

Local Agricultural Marketing Program

Tips for Applicants FY26

Farmers Market Promotion Program

*Direct Producer-to-Consumer
Markets*



Local Food Promotion Program

Intermediary Markets



Regional Food System Partnership Program

Partnerships



AMS LAMP Grants: Tips for Applicants FY2026

1. Establish all accounts and identifications required to submit an application prior to application deadline.

To do business with the Federal Government and to submit your application electronically using Grants.gov, you must:

Required Action	Timing to Obtain/Submit	Support Resources
Obtain organization's UEI Number (if you do not already have one)	7-10 business days	UEI Quick Start Guide
Obtain a TIN/EIN (if you do not already have one)	Up to 2 weeks	TIN/EIN Guidance
Establish an ACTIVE SAM.gov account	Up to 4 weeks	Quick Start Links
Create your GRANTS.gov profile and register your organization	Up to 4 weeks	Register with Grants.gov Registering an Organization

WARNING: SAM.gov registration or renewal can take several weeks. Applications cannot be submitted without an active SAM.gov registration. Late registrations may not be accepted as justification for missed deadlines.

2. Allow time for Grants.gov Registration and Application Submission

- Register in [Grants.gov](#), develop your application within the system and submit applications early. **DO NOT WAIT UNTIL THE DAY OF THE APPLICATION DEADLINE.** AMS encourages you to submit your application at least two weeks before the application deadline to ensure all certifications are met.
- Additional Grants.gov resources for support:
 - [Applicant FAQs](#)
 - [Workspace Overview](#)

WARNING: Applications submitted through Grants.gov must pass system validations. Before submitting, verify that all required fields and attachments are complete. Applications missing required documentation may be rejected and not reviewed.

3. Read and Comply with All NOFO Instructions and Requirements to avoid these common issues

- Not meeting the eligibility criteria
- Exceeding page limits or incorrect formatting.
- Failure to attach the required project narrative form.
- Not addressing all questions within each section of the project narrative.
- Incomplete responses to the evaluation criteria

TIP: The Review Criteria is provided within the NOFO and shares additional information regarding how your application will be reviewed and scored. Think like a reviewer when you are reading through your application before submission and make sure that all aspects of the review criteria are addressed. Reviewers will score applications based only on the information provided and failure to comply with all instructions could result in a reduction in the score your application receives from reviewers.

4. Review General Terms and Conditions

- Thoroughly review the [USDA General terms and Conditions](#) and [AMS General Terms and Conditions](#) to understand allowable and unallowable costs. Cost included in the application budget that are unallowable may result in budget reduction.

5. Ensure File Compatibility

- Ensure you have the most recent copy of [Adobe Reader](#) installed on your computer and that it is compatible with [Grants.gov](#) software. This includes ensuring all documents are submitted in compatible format and can be opened using standard software. Files that cannot be opened or reviewed may result in application not being considered.

6. Verify Accurate Data Entry

- Apply to the correct grant program in Grants.gov using the correct Assistance Listing Number (Example: Local Food Promotion Program has the listing number 10.175 and Funding Opportunity Number USDA-AMS-TM-LFPP-G-26-0004”).
- Verify that your UEI number is correctly entered on the SF-424 form cover page.
- Applications submitted under the incorrect Assistance Listing numbers or Funding Opportunity Number may not be reviewed.

7. Comply with All Application Submission Requirements

- The Project Narrative Form is provided as an MS Word document, however applications must be converted to PDF and attached to the Grants.gov application package using the “Project Narrative Attachment Form” link in Grants.gov.
- All required attachments must be included and complete at the time of submission.
- Applications must be submitted before the deadline and successfully validated in Grants.gov.
- Limit application file size/file name characters to 50 or less.
- Avoid special characters in file names (\$, %, &, *, Spanish "ñ", etc.).
- When uploading attachments, click the “Add Attachments” button (do NOT use the “paperclip” icon in Adobe Reader)
- Do not password-protect your documents and make sure all tracked-changes are “accepted.”

Contact Us and Learn More!

For questions about these grant opportunities, after closely reviewing the NOFO and FAQs, please email: FMLFPPGrants@usda.gov for questions related to the Farmers Market and Local Food Promotion Program.

IPPGGrants@usda.gov for questions related to the Regional Food System Partnership Grant.

Program Website Links:

- [Farmers Market Promotion Program](#)
- [Local Food Promotion Program](#)
- [Regional Food System Partnership Program](#)

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