

# Hunger and Its Solutions in New Jersey

## Federal Funding Opportunities Guide

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# Gus Schumacher Nutrition Incentive Program (GusNIP)

## Quick Facts

- **Funding Amount:** \$250 Million over FY 2019-2023, including \$48 million in FY2021
- **Administering Agency:** U.S. Department of Agriculture (USDA)
- **Administering Office:** National Institute of Food and Agriculture (NIFA)
- **Funding Type:** Ongoing grants

## Overview

[Wholesome Wave](#) (WW) was created in 2007 to address diet-related diseases by helping low-income Americans buy and eat healthy fruits and vegetables. Sharing program outcomes from Wholesome Wave's initiative with key decision-makers in Congress was instrumental in securing \$100M for the food equity field through the [Food Insecurity Nutrition Incentive \(FINI\)](#) grant program written into the 2014 Farm Bill. FINI was recently expanded by the 2018 Farm Bill and renamed after the late Gus Schumacher, an original founder of WW.

[GusNIP](#) funds projects that increase the purchase of fruits and vegetables by low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase through nutrition incentive grants. There are three types of GusNIP grants:

- **[SNAP Nutrition Incentives](#):** Competitive grants for projects that use point-of-sale produce incentives to help low-income consumers participating in SNAP to purchase fresh fruits and vegetables at locations such as farmers markets, CSAs, and local retail grocers. A 1:1 funding match is required.
- **[Produce Prescription Programs](#):** Competitive grants for projects that provide "prescriptions" for fresh fruits and vegetables to low-income individuals and households that experience, or are at risk of developing, diet-related health conditions to encourage increased produce consumption through financial, educational, or other incentives. Projects are not to exceed \$500,000 and must be in partnership with a health care entity. No funding match is required.

- **[Training, Technical Assistance, Evaluation, and Information Center\(s\)](#):** Cooperative agreements to establish training, technical assistance evaluation and information center(s) with the goal of helping to develop and disseminate best practices, systems and technologies; provide intensive support for high-need areas; and develop more efficient reporting and evaluations processes. No funding match is required.

Non-profit organizations and government agencies are eligible to apply for nutrition incentive produce prescription grants. The nutrition incentives/produce prescriptions that the grants provide can be used at a variety of food retailers, including local stores, farmers markets, and CSA models. Training and TA grants are limited to nongovernmental organizations, state cooperative extension services, regional food systems centers, Federal, State or Tribal agencies, and institutions of higher education.

## Timeline

Nutrition Incentives and Produce Prescription grants are offered annually, and projects can last up to three years. The training and technical assistance grant type is offered every 4 years and the next year of funding is FY 2023. Read the latest [RFA](#).

## Status in New Jersey

In 2021, [City Green](#) was awarded the first GusNIP grant in New Jersey to support their nutrition incentive program, [Garden State Good Food Network](#). City Green grows and distributes food to their local community through a network of farmer's markets and location-specific deliveries via the "Veggie Mobile," with a goal of providing access to local farm-fresh food along with meaningful job and volunteer opportunities in an agricultural setting.

They offer Double Bucks, for WIC and SNAP participants to use their federal food benefit dollars to purchase local foods at these locations. With this GusNIP funding, City Green will expand their network from 24 to 40 fresh produce retailers reaching 3 new high-need counties in NJ; 60 local farmers will be supported; 90% of New Jersey's SNAP-authorized farmers markets will offer nutrition incentives by the end of the project period. City Green has offered nutrition incentives at farmers markets since 2011, and with this expansion will be incorporating brick-and-mortar grocery stores into the incentive program for the first time.

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## Exemplary Models

### **Farmers' Markets and Beyond: Expanding the California Nutrition Incentive Program**

*\$7,166,877 | CA Department of Agriculture | California*

An expansion of the California Nutrition Incentive Program (CNIP) by California Department of Food and Agriculture (CDFA) to distribute \$8,345,789 of California grown fresh fruits and vegetables through incentive, use technological innovation to pilot real-time data entry through tablet and hot-spot technology at 30 farmers' market, implement outreach and promotional strategies that will reach approximately 2,000,000 SNAP participants through multiple platforms, build a Community of Practice and lead four webinars and one 2-day, face-to-face conference each year. The program provides a 1:1 match in farm-direct sites and a direct 50% discount in grocery retailers on all California-grown fruits and vegetables, and up to \$100 per household/month. CDFA will increase redemption sites 30% over the course of the grant.

Additional models found [here](#).

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## WIC Special Project Innovation Grants

### Quick Facts

- **Funding Amount:** \$6 million (FY2021)
- **Administering Agency:** USDA
- **Administering Office:** Food and Nutrition Service (FNS)
- **Funding Type:** annual grant

### Overview

USDA FNS, most recently through an academic or non-profit third party (currently the [Council for State Governments](#)), awards [WIC Special Project Grants](#) on a competitive basis to test innovative projects that have the potential to improve and enhance the WIC Program. [Projects](#) support opportunities to improve and streamline the delivery of WIC services, provide quality nutrition education to WIC participants, and leverage technology to implement customer service enhancements to the WIC certification and eligibility determination process. State and local WIC agencies are eligible for funding. The maximum award amount is \$2 million with no lower limit. No matching funds are required.

### Timeline

Grants are typically offered on an annual basis as funding allows and are for a duration of 1 year. In the [latest grant cycle \(FY 2021\)](#), subgrants were made through the Council of State Government. Their [RFA](#) was announced in June 2020, Letters of Intent were due in November 2020, with final applications due January 2021. Successful awardees were notified in March 2021 and have until the end of June 2022 to expend funds.

### Status in New Jersey

Since the inception of the WIC Special Project Grant program (FY 2000), New Jersey has never received a WIC Special Projects grant.

### Exemplary Models

#### Colorado WIC Program - State WIC Agency

The Colorado State WIC program will enhance the WIC certification process through conducting a thorough update of all existing WIC digital tools and creating new digital tools to increase WIC enrollees' access to information, and facilitate scheduling certification appointments. Digital tools to be created include a client

portal, an integrated texting and ChatBot feature, and a WIC staff intranet and customer relationship management system.

#### Pennsylvania WIC Program (Lead) and West Virginia WIC Program - State WIC Agency Consortium

The Pennsylvania State WIC program, in collaboration with the West Virginia State WIC program, intends to provide their local WIC agencies with access to their state's Health Information Exchange (HIE). They also propose to establish WIC Medical Liaisons in both states, and those liaisons will conduct outreach to primary care providers. These efforts aim to increase the amount of health information available to WIC staff prior to certification appointments, allowing staff to provide more tailored nutritional information during the initial certification appointment and reducing the length of certification appointment times. The consortium's project will also establish a document sharing portal to allow potential participants and/or referring physicians to upload documentation prior to certification appointments.

#### WIC and Head Start Better Together Collaboration Project - State WIC Agency

The project established a formal partnership between Connecticut's WIC and Head Start Program to increase participation and retention in both programs. The goal was to formalize a partnership on two levels, one at the state level and one at the local level. A state MOU was created to formalize participant data sharing among WIC local agencies, Head Start grantees and both state entities for WIC and Head Start. Local level MOU's were either updated or developed to promote collaboration and communication between the local programs. State activities included meeting regularly to refine and develop project materials, creating the Better Together toolkit, and hearing feedback from the liaison. Local activities included responding to monthly surveys, attending quarterly meetings with intervention sites and conducting local project activities.

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## Team Nutrition Grants

### Quick Facts

- **Funding Amount:** \$5.5 million (FY 2021)
- **Administering Agency:** USDA
- **Administering Office:** Food and Nutrition Service
  - Team Nutrition
- **Funding Type:** Annual grant

### Overview

[Team Nutrition](#) is an initiative of the USDA Food and Nutrition Service to support the child nutrition programs through training and technical assistance for foodservice, nutrition education for children and their caregivers, and school and community support for healthy eating and physical activity.

[Team Nutrition Training Grants](#) play an important role in helping state agencies deliver training and nutrition education that supports the USDA child nutrition programs. The specific [objectives](#) of Team Nutrition grants vary from year to year, but the consistent overarching goal is to improve children's lifelong eating and physical activity habits by using the principles of the Dietary Guidelines for Americans and the USDA Food Guidance System.

In the latest round of funding (FY 2021), FNS provided grants to [Cohort A](#) and [Cohort B](#), each to assist states in helping schools offer meals supported by recipes that utilize local agricultural products and reflect local food preparation practices and taste preferences. The FY 2021 Team Nutrition Training Grant builds upon, but does not duplicate, existing Farm to School efforts.

State agencies that administer the National School Lunch Program and/or School Breakfast Program are eligible to apply. Grants have an award ceiling of \$300,000. Total grant funding available and number of grants awarded [varies from year to year](#).

### Timeline

Grants are awarded annually and projects have a duration of approximately 2 years. The most recent [RFA](#) was announced in January 2021, with LOI due in February 2021, final applications due April 2021, and grantees announced August 2021.

## Status in New Jersey

New Jersey does not have FY 2021 Team Nutrition grant funds, nor has the state had Team Nutrition grant funding at least since FY 2016.

### Exemplary Models

**Arizona Department of Education** will develop four standardized recipes featuring traditional Native American foods including white Sonora wheat, blue corn, tepary beans, and Hopi winter squash. The USDA recipe standardization approach (a five phase recipe standardization process) will be used in conjunction with state-developed recipe preparation and nutrition education toolkits. At least four schools will serve the recipes as part of school meals in conjunction with local farmer visits.

**Iowa Department of Education** will support and improve healthy child care environments throughout the state by encouraging healthy habits to start early. They will deliver training to 30 child care centers and approximately 400 family day care homes on updated Child and Adult Care Food Program meal pattern requirements and ways to incorporate locally-grown foods on menus. Team Nutrition's [Grow It, Try It, Like It!](#) nutrition education kit will be used to encourage children to try new foods. Parents and the community will also be engaged to support a healthy child care environment. The University of Iowa will use a quasi-experimental research design to gather qualitative and quantitative data to examine program implementation outcomes.

Additional models can be found [here](#).

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# Healthy Food Financing Initiative (HFFI)

## Quick Facts

- **Funding Amount:** \$3 million (FY 2020)
- **Administering Agency:** USDA
- **Administering Office:** Rural Development Office
- National Funds Manager: [Reinvestment Fund](#)
- **Funding Type:** grant, loans, technical assistance, and programming

## Overview

The [HFFI](#) helps to improve access to healthy foods in underserved areas, to create and preserve quality jobs, and to revitalize low-income communities by providing loans, grants, and technical assistance to eligible fresh, healthy food retailers and enterprises to overcome the higher costs and initial barriers to entry in underserved areas.

The HFFI is a public-private partnership administered by [Reinvestment Fund](#), a national, nonprofit Community Development Financial Institution (CDFI) on behalf of USDA. As the National Fund Manager for HFFI, Reinvestment Fund is responsible for leveraging private capital, establishing financing and technical assistance programs, and channeling capital to fund eligible projects and partnerships. Currently, Reinvestment Fund offers [two grant types, a Targeted Small Grants \(TSG\) Program and a Technical Assistance \(TA\) Program](#). No match funding is required.

The TSG program will support projects aiming to strengthen, expand, and innovate within the food retail supply chain. The program could assist a variety of organizations, business models, and capital needs of ventures that process, distribute, aggregate, market, and sell healthy, fresh, and affordable foods to underserved communities and markets. Technical Assistance (TA) Program supports healthy food retailers with capacity building; identifying food access needs and potential interventions; project planning; market studies; feasibility studies; business planning; financial modeling; appraisals; and community or customer engagement.

For-profit businesses, cooperative businesses, nonprofit organizations, and state, local, and tribal governments and governmental agencies are eligible to apply for projects in [eligible areas](#).

## Timeline

The RFA is opened annually. The latest [2020 RFA](#) for the HFFI Targeted Small Grants Program was released in May 2020 with letters of intent due in July 2020. Eligible applicants were then invited to submit a full application with applications due 45 days after invitations were sent.

## Status in New Jersey

\$3 million in financial assistance was awarded to [20 projects](#) through the 2020 round of HFFI TSG Program. [New Jersey did not receive current HFFI TSG funding](#), however, [New Jersey has had many projects funded with HFFI funding](#) via the [New Jersey Food Access Initiative](#) which is also supported by the Robert Wood Johnson Foundation (RWJF).

## Exemplary Models

### New Jersey Food Access Initiative

*New Jersey | Reinvestment Fund*

The Reinvestment Fund partnered with the New Jersey Economic Development Authority in 2009 to create the New Jersey Food Access Initiative (NJFAI). In 2012, RWJF invested \$12 million into the initiative. NJFAI makes sub-grants and loans available to support supermarket developers and operators, food hubs, and other formats of fresh food retail that will increase access to fresh, healthy foods in underserved areas across the state, with emphasis on serving the following ten cities: Atlantic City, Camden, East Orange, Elizabeth, Jersey City, Newark, New Brunswick, Paterson, Trenton, and Vineland. NJFAI has financed 22 projects with loans and grants totaling \$25.2 million since August 2016 with many projects receiving HFFI funding. NJFAI funded projects have served 475,000 people, retained or created more than 1,700 permanent jobs, and developed 610,000 square feet of food retail space.

### AEDS Little Africa Market and Food Business Incubator

*\$200,000 | St. Paul Minnesota | African Economic Development Solutions*

The African Economic Development Solutions (AEDS) is a nonprofit organization and certified CDFI founded in 2009 in the Twin Cities to build wealth within African immigrant communities. AEDS will use HFFI funds to purchase an 8,190 square foot site in the Hamline-Midway section of St. Paul and develop Pan-African immigrant cooperative market with retail food sales, a commercial kitchen and bakery, a new office

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headquarters, and community meeting and gathering spaces. The community-focused cooperative market will help preserve access to cultural foods among low-income African immigrants in St Paul.

**Philly Foodworks**

*\$131,600 | Philadelphia, PA | Philly Foodworks*

Philly Foodworks (PFW) is a food hub that works to develop a reliable regional food system for Philadelphia. PFW works with local farms and producers to aggregate product and support their growth while building markets for local food. PFW is moving its operations to a new warehouse in the Nicetown – Tioga section of Philadelphia where an HFFI grant will help PFW develop an onsite retail location and expand aggregation operations for its direct-to-consumer CSA model.

Additional models can be found [here](#).



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## Specialty Crop Block Grant Program

### Quick Facts

- **Funding Amount:** \$73 million annually + \$97 million COVID-19 stimulus
- **Administering Agency:** USDA
- **Administering Office:** Agriculture Marketing Service
- **Funding Type:** ongoing yearly, grant funding
- **New Jersey Contact:** [New Jersey Department of Agriculture](#)

### Overview

The purpose of the [Specialty Crop Block Grant Program](#) (SCBGP) is to enhance the competitiveness of specialty crops. Specialty crops are defined as “fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture).”

Examples of projects aimed at enhancing the competitiveness of specialty crops related to food security and economic development include developing local produce online ordering options including options for WIC and SNAP benefit use, social marketing for specialty crops and nutrition incentives directed to individuals with low income, and expanding small producers’ sales channels, including matching producers to child care and vice versa.

State Departments of Agriculture are eligible to apply directly to the U.S. Department of Agriculture for grant funds. Organizations interested in the SCBGP apply to their [state agency](#) for funding. Eligible organizations include producer groups, trade associations, nonprofits, and colleges and universities. [Application deadlines](#) for organizations range from late January to Early May depending on the state. New Jersey’s application deadline was April 9th for the most recent fiscal year.

### Timeline

Grants are awarded annually with a max duration of 3 years for each grant awarded. Applications from State Departments of Agriculture to USDA are typically due around June with states soliciting grant applications from eligible organizations before then. In the last fiscal year, New Jersey’s organization grant application deadline was April 9th with an extension to May 10th. Funds are available on October 1 of the fiscal year applied for.

## Status in New Jersey

In Fiscal Year 2021, the New Jersey Department of agriculture was awarded \$749,758 for 11 separate projects ranging from \$24,000 to \$348,000 in scale.

### Exemplary Models

#### **Enhancing Sales of Locally Grown Produce through a Single Box Multi Produce Item Web Based Purchasing Platform for distribution directly to individuals**

*New Jersey | \$39,520*

The Landisville Produce Co-operative, a.k.a. (LPC) will increase the sales of its grower members local foods through a new system of direct customer ordering of a single box quantity of produce via a web site ordering portal. The system will allow individual persons to place orders for a variety of local produce supplied by the Co-op’s grower members. These produce items will then be subjugated into a single carton box and allocated for either pick-up or shipment via Doordash, Grubhub, or other distribution vehicles directly to consumers

#### **Building Demand Among Low-Income Clients For Specialty Crops Sold at the 61st Street Farmers Market**

*Illinois | \$26,330*

The 61st Street Farmers Market, a program of the Experimental Station, seeks to further expand our Market’s educational programming and partnership with Carnegie Elementary School and Jackson Park Terrace to rebuild local knowledge of the nutritional benefits and pleasure of consuming fresh and healthy foods, and knowledge of how to grow and prepare them. In so doing, the Market seeks to increase SNAP client participation in the Market as well as sales of Illinois Specialty Crops sold there. Through point-of-sale data collection and evaluative surveys, there will be increased demand for and consumption of produce, as a result of robust and dynamic educational outreach.

#### **Cultivate the Crunch**

*Wisconsin | \$1,291,094*

The Center for Integrated Agricultural Systems at UW-Madison will increase sales of Wisconsin-grown apples to Wisconsin institutions (K12 schools, hospitals, early care centers, and colleges) by leveraging the Great Lakes Great Apple Crunch to provide direct training, technical assistance, and outreach materials to the state’s apple growers and supply chain partners.

Additional models found [here](#).



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# Sustainable Agriculture Research and Education Grants (SARE)

## Quick Facts

- **Funding Amount:** varies
- **Administering Agency:** USDA
- **Administering Office:** National Institute for Food and Agriculture
- **Funding Type:** annual grant
- **New Jersey State Contacts:** [Rutgers University](#)

## Overview

The [Sustainable Agriculture Research and Education \(SARE\) program](#) is a decentralized competitive grants and education program. The program is run by four regions (New Jersey is in the [Northeast](#) region) hosted by land grant institutions (Rutgers in New Jersey). Farmers and ranchers, researchers, extension agents, and other educators are eligible to apply for SARE grants.

SARE's grants support research and education projects that develop innovations that improve farm profitability, protect water and land, and revitalize communities. Topical areas that SARE grants can address relevant to addressing food insecurity include marketing, sustainable communities, integrated systems, local and regional food systems, and more.

## Timeline

Grants are offered annually at varying times [depending on the grant type](#).

## Status in New Jersey

Since 1988, [SARE has provided \\$3.9 million](#) for [113 projects](#) in New Jersey. However, none of the projects have been sustainable community development focused.

## Exemplary Models

### A [mobile farmers' market for senior and WIC Farmers Market Nutrition Program beneficiaries](#)

*\$19,498 | Pennsylvania | Threshold Foundation*

Seniors and residents of low-income neighborhoods lack access to affordable fresh fruit and vegetables. Farmers in our area of Lancaster County and southeastern Pennsylvania have limited opportunities for direct marketing. We propose a Mobile Farmers Market (MFM) that delivers fresh produce to seniors at independent living facilities and to residents of low-income neighborhoods throughout Lancaster County, where we

are located, and adjoining areas in Chester, Delaware, and Montgomery counties. The project will address needs in three areas:

1. Seniors and residents of low-income neighborhoods lack of access to affordable fresh fruit and vegetables.
2. Offer direct marketing opportunities for Farmers in our area of Lancaster County and southeastern Pennsylvania.
3. Provide Dig It! Young farmers with an opportunity to expand their marketing opportunities.

### [On-Line Farm to Workplace System](#)

*\$14,985 | Vermont | Rutland Area Farm and Food Link*  
Rutland Area Farm and Food Link (RAFFL) has operated a farm to workplace program each summer for the past four years. We have implemented two types of programs: a CSA-style model and an on-line farmers market model. The CSA model reaches 5% of employees at each worksite. Surveys of participants consistently state that more choice, more variety of products, and the ability to spread cost across the season are desired. To address this, an on-line farmers market model was piloted and reached 23% of the employees at the pilot worksite. Both the customer experience and farm experience rated very highly. RAFFL worked with worksite coordinators and participating farms to develop the system, Yourfarmstand. The on-line system handles payments, generates clearly labeled order reports for farmers and worksite coordinators, and manages information flow (such as automatic reminders).

Additional models found [here](#).

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## Farm to School Grant Program

### Quick Facts

- **Funding Amount:** \$10,000,000 (2021)
- **Administering Agency:** USDA
- **Administering Office:** Office of Community Food Systems
- **Funding Type:** Annual, Competitive Grant

### Overview

The [Farm to School Grant Program](#), established by the Richard B. Russell National School Lunch Act (NSLA), helps organizations implement activities related to increasing access to local and fresh foods in schools. Funding for the program is provided by the NSLA and agricultural appropriations. Maximum award amount per organization is \$100,000 and projects require a 25% match of total program cost from outside sources.

There are several types of grants (Turnkey, Implementation, and State Agency). Eligibility is determined by project selection. Schools or institutions that participate in CACFP, SFSP, NSLP, and/or School Breakfast, local agencies, Indian Tribal Organizations, agricultural producers, and non-profit entities are eligible for the Turnkey and Implementation grants. State agencies can apply for a State Agency or Turnkey grant. Federal funding flows directly to [grantees](#), so organizations get the money upfront, instead of as a reimbursement or through the state agency as an intermediary.

Examples of how funds have been used include:

- Developing strategies that support local sourcing  
Increasing the purchase and consumption of locally grown, fresh food, such as fruits, vegetables, and dairy products
- Investing in school kitchen infrastructure
- Food safety training for farmers and food service workers
- Creating and managing school gardens
- Nutrition education and garden-based curriculum

### Timeline

The annual Request for Applications (RFA) usually is released in October, with a deadline in early January. For [example](#), the FY 2021 RFA was released in October with the deadline the following January. The award recipients are typically announced between March and June. The estimated award date for this fiscal year was June 2021.

## Status in New Jersey

From FY 2013 through FY 2018, [New Jersey has applied for \\$1.8 million in grants and received \\$300,000](#) - a 1 percent success rate. This ranks New Jersey 38th in the US for successful grant applications. From FY 2019 through FY 2021, New Jersey has received three implementation grants, one each year, in Trenton, Newark, and Patterson.

### Exemplary Models

**Colorado Department of Public Health and Environment**  
*\$65,000 | Denver, Colorado | State Agency Grant*  
CDPHE serves to improve access to local foods for children in care across Colorado. Through the Transitioning ECE and Agriculture Meal Environments (TEAM) grant CDPHE will award eligible Child and Adult Care Food Program participants an incentive based sub-grant to increase local food served to children in care. CDPHE will strengthen existing partnerships with Colorado Department of Education and Nourish Colorado to provide agricultural and procurement training. The TEAM grant will implement technical assistance strategies to increase peer to peer networking and improve the nutritional quality of meals served to children.

#### Third Sector New England

*\$98,303 | Boston, Massachusetts | Implementation Grant*  
The Growing Strong and Equitable Farm to ECE Programs in New England Project will improve access to local foods for New England children who are enrolled in early childhood education (ECE) programs operating the Child and Adult Care Food Program (CACFP). Over two years, the project will: 1. Support, connect, and amplify the voices of ECE practitioners by creating and coordinating a New England Farm to ECE Community of Practice (COP). 2. Conduct an Ecosystem Assessment of Farm to ECE opportunities, barriers, and inequities to fuel the work of the New England Farm to ECE COP. And 3. Provide professional development training paired with implementation mini-grants for ECE practitioners in the six-state region. This three-pronged approach will enable ECE practitioners in New England to provide more Farm to School programming that includes local procurement and agricultural education efforts.

Additional models found [here](#).

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## Community Food Projects Competitive Grants Program

### Quick Facts

- **Funding Amount:** \$4.8 million (FY 2021)
- **Administering Agency:** USDA
- **Administering Office:** NIFA
- **Funding Type:** annual grants

### Overview

The [Community Food Projects Competitive Grants Program \(CFPCGP\)](#) aims to meet the food needs of low-income individuals through food distribution and enhanced access to the federal nutrition programs, promote comprehensive responses to local food access, farm, and nutrition issues, meet specific food and agriculture needs for infrastructure, plan for long-term solutions, and conduct marketing activities that mutually benefit producers and consumers.

There are two types of grants, Community Food Projects (CFP) and Planning Projects (PP). CFP grants are not to exceed \$125,000 in a single year or \$400,000 in four years. Planning Project grants are up to \$35,000. Public food program service providers, tribal organizations, or private nonprofit entities, including gleaners are eligible. [A 1:1 funding match is required.](#)

[Examples](#) of CFPs include, but are not limited to, community gardens, market stands, value chain projects, food hubs, farmers markets, farm-to-institutions, and marketing & consumer cooperatives. Examples of PPs include, but are not limited to, community food assessments, coordination of collaboration development plans, GIS analyses, food sovereignty studies, and farm-to-institution exploration.

Preferred projects also develop linkages between two or more sectors of the food system, support the development of entrepreneurial projects, develop innovative linkages between the for-profit and nonprofit food sectors, encourage long-term planning activities and multisystem, and build long-term capacity of communities to address the food and agricultural problems of communities, such as food policy councils and food planning associations.

### Timeline

The RFA is opened annually and applicants usually have 6 months before the application closes. The [2021 RFA](#) was

posted in December and the applications were due the following May.

### Status in New Jersey

[New Jersey has received two CFPCGP grants](#) in the program's history and the state does not have a current CFPCGP grant.

### Exemplary Models

#### The Village Market Place Local Food Hub Development Project

Community Services Unlimited (CSU), a grassroots nonprofit in South Central Los Angeles (SCLA) received \$400,000 in funding to expand the impact of the organization's successful social enterprise, the Village Market Place (VMP). The VMP has demonstrated success increasing access to fresh, local, produce in SCLA and has shown that there is significant demand for local, seasonal, produce among residents at all income levels, including those receiving CalFresh benefits (SNAP). The Food Hub will include South LA's first organic market and an on site urban farm and healthy café. This expansion will allow the VMP to meet the increasing demand for high quality foods in a severely underserved neighborhood, while building the market for small growers, creating local jobs and keeping dollars circulating in the local economy, thus building long term community wealth. All aspects of this work will have an educational component, will engage at-risk youth through the well established From the Ground Up youth program and will leverage existing and new relationships to deepen and build connections between various sectors of the food system to benefit under-served south LA residents and small California farmers. By August 2020, CSU plans to increase access to fresh, local, seasonal produce and other sustainably produced foods, sourced from Southern California small agricultural producers, for the low-income residents of South Central Los Angeles and other underserved areas of Los Angeles via the multiple channels offered by the VMP; increase local food production and community food self-reliance in SCLA through establishing a productive urban farm at the PRCWC; and increase the level of knowledge among low-income SCLA residents, and others at-risk of developing diet related diseases, through training and education that promotes the purchase and eating of healthy foods, home food preparation and home food production in order to improve health.

Additional models can be found [here](#).

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## Local Food Promotion Program (LFPP)

### Quick Facts

- **Funding Amount:** \$38.5 million (FY2021)
- **Administering Agency:** USDA
- **Administering Office:** AMS
- **Funding Type:** Annual grant

### Overview

[The Local Food Promotion Program \(LFPP\)](#) funds projects that develop, coordinate and expand local and regional food business enterprises that engage as intermediaries in **indirect** producer to consumer marketing to help increase access to and availability of locally and regionally produced agricultural products. There are [two types of grants](#), planning projects which range from \$25,000 to \$200,000 and implementation projects which range from \$100,000 to \$750,000. A 25% match is required for both.

Eligible entities may apply if they support local and regional food business enterprises that process, distribute, aggregate, or store locally or regionally produced food products. Entities that are eligible to apply include agricultural businesses and cooperatives; CSA and producer networks and associations; food councils and Regional farmers' market authorities; local and Tribal governments; and nonprofit, public benefit, and economic development corporations.

Grants can be used for activities including:

- Feasibility study for an food channel (i.e., food hub).
- Hiring experts for technical assistance to implement a local/regional food transportation system.
- Cultivating new wholesale market channels through an online portal or virtual marketplace.
- Hiring experts for training on managing a local/regional food storage or processing facility.
- Providing financial support to enhance practices and equipment to improve food safety.

### Timeline

The RFA is opened annually. The [2021 RFA](#) was posted in May 2021 and applications were due in late June 2021.

### Status in New Jersey

[Since FY 2014](#), New Jersey has been awarded 5 implementation and 1 planning grant, much fewer than many neighboring states or states of similar population.

There were no New Jersey funded projects in FY 2015 or FY 2019. Projects have been focused in the Montclair, Morristown, Ashbury Park, and New Brunswick, NJ.

### Exemplary Models

#### **Harnessing Local Value-Added Production Social Enterprise to Expand Sales Opportunities and Healthy Food Access in Central New Jersey**

*\$293,750 | [Elijah's Promise](#) | New Brunswick, NJ*

The project established a social enterprise that uses value-added products to create new markets and jobs in the local food economy. Direct-to-consumer fresh produce markets are saturated in Central New Jersey. Value-added products increase revenue by diversifying product line, extending product shelf-life, and reducing waste. Concurrently, not-for-profit Culinary Schools and existing food entrepreneurs benefit from being able to prepare their students for careers in value-added and small-scale food manufacturing. Ultimately, the goal of this project is to connect farmers and emerging culinarians through the creation of a social enterprise at Elijah's Promise and Promise Culinary School. Leveraging underutilized commercial kitchen space will generate a viable value-added enterprise that benefits farmers, markets, their communities, and emerging culinarians.

#### **Montclair Community Farms Market Expansion Project**

*\$371,293 | [Rutgers University](#) | Piscataway, NJ*

There is increasing demand for locally grown crops. Wheat produced in New Jersey must be trucked to the closest organic mill in Pennsylvania for processing and returned to New Jersey for distribution and sale. Despite demonstrating the feasibility of growing and selling local organic wheat, farmers remain hesitant to grow organic small grains as the market is emerging. The goal of this project is to stimulate demand for local organic small grains through value-added products, and as a result strengthen the local food system and improve income and economic opportunities for NJ farmers and youth entrepreneurs. This project will lead youth through entrepreneurship projects that support the marketing, distribution and sale of value-added products (e.g. pizza, pancake mix, and bread) for sale on Montclair Community Farms Mobile Farm Stand, farmers markets, an online marketplace, and Agritourism events. This project builds upon prior work of Rutgers Cooperative Extension in distributing food to Essex County.

Additional models can be found [here](#).



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# Farmers Market Promotion Program

## Quick Facts

- **Funding Amount:** \$38.5 million (FY 2021, excluding COVID-19 stimulus funding)
- **Administering Agency:** USDA
- **Administering Office:** AMS
- **Funding Type:** annual, grant funding

## Overview

The [Farmers Market Promotion Program \(FMPP\)](#) funds projects that enhance direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products by supporting and providing outreach, training, and technical assistance to farmers markets, roadside stands, CSA programs, agritourism, online sales, or other direct producer-to-consumer (including retail, restaurant, and institutional marketing) market opportunities.

Eligible entities include agricultural businesses and cooperatives, CSA networks and associations, Food Councils, Economic development corporations, local and Tribal governments, non-profits, producer networks, and regional farmers' market authorities.

The [latest RFA](#) and [FAQ](#) indicates that projects require a 25% match and can last up to three years. Subgrants are allowed. Two grant types are offered, Capacity Building (CB) and Community Development Training and Technical Assistance (CTA) project types. CB projects range from \$50,000 to \$500,000. CTA projects range from \$100,000 to \$750,000.

CB projects activities can include, but are not limited to:

- Providing TA for producers to become compliant with regulatory and buyer standards (i.e. CACFP standards)
- Farmers market, CSA, or online sales activity startup, operation and/or expansion.
- Recruitment, outreach and retention of new, beginning, and socially disadvantaged farmers and ranchers, as well as to consumers to markets.
- Training for coalitions of farmers, ranchers, or managers (i.e., farmers market managers) to help them develop or maintain their own direct producer-to-consumer enterprise.
- Assisting farmers in advertising and promoting their local products.

- Establishing or expanding producer-to-consumer networks and organizations.

## Timeline

The RFA is opened annually. In the latest grant cycle, the RFA was posted in early May and the applications were due in late June.

## Status in New Jersey

From FY 2016 to FY 2020, New Jersey has been [awarded 4 FMPP grants](#) for a total of almost \$800,000. New Jersey currently has a grant for FY 2020, but did not have grants for FY 2016 or 2019. FMPP grants have been implemented in New Jersey communities including Clifton, Piscataway, Mount Holly, and Camden.

### County of Camden, Camden County Farmers Market \$79,395.11 / Camden, NJ / FY2020

The purpose of the project is to enhance sustainability efforts by funding a farmers market to provide healthy, locally grown food to the underserved population of Camden County. The County will host a regular farmers market at their sustainability campus and a weekly pop-up market in Camden City to target those who have limited access to transportation. Camden County has many food deserts and high rates of poverty and food insecurity. The County has been making efforts to combat this, including the construction of a sustainability campus that supports both environmental efforts and food accessibility.

## Exemplary Models

### Bridging the Tucson Tech Gap: Leveling-up Agricultural Producers in our City of Gastronomy through Technology, Training, and Tourism

*\$250,000.00 / Tucson, AZ / FY 2020*

The project aims to help the region's food producers level-up their technology, marketing, and business skills and to unify and amplify their overall marketing to improve consumer access and knowledge of our unique food heritage. Capacity building will be provided through the intensive Startup Tucson Food Accelerator to help participants develop new revenue streams, products, and services. Access to online webinars, branding assistance, and expert mentoring will increase participants' comfort with eCommerce and customer-facing digital marketing. Collaborator will build modern eCommerce websites to help those unable to create their own. Working with the agritourism and marketing specialists at Visit Tucson, participants and local producers will join a new online

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retail shop that aggregates these businesses into one location for easy consumer access. This shop will be embedded in Visit Tucson's existing tourism site that attracts 1.1 million annually and paired with a robust regional marketing campaign to instantly expand reach for these producers. Expected outcomes include increased technological and entrepreneurial skills, consumer access, and digital sales for participants, new value added agricultural products for our region and increased consumer access of local products.

**City Green Garden State Good Food Network and Veggie Mobile Operation**

*\$419,754.30 | Camden, NJ | FY2017*

The City Green will launch a statewide marketing initiative to expand the Garden State Good Food (GSGF) Network to reach 33 total farmers' markets over the next 3 years. The GSGF Network's nutrition incentive program is currently operating at nine New Jersey farmers' markets and is coordinated by City Green. The program brings greater economic opportunities to farmers and improves access to good nutrition for low-income consumers. In addition, the project will expand the City Green Veggie Mobile operations, reaching some of the highest at risk neighborhoods with the least access to affordable farm fresh produce. This organization will expand over the next 3 years to reach 4 counties and municipalities creating access, running their Double Value Coupon Program, and supporting farmers by operating a mobile market to increase sales.



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## Local Food Purchase Assistance Cooperative Agreement Program

### Quick Facts

- **Funding Amount:** \$400 million (FY 2020)
- **Administering Agency:** USDA
- **Administering Office:** Agricultural Marketing Service
- **Funding Type:** Grants
- **New Jersey State Contacts:**

### Overview

The USDA Agricultural Marketing Service is establishing the [Local Food Purchase Assistance Cooperative Agreement Program](#) (LFPA). The LFPA program is part of the “Build Back Better” initiative, authorized by the American Rescue Plan. The purpose of this program is to maintain and improve food and agricultural supply chain resiliency and the program will award up to \$9.7 million to New Jersey through non-competitive cooperative agreements with state and tribal governments to support local, regional, and socially disadvantaged farmers and ranchers through the purchase of domestic local foods. Local and regional farmers and ranchers are those within the state or 400 miles of delivery destination. The cooperative agreements will allow for state and tribal governments to procure and distribute local and regional foods and beverages that are healthy, nutritious and unique to their geographic area. The food will meet the needs of the population, and serve feeding programs, including food banks, schools and organizations that reach underserved communities. In addition to increasing local food consumption, funds will help build and expand economic opportunity for local and socially disadvantaged producers.

### Timeline

Applications must be received by 11:59 p.m. Eastern Time on April 5, 2022, through [Grants.gov](#). Applications received after this deadline will not be considered for funding.

### Status in New Jersey

USDA has solicited [contact information](#) from each state so that interested participants may reach out. New Jersey Department of Agriculture has not submitted this information to date.

## Value-Added Producer Grants

### Quick Facts

- **Funding Amount:** Planning grants (\$75,000), working capital grants (\$250,000). \$76 million in total funding is available.
- **Administering Agency:** USDA
- **Administering Office:** Rural Development Office
- **Funding Type:** Grants
- **New Jersey State Contacts:** [New Jersey Value-Added Producer Grants contact](#)

### Overview

[Value-Added Producer Grants](#) (fact sheet) help agricultural producers enter into 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. You may receive priority if you are:

- A beginner farmer or rancher;
- A socially-disadvantaged farmer or rancher;
- A small or medium-sized farm or ranch structured as a family farm;
- A farmer or rancher cooperative or are proposing a mid-tier value chain

Grants are awarded through a national competition. Each fiscal year, applications are requested through a notice published in the [Federal Register](#) and through an announcement posted on [Grants.gov](#). Grant and matching funds can be used for planning activities or for working capital expenses related to producing and marketing a value-added agricultural product. Examples of planning activities include conducting feasibility studies and developing business plans for processing and marketing the proposed value-added product. Examples of working capital expenses include processing costs, marketing and advertising expenses, and some inventory and salary expenses.

### Timeline

The deadline for paper applications was May 4, 2021. Applications are permitted via [Grants.gov](#) and were due by 11:59 p.m. Eastern time on April 29, 2021. Application toolkits can be accessed through [Grants.gov](#).

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## Regional Food System Partnership Program

### Quick Facts

- **Funding Amount:** Awards totaling \$3.4 million were made to 16 Planning & Design projects and awards totaling \$11.4 million were made to 14 Implementation & Expansion projects (FY 2021).
- **Administering Agency:** USDA
- **Administering Office:** Agricultural Marketing Service
- **Funding Type:** Grants
- **New Jersey State Contacts:**

### Overview

[The Regional Food System Partnerships program](#) (RFSP) supports partnerships that connect public and private resources to plan and develop local or regional food systems. The program focuses on strengthening the viability and resilience of regional food economies through collaboration and coordination. These projects are funded for a two- or three-year period beginning October 31, 2021.

Eligible entities include:

- Producers.
- Farmer or rancher cooperatives.
- Producer networks or associations.
- Majority-controlled producer-based business ventures.
- Food councils.
- Community supported agriculture (CSA) networks or associations.
- Local governments.
- Nonprofit organizations.
- Public benefit organizations.
- Economic development organizations.
- Regional farmers market authorities.
- Tribal governments.

Eligible partners include:

- State agencies or regional authorities.
- Philanthropic corporations.
- Private corporations.
- Institutions of higher education.
- Commercial, federal or farm credit system lending institutions.

### Timeline

Applications are permitted via Grants.gov and were due by 11:59 p.m. Eastern time on July 6, 2021.

### Exemplary Models

#### Feeding Change: Increasing Food Security and Workforce Development Opportunities in Alaska

**Recipient:** Alaska Longline Fishermen's Association, Sitka, AK

**Project Type:** Planning & Design

**Award Amount:** \$189,100

**Match Amount:** \$20,000

**Total Project Amount:** \$209,100

The goal of the proposed 2-year project is to build on this successful pandemic initiative by designing and implementing a planning and assessment process to establish a 10-year, statewide, seafood distribution and workforce development plan that includes a sustainable non-federal financial strategy to serve Alaska's rural and historically marginalized communities.

#### Creating High Value Market Opportunities for California's Small- and Mid-Scale Meat Producers

**Recipient:** The Regents of the University of California – College of Agriculture & Environmental Science, Davis, CA

**Project Type:** Implementation & Expansion

**Award Amount:** \$813,744

**Match Amount:** \$85,082

**Total Project Amount:** \$898,826

The UC Davis Food Systems Lab (FSL) team, its collaborator from the Niche Meat Processing Assistance Network, and strategic advisors will work with two cohorts of producers, processors and buyers over three years in two regions to implement synergistic actions that will optimize processing and marketing of high value meat from small and mid-scale producers. The primary goal of this project is to create two new regional supply chains that highlight product attributes conveying quality and value. The FSL team aims to supply institutional systems such as UC Davis Health and sports venues with ground meat and restaurants and other retailers with the more expensive cuts. The work will ultimately result in more economic opportunity for producers and increased system resilience.

#### Designing and Building an Equitable, Vibrant, and Resilient Local Food System in Northern Colorado

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**Recipient: Northern Colorado Foodshed Project,  
Longmont, CO**

**Project Type:** Planning & Design

**Award Amount:** \$249,262

**Match Amount:** \$58,857

**Total Project Amount:** \$308,119

This project brings together public, private, and nonprofit organizations, along with community members, producers, and resources, to design and build a more equitable, vibrant, and resilient local food system in Northern Colorado. The goal for the project is to address three key areas of growth and opportunity: food sovereignty and access, community outreach and education, and production growth and land access. To achieve this goal, the recipient will: (1) Convene authentic community collaborations with established and potential partners to envision, define, and design the local food system scope and structure; (2) Collect and analyze quantitative and qualitative data within the three key areas of opportunity and to create innovative, sustainable, and community-driven solutions toward a more equitable, vibrant, and resilient local food system; and (3) Form and establish a local food equity advisory council to promote interconnectivity and inclusivity by prioritizing marginalized voices in the local food system, generating a dialogue between diverse stakeholders and community members, and building capacity for leaders in a more equitable framework.

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## Racial and Ethnic Approaches to Community Health (REACH)

### Quick Facts

- **Funding Amount:** \$125,500,000 (2018)
- **Administering Agency:** Centers for Disease Control and Prevention (CDC)
- **Administering Office:** Division of Nutrition, Physical Activity, and Obesity (DNPAO)
- **Funding Type:** Cooperative Agreement

### Overview

[REACH](#) is a national grant program to improve health, prevent chronic diseases, and reduce health disparities among racial and ethnic populations with the highest risk, or burden, of chronic disease, specifically for African Americans/Blacks, Hispanic Americans, Asian Americans, Native Hawaiian/Other Pacific Islanders, American Indians, and Alaska Natives. The program supports culturally tailored interventions to promote positive health behavior, links community and clinical efforts to increase access to health care and preventive care programs, and supports implementation, evaluation and dissemination of practice- and evidence-based strategies on the four topic areas of tobacco, nutrition, physical activity, and community-clinical collaborations.

Local government entities including health departments, tribes, universities, small businesses, and community-based organizations are eligible for REACH grants. Along with funding, CDC provides expert support to REACH recipients. [REACH 2018](#) is the most recent iteration of the program. The maximum award amount is \$900,000 with an award floor of \$500,000. No matching funds are required.

### Timeline

[REACH programs](#) vary in funding amounts, duration, number of grantees, and focus. The REACH 2018 [RFA](#) was posted in May 2018 with applications due in July 2018. Funding is for 5-year projects.

### Status in New Jersey

New Jersey does not have a current REACH 2018 grant nor has the state ever had a previous REACH program grant from CDC DNPAO.

## Exemplary Models

### County of San Diego, Health and Human Services Agency

San Diego's REACH project is supporting interventions in nutrition, physical activity, and clinical-community linkages interventions tailored for African Americans and Hispanic Americans. The nutrition strategy includes implementation of the [Live Well Community Market Program](#) and the Good Food District, improvement of YMCA afterschool program nutrition standards, increased participation in EBT and WIC programs among retailers, and increased support for lactation-friendly policies and programs; the physical activity strategy includes the implementation of [San Diego's Vision Zero](#) strategies, to improve active transportation and safety; and the clinical-community linkages strategy promotes the utilization of local chronic disease management programs and expands the role of Community Health Workers to facilitate referrals through [2-1-1 San Diego](#), with an emphasis on tobacco cessation and prevention strategies.

### City of Hartford, Connecticut Department of Health & Human Services

The City of Hartford's Department of Health and Human Services is implementing the Hartford Healthy Family Initiative (HHFI). Strategies include: 1) implementing continuity of care/community support for breastfeeding; 2) working with food vendors, distributors, and producers to enhance healthier food procurement; 3) supporting implementation of tobacco-free policies within workplaces and multi-unit housing; 4) establishing new or improved pedestrian, bicycle, or transit transportation systems that are combined with new or improved land use or environmental design; and 5) expanding the use of community health workers, patient navigators, and pharmacists to increase referrals of individuals in the priority populations to accessible health and preventive care programs.

Additional models can be found [here](#).

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## High Obesity Program (HOP)

### Quick Facts

- **Funding Amount:** \$56,000,000
- **Administering Agency:** CDC
- **Administering Office:** DNPAO
- **Funding Type:** Cooperative Agreement

### Overview

The CDC provides funding to land grant universities to work with community extension services in counties where more than 40% of adults have obesity via the [High Obesity Program \(HOP\)](#). The objectives of this five-year program are to increase access to healthier foods and safe places for physical activity and include activities that will reduce or eliminate health disparities related to nutrition, physical activity, and obesity.

Eligible applicants are land grant universities that have counties in their state with an adult obesity prevalence over 40%. Not more than one land grant university from an eligible state will receive funding to coordinate this program. No matching funds are required. Grants amounts range from \$500,000 to \$1.2 million over a 5 year project. [Previous HOP programs](#) vary in funding amounts and number of grantees.

### Timeline

Funding is for 5-year projects. The most recent FY [2018 HOP RFA](#) was posted in May 2018 with applications due in July 2018. The next funding cycle would be in FY 2023

### Status in New Jersey

[New Jersey does not have a current HOP 2018 grant](#) nor has the state ever had a previous HOP program grant from CDC DNPAO, largely because [no New Jersey county has an obesity prevalence greater than or equal to 40%](#) and therefore did not qualify for the program in 2018.

### Exemplary Models

#### Auburn University | Alabama

Alabama Cooperative Extension System's Alabama Preventing and Reducing Obesity: Helping Engage Alabamians for Long-Term Health (ALProHealth) is increasing access to healthier foods by improving nutrition guidelines in local agencies and community sites and exploring a food hub infrastructure. They are also connecting transportation infrastructure with homes, early care and education programs, schools, worksites,

and parks or recreation centers through implementing master plans and land use interventions.

#### Clemson University

Multidisciplinary Extension Teams (MDET) in Hampton, Lee, and Marion counties are working on healthier food procurement and making healthy and local foods accessible; 2) connecting local farmers to local vendors and concessions; community gardens; active transportation plans to encourage use of physical activity locations; helping schools offer open use of space for physical activity by community residents.

#### Oklahoma State University

Oklahoma is working in Adair and Muskogee counties, and partnering with Tobacco Settlement Endowment Trust (TSET) Healthy Living coalitions to address needs for safe places for physical activity and access to healthy and affordable food. They are working with schools, parks, and local government to make walking and biking to school safer, and increasing bicycle infrastructure. Nutrition standards are being improved in food banks, afterschool and recreation programs and early care and education sites. The food system is being improved with farmers markets and farm to school programs.

Additional models can be found [here](#).

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## State Physical Activity and Nutrition (SPAN) Program

### Quick Facts

- **Funding Amount:** \$70,000,000
- **Administering Agency:** CDC
- **Administering Office:** Division of Nutrition, Physical Activity, and Obesity (DNPAO)
- **Funding Type:** Grant, ongoing every 5 years

### Overview

[SPAN](#) is a program of the CDC's Division of Nutrition, Physical Activity, and Obesity that aims to reduce and eliminate health disparities among groups that are at greater risk for poor nutrition and physical inactivity than other groups. According to the [grants notice](#), state and local governments and non-profits are eligible to apply. Funding per state is capped at \$1.3 million with an award minimum of \$600,000. No matching funds are required.

This 5-year program currently provides [16 state recipients](#) the support and flexibility to work on systems at the state and local levels to implement evidence-based strategies and to leverage resources from multiple stakeholders and sectors (e.g., agriculture, transportation, education, business, commerce, housing) to improve the nutrition and physical activity status of Americans.

[Implementation guidance](#) indicates that grant activities must focus on 1) supporting breastfeeding, 2) implementing food service guidelines (FSGs) in worksites and in community settings to increase the availability of healthy foods, 3) implementing and integrating [nutrition standards into statewide early care and education](#) (ECE) systems (including Farm to ECE activities), and 4) implementing master plans and land use interventions to generate sidewalks, paths, bicycle routes, public transit between locations where individuals live, work, and play.

### Timeline

The RFA is released every 5 years. The last [funding opportunity announcement](#) was released in 2018 and will be out again in 2023.

### Status in New Jersey

New Jersey does not currently have a SPAN grant. The state did receive a [2013-2018 SPAN grant](#) for \$463,910. These grant activities focused on implementing three collaboratives to improve nutrition and physical activity standards in early care and education (ECE) settings and

partnering with the Food Trust and WIC to train corner store employees in eight New Jersey cities on strategies to increase healthy food access in low-income communities.

### Exemplary Models

#### Connecticut Healthy Communities Project

*Connecticut* / \$853,934

Connecticut's Healthy Communities Project (HCP) is focusing on the implementation of food service guidelines, including local food procurement, in a variety of sites and venues within three sub-awarded communities. They are also supporting the development and implementation of Farm to Preschool programs with mini-grants and technical assistance, and implementing [Go NAPSACC](#) in ECEs - an assessment, planning, and evaluation tool for enhancing practices, policies, and environments that instill habits supporting lifelong health and well-being (New Jersey does not currently participate in Go NAPSACC).

Additional 2018 models can be found [here](#) and 2103-2018 models can be found [here](#).



# Supplemental Nutrition Assistance Program Education (SNAP-Ed)

## Quick Facts

- **Funding Amount:** \$431 million
- **Administering Agency:** USDA
- **Administering Office:** Food and Nutrition Service (FNS)
- **Funding Type:** Ongoing Funding
- **State Contact:** [Implementing Agencies](#)

## Overview

The aim of the [SNAP-Ed](#) is to increase the likelihood that people eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyle through 3 approaches:

- **Nutrition Education** - delivering nutrition messages directly to the SNAP-Ed audience via lessons and curricula
- **Social Marketing** - the process of combining commercial marketing methods with public health approaches in order to achieve significant, large-scale public benefits. These methods can include formative research and pilot testing, paid or public service advertising, other forms of mass communications such as interactive websites, social media public relations or earned media, and promotions
- **Policy, System, and Environment-based interventions** - Policies include laws, ordinances, regulations, and rules. They can be formal or informal. Systems interventions are changes that impact all areas of an organization, institution or community, not just policies. Environmental interventions involve changes to the economic, social, or physical environment. Policy, systems, and environmental (PSE) change interventions address socioeconomic factors and help make healthy choices more accessible, easier and the default choice.

Funding flows from USDA to state agencies who sub-grant out to implementing agencies. In New Jersey, NJ Department of Human Services is the state agency and [NJ Department of Health is the sole implementing agency](#). Programs serving at least 50% of participants at 185% Federal Poverty Level are eligible to receive SNAP-Ed services and programs.

## Timeline

- **January:** Annual report from previous fiscal year due
- **May:** Deadline for receipt of Plan Amendments
- **August:** Deadline for receipt of plans or updates to multi-year Plans
- **October:** Approval date or Regional Office response

## Status in New Jersey

[New Jersey SNAP-Ed](#) is [estimated](#) to receive \$8 Million in SNAP-Ed funding for FY 2022. Three SNAP-Ed implementing agencies operate in New Jersey: Community Food Bank of New Jersey, Rutgers Cooperative Extension, and the Zufall Health Center. The NJ YMCA State Alliance provides training, support, and hands on assistance to SNAP-Educators in all 21 counties.

## Exemplary Models

### [Cooking Matters for Healthcare Partners \(CMHP\)](#)

*Open Hand Cooking Matters and Wholesome Wave*  
Cooking Matters for Healthcare Partners (CMHP) intervention is designed to increase consumption of fruits and vegetables, increase participant access to direct nutrition education, and link SNAP/WIC eligible persons to preventative health services. To achieve these goals, the program couples the evidence-based Cooking Matters for Adults (CMA) curriculum with produce distribution at the end of each class so that participants can practice cooking at home. For six months, participants have monthly nutrition education sessions with clinic nutritionists and redeem their produce via voucher redemption at Fresh MARTA Markets. Overall, the program increases access to fresh produce and nutrition education in locations where SNAP/WIC eligible individuals seek health services.

### [The Nutrition Action Council: Farmers Market Initiative](#)

*California Dept of Social Services CalFresh Healthy Living*  
The State Nutrition Action Council: Farmers Market Initiative (SNAC) an intervention designed to increase knowledge of FNS programs available at farmers markets; increase knowledge of locally grown fruits and vegetables and how to use, cook, and store them, and increase SNAP and Market Match redemption vouchers. The intervention employs an on-site market navigator to address barriers to shopping at farmers markets, including lack of knowledge and comfort using food assistance benefits. Navigators provided support to shoppers by distributing materials, promoting accepted FNS benefits, providing information on how to use FNS

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benefits, explaining Market Match, and providing interactive nutrition and health education activities on-site at the market for six consecutive weeks.

Additional SNAP-Ed Toolkit models can be found [here](#).

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## HUD Section 108 Loan Guarantee Program

### Quick Facts

- **Funding Amount:** Varies by Project
- **Administering Agency:** US Department of Housing & Urban Development (HUD)
- **Funding Type:** Guaranteed loan

### Overview

The purpose of the [HUD Section 108 Loan Guarantee Program](#) is to allow local governments to leverage [portions](#) of their Community Development Block Grant (CDBG) funds into federally guaranteed loans large enough to pursue physical and economic revitalization projects capable of redeveloping entire neighborhoods.

Local urban or state governments are eligible to directly apply for the Section 108 Program. Smaller local governments are assisted in the submission of Section 108 applications by States that administer the CDBG Program. All projects and activities must meet one of the CDBG Program's three national objectives: benefit low and moderate income individuals, aid in the elimination or prevention of slums and blight, or meet urgent needs of the community. Use of funds are flexible and HUD offers technical assistance throughout the program, from pre-application to implementation. Funds can be leveraged for food focused economic development such as generation of healthy food retail, produce processing facilities, and food co-op models.

### Timeline

Applications are accepted on a rolling basis. The length of time for the application approval process depends on the individual application but typically [application review to approval takes 45 days](#).

### Status in New Jersey

Since 2008, New Jersey has received 5 [HUD Section 108 projects](#) for economic development in Jersey City, Newark, and Atlantic City, including a [loan pool project](#) in Newark that began in 2013 and re-upped in 2019.

### Exemplary Models

#### [Bakers Centre Retail](#)

*Philadelphia, PA | \$3 million*

Metro Development Company, an acquisition and development organization based in Philadelphia,

purchased a vacant site to develop a shopping center with several businesses, including a grocery store. The site qualified for a brownfield redevelopment grant from PIDC (Philadelphia Industrial Development Corporation), which was a significant source of financing for the project. The project also qualified for a Section 108 loan because 74% of the population in the affected census tracts were considered low and moderate income persons.

In addition to providing grocery store space for fresh foods in order to combat childhood and adult obesity in the surrounding communities, another community benefit was the addition of a pharmacy, a credit union, preventative health care services, and resources to assist low-income residents with benefits such as SNAP. The total project cost was \$53.2 million and it generated 279 full-time jobs with 219,00 square feet of real estate developed.

#### [Green City Growers Greenhouse Cooperative](#)

*\$8 million | Cleveland, OH*

Cleveland, Ohio lent \$8M of Section 108 Loan Guarantee financing to remediate and redevelop 10.68 acres of an industrial/residential site into an employee-owned cooperative greenhouse that created 42 full-time jobs producing 2 million pounds of healthy greens and 200,000 pounds of fresh herbs annually.

The City used 108 financing for the remediation and the redevelopment of 10.68 acres of industrial and residential properties into an employee-owned cooperative greenhouse. The City currently owns 7.21 acres of the project site and will assemble the remaining 3.57 acres. Once the site has been assembled, the City will sell the site to a developer to carry out site preparation/ remediation and construction of a 272,850 square foot greenhouse and 40,000 square feet of office and processing space. The facility will consist of two buildings, a greenhouse with multiple bays and a packing house where produce will be prepared for shipping. Once the site has been developed, the developer will lease the facility to the Green City Growers (GCG), who will operate the greenhouse as an Ohio employee cooperative.

Additional models can be found [here](#).

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## Equitable Food Oriented Development (EFOD) Fund

### Quick Facts

- **Funding Amount:** varies by projects and funding availability
- **Administering Organization:** EFOD Collaborative Steering Committee
- **Funding Type:** Private grants and loans

### Overview

[Equitable Food Oriented Development](#) is a development strategy that uses food and agriculture to create economic opportunities, healthy neighborhoods, and explicitly seeks to build community assets, pride, and power by and with historically marginalized communities of color. EFOD projects increase long-term community health through asset-building and ownership of food enterprises, self-determination, and through celebrating local identity and resilience.

The [Equitable Food Oriented Development \(EFOD\) Fund](#) aims to fill gaps in funding and financing that is allocated toward food oriented development. The EFOD Fund is intended to make critical investments in BIPOC-led community leadership and development to make grassroots equitable food oriented development projects possible and to dismantle embedded racist practices.

The Fund supports emergent and established community-led food-based community and economic development organizations. Eligible applicants include those that:

- are equity- and justice-first;
- are place- and people-based;
- use market-based or business strategies;
- practice community leadership development or community organizing; and
- prioritize community ownership.

### Timeline

Applications are accepted on a rolling basis by reaching out to the [EFOD Fund representative](#).

### Exemplary Models

#### **Black Food Sovereignty Coalition, Portland, OR**

This grant will support the development of the [Black Food Sovereignty Coalition's](#) Black Food Economy Project and Community Co-Pack facility by creating a local Black-owned network to expand food-based economic opportunities in Portland, OR, and the surrounding area.

#### **Detroit Black Community Food Security Network Inc., Detroit, MI**

This grant jointly funded with Kresge's Detroit Team will support [Detroit Black Community Food Security Network's](#) ongoing work of building the Detroit People's Food Cooperative, a consumer-owned grocery store that will serve as the anchor tenant in a 34,000-square foot mixed-use development in the city's North End neighborhood.

#### **Dreaming Out Loud, Washington, D.C.**

This grant will enable [Dreaming Out Loud](#) to build out its farming infrastructure and community-based farm programming at the Kelly Miller school, a 2-acre site in Washington, DC, to increase local food production and economic opportunities to new farmers, food entrepreneurs, cooperatives and micro-enterprises from within low-income urban communities.

#### **Floreciendo (DBA: Oakland Bloom), Oakland, CA**

This grant will support [Oakland Bloom's](#) 8th Street Kitchen Collective, a cooperatively owned commercial kitchen designed to provide hands-on training and commercial experiences for refugees and immigrants with low incomes that will help them build skills needed to start their own food businesses.

#### **Fresh Future Farm, North Charleston, SC**

This grant will support [Fresh Future Farm's](#) development of an incubator kitchen to generate on-farm and producer revenue to reinvest in the production of farm products in the historically marginalized community in the Chicora/Cherokee neighborhood of North Charleston, SC.

#### **Project New Village, San Diego, CA**

This grant will support the development of [Project New Village's](#) Good Food District Hub, a mixed-use development that integrates food, jobs, health care, housing, and education in Southeastern San Diego.

Additional models can be found [here](#).

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## Community Facilities Direct Loan & Grant Program

### Quick Facts

- **Funding Amount:** \$871 million (FY 2020)
- **Administering Agency:** USDA
- **Administering Office:** Rural Development Office
- **Funding Type:** Low interest direct loans, grants, loan guarantee
- **New Jersey State Contacts:** [New Jersey Office of Rural Development](#)

### Overview

[The Community Facilities Direct Loan & Grant Program \(fact sheet\)](#) aims to provide affordable funding to purchase, construct, and/or improve essential community facilities in rural areas with priority for areas with low median incomes. Examples of essential community facilities include:

- Health care facilities such as hospitals, medical clinics, dental clinics, nursing homes or assisted living facilities;
- Community support services such as child care centers, community centers, or transitional housing;
- Utility services such as telemedicine or distance learning equipment; and
- Local food systems such as community gardens, food pantries, community kitchens, food banks, food hubs or greenhouses.

Public entities, community-based non-profits and federally-recognized tribes. Eligible areas include rural areas including cities, villages, townships and towns including Federally Recognized Tribal Lands with no more than 20,000 residents according to the latest [U.S. Census Data](#) are eligible to apply for funding. Maximum funding of a project ranges from 15% to 75% depending on the community population and prevalence of low-income residents.

### Timeline

Applications are accepted on a rolling basis.

## Rural Business Development Grants (RBDG)

### Quick Facts

- **Funding Amount:** Grants typically range from \$10,000 up to \$500,000
- **Administering Agency:** USDA
- **Administering Office:** Rural Development Office
- **Funding Type:** Grants
- **New Jersey State Contacts:** [New Jersey Rural Development Office](#)

### Overview

[Rural Business Development Grants](#) are designed to provide technical assistance and training for small rural businesses in [eligible areas](#) outside the urbanized periphery of any city with a population of 50,000 or more. Small businesses means that the business has fewer than 50 new workers and less than \$1 million in gross revenue.

Local and Tribal governments, state agencies, nonprofit corporations, institutions of higher education, and rural cooperatives (if organized as private nonprofit corporations) are eligible to apply. There are two types of grant funding, enterprise grants and opportunity grants. Uses of funds may include:

- Training and technical assistance, such as project planning, business counseling and training, market research, feasibility studies, producer service improvements.
- Acquisition or development of land, renovation of buildings; machinery, equipment.
- Distance adult learning for job training and advancement.
- Rural transportation improvement.
- Community economic development.
- Technology-based economic development.
- Leadership and entrepreneur training.
- Rural business incubators.
- Long-term business strategic planning.

### Timeline

Applications are accepted year round. The deadline for the last funding cycle was February 26, 2021. For more information regarding the application process, see [NJ's Rural Business Development Grant Application Toolkit](#).

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## Business and Industry Loan Guarantee Program

### Quick Facts

- **Funding Amount:** The maximum aggregate B&I Guaranteed Loan(s) amount that can be offered to any one borrower is \$25 million.
- **Administering Agency:** USDA
- **Administering Office:** Rural Development Office
- **Funding Type:** Loans
- **New Jersey State Contacts:** [New Jersey Business and Industry Loan Guarantee Program contact](#)  
Joseph Henry: 856-787-7754 or [joseph.henry@nj.usda.gov](mailto:joseph.henry@nj.usda.gov)

### Overview

[The Business and Industry Loan Guarantee program](#) (fact sheet) offers loan guarantees to lenders for their loans to rural businesses.

The Local and Regional Food Enterprise provision of the Business and Industry (B&I) loan program caters specifically to entrepreneurs working to help get more locally and regionally produced food into rural communities, schools, and markets. This program helps guarantee loans to support and establish enterprises that process, distribute, aggregate, store, and market foods produced either in-state or transported less than 400 miles from the origin of the product.

Lenders need the legal authority, financial strength and sufficient experience to operate a successful lending program. This includes lenders that are subject to supervision and credit examination by the applicable agency of the United States or a State including:

- Federal and state-chartered banks.
- Savings and loans.
- Farm credit banks with direct lending authority.
- Credit unions.

Entities that can qualify for these guaranteed loans are:

- For-profit or non-profit businesses.
- Cooperatives.
- Federally-recognized tribes.
- Public bodies.
- Individuals engaged or proposing to engage in a business.

Priority within the Local and Regional Food Enterprise set-aside is given to projects that in some way benefit

communities that have limited access to affordable and healthy foods and that have a high rate of hunger, food insecurity, or poverty. The recipient of the loan guarantee is required to inform consumers in some way of the locally- or regionally-produced attribute of the food products.

For all B&I loan guarantees, a borrower must be engaged in or proposing to engage in a business that will provide employment and improve the economic or environmental climate. B&I loans are not made to farmers to purchase farmland or produce crops.

Eligible federal areas include:

- Rural areas not in a city or town with a population of more than 50,000 inhabitants.
- The borrower's headquarters may be based within a larger city as long as the project is located in an eligible rural area.
- The lender may be located anywhere in the United States.
- Projects may be funded in either rural or urban areas under the [Local and Regional Food System Initiative](#).
- Check [eligible addresses for Business Programs](#).

### Timeline

Loan applications are available from your local [Rural Development state office](#).

### Exemplary Models

#### [Hendersonville Community Co-op \(HCC\) in Hendersonville, North Carolina](#)

A B&I grant was used to assist a coop grocery in North Carolina in expanding to become a local food hub and kitchen serving an area with limited food choices.

#### [Iowa Choice Harvest \(ICH\) in Marshalltown, Iowa](#)

A B&I grant was used to help a farmer-owned business set up an aggregation, processing, and distribution facility for local produce in rural central Iowa, allowing the business to expand from corn to asparagus as well as apples from six Iowa orchards.



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## U.S. Department of Health and Human Services' Community Economic Development Program

### Quick Facts

- **Funding Amount:** \$19.88 million (FY 2018 & 2019)
- **Administering Agency:** U.S. Department of Health and Human Services
- **Administering Office:** Office of Community Services
- **Funding Type:** Grants
- **New Jersey State Contacts:**

### Overview

[The U.S. Department of Health and Human Services' Community Economic Development \(CED\) program](#) (fact sheet) is a federal grant program funding Community Development Corporations (CDCs) that address the economic needs of low-income individuals and families through the creation of sustainable business development and employment opportunities. CED awards funds to private, non-profit organizations CDCs, including faith-based organizations and Tribal and Alaskan Native organizations. CED-funded projects create or expand businesses, create new jobs for individuals with low incomes, and leverage funding investments in communities.

Private, non-profit organizations that are Community Development Corporations (CDCs), including faith-based organizations, and tribal and Alaskan Native organizations. CDCs must be governed by a tripartite board of directors that consists of residents of the community served, and local business and civic leaders. CDCs must have as their principal purpose planning, developing, or managing low-income housing or community development projects.

Grants are awarded for the following project costs:

- Startup or expansion of businesses, physical, or commercial activities;
- Capital expenditures such as the purchase of equipment or real property;
- Allowable operating expenses; and
- Loans or equity investments.

Examples of projects funded include business incubators, shopping centers, manufacturing businesses, and agriculture initiatives.

### Timeline

Applications are permitted via Grants.gov and were due on July 12, 2021.

### Exemplary Models

#### [Pacific Gateway Center - Honolulu, HI](#)

The [Pacific Gateway Center \(PGC\)](#) is a Honolulu, Hawaii-based nonprofit organization formed by the local council of churches in 1973 to help serve the needs of Vietnamese and other refugees. After being provided with CDBG funds by the city of Honolulu to purchase a building and renovate it, PGC applied for and received a Community Economic Development (CED) grant from OCS to renovate the structure for a variety of food-oriented and handicraft uses. Despite the bad condition of the structure, PGC was able to utilize CED grant funds to complete reconstruction and use the building to help business, create jobs, and bring resources to the community it serves. PGC's project was so successful that it sought and received a second CED grant to pursue alternative energy projects and open a bottling facility in its ongoing kitchen incubator.

#### [East Missouri Action Agency - Park Hills, MO](#)

In Park Hills, Missouri—a small community about 70 miles south of St. Louis—the local restaurant closed due to a foreclosure. East Missouri Action Agency (EMAA) surmised that reviving the restaurant could provide a sit-down place to eat and create jobs, but also spur further community revitalization. EMAA applied for and used a 2008 Community Economic Development (CED) grant of \$687,000 to buy the building from the agency that held the foreclosed note and clean up the restaurant. It took three tries to make it work, but the project succeeded. It found a responsive and experienced partner who knew how to run a restaurant and was willing to hire low-income workers.