Agricultural Marketing Service

These workshops are funded by the USDA’s Agricultural Marketing Service and Farm Credit of Arkansas. The project is facilitated by USDA’s National Institute of Food and Agriculture and coordinated by the USDA-NIFA Regional Rural Development Centers.

Farmer Market & Local Food Promotion Program

Grant Writing Workshops

<table>
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<tr>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>March 16, 2015 – Little Rock</td>
<td>University of Arkansas Cooperative Extension Service Headquarters, 2301 S. University Avenue</td>
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<tr>
<td>April 13, 2015 – Hope</td>
<td>University of Arkansas Community College, at Hope - Hempstead Hall, 2500 S. Main Street</td>
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<tr>
<td>April 16, 2015 – Marianna</td>
<td>UAPB Agri Demonstration &amp; Outreach Center, 330 Lee County Road 407</td>
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<tr>
<td>April 14, 2015 - Jonesboro</td>
<td>Craighead County Cooperative Extension Service Office, 611 E. Washington Avenue, Suite A</td>
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<tr>
<td>April 16, 2015 – Fayetteville</td>
<td>University of Arkansas Food Science Dept., Room D1 &amp; 2, 2650 N. Young Avenue</td>
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<tr>
<td>April 28, 2015 – Pine Bluff</td>
<td>University of Arkansas at Pine Bluff Campus, 1890 Extension Building, Auditorium</td>
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Workshops will focus on effective grant writing strategies for the USDA Agricultural Marketing Service (AMS) Farmers Market Promotion Program and the Local Food Promotion Program. However, techniques and skills learned will be useful across USDA agencies. Workshops are open to all individuals and groups seeking to better connect agricultural producers and consumers through local food systems.

REGISTRATION

- March 16, Little Rock: [https://uaex.co1.qualtrics.com/jfe/form/SV_38cPs1FL2IChF8F](https://uaex.co1.qualtrics.com/jfe/form/SV_38cPs1FL2IChF8F)
- April 13, Hope: [https://uaex.co1.qualtrics.com/jfe/form/SV_1xt9kpEM4eVZE1B](https://uaex.co1.qualtrics.com/jfe/form/SV_1xt9kpEM4eVZE1B)
- April 14, Jonesboro: [https://uaex.co1.qualtrics.com/jfe/form/SV_7Qf0b3In7sLEV8h](https://uaex.co1.qualtrics.com/jfe/form/SV_7Qf0b3In7sLEV8h)
- April 16, Fayetteville: [https://uaex.co1.qualtrics.com/jfe/form/SV_5aNzv9QpNHps0pD](https://uaex.co1.qualtrics.com/jfe/form/SV_5aNzv9QpNHps0pD)
- April 16, Marianna: Contact Iris Crosby - email (adoc@uapb.edu); phone/fax (870-295-3199)
- April 28, Pine Bluff: Contact Iris Crosby - email (adoc@uapb.edu); phone/fax (870-295-3199)

The Arkansas Cooperative Extension Service is an equal opportunity/equal access/affirmative action institution. If you require a reasonable accommodation to participate or need materials in another format, please contact Kristen Kiefer at (501) 671-2299 as soon as possible. Dial 711 for Arkansas Relay.
Grant Writing Workshop Agenda

Welcome & introductions
Overview of grant programs
  • Farmers Market Promotion Program (FMPP)
  • Local Foods Promotion Program (LFPP)
Developing your idea
  • Background & current need
  • Goals
  • Implementation
  • Reality check
  • Impacts & evaluation
  • Outreach & marketing
Preparing your proposal
  • Writing tips
  • Staffing plan & estimating costs
Preparing the application
  • Application process
  • Major application components
  • Project evaluation & scoring
  • Developing your narrative
  • Developing your budget
Additional resources
Wrap up & debrief

QUESTIONS?
Please contact Stacey McCullough (smccullough@uaex.edu, 501-671-2078) or visit www.amsta.net.

University of Arkansas, United States Department of Agriculture and County Governments Cooperating.
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