



STATE OF MISSOURI
 DEPARTMENT OF AGRICULTURE
 AG BUSINESS DEVELOPMENT DIVISION
2016 FARMERS' MARKET PROMOTION MATCHING GRANT APPLICATION
Grant funds are provided as reimbursement only.

APPLICATION INFORMATION (PLEASE PRINT OR TYPE)

| | | | |
|-------------------------|---------------|----------|------------------|
| REQUESTED BY | | | |
| NAME OF FARMERS' MARKET | | | |
| CONTACT | | | AMOUNT REQUESTED |
| MAILING ADDRESS | | | |
| CITY | STATE | ZIP CODE | COUNTY |
| PHONE | EMAIL ADDRESS | | |

SELECTION CRITERIA FOR FARMERS' MARKET PROMOTION MATCHING GRANT PROGRAM APPLICATIONS

Grant Size: Up to \$1,000 will be reimbursed per approved project.

Applications Due: March 1, 2016

Award Date: On or before March 15, 2016

Project Completion: On or before May 15, 2016

Purpose: To increase awareness, understanding and promote farmers' markets to the local community through the development of marketing materials, signs, billboards, advertising, print and digital media that encourages the purchase of local products at farmers' markets across Missouri.

Reimbursement Requirement: Paid receipts and evidence of completed promotional materials/projects showing the use of the "AgriMissouri" and "Missouri grown" logos must be included with the Project Inspection Notice prior to reimbursement.

SCORING CRITERIA

Credibility and Merit: (30 Points Possible)
 Project principles must be able to demonstrate the capability and qualifications to deliver the desired results and implement the proposed actions. In cases where delivery is dependent upon volunteers or consumers, commitment and demand must be demonstrated. Measureable outcomes should be included.

Impact Potential: (30 Points Possible)
 Projects must clearly define the community served and be able to demonstrate an immediate need and lack of existing services or resources for the targeted population.

 Projects should quantify the number of persons directly impacted including: producers, consumers (such as market customers or food pantry clients) and the size of the neighborhood or community the project will serve.

Matching Funds: (20 Points Possible)
 Projects must demonstrate matching funds of cash or in-kind donations equal to the amount of the request or greater. In-kind donations may not exceed 50 percent of the matching contributions. Total matching funds must be 1:1 with requested grant funds.

Timeliness: (20 Points Possible)
 Projects must demonstrate a reasonable and feasible work plan and time for delivery. Projects will be graded on the immediacy of impact to the desired community.



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PROJECT TITLE: (15 Word Limit)

EXECUTIVE SUMMARY: (200 Word Limit)

I. PROJECT DESCRIPTION

II. IMPACT POTENTIAL AND METRICS FOR RESULTS



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PROGRAM SPECIFICATIONS

- A selection committee will determine grant recipients.
- The selection committee will select recipients based upon information provide on this application.
- Grant recipients will be notified on or before March 15, 2016.

Completed 2016 Farmers' Market Promotion Matching Grant applications should be forwarded to the following address:

Missouri Department of Agriculture
Ag Business Development Division
1616 Missouri Boulevard
Jefferson City, MO 65109

Or electronically to:

agrimeo@mda.mo.gov

Applications may be obtained by calling 866-466-8283 or visiting our web site at agriculture.mo.gov
Hearing impaired Missourians may contact the Department through Relay Missouri: 1-800-735-2966 (TT/TDD).