



Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE



AMS

Creating Opportunities for
American Farms & Businesses



Orientación de Programs de AMS



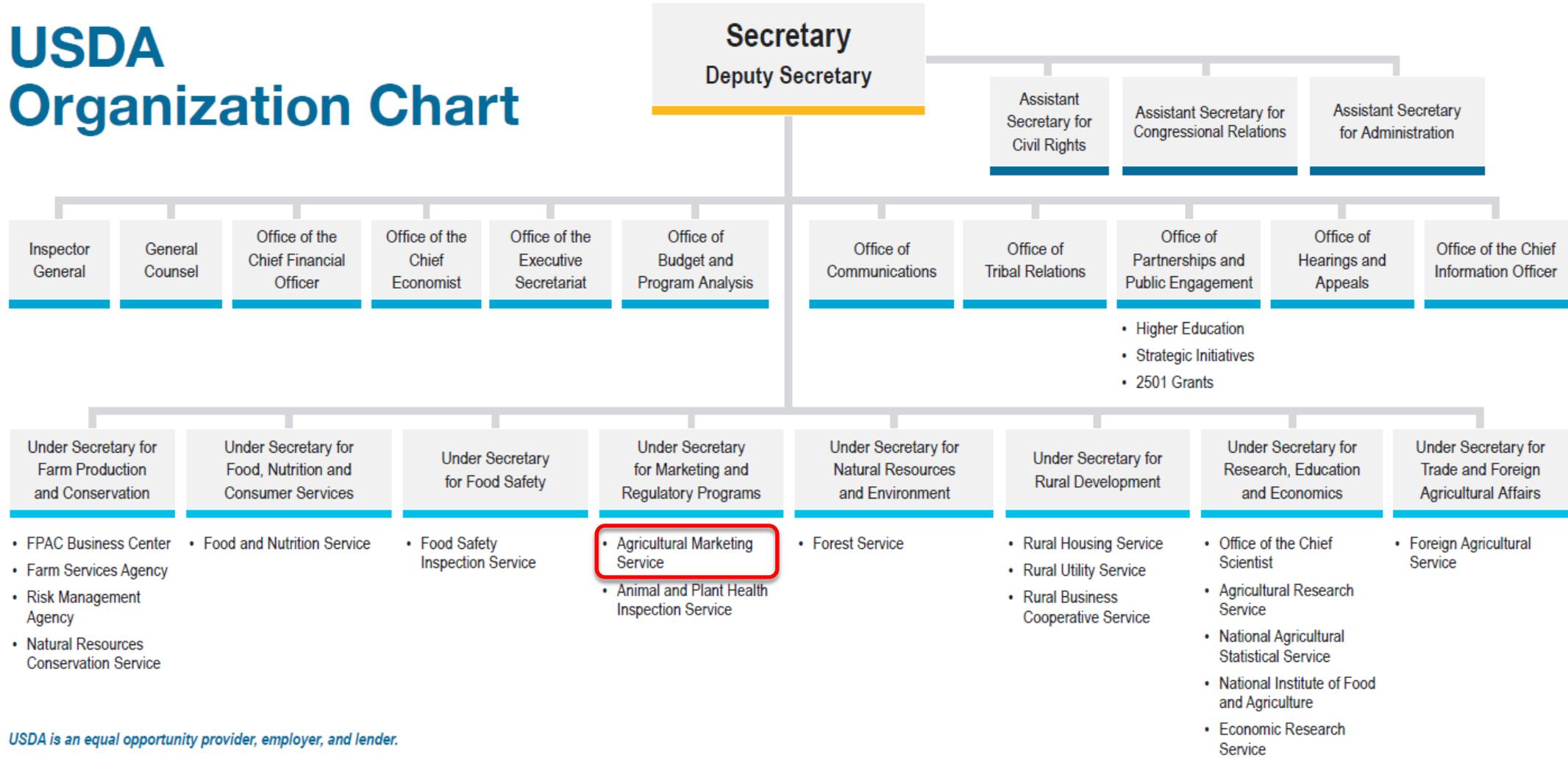
Agenda

- **¿Quiénes Somos?**
- **Programas de AMS para Ayudas Federales**
- **Otras ayudas dentro del USDA**
- **Panel de beneficiarios**
- **¿Preguntas?**





USDA Organization Chart



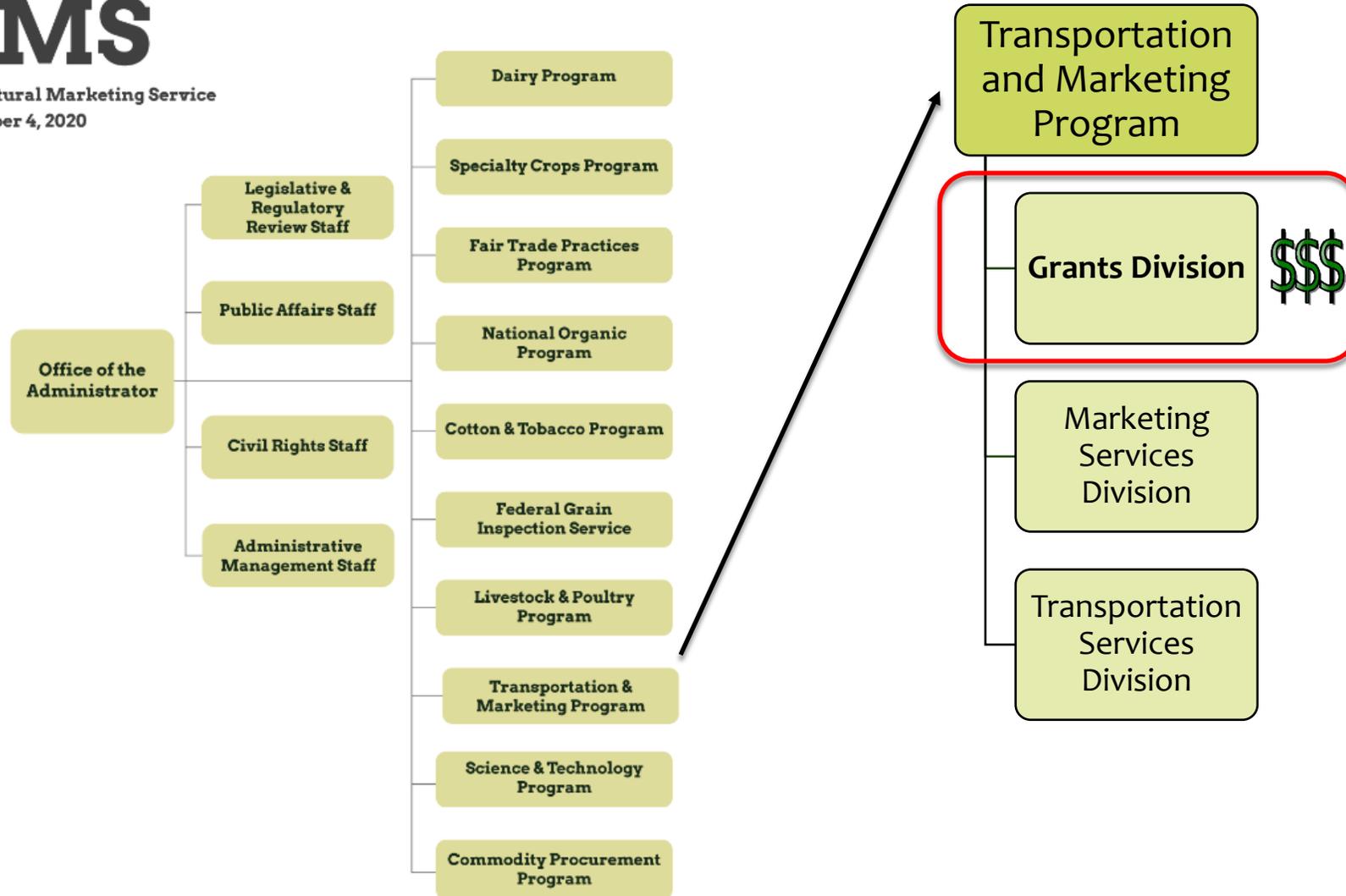
USDA is an equal opportunity provider, employer, and lender.

UPDATED 10/01/20 This organization chart displays the names of USDA offices, agencies, and mission areas. Each office, agency, and mission area is placed within a cell connected by lines to show the structure and hierarchy (Under Secretary, Deputy Secretary, or Secretary) for which they fall under. An HTML version that lists [USDA Agencies and Offices](#) and [USDA Mission Areas](#) is also available on usda.gov. The [Secretary's Memorandum 1076-031](#) was signed August 12, 2019 effectuating a change to Rural Development.



AMS

Agricultural Marketing Service
November 4, 2020



Farmers Market and Local Food Promotion Program (FMLFPP)

- **FMLFPP Propósito:** Apoya a proyectos que desarrollan, coordinan, y amplían los mercados directos de productor a los consumidores. Apoya el mercadeo para aumentar el acceso de productos agrícolas locales, regionales o estatales. Desarrolla y amplía las empresas y organizaciones locales que proveen el acceso a los productos agrícolas locales y de la región.
- **Tipo de Programa:** Competitivo
- **Fecha límite para aplicar:** **Mayo 2, 2023**
- **Fondos Disponibles:** \$15.4 millones para FMPP, \$61.8 millones para LFPP
- **Duración de proyectos:** 2 a 3 años
- **Fondos máximos y mínimos-** \$25,000- \$750,000

FMPP vs. LFPP

- **FMPP:** Promueve actividades de mercadeo directo entre el productor y el consumidor.
- **LFPP:** Promueve a las organizaciones *intermediarias* (NO llevan a cabo actividades directamente con el consumidor) que procesan, distribuyen, recolectan y almacenan productos locales.





Entidades Elegibles

- Empresas y/o cooperativas agrícolas.
- Asociaciones de productores.
- Corporaciones con y sin fines de lucro.
- Community Supported Agriculture (CSA) Networks and Associations.(Agricultura Sostenida por la Comunidad)
- Corporaciones de beneficio público o desarrollo económico.
- Gobiernos locales y tribales.
- Autoridades regionales de mercados agrícolas.
- Food Councils (Consejo de Alimentos)

Actividades Elegibles

- Desarrollo y expansión de plazas de mercado, puesto de alimentos locales.
- Educación y capacitación de agricultores, ganaderos o administrador de los mercados a nivel de Puerto Rico.
- Análisis de mercado y la planificación.
- Estudios de viabilidad para un nuevo centro de distribución de alimentos (food hub).
- Establecer, ampliar y/o diversificar las cocinas comunitarias (community kitchens) existentes y las instalaciones de procesamiento de alimentos.





Proyectos "Turnkey"

- Es un nuevo metodo simplificado para solicitar un proyecto de FMLFPP
- La duración del proyecto es 2 años.
- Fondos disponibles entre \$50,000 y \$100,000.
- Un proyecto tiene que incluir 3 de los 5 siguientes actividades permitidos:
 - Identificar y evaluar nuevas o mejores oportunidades de mercado
 - Desarrollar y/o revisar un plan de marketing
 - Diseñar y/o comprar material promocional
 - Implementar un plan de marketing
 - Evaluar las actividades de marketing



Ejemplos de Proyectos y Recursos

- **Ejemplos**

- Seeds of Success: Seeds of Success
- FMPP: A Simpler Place Farm & Market
- LFPP: Philabundance

- **Recursos**

- LFPP 2023 Request for Application (RFA):
https://www.ams.usda.gov/sites/default/files/media/2023_LFPP_RFA.pdf
- FMPP 2023 Request for Application (RFA):
https://www.ams.usda.gov/sites/default/files/media/2023_FMPP_RFA.pdf

Regional Food System Partnership Program (RFSP)

- **Propósito:** apoya a asociaciones de entidades que conectan recursos públicos y privados para planificar y desarrollar sistemas alimentarios locales o regionales. Las asociaciones seleccionadas coordinan esfuerzos para establecer prioridades, conectar recursos y servicios y medir el progreso hacia objetivos comunes.
- **Tipo de Programa:** Competitivo
- **Tipos de Proyectos:** Planificación, Implementación y Granja a Institución
- **Fecha límite para aplicar:** **Mayo 2, 2023**
- **Fondos Disponibles:** \$56.5 millones
- **Duración de proyectos:** 2-3 años
- **Fondos máximos y mínimos-** \$100,000- \$1,000,000

Elegibilidad de Aplicantes

- Empresas y/o cooperativas agrícolas.
- Asociaciones de productores.
- Corporaciones con y sin fines de lucro.
- Community Supported Agriculture (CSA) Networks and Associations.(Agricultura Sostenida por la Comunidad)
- Corporaciones de beneficio público o desarrollo económico.
- Gobiernos locales y tribales.
- Autoridades regionales de mercados agrícolas.
- Food Councils (Consejo de Alimentos)

Elegibilidad de Socios

- Agencias estatales
- Corporaciones filantrópicas
- Corporaciones privadas
- Instituciones de educación
- Comercial, Federales, Agencias acreditadoras.

Actividades Elegibles

- Convocar socios para definir y planear estrategias de un sistema alimentario.
- Llevar a cabo investigaciones sobre mercados específicos y sus brechas
- Fortalecer el sistema alimentario regional.
- Proveer asistencia tecnica a empresas que buscan invertir en el sistema alimentario.
- Apoyar los esfuerzos del sistema alimentario para analizar las necesidades.





Ejemplos de Proyectos y Recursos

Ejemplo

RFSP: Aleutian Pribilof Islands Association, Anchorage, AK – 2020

Recursos

RFSP 2023 Request for Application (RFA):

https://www.ams.usda.gov/sites/default/files/media/2023_RFSP_RFA.pdf

Specialty Crop Block Grant Program (SCBGP)

- **Propósito:** Mejorar la competitividad de los cultivos especiales. Ayudar a los esfuerzos de comercialización, investigación, disponibilidad y desarrollo de cultivos especiales.
- **Tipo de Programa:** No competitivo
- **Fecha límite para aplicar:** antes de **May 1, 2023**
- **Fondos Disponibles:** \$72.9 millon
- **Duración de proyectos:** 3 años (September 30, 2023 – September 29, 2026)
- **Fondos máximos y mínimos-** \$484,767.40 - Puerto Rico



Elegibilidad

- **Aplicantes Elegibles**
 - Departamentos de Agricultura del estado.
- **Entidades Elegibles:**
 - Productores de cultivos especiales
 - Procesadores y/o distribuidores de cultivos especiales
 - Universidades, colegios
 - Individuos y o grupos de individuos

Actividades Elegibles

- Fomentar la producción de cultivos especiales
- Implementación de prácticas para mejorar y expandir cultivos especiales.

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Phone: (787) 723-9090 ext. 2419
maponte@agricultura.pr.gov

Ejemplos de Proyectos

- En el año 2022, el programa de cultivos especiales (SCBGP) otorgó más de \$480,000 al Departamento de Agricultura de Puerto Rico.
- Ejemplos de proyectos financiados:
 - Ayuda a la industria frutera.
 - Un proyecto que incrementará la participación de agricultores principiantes y/o productores a productos especiales.
 - Producción panapén o pana.



Otros Programas de AMS

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

The screenshot shows the 'Grants & Opportunities' page on the AMS website. The page has a green header with a navigation menu. Below the header is a large image of a red barn with the text 'Grants & Opportunities' overlaid. The main content area is divided into two columns. The left column contains a list of grant programs, and the right column contains a detailed description of the AMS grant programs and a list of additional resources.

Grants & Opportunities

HOME · SERVICES · GRANTS & OPPORTUNITIES

The U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) works to improve domestic and international opportunities for U.S. growers and producers. AMS works with a variety of organizations to support to rural America and the Nation's agricultural sector. AMS grant programs include the:

- [Acer Access and Development Program](#)
- [Dairy Business Innovation Initiative](#)
- [Farmers Market and Local Food Promotion Program](#) (implemented as FMPP and LFPP)
- [Farm and Food Worker Relief Grant Program](#)
- [Federal State Marketing Improvement Program](#)
- [Meat and Poultry Inspection Readiness Grant Program](#)
- [Micro Grants for Food Security Program](#)
- [Pandemic Response and Safety Grant Program](#)
- [Regional Food System Partnerships](#)
- [Seafood Processors Pandemic Response and Safety Block Grant Program](#)
- [Sheep Production and Marketing Grant Program](#)
- [Specialty Crop Block Grant Program](#) (Implemented as SCBGP and SCMP)
- [Tribal Seafood Processors Pandemic Response and Safety Grant Program](#)

These funding opportunities support a variety of agricultural activities.

Additional Resources

- [Grant Management Systems Changes](#)
- [Local Agriculture Market Program \(LAMP\)](#)
- [Grant Opportunities Fact Sheet: Funding expanded market channels for animal production and livestock products \(pdf\)](#)
- [Performance Measures](#)
- [Local Food Systems Response to COVID Resource Hub](#)
- [COVID-19 Resources for Grants](#)
- [Grants 101: A Guide to the AMS Grant Process \(pdf\)](#)
- [Grant Webinars](#)
- [AMS Grant Opportunities Fact Sheet](#)
- [USDA's Local/Regional Food Programs](#)
- [Starting or Expanding a Farm](#)
- [Seeds of Success: Diving into the Farmers Market and Local Food Promotion Program](#)
- [Learn about more USDA resources](#)

Otros Programas de USDA

- <https://www.ams.usda.gov/services/local-regional/food-sector>

USDA PROGRAMS IN THE LOCAL FOOD SUPPLY CHAIN

USDA is committed to supporting robust regional food economies across the food chain through the programs noted below.

LAND CONSERVATION	PRODUCTION	PROCESSING	AGGREGATION/DISTRIBUTION	MARKETS/CONSUMERS
<ul style="list-style-type: none"> Agricultural Conservation Easement Program (NRCS) Community Compost and Food Waste Reduction Project Cooperative Agreements (NRCS) Conservation Reserve Program (FSA) Conservation Stewardship Program (NRCS) Conservation Innovation Grants (NRCS) Environmental Quality Incentives Program (NRCS) Solid Waste Management Grants (RD) 	<ul style="list-style-type: none"> Environmental Quality Incentives Program (NRCS) Farm Microloans (FSA) Farm Storage Facility Loans (FSA) Grass Fed Small and Very Small Producer Program (AMS) Noninsured Crop Disaster Assistance Program and Other Disaster Assistance Programs (FSA) Organic Cost Share (FSA) Rural Energy for America Program (RD) Urban Agriculture and Innovation Grants (NRCS) Whole-Farm Revenue Protection (RMA) 	<ul style="list-style-type: none"> Agricultural Innovation Center (RD) Business and Industry Guaranteed Loans (RD) Community Facilities Loans and Grants (RD) Local Food Promotion Program (AMS) Regional Food Systems Partnership Grants (AMS) Rural Business Development Grants (RD) Urban Agriculture and Innovation Grants (NRCS) Value Added Producer Grants (RD) 	<ul style="list-style-type: none"> Business and Industry Guaranteed Loans (RD) Community Facilities Loans and Grants (RD) Farm Storage Facility Loans (FSA) Local Food Promotion Program (AMS) Regional Food Systems Partnership Grants (AMS) Rural Business Development Grants (RD) Specialty Crop Block Grants (AMS) Urban Agriculture and Innovation Grants (NRCS) WIC Farmers' Market Nutrition Program (FNS) 	<ul style="list-style-type: none"> Community Food Projects Competitive Grants (NIFA) Farm to School Grant Program (FNS) Farmers Market Promotion Program (AMS) Gus Schumacher Nutrition Incentive Program (formerly FINI) (NIFA) Regional Food Systems Partnership Grants (AMS) Senior Farmers' Market Nutrition Program (FNS) Specialty Crop Block Grants (AMS) Urban Agriculture and Innovation Grants (NRCS) WIC Farmers' Market Nutrition Program (FNS)

RESEARCH, EDUCATION, AND TECHNICAL ASSISTANCE PROGRAMS ALONG THE SUPPLY CHAIN

<ul style="list-style-type: none"> Agriculture and Food Research Initiative (NIFA) Beginning Farmer and Rancher Development Program (NIFA) Community Prosperity Funding Opportunity (OPPE) Conservation Technical Assistance (NRCS) Enhancing Agricultural Opportunities for Military Veterans (AGVETS) (NIFA) 	<ul style="list-style-type: none"> Extension Risk Management (NIFA) Federal State Marketing Improvement Program (AMS) Food Safety Outreach Program (NIFA) Organic Research & Extension Initiative (NIFA) Outreach and Assistance for Socially Disadvantaged and Veteran Farmers and Ranchers Program (2501 Program) (OPPE) 	<ul style="list-style-type: none"> Rural Cooperative Development Grants (RD) Small Business Innovation Research (NIFA) Socially Disadvantaged Group Grant (RD) Specialty Crop Block Grants (AMS) Specialty Crop Research Initiative (NIFA) Sustainable Agriculture Research and Education Program (NIFA)
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Local and Regional Food Sector

HOME SERVICES LOCAL FOOD RESEARCH AND DEVELOPMENT LOCAL AND REGIONAL FOOD SECTOR

Home
Market News
Rules & Regulations
Grades & Standards
Services
Auditing & Accreditation
Commodity and Inventory Marketing
Dairy Donation Program
Enforcement Activity
Food Purchasing
Grading & Inspections
Grain, Rice, Pulse Services
USDA Farmers Market
Grants & Opportunities
Import/Export Certificates
Laboratory Testing & Approvals
Local Food Research and Development
Local Food Research and Development
Regional Food Business Centers
Local and Regional Food Systems Research and Publications
Local Food Directories
Food Facility Design
Grant Maps
From the Ground Up Newsletter
Grants and Opportunities

The consumer demand for locally-produced food is creating jobs and opportunity throughout rural America for farms, businesses and entrepreneurs that store, process, market and distribute food locally and regionally. Farm and business opportunities continue to increase as the market share of local and regional foods grows. Across USDA, there are resources, loans and grants to help farmers, ranchers and food businesses find new opportunities in this expanding agricultural sector. Here you can connect with the many programs, research, and educational materials that can help you meet this demand.

- [Aggregating, Processing and Distributing](#)
- [Opportunities for Farmers and Ranchers](#)
- [Urban Agriculture](#)
- [Tools for Consumers and Communities](#)
- **USDA Funding**

Resources

- [Maps and Directories](#)
- [Food Safety](#)
- [Resources for Veterans](#)
- [Resources for Tribal Governments and Individual American Indians and Alaska Natives Section](#)
- [Resources and Reports](#)

Partners Near You

- [Cooperative Extension](#)
- [USDA Natural Resource and Conservation Local Service Centers](#)
- [USDA Farm Service Agency State Offices](#)
- [USDA State Rural Development Offices](#)
- [Resource Conservation and Development Councils](#)
- [Buy Fresh, Buy Local Chapters](#)
- [State Departments of Agriculture](#)



Panel de Beneficiarios

Decenia Vega- Rodriguez

Organización: Semilla LLC

Título del Proyecto: Promoting and Positioning the Local Product

Millyvette Garcia

Organizacion: Vainilla Castañer LLC

Título del Proyecto: Restablishing Vanilla Farming in Puerto Rico with an Agrotourism Focus



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Preguntas?





Contáctenos

<https://www.ams.usda.gov/services/grants>

Programa	Página web	Email
FMPP & LFPP	https://www.ams.usda.gov/services/grants/fmpp https://www.ams.usda.gov/services/grants/lfpp	FMLFPPgrants@usda.gov zoemi.ramos@usda.gov
RFSP	https://www.ams.usda.gov/services/grants/rfsp	IPPGrants@usda.gov dewell.paez-Delgado@usda.gov
SCBGP	https://www.ams.usda.gov/services/grants/scbgp	SCBlockGrants@usda.gov maponte@agricultura.pr.gov