represent just a small selection of the types of grant programs our Morrison team is well-versed in. We also stay busy writing for various state programs, and other large federal programs.

Make sure to follow our blog at morrisonco.net/blog/category/grants to stay up to date on grant announcements or sign up for our Grants Monthly, an email round-up of available grants opportunities that our team sends out each month.



FARMERS MARKET PROMOTION PROGRAM

The purpose of the Farmers Market Promotion Program (FMPP) is to increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets. This is accomplished by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement, and expansion of domestic farmers markets, roadside stands, community-supported agriculture programs (CSA), agritourism activities, and other direct producer-to-consumer market opportunities.

Applicant Eligibility: Agricultural businesses; Agricultural cooperatives; Community Supported Agriculture (CSA) networks; CSA associations; Economic development corporations; Local governments; Nonprofit corporations; Producer networks; Producer associations; Public benefit corporations; Regional farmers' markets authorities; Tribal governments.

Eligible projects: Market analysis and strategic planning for a direct producer-to-consumer market opportunity; conducting statewide or regional training for farmers, ranchers, or farmers market managers; assisting farmers and ranchers in advertising and promoting their locally and regionally produced agricultural products, including value-added products, through training and technical assistance.

Funding Levels: Grant awards generally range from \$50,000 to \$500,000.

Matching Funds Requirements: A 25 percent cash or in-kind funding match is required.

Timeline: Applications are generally due in late Spring.