

The Know Your Farmer, Know Your Food Initiative

A Strategy for Coordination – Meeting Many Goals

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Parts of a Local Food System





Local Foods: A USDA Priority

A Strategy to Meet Many Goals...

- Healthy food access
- Economic development and job generation
- Beginning farmer opportunities
- Connecting consumers with agriculture
- Farmland preservation





The Know Your Farmer, Know Your Food Initiative (KYF2)

The screenshot shows the website's layout. At the top left is the 'KNOW YOUR FARMER KNOW YOUR FOOD' logo with a tomato. Below it is a 'Resources' menu with links to KYF2 Home, Our Mission, Grants, Loans, and Support, Tools and Resources, Our Partners, and Blog. A 'KYF Compass' section features a video player and a map of the United States. A 'View the Photos' section shows a grid of images. The main content area has a header with the slogan 'EVERY FAMILY NEEDS A FARMER. DO YOU KNOW YOURS?' and a photo of two children. Below this is a 'Latest Blogs' section with three entries: 'Value-Added Grants Help Minnesota Pork Farm Meet Growing Demand' (Dec 26, 2012), 'Gardening, Farming Take Root in New York City' (Dec 19, 2012), and 'Agriculture is Smart for Smart Growth' (Dec 12, 2012). The bottom entry is partially cut off, showing 'South Dakota Local Foods Conference Supports South Dakota Producers and Resource Providers' (Dec 07, 2012).

➤ **Structure:** Management team and Task Force

➤ **Activities:** Communications and policy/programs

➤ **Tracking:** Monthly report

www.usda.gov/knowyourfarmer



Building Connections: Healthy Food Supply

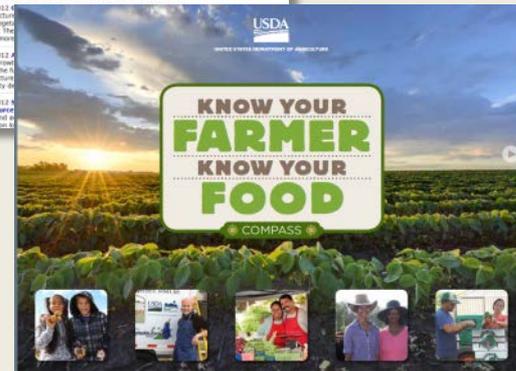
- **NRCS:** Seasonal High Tunnel initiative
- **FSA:** Farm loans, microloans and Farm Storage Facility Loans
- **RD:** Regional food hubs and other local food infrastructure
- **AMS and FNS:** Marketing programs, healthy food access efforts
- **NIFA:** Training and research along the supply chain
- **ARS, ERS and NASS:** Research and data; policy analysis





Know Your Farmer, Know Your Food: - Resources for Navigating USDA -

- **Website:** One-stop shop for financial and technical assistance resources from USDA to grow your local food enterprise
www.usda.gov/knowyourfarmer
- **The Compass:** How USDA resources are put to work in your community
www.usda.gov/kyfcompass
- **The Compass Map:** See what's funded in your community and learn how others are using USDA programs



www.usda.gov/knowyourfarmer



Know Your Farmer, Know Your Food: - Resources for Navigating USDA -



Resources

- > KYF2 Home
- > Our Mission
- > Grants, Loans, and Support
- > Tools and Resources
- > Our Partners
- > Blog

KYF Compass



KYF Compass Map



View the Photos



Grants, Loans, and Support

Grants, Loans & Support

Know Your Farmer, Know Your Food (KYF2) is helping communities scale up local and regional food systems and strengthen their economies. Not every community will need the same assistance, and navigating USDA's offerings is no small task.

We want to simplify the process and help communities put USDA programs to work for them, so we're playing matchmaker. This page lists over two dozen programs at USDA that can help build local and regional food systems. This list is not the entirety of USDA's offerings, but it is a great starting place.

Whether you are an individual farmer looking to extend your growing season, a cooperative of growers looking to rebuild a food hub, a farmers' market that wants to accept SNAP benefits, a community kitchen that needs cold storage to store locally procured meat, or anyone in between, this short guide to our programs might come in handy.

Also, for more details on how these programs can be put to work in your community, check out our blog and our program memos. In our program memos, USDA Deputy Secretary Merrigan mixes program information with real stories about how communities have successfully partnered with USDA to scale up local food systems and address challenges facing their communities. For the latest updates and announcements regarding programs, make sure to check out our blog's **Grants** and **Loans & Support** categories.

Agricultural Marketing Service

- Farmers Market Promotion Program
- Federal-State Marketing Improvement Program
- Specialty Crop Block Grants

AMS Memo

Farm Service Agency

- Farm Loan Programs
- Farm Storage Facility Loans

FSA Memo

Food and Nutrition Service

- Senior Farmers' Market Nutrition Program
- Supplemental Nutrition Assistance Program
- WIC Farmers' Market Nutrition Program
- Special Supplemental Nutrition Program for Women, Infants and Children

Grants, Loans, and Support

Farm to School Grants Program (FNS)

Type: Grant

Max award: Planning, Implementation and Support Service grants are available from \$20,000 - \$100,000. Matching funds of 25% of the total project is required.

Big idea: To help schools source more foods locally and to provide complementary educational activities to students that emphasize food, farming, and nutrition.

Who can apply: Eligible schools, State and Local agencies, Indian Tribal Organizations, agricultural producers or groups of agricultural producers, and non-profit entities.

Possibilities: Applicants are planning programs to bring local or regionally produced foods into school cafeterias; hands-on learning activities such as school gardening, farm visits, and culinary classes; and the integration of food-related education into the regular, standards-based classroom curriculum.

Real example: Portland Maine Public Schools is using a Farm to School grant to update central kitchen equipment, certifications, and training in order to become a large-volume processor of local foods. The project also includes a number of experiential learning activities such as school gardens, after-school agriculture clubs, school curriculum, taste testing, and chef-to-school. The school district will also hold an annual "Local Food Show" open to the public exhibiting the farms, recipes, and student projects related to farm to school.

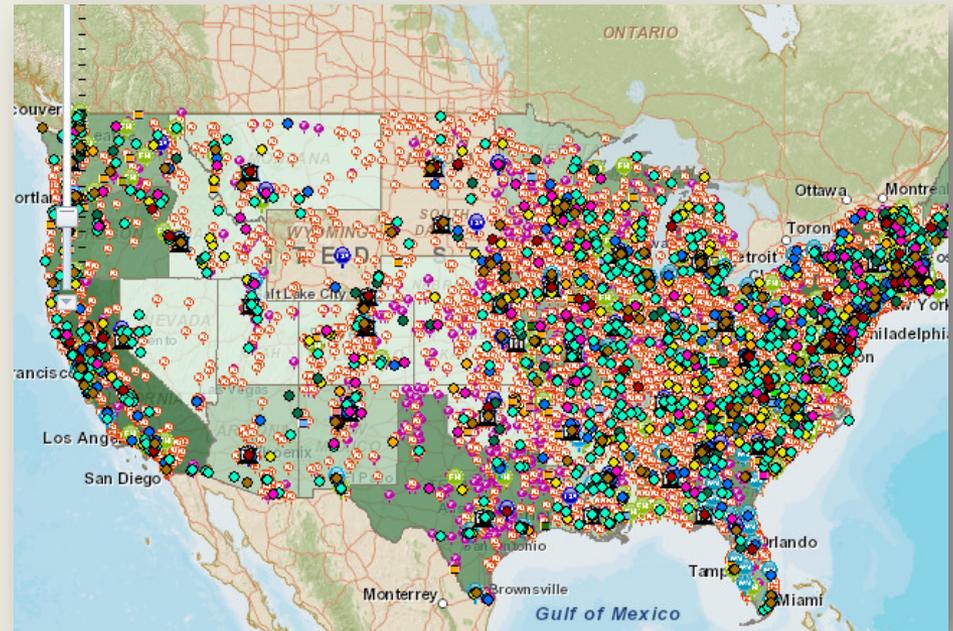
Get more information: For more information on Farm to School grants, click [here](#). Information on the Farm to School program, including resources and frequently asked questions, can be found [here](#).



The KYF Compass Map

Includes data on:

- USDA-funded local food projects
- Farmers markets, food hubs, and other “context data” gathered by USDA agencies
- Projects and resources from 9 other Federal Departments



www.usda.gov/kyfcompass



**KNOW YOUR FARMER
KNOW YOUR FOOD** 

Find Resources to Fit the Need

Basemaps **Search** Locate Resources Results: 17

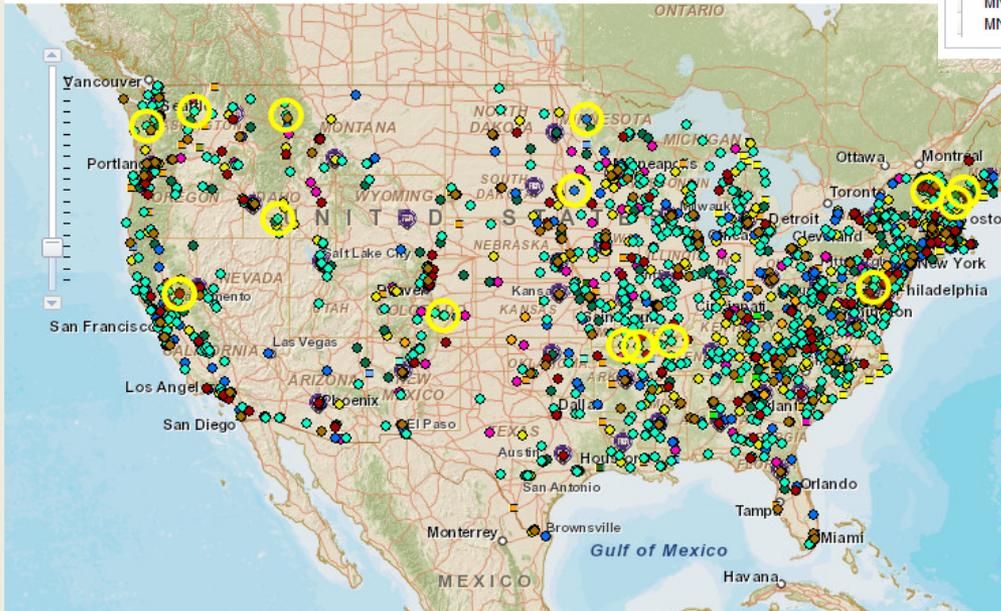
Projects For Text:

Farmers Markets

17 features found

Basemaps Search Locate Resources **Results: 17**

State	Town	Project Title
MD	Belair	Harford County
ME	Norway	Community Cooperative Market Cooler and Freezer Equipment
MN	Bemidji	Expansion of the Bemidji Food Shelf
MN	Tracy	Kitchen Equipment for Schools



(1 of 3)

USDA Project: Wood River Resource Conservation & Development Council, Inc.

Description Funds to assist Idaho's Bounty Food Co-op, Inc., by providing access to a refrigerated truck and freezer equipment needed for expansion of a local-foods network, allowing safe distribution of food products between the warehouse and customer locations.

Recipient Wood River Resource Conservation & Development Council, Inc.

Year 2010

More Information [More Info](#)

Funding Amount (\$) \$31,000

Program Name Rural Business Enterprise Grant

Funding Type Grant

USDA Agency RBS

[Zoom to](#)

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Thank You!

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