

# **Section 4.2**

## **Financial And Technical Resources For Niche Production & Marketing**



**American Farmland Trust**



# USDA Value-Added Producer Grant Program

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- Planning grants for developing business and marketing strategies (cannot use for capital costs)
  - Awarded to independent producer groups, rancher cooperatives, and majority-controlled producer-based business ventures
  - Matching funds required
  - Deadlines each August
  - In Colorado, contact USDA Rural Development Services at  
<http://www.rurdev.usda.gov/co/coopsvs.htm>



# USDA Western SARE Farmer/Rancher Grants



- Sustainable Ag Research and Education Program offers grants for:
  - ▶ sustainable ag projects
  - ▶ marketing systems
  - ▶ organic systems
- One year grants up to \$7,500 for individuals, \$15,000 for producer groups
- No matching funds required
- Funds may be used for surveys, materials and supplies, outreach expenses, travel, hired labor



# USDA SARE Grants, cont...



- Each project must have an ag professional serving as technical advisor
- Proposals due in October
- <http://wsare.usu.edu/>



# USDA Ag Innovation Center Demonstration Program



- Newly authorized in 2002 Farm Security and Rural Investment Act
- Will provide technical assistance, business marketing planning, and organizational, outreach, and development assistance to increase the viability, growth and sustainability of value-added agricultural businesses
- Location and types of projects still being established within USDA



# Small Business Innovation Research



- USDA grants to small businesses for research on important scientific problems and opportunities in agriculture
- Nine topic areas, including animal production
- Phase I grants are for 6 months and up to \$80,000; Phase II grants are for 2 years and up to \$300,000
- Refer to <http://www.reeusda.gov/sbir/> for application deadlines



# Federal-State Marketing Improvement Program



- Provides USDA matching funds to State Departments of Agriculture for:
  - ▶ developing and testing methods of processing, packaging, handling, storing, transporting and distributing food and other agricultural products
  - ▶ assessing customer response to agricultural products or marketing services, and evaluating potential domestic and international marketing opportunities



# FSMIP, cont.



- Requires one-to-one matching from non-Federal sources
- One to two year grants
- February application deadline
- <http://www.ams.usda.gov/tmd/fs mip.htm>





# USDA Farmer Direct Marketing



- For small and medium-sized producers
- Site features monthly newsletter, publications, bibliography, schedule of national and regional conferences and workshops
- Links to other USDA and federal programs, state departments of agriculture, national and regional associations, and individual farmers and public markets with web sites
- <http://www.ams.usda.gov/directmarketing>



# USDA National Organic Program



- National standards on production and handling, labeling and certification, certifying agents, consumer information, producers, handlers and processors
- State information and contacts
- Information on trade issues (i.e., export arrangements and recognition agreements, export certificate procedures and accompanying documentation, import authorizations)
- <http://www.ams.usda.gov/nop/indexIE.htm>



# Organic Farming Research Foundation



- Funds research relevant to certified organic systems
- Projects should involve farmers and take place on working organic farms
- Average grant approximately \$7,600
- Matching funds encouraged but not required
- Deadlines each July 15 and December 15
- Grant procedures:  
<http://www.ofrf.org/research/application.html>



# USDA National Sustainable Ag Information Service



- Appropriate Technology Transfer for Rural America (ATTRA) site has links to publications on livestock production, and marketing and business
- News on producer initiatives and sustainable agriculture
- Toll-free access to a sustainable ag expert (English & Spanish)
- <http://attra.ncat.org/>



# Colorado Department of Agriculture Programs



## Colorado Proud

- Free marketing program to help consumers, restaurants and retailers identify and purchase Colorado food and agricultural products
- Bright distinctive COLORADO PROUD logo for recognition of high-quality Colorado foods
- Visit <http://www.ag.state.co.us/mkt.html>



# Colorado Department of Agriculture Programs



## Colorado Value-Added Feasibility Grants

- For local governments & private enterprises to determine feasibility of developing or expanding agricultural processing facilities in Colorado
- Applicant must be a Colorado local government
- \$15,000 maximum award per project; one-to-one matching required, including \$5,000 cash;
- Application deadline March 1 & September 1
- <http://www.ag.state.co.us/mkt/feasibilityApp2003.pdf>



# Southwest Marketing Network



- Increases regional marketing expertise and opportunities for farmers and ranchers in Four Corners area
- Links to technical and financial assistance, marketing information, business and marketing skills, and peer examples to improve profitability, viability and the bottom line for producers
- <http://www.swmarketing.ncat.org/>



# Rocky Mountain Farmers Union



## Cooperative Development Center

- Works to increase producers' ownership in the manufacturing, distribution and retailing sectors of the food industry
- Assists small-scale, minority producers
- Provides technical and advisory assistance on livestock processing and marketing and sustainable agricultural products for cooperatives
- <http://www.co-ops.org/>





# Colorado Organic Producers Association



- Promotes Colorado organically grown products
- Monitors and recommends actions to the official organic certification bodies
- Assists in marketing crops, products and services
- Offers an online Marketing Directory
- <http://www.organiccolorado.org/>



# Agricultural Marketing Resource Center



- AgMRC is a newly formed national electronic or virtual resource center for value-added agricultural groups
- Purpose is to provide producers and processors with critical information to build successful value-added agricultural enterprises
- [www.agmrc.org](http://www.agmrc.org)



# American Grassfed Association



- Established in 2003 with the goal of promoting the grassfed industry through government relations, research, concept marketing and public education
- President: Marlene Groves; (303) 621-1111; [aga@americangrassfed.org](mailto:aga@americangrassfed.org)
- First Annual Conference March 5 & 6, 2004 ~ Topeka, KS
- [www.americangrassfed.org](http://www.americangrassfed.org)



# USDA Farm Service Agency (FSA)



- FSA makes direct and guaranteed farm ownership (FO) and operating loans (OL) to farmers and ranchers who are temporarily unable to obtain private, commercial credit
- Loans can be used to purchase land, livestock, equipment, feed, seed, and supplies or to construct buildings or make farm improvements
- <http://www.fsa.usda.gov/>