

# Faith Fellowship and Food Security Virtual Convening



USDA Office of Partnerships & Public Engagement

# Breakout – Regional Food Systems

- Samantha Schaffstall, Agricultural Marketing Specialist, Agricultural Marketing Service (AMS)
- Richard Lucas, Deputy Administrator for Policy Support, Food and Nutrition Service (FNS)
- Sarah Campbell, Beginning Farmer and Rancher Coordinator, Farm Service Agency (FSA)
- Stuart Lee, Management Analyst, Office of Urban Agriculture and Innovative Production, Natural Resources Conservation Service (NRCS)
- Andrew Jermolowicz, Assistant Deputy Administrator, Rural Business Cooperative Service (RBCS)
- Kenya Nicholas, Outreach for Socially Disadvantaged Farmers and Ranchers, Office of Partnerships and Public Engagement (OPPE)
- Amanda La Sala, Grants Management Specialist, Agricultural Marketing Service (AMS)



## AMS Local and Regional Food Systems Resources

# Overview

- Grants
- Marketing Services Division
  - Research
  - Technical Assistance
  - Convening







# Grants



# 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.



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

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)

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)

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)



# Famers Market Promotion Program

Two types of project applications were accepted in 2020 under FMPP (could change):



## Capacity Building

\$50,000 - \$250,000 (25% match)  
36 month grant period

## Community Development, Training, and Technical Assistance

\$100,000 - \$500,000 (25% match)  
36 month grant period

# FMPP Project Types

## Capacity Building

- Local Training
- Start-up
- Strategic Planning
- Market Analysis
- Recruitment
- Outreach

## Community Development Training and Technical Assistance (CTA)

- Statewide Training
- Technical Assistance
- Advertising & Promotion
- Network Building
- Technical Support



# Local Food Promotion Program

Two types of project applications were accepted in 2020 under LFPP (could change):



## Planning

\$25,000 - \$100,000 (25% match)

18 month grant period

## Implementation

\$100,000 - \$500,000 (25% match)

36 month grant period

# LFPP Project Types

## Planning

- Feasibility study
- Business plan
- New food hub
- Food Transportation

## Implementation

- Food Incubators
- Expanding business
- Food processing
- Certifications
- Market Channels
- Food Transportation



# Marketing Services Division





## Marketing Services Division

- Research
  - Explores common challenges
  - Provide data to support market access and transparency
- Technical Assistance
  - Share learnings from research and grantees
  - Architectural consultation
- Convening
  - Collaborates across the sector
  - Amplifies the work



# Facility Design

Services include:

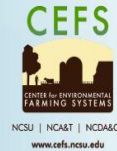
- Site selection (space planning, layout, etc.);
- Initial design concept (sketches, programming, floor plans, elevations, etc.);
- Coordination with local design professionals as a non-contracted third party.



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

# Local Food System Response to COVID-19

## Research Team and Organization Partners



Local and Regional Food Systems

# FEDERAL NUTRITION ASSISTANCE PROGRAMS



**Richard Lucas**

**Deputy Administrator  
for Policy Support  
Food and Nutrition Service**

**December 17, 2020**



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# Food and Nutrition Service (FNS) Mission:

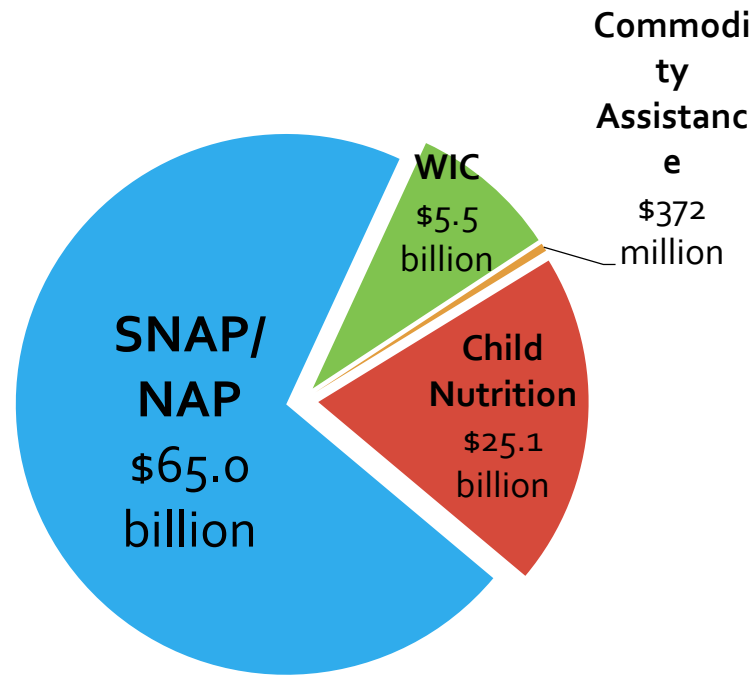
- ▶ To increase food security and reduce hunger by providing children and low-income people access to food, a healthful diet and nutrition education in a way that supports American agriculture and inspires public confidence.



# FNS Programs:

## America's Response to Hunger and Poor Nutrition

- ▶ 15 Federal nutrition assistance programs
- ▶ Serve more than 1 in 4 Americans over the course of a year
- ▶ Annual budget:  $\approx$  \$96 billion in FY 2020



# Major Nutrition Assistance Programs

- ▶ **Supplemental Nutrition Assistance Program (SNAP)** served about 35.7 million people per month; benefits redeemed electronically in about 260,000 food stores nationwide
- ▶ **Child Nutrition Programs** provide food to about 34 million children at schools, child care centers, summer programs and other away-from-home settings
- ▶ **WIC** meets the special nutrition and health needs of about 6.4 million at-risk pregnant women, infants, and young children
- ▶ **Food Distribution Programs** deliver food to those in need through food packages for households or foods provided to food banks and congregate feeding programs

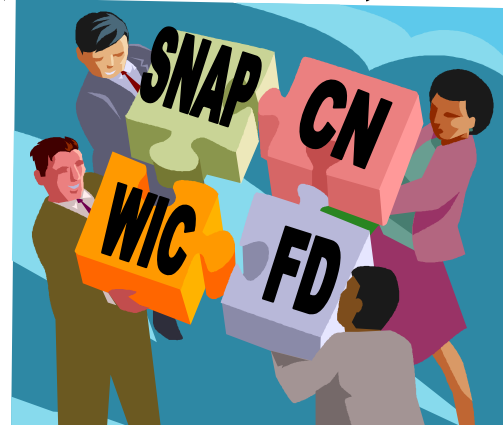


# Program Characteristics

- ▶ In kind assistance (food, vouchers or credit, meals)
- ▶ Targeted to low-income families and individuals
- ▶ Federally funded; State operated
- ▶ National eligibility standards
- ▶ Reauthorized periodically by Congress
- ▶ Multiple program participation
- ▶ Operate in a variety of settings and support other social goals

# FNS Programs Together Provide:

- ▶ **Basic Assistance** – a safety net to meet the general food needs of low-income people
- ▶ **Special Assistance** – benefits to specific groups in special settings (school meals, WIC)
- ▶ **USDA Foods Assistance** – food distribution to emergency feeding programs and to support other program operations





# FNS Programs Operate Through Partnerships

FNS agrees to provide funding to cover benefit costs and most administrative expenses



State/local agencies agree to operate programs effectively and according to Federal standards

# How We Work

- ▶ Since programs work through partnerships, FNS responsibilities are specialized. We:
  - Secure resources in the budget process and provide them to States;
  - Set policies and rules for program operations consistent with Federal law;
  - Provide oversight and technical assistance to ensure that programs are implemented effectively and perform well;
  - Account for Federal resources used by the programs to ensure integrity.



# SNAP Helps Low-Income Families Meet their Food Needs

- National eligibility and benefit levels; program expands and contract with economic conditions
- Benefit levels scale based on household discretionary income
- SNAP can only be used for food; mostly redeemed at supermarkets and super stores
- Benefits 100 percent Federally-financed; administrative costs are shared between the Federal and state governments.



# Child Nutrition (CN) Programs

- Provide meals and snacks to children at schools, child care centers, summer programs, and other away-from-home settings
- Meals for children from low-income households provided free or at a reduced price
- Programs administered by State agencies through agreements with local institutions



# Child Nutrition (CN) Programs

- Meals meet food pattern requirements, as well as some nutrient-specific limits (calorie, saturated fat, sodium) averaged over a week.
- Other foods sold in school meet standards to support a healthy nutrition
- USDA supports standards with training, technical assistance, and nutrition education





# Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

- Serves at-risk low-income pregnant and postpartum women, infants, and young children
- Reaches about half of all infants in the U.S.
- Benefits include:
  - ✓ Nutrition education
  - ✓ Supplemental foods
  - ✓ Breastfeeding promotion and support
  - ✓ Referrals to health and social services



# WIC Supports Good Nutrition for Healthy Growth and Development

- Food packages updated in 2009 to align with the *Dietary Guidelines* and American Academy of Pediatrics infant feeding guidelines
- Packages chosen and tailored based on participant needs, but may include:

Whole-wheat  
Bread  
Other Whole  
Grains  
Milk  
Eggs  
Cheese

Peanut Butter  
Fruits and  
Vegetables  
Yogurt  
Beans/peas  
Canned Fish

Baby Food  
Infant Cereal  
Juice  
Infant Formula  
Soy-based beverage  
Tofu

Breakfast Cereal



# Food Distribution Programs

- Deliver food packages for households or foods to food banks and congregate feeding programs
- USDA purchases and provides about \$2 billion of nutritious, US-grown foods annually to schools and other FNS programs
- Specifications often include specific nutritional requirements



# For More Information

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visit our website at:

[www.fns.usda.gov](http://www.fns.usda.gov)

Or email: [Richard.Lucas@usda.gov](mailto:Richard.Lucas@usda.gov)





United States  
Department of  
Agriculture

# Office of Urban Agriculture and Innovative Production (OUAIP)

Bridging the gap between rural and urban agriculture through excellence in technical and financial assistance and support, and a locally led culture of innovation and modernization.

[www.farmers.gov/urban](http://www.farmers.gov/urban)





The Office of Urban Agriculture and Innovative Production is new to USDA and was created under the 2018 Farm Bill.

## FY 2020 Deliverables

**Pilot Cooperative Agreements**

**Competitive Grants**

**Pilot Urban and Suburban County Committees -  
Farm Service Agency Led**

**New Federal Advisory Committee on Urban  
Agriculture and Innovative Production**

# 2020 Pilot Cooperative Agreements – Competitive Grants

- Community Compost and Food Waste Reduction (CCFWR) Agreements
- Urban Agriculture and Innovative Production (UAIP) Grants





## Pilot Cooperative Agreements – *Community Compost and Food Waste Reduction (CCFWR)*

Cooperative Agreements for Community Compost and Food Waste Reduction (CCFWR) were offered through a competitive process to municipalities, counties, local governments, or city planners to carry out planning and implementing activities to develop and test strategies for planning and implementing municipal compost plans and food waste reduction plans.



United States Department of Agriculture

# Competitive Grants – Urban Agriculture and Innovative Production (UAIP)

Competitive Grants to support urban agriculture and innovative production activities were offered to eligible applicants to fund planning and implementation projects.

Focus on urban and suburban areas where access to fresh foods is limited or unavailable.





# Pilot County Committees— Farm Service Agency Urban County Committees (UCOC) Pilot Project

The 2018 Farm Bill authorizes the Secretary to establish ten new Urban and Suburban Farm Service Agency (FSA) County Committees to be established as part of a five-year pilot project. Locations are to be either suburban, urban or urban clusters and do not replace existing County Committees

Phase 1 – Five Locations Established in Fiscal Year 2020

Phase 2 – Additional Locations Established in Fiscal Year 2021





## Federal Advisory Committee – *Urban Agriculture and Innovative Production Advisory Committee*

The 2018 Farm Bill authorizes the Secretary to establish a Federal Advisory Committee called the Urban Agriculture and Innovative Production Advisory Committee.

The Committee will advise the Secretary on the development of policies and outreach relating to urban, indoor and other emerging agricultural production practices.

# Federal Advisory Committee – *Urban Agriculture and Innovative Production Advisory Committee*

## **12 MEMBERS**

- 4 individuals who are agricultural producers:
- 2 representatives from an institution of higher education or extension program;
- 1 individual who represents a nonprofit organization
- 1 individual who represents business and economic development
- 1 individual with supply chain experience
- 1 individual from a financing entity; and
- 2 individuals with related experience or expertise in urban, indoor, and other emerging agriculture production practices.



United States Department of Agriculture

# Questions?

# Faith and Opportunity Fellows Virtual Convening: Resources to Address Food Insecurity and Build Resilience

December 17, 2020



# USDA Rural Development

USDA Rural Development is committed to helping improve the economy and quality of life in rural America. Through our programs, we help rural Americans in many ways.





# USDA Rural Development

Rural Development administers over 40 programs and supports rural communities with loan and grant investments of over \$35 billion annually.

The current Rural Development portfolio of investments exceeds \$220 billion – making RD the equivalent of a mid-size bank.



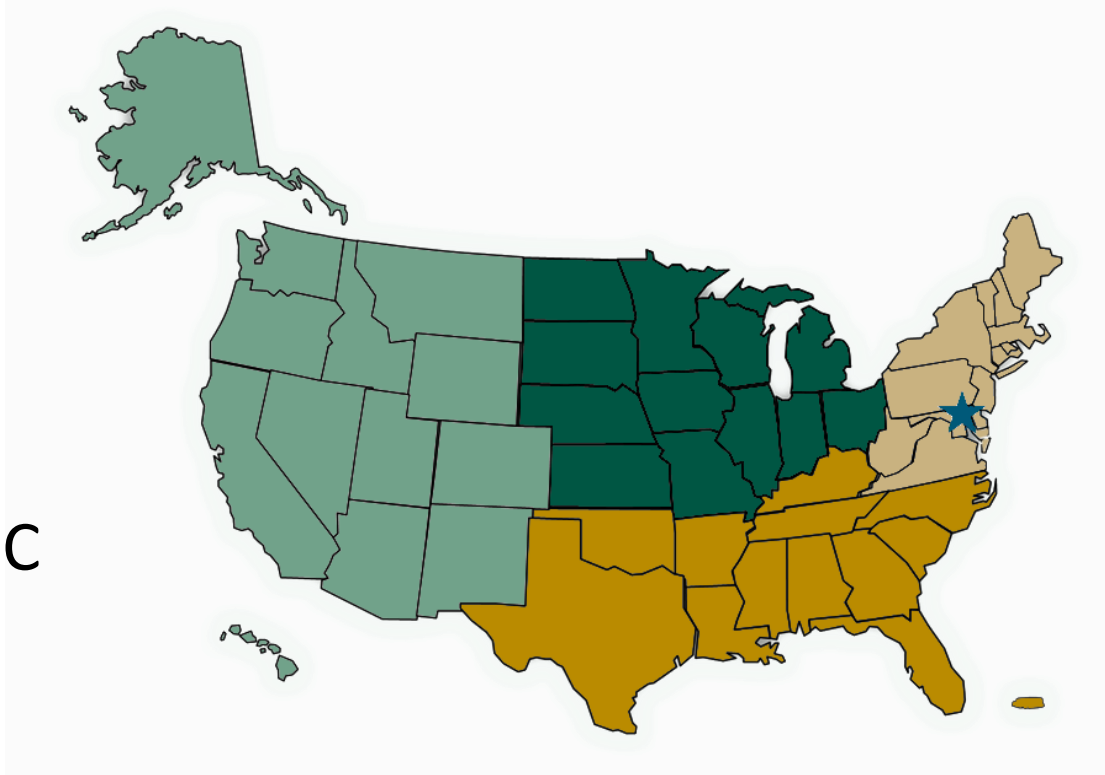
# Rural Development Offices

4 Regions


47 State Offices

400 Area Offices

1 National Office in DC



# Rural Business-Cooperative Service

- Business and Industry Guaranteed Loans
  - Rural Energy for America Program Guaranteed Loans and Grants
  - Value Added Producer Grants
  - Intermediary Relending Program
  - Rural Economic Development Loan and Grant Program
  - Rural Microentrepreneur Assistance Program
  - Rural Business Development Grants
  - Rural Business Investment Program
  - Cooperative Development Assistance
- 
- A decorative graphic in the bottom right corner of the slide. It features a series of light gray, wavy horizontal lines at the bottom, and a cluster of light gray stars of varying sizes above them, arranged in a pattern reminiscent of the American flag.

# Business & Industry (B&I) Guaranteed Loan Program

- Offers guarantees to commercial lenders for loans to rural businesses. Eligible lenders include banks, credit unions, savings and loans, Farm Credit System, and other lenders approved by USDA.
- Available Funding: Maximum of \$25 million for a B&I loan guarantee.
- Borrower Eligibility: For-profit businesses, nonprofits, cooperatives, Federally recognized Tribes, and public bodies are eligible to apply for B&I guaranteed loans.

# Value Added Producer Grant (VAPG)

- **Value-Added Producer Grants (VAPG) Program**

Helps agricultural producers enter value-added activities related to the processing and marketing of new products. The goals of this program are to generate new products, create and expand marketing opportunities, and increase producer income.

- **Eligibility:**

Independent producers, agricultural producer groups, farmer or rancher cooperatives, and majority-controlled producer-based business ventures may apply.

- **Available Funding:**

A maximum of \$250,00 for working capital grants, and \$75,000 for planning grants. Participating producers must supply 50 percent of the total project cost.

# Rural Energy for America Program (REAP)















## Eligibility

New Renewable Energy Systems (RES) or replacement or upgrades for energy efficiency improvements (EEI).

Eligible Applicants:

- Agricultural Producer, or
- Rural Small Business

Grant up to 75% of project costs not to exceed \$25 million. May combine with grant.

Energy Efficiency		Renewable Energy	
	Lighting		Solar
	Heating		Wind
	Cooling		Small Hydroelectric
	Ventilation		Anaerobic Digesters
	Fans		Biomass
	Automated Controls		Geothermal
	Insulation		Wave/Ocean Power

Eligible Project Examples

Purchase new RES,  
 Refurbished RES,  
 Retrofitting an existing RES  
 EEI upfitting a building to use less energy  
 Anaerobic Digesters  
 Renewable Biomass  
 Hydroelectric  
 Hydrogen Projects



# Community Facilities Programs Overview

- Offers direct loans, loan guarantees and grants to develop or improve essential public services and facilities
- Eligible Applicants: Public Bodies, Non-Profits, Indian Tribes
- Eligible Purposes: Construct, expand, renovate, or improve facilities that provide health care, education, public safety, and public services
  - Food system examples: food banks, food warehouses, transport vehicles, farmers markets, meals on wheels
- Populations of 20,000 or less



# What Do We Fund? (Types of Projects)

Since 2009, the Rural Business programs below have invested \$827M in projects supporting local and regional food systems.

- **REAP Grants:** Greenhouse and irrigation improvements, lighting and HVAC
- **REAP Guarantee Loans:** Digesters, solar arrays
- **B&I Guarantee Loans:** Food processing, livestock processing, grocery stores,
- **RBDG:** Usually technical assistance type projects, business incubators, workforce training.
- **Value Added Producer Grants:** Feasibility studies and business plans, working capital for value added product market development and expansion.

# Free Resources

Alternative Technology Transfer for Rural Areas (ATTRA)

<https://attra.ncat.org/>

Agricultural Marketing Resource Center (AgMRC)

<https://www.agmrc.org/>



# RBCS Program Information and Access Points:

<https://www.rd.usda.gov>

<https://www.rd.usda.gov/contact-us/state-offices>

<https://www.rd.usda.gov/programs-services/all-programs/business-programs>

On behalf of RBCS and  
Rural Development, I  
thank you for your time  
and continued support.





United States  
Department of  
Agriculture

Office of Partnerships  
and Public Engagement (OPPE)

The 2501 Program

# **Outreach and Assistance for Socially Disadvantaged and Veteran Farmers and Ranchers (aka The “2501 Program”)**



# Program Basics

## “Purpose”

Competitive grant program for projects that provide outreach, education, mentoring and technical assistance for socially disadvantaged and veteran farmers and ranchers.

The goal is to increase access to and awareness of USDA’s programs and services in socially disadvantaged and veteran farmers and ranchers’ communities. This includes assisting them in operating sustainable farming operations.

## Program Basics: Recipients

- The recipients must be a nonprofit, nongovernmental organization (includes tribal organizations)
- Higher Education Institutions (LGU-1890, 1994 or HSI)
- Other - 1862s and nonprofits w/o 501(c)(3) with ag curriculum
- Not for individuals (see [www.usda.gov/newfarmers](http://www.usda.gov/newfarmers))
- Priority to nongovernmental, community-based organizations with expertise in training and outreach to socially disadvantaged and veteran farmers and ranchers

## Definition: Socially Disadvantaged

- A member of group whose members have been subjected to racial, ethnic, or gender prejudice because of their identity as members of a group without regard to their individual qualities.
- These groups include:
  - African Americans
  - American Indians or Alaskan Natives
  - Asians or Pacific Islanders
  - Hispanics
  - Women are not considered “socially disadvantaged” but are eligible beneficiaries as “veterans”

## Definition: Veteran Farmer or Rancher

Veteran farmer or rancher means a farmer or rancher who served in the active military, naval, or air service, and who was discharged or released from the service under conditions other than dishonorable. (See 7 U.S.C. 2279(e) for further details.)

## Funding Levels

- 2018 Farm Bill Combined BFRDP
- FY 2020 - \$30 million (50% - \$15 million 2501)
- Additional \$4 million for FY2020
- FY 2021 - \$35 million (\$17.5 million)
- FY 2022 - \$40 million (\$20 million)
- FY 2023 - \$50 million (\$25 million in permanent funding thereafter)

## 2501 Grant Program

- Maximum grant is \$150,000 per year
- Up to 3-year terms
- Peer reviews (external with experience working with socially disadvantaged and veterans)
- Priority for nongovernmental/community-based organizations (per 2018 Farm Bill)
- Geographical diversity
- Stakeholder feedback (during annual symposium)



## Proposal Submission Requirements

- Only electronic applications through grants.gov are accepted, unless otherwise approved
- Follow all guidelines very carefully as stated in the Funding Opportunity Announcement
- [www.grants.gov](http://www.grants.gov)
- Email database subscribers receive notifications

# What is the RFSP Program?

- Supports partnerships that connect public and private resources to plan and develop local or regional food systems.
- Selected partnerships coordinate efforts to set priorities, connect resources and services, and measure progress towards common goals

# What Does RFSP Fund?

- Partnership functions and building capacity for decision making, coordination efforts, obtaining additional resources, and planning direction and needed activities.
- Activities that can be funded under this grant may include but are not limited to:
  - Value chain coordination,
  - Convening multiple types of partners and stakeholders for strategic planning,
  - Grant-writing, and
  - Program exploration on behalf of partners and entities.

# Regional Food System Partnership Program

Two types of project applications were accepted in 2020 under RFSP (could change):



## Planning & Design

\$100,000 - \$250,000 (25% match)

24 month grant period

## Implementation & Expansion

\$250,000 - \$1,000,000 (25% match)

36 month grant period

# RFSP Project Types

## Planning & Design

- Support partnerships in the early stages of convening, envisioning, and planning processes for developing local or regional food systems.

## Implementation & Expansion

- Support partnerships building on prior or ongoing efforts within a local or regional food system. Partnerships funded in this track will have already completed most or all the activities discussed above for Planning and Design projects.

# Who is Eligible to Apply?

- Partnerships are eligible to apply to RFSP.
- A partnership is an agreement between one or more eligible entities and one or more eligible partners.
- An application may be submitted by an eligible entity or an eligible partner on behalf of the partnership.
- The partnership must specify in its application which organization(s) in the partnership are responsible for receiving and managing the award.



# Discussion



Email: [alex.cordova@usda.gov](mailto:alex.cordova@usda.gov)