

# FARMERS MARKET AND LOCAL FOOD PROMOTION PROGRAM

## 2020 PROJECT NARRATIVE

### EXECUTIVE SUMMARY

**The Delcambre Seafood and Farmers Market (DSFM) seeks to promote health awareness in our community.** The market has grown in size, popularity, and visibility and we want to leverage that community profile to promote health and wellness in the community and expand the market to meet growing demand. The DSFM Health and Wellness Initiative will develop marketing strategies for producers of seafood, meats, and produce that focus on health and wellness. High rates of obesity, diabetes, and high blood pressure plague the region and there is an abundance of healthy food that needs to be more accessible to the public. The Market seeks to become a source of information and education regarding health benefits of eating locally produced food. Training and education will be provided to vendors about creating healthier options for their value-added products, the value of nutritional labeling and healthy recipe development. An aggressive marketing campaign will be highlighted by the creation of a podcast and supported by maximum utilization of social media platforms and media sharing platforms. The permanent location of the Delcambre Seafood and Farmers Market will be utilized more to offer more dates for the market and relationships with other regional farmers markets will be developed to provide more outlets for the sale of the seafood products available at the permanent location. Locations for “pop-up” markets will be scouted and promoted by the DSFM. A cooperating network of farmers markets that offer fresh and frozen seafood and healthy food options will be developed by this project.

### ALIGNMENT AND INTENT

This project seeks to increase the capacity of the existing Delcambre Seafood and Farmers Market (DSFM). DSFM is a monthly market from March through December. The Market is held at Bayou Carlin Cove Pavilion and has 11,000 square feet under roof on the Delcambre Canal just feet away from the docks where shrimp boats and fishermen are able to dock their boats for direct sales to consumers. There are 23 participating fishermen in the Delcambre Direct Seafood (DDS) program. Under roof we can accommodate 48 vendors and an additional 12 vendors in a grassy area between the pavilion and boat dock.

The monthly market has become something of a destination for the over 1,000 customers and approximately 60 vendors (excluding seafood vendors) each month. The market features music, ready to eat meals, seating for eating and visiting, a fun jump, and a dock. We must “think outside of the box” to **increase the number of vendors** of all locally sourced products and create **additional value** to the market to retain current customers and attract a wider demographic of customer. Because there is a waiting list of vendors, the only solution to the physical capacity limitations is to add market days and/or add locations. We will address these issues of growth and sustainability by developing a health and wellness program that will add value to the regular activities at the DSFM; developing new marketing channels to promote both the Market and the direct-to-consumer e-commerce site; recruiting more vendors of local food products; and developing outlets for direct sales.

South Louisiana is known for its culture and its food, especially the seafood from the Gulf of Mexico. Unfortunately, the popularity of the traditional foods and recipes comes at a price. Louisiana is also plagued with a high prevalence of obesity and a high cardiovascular death rate. In 2019, Louisiana ranked 47<sup>th</sup> out of 50 states in obesity, a rate that has been steadily increasing since 1990<sup>1</sup>, 46<sup>th</sup> out of 50 states in cardiovascular deaths, and 47<sup>th</sup> out of 50 in diabetes.

**The farmers' market venue is an opportunity to develop a health and wellness program centered around the idea of locally and regionally sourced seafood, meats, and produce.** The benefit to the producers of the products will be increased sales. We will leverage the consumer audience at the market and provide programs and information to customers that deal with health choices, foods, and nutrition. Workshops will be developed and presented to vendors about how to add healthy options to their product line. The workshop programs will include information about the advantage of performing nutritional analysis on their products and provide guidance for interested vendors.

Introducing new products and new vendors to the consumers can be a challenge. Visitors to the market would mention that black drum was a fish they threw back into the water. When we began to cook samples of the black drum, sales of the fish skyrocketed to become one of the most popular products, the demand stayed consistent at subsequent markets, and the fisherman initially had a hard time keeping up with the demand. Nutritional analysis of the raw seafood product has been done through the LSU Sea Grant program, and labels are on our branded packages. Highlighting the nutritional value of the seafood is one example of the kind of workshop programming we will develop for consumers. We hope to develop an interest in consuming more locally sourced foods by highlighting the health benefits.

A popular feature at the market is the preparation of ready to eat meals highlighting seafood available that day. There is a great deal of interest in the recipes for those items. As part of an initiative to provide and promote healthier food options at the farmers market, we will engage a food lab, dietician, and professional chef to help us with recipe development for healthier versions of traditional recipes. Workshops will be provided to interested vendors to share the process with them and generate interest among some of them to do the same for their products to increase the number of products they offer.

Chef demonstrations are well attended on market days. We will engage a professional chef consultant to help us expand the kinds of demonstrations that we provide to include not only seafood, but meats

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<sup>1</sup> America's Health Rankings: United Health Foundation. (2019). *Annual Report*. Retrieved from <https://www.americashealthrankings.org/explore/annual/measure/Obesity/state/LA>

and vegetables, and to demonstrate healthier ways to prepare our familiar foods. These demonstrations are geared toward customers at the market and will be specifically promoted through social media channels and the podcast with the intention of attracting a demographic to the market that is more health conscious.

The 2016 FMPP grant allowed us to become a family activity. More family friendly, health and wellness activities are in the planning stage. We are discussing a 5k run at the market with a route near the water and nearby marina, a fun run for children, and various games and contests related to healthy food and local products. Market day activities will be developed by the event coordinator hired initially through the grant funds. Participation in these events on the day of the market will result in shopping, and increased sales, after the conclusion of the event.

**More fresh produce at the market must be part of the health and wellness initiative.** There is an immediate need for more food vendors, particularly more produce vendors and a wider variety of meat vendors. The 23 seafood vendors are counted separately from food vendors. In 2019, 48% of the vendors were food vendors, and of that number, 27% sold fresh products. The remaining food vendors sold prepared foods, baked goods, or other value added products. In 2020, 56% of the vendors sold food items, 27% of that was fresh/frozen produce or meat. Past outreach efforts have not been as successful as we hoped to attract and retain vegetable producers. Part of the problem in the past has been the rural location of the market. We will conduct very specific outreach to producers in a wider geographic area that includes the Acadiana region rather than the immediate three parish area immediately surrounding the market. A marketing firm will be engaged to conduct the outreach, design the surveys/questionnaires, and identify the producers in the area. A great deal of emphasis will be placed on the barriers that have prevented vendors from participating in the farmers market. Solutions to those barriers will be developed during the grant cycle and implementation of as many as possible will begin immediately. The post COVID world we are entering leaves many questions about the larger supply chain for produce<sup>2</sup> and agricultural products, and expanding direct-to-consumer avenues for our regional, smaller producers will increase demand for their products. We will develop, present, and aggressively market programs taking place on market days surrounding the types of produce available at the market and the health benefits of consuming those products.

**An extensive promotional campaign to promote the health and wellness programs and locally sourced food will be an integral part of this project.** The marketing efforts will include placing promotional materials in publications and media outlets that cater more to health conscious consumers. Identifying those outlets will be part of the project. All in-person seminars, demonstration, and workshops will be supported by distribution on a digital channel. The health benefit of eating locally grown food is well documented and farmers markets are a primary source of local food. This project seeks to leverage the current popularity of the Delcambre Seafood program through extensive marketing and promotional activities designed to highlight the benefits of farmers market shopping, to attract new vendors to the market, and to promote all of our channels for direct to consumer sales. The market enjoys a large percentage of repeat customers, but there needs to be a rotating variety of products in addition to the

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<sup>2</sup> Ortega, Bob. CNN Investigates. May 22, 2020. *The Pandemic Could Cause Long Term Damage to How We Get Our Food*. Retrieved from <https://www.cnn.com/interactive/2020/05/business/coronavirus-food-supply-invs-cnnphotos/index.html>

“standards” that people expect each month. The health and wellness initiative will provide new products, new programs, and new activities.

**A podcast will be developed to promote our direct-to-consumer programs.** Currently, there is a website, a Facebook page, and Instagram for the DSFM and DDS. They work well, but growing our capacity will require additional channels to reach a broader customer base. The podcast will be initially developed as a monthly program, with the goal of more frequent program delivery as the podcast develops. The podcast will align our marketing efforts to include a developing technology that people use and directly target a bigger demographic for our market that includes younger customers (48% of podcast listeners are under 35 years old)<sup>3</sup> and people interested in a healthier lifestyle. In 2019, 73 million Americans, or 26% of the US population, listened to a podcast monthly; 48 million Americans (17%) listened to a podcast weekly.<sup>4</sup> Podcasts are quickly becoming a way that many Americans get information. A quick search of the 81 farmers markets in Louisiana did not locate a podcast highlighting farmers’ market benefits or the benefits of purchasing locally and regionally produced products. We will fill a void in that niche market for the region.

The podcast will feature all aspects of the DSFM and DDS with emphasis on healthier eating and will feature chefs, dieticians, physicians, vendors, fishermen. Topics will include the kinds of seafood and products available at the market, cooking and recipe ideas, life of the fishermen, human interest stories, and how and where others who can’t attend the market can purchase seafood. It will have features that are designed to add producer capacity for the market including farmers and other type of producers like beef, wild game, mushrooms, herbs, and many other items the market doesn't currently feature. We'll have updates on growth of the market and the port programs and developments that intertwine with the market and its venue. The project will fund the equipment necessary for the podcast, hire a host and/or producer for the program. Final programming decisions will be approved by Port staff.

Promotional activities are planned for the new Delcambre Direct Seafood Shop website which was launched in March 2020. Launched in 2010, the program has expanded to 3 other ports along coastal Louisiana; the new website provides another avenue for direct producer to consumer sales. The mission of the program continues to be “to connect coastal fishermen and microprocessors with consumers, and build community support for local, wild-caught seafood products. The benefits of our sea-to-plate concept are two-fold: fishermen thrive by selling their catch at a fair price, and consumers experience the superior taste and texture of the highest quality, freshly-frozen seafood possible.”<sup>5</sup> The site lists 23 fishermen participating in the Delcambre Direct program. There are over 1000 licensed commercial fishermen<sup>6</sup> in the 3 parish coastal areas immediately surrounding the location of the market. This project will support continuing outreach and recruiting efforts to get more fishermen to participate in both direct to consumer programs (DSFM and DDS). Promotional efforts to support program

<sup>3</sup> Winn, Ross. April 21, 2020. *2020 Podcast Stats and Facts*. Retrieved from <https://www.podcastinsights.com/podcast-statistics/>

<sup>4</sup> Bhaskar, Shiva. June 4, 2018. *How Podcasts Became So Popular and Why That’s a Good Thing*. Retrieved from <https://medium.com/@shivagbhaskar/how-podcasts-became-so-popular-and-why-thats-a-good-thing-8c2ef4b27066>

<sup>5</sup> Louisiana Direct Seafood Shop. March 2020. *Louisiana Direct Seafood Shop Home*. <https://louisianadirectseafoodshop.com/>

<sup>6</sup> Louisiana Department of Wildlife and Fisheries. *Licenses and Permits*. Retrieved from <https://www.wlf.louisiana.gov/resources/category/licenses-and-permits/commercial-fishing>

development, marketing, and advertising will utilize traditional media, social media, and media sharing sites to develop and expand both of our direct-to-consumer programs and benefit the producers and the consumers in the region.

**The final effort to build the capacity of the Delcambre Seafood and Farmers Market is to develop more outlets for sales.** There are currently about twelve farmers markets in Acadiana listed on the National Farmers Market Directory for 2020, but it is unclear how many of those will be operational after Louisiana opens up beyond Phase I of COVID limitations. The DSFM is the only one in the area with dock facilities and the opportunity to buy “off the boats.” Outreach efforts to align with other area markets to provide seafood directly from the producer will create other outlets for our fishermen.

During COVID quarantine, some area businesses “hosted” pop-up markets by providing the space for seafood vendors to sell their catch. This worked very well, and the plan is to expand upon that effort to provide additional pop-up locations for fishermen to sell. In this area, it is not unusual to see a seafood vendor in a truck on the side of the road or in a parking lot. The concept of a pop-up market enhances that idea by combining fishermen and advertising the temporary location, thus providing customers easy access to a variety of seafood in multiple locations. The concept is similar to a mobile market, but for multiple fishermen. The grant project will include promotional efforts aimed toward the fishermen to highlight the benefits of participating at additional market locations, such as other farmers markets, events, parking lots, or parks and will develop the relationships necessary to allow our fishermen to participate in the other markets and we will promote the events as part of our mission to expand direct producer to consumer markets.

As new vendors are identified, the market will expand the dates of operation at Bayou Carlin Cove to twice a month. Initially, we will add additional market dates as we have enough vendors to justify the addition. We usually have a waiting list of as many as 15 for vendors for any scheduled market. Advertising and marketing for the additional markets, as well as supplies to support those efforts, will be part of the project. The advertising and marketing will highlight the new activities and focus of the health and wellness initiative.

# FARMERS MARKET AND LOCAL FOOD PROMOTION PROGRAM

## 2020 PROJECT OBJECTIVES

### PROJECT OBJECTIVES

List Objectives for this project.

- Objective 1: To expand the current operations of the Delcambre Seafood and Farmers market by creating a comprehensive health and wellness program
- Objective 2: To develop and implement an aggressive promotion and marketing plan to highlight the benefits of farmers market shopping, the products that we offer, and the health and wellness program.
- Objective 3: To recruit new farmers and ranchers to the farmers market to be able to provide a greater variety of products, including seafood, meats, and produce, to include healthier food options and to retain current vendors
- Objective 4: To develop and enhance outlets for direct sales by aligning with area markets and other sales locations with limited local seafood and by promoting seafood and other sales through existing and new channels including more physical sales locations and through online sales.

The intended beneficiaries of this project are the current and projected vendors at the market. We currently have 60 vendors at most monthly markets and hope to increase that by 50% by the end of the grant. To accommodate that number of vendors, we will add additional market dates and additional locations through cooperative efforts with other markets already operating in the area and through pop up markets that are located at a number of locations around the region. The vendors that we will target are all producers of seafood, meats, and produce. The Port will look for the additional outlets, connect the farmers to them, and promote the location. The educational initiatives will help the producers add products to their current offering, thereby increases sales of their products.

The customers of the market will benefit from the health and wellness programs and increased access to locally sourced food at locations throughout Acadiana. There were 10,000+ visitors to the monthly market in 2019, and the goal is to reach more of the 179,000 people residing in the immediate 3 parish area through aggressive marketing.

Short term the vendors will see an increase in sales of their products because of the increased exposure of the DSFM on the podcast and in other media outlets. The health and wellness initiative will draw more customers to the market, many of whom will be a different demographic than we currently enjoy. More market days, with more vendors offering a wider variety of products, will increase the visibility of the DSFM and increase the opportunities for consumers to buy locally produced foods directly.

Long term, the development of the health and wellness activities, creation of the podcast, and the increase in market days and locations will position our direct-to-consumer opportunities to become part of the culture of south Louisiana. This can create an attitudinal shift toward wanting more locally produced food and concurrently make it easier to get it.

# FARMERS MARKET AND LOCAL FOOD PROMOTION PROGRAM

## 2020 PROJECT WORK PLAN

Objective	List and describe each planned activity:	Anticipated Completion Date:	Required Resources:	Milestones:	Who will do the work? s
<b>1)To expand the current operations of the Delcambre Seafood and Farmers market by creating a comprehensive health and wellness program</b>	Develop <u>programming and topics</u> for informational booths, interactive demonstrations, activities at DSFM. Examples are demonstrations or seminars about healthy cooking, healthy food choices, or seasonal products at the DSFM.	March 2021 (initial offerings for the new program will be markets in 2021.)  Programming development will be ongoing throughout the grant cycle.	*Hire health and wellness coordinator who will be responsible for development of the programming and topics. *Master list of topics for health and wellness activities	1: Publish RFP for Health and Wellness Coordinator in accordance with Port policy 2: Execute contract for Coordinator 3: Master list of topics for health and wellness activities	*Port Director will execute contract *Health and Wellness Coordinator *Port staff as needed
	Create <u>publication and marketing channels</u> for health and wellness including but not limited to newsletter, Facebook page, Instagram dedicated ton health and wellness program. Content will be developed as the initiative develops. Initial marketing for new sites will be done on current social media platforms and	March 2021 will be the targeted date for launch of the new channels.	*Hire social media coordinator *Creation of the format of the newsletter *Graphics for Facebook, Instagram, newsletter *Marketing supplies *Advertisements for various media outlets (traditional outlets and	-Publish RFP for Social Media Coordinator in accordance with Port policy -Execute contract for Coordinator -Launch of Facebook page, Instagram -RFP for Marketing Agent in accordance with Port policy -Executed	*Port Director will execute all contracts *Health and wellness Coordinator *Social Media Coordinator *Marketing agent *Chef consultant *Port staff as necessary

<b>Objective</b> <i>Include the objective this activity will be tied to</i>	<b>List and describe each planned activity:</b> <i>Include the scope of work and how it relates to the project objectives</i>	<b>Anticipated Completion Date:</b>	<b>Required Resources:</b> <i>For completion of each activity</i>	<b>Milestones:</b> <i>For assessing progress and success of each activity</i>	<b>Who will do the work?</b> <i>Include collaborative arrangements or subcontractors</i>
	through the current email list of customers.		social media outlets)	contract for Marketing Agent	
	Develop <u>content</u> for seminars about locally sourced food, health benefits of eating locally sourced food, nutritional information about the products available at the DSFM (seafood, grass fed beef, other meats, and produce) These seminars will be directed toward consumers.	Initial completion date for beginning content Feb 2021. Activity ongoing throughout grant.	Content will initially be created with the assistance of a chef consultant and/or nutritionist or dietician.  Handouts for attendees  Advertising to promote seminars	-# of consumers attending seminars *# of seminars presented with locations *RFP for chef consultant and nutritionist/ dietician in accordance with Port policy *Executed contract	Health and Wellness Coordinator  *Chef consultant *Nutritionist or Dietician *Port staff as necessary *Port Director will execute all contracts
	Develop <u>workshops designed for vendors</u> about adding healthy options to their product line. Information will be presented about performing nutritional analysis on their products.	February 2021 for first workshop presentation. At least one workshop per year for vendors	Guest speakers (professional chef, nutritionist)  Marketing materials (brochures, handouts)	*Sign in sheet for vendor participation each year. *Number of vendors who choose to create new products or do nutritional analysis	Health and Wellness Coordinator  Marketing Agent  Port Staff
	<u>Recipe development</u> for healthier versions of the ready to eat meals featured at the DSFM that feature the	March 2023	Food lab  Printed recipes	*RFP for nutritional analysis work in accordance with Port Policy	Port Director

<b>Objective</b> <i>Include the objective this activity will be tied to</i>	<b>List and describe each planned activity:</b> <i>Include the scope of work and how it relates to the project objectives</i>	<b>Anticipated Completion Date:</b>	<b>Required Resources:</b> <i>For completion of each activity</i>	<b>Milestones:</b> <i>For assessing progress and success of each activity</i>	<b>Who will do the work?</b> <i>Include collaborative arrangements or subcontractors</i>
	seafood available at the market that month. Nutritional analysis for both recipes – the original recipe and the healthier version.			*Executed contract for nutritional analysis *Number of healthy recipes distributed	Professional chef Port staff
	<u>Exhibit development</u> to provide visual support to the demonstrations and to provide the basis for marketing materials that will be circulated in the newsletter, through social media channels, and at additional farmers market outlets that will be developed.	Initial completion date for beginning content Feb 2021. Activity ongoing throughout grant.	Supplies/ materials for exhibits	Digital archive of exhibits Number of exhibits created Number of outlets that hosted exhibits	Health and Wellness Coordinator Marketing Agent Port Staff as necessary
	<u>Chef demonstrations</u> will be provided at the market featuring food products available at the market. Focus will be on demonstrating health conscious meals	Demonstrations will begin March 2021 and continue through the grant cycle. Goal of 4 demonstrations per year	Professional chefs Marketing materials and supplies	List of demonstrations offered Number of people attending demonstrations	-Chef Consultant -Health and Wellness Coordinator -Marketing Agent -Port Staff as needed
	<u>Pamphlets and brochures</u> for distribution to consumers at the market that contain highlights of the information shared during demonstrations or seminars.	Begin with March 2021 Market and ongoing until September 2023	Printed materials Signage with digital access information	*# of consumers attending demonstrations or seminars *# of hits on social media channels *RFP for advertising agent in	Health and Wellness Coordinator Social Media Coordinator Marketing/ Advertising Agent

<b>Objective</b> <i>Include the objective this activity will be tied to</i>	<b>List and describe each planned activity:</b> <i>Include the scope of work and how it relates to the project objectives</i>	<b>Anticipated Completion Date:</b>	<b>Required Resources:</b> <i>For completion of each activity</i>	<b>Milestones:</b> <i>For assessing progress and success of each activity</i>	<b>Who will do the work?</b> <i>Include collaborative arrangements or subcontractors</i>
				accordance with Port policy *Executed contract for advertising agent *Archive of materials created	Port Staff as necessary  Port Director will execute all contracts
	<u>Promotion and advertising</u> to support the health and wellness initiative, demonstrations, and activities to increase attendance at the market.	Begin with March 2021 Market and ongoing until September 2023	*Identify publications and media that cater to health conscious demographic *Content creation *Promotional materials and supplies	*# of media & publications outlets where content placed *Metrics from digital platforms *Archive of promotional materials created	Marketing/ advertising agent  Port staff as necessary
	<u>Activity development</u> for events that will take place at the market. Activities under consideration are a 5K run, a fun run and yoga. Activities targeting younger consumers included.	Begin with March 2021 Market and ongoing until September 2023	-Detailed activity plan for each event -Promotional materials and supplies for each event	*List of activities created *Number of participants in each activity/ event *Archive promotional materials created	Health and Wellness Coordinator Marketing Agent  Port Staff as needed
	Install <u>handwashing stations</u> around the pavilion for use by vendors and customers.	March 2021	Purchased or constructed handwashing stations	Number of operational handwashing stations	Port taff
<b>2) To develop and implement an aggressive promotion</b>	*Create and deliver a <u>podcast</u> .	Initial podcast March 2021 and ongoing (at	*Hire a producer who will be responsible for	*RFP for producer, editor and host	Port Director will issue RFA

<p><b>Objective</b> <i>Include the objective this activity will be tied to</i></p>	<p><b>List and describe each planned activity:</b> <i>Include the scope of work and how it relates to the project objectives</i></p>	<p><b>Anticipated Completion Date:</b></p>	<p><b>Required Resources:</b> <i>For completion of each activity</i></p>	<p><b>Milestones:</b> <i>For assessing progress and success of each activity</i></p>	<p><b>Who will do the work?</b> <i>Include collaborative arrangements or subcontractors</i></p>
<p><b>and marketing plan to highlight the benefits of farmers market shopping, the products that are offered, and the health and wellness program.</b></p>	<p>*Topics will include all aspects of DSFM and Delcambre Direct Seafood, spotlights on the types of seafood and other food products at the market, cooking and recipe ideas, state of the fishing industry, and promotion of all the locations where consumers can purchase seafood directly from fishermen. Guests will include chefs, dieticians, physicians, vendors and fishermen.</p>	<p>least monthly) through September 2023</p>	<p>content development, contacting guests, and scheduling *Hire a host for the program *Hire editor and purchase editing software *Purchase supplies necessary for podcast broadcasting.  Secure podcast hosting service for distribution and metrics related to broadcasts</p>	<p>of podcast in accordance with Port policy *Executed contract for producer, editor, and host *List of podcast episodes and date of delivery *List of guests *Complete "studio" space ready for broadcast *Registration with podcast hosting service</p>	<p>and hire the personnel for the podcast.  Podcast Host  Podcast editor  Podcast producer  Social Media Coordinator  Staff will collaborate as necessary</p>
	<p><u>Market and advertise</u> the broadcasts of the podcast through social media channels, websites, print and broadcast channels in the region.</p>	<p>Begins February 2021 and ongoing through September 2023</p>	<p>*Social media coordinator. (responsible for podcast and social media platforms) *Track the analytics through podcast hosting service</p>	<p>List of outlets where advertising is placed  Archive of print materials</p>	<p>Marketing/ advertising agent  Social Media Coordinator  Port Staff as necessary</p>
	<p>Marketing and advertising will be developed for the <u>e-commerce DDS site.</u></p>	<p>January 2021 and ongoing through September 2023</p>	<p>Digital content  Print marketing materials</p>	<p>*Archive of materials *Sales figures for DDS</p>	<p>*Marketing/ Advertising Agent *Social Media Coordinator</p>

<b>Objective</b> <i>Include the objective this activity will be tied to</i>	<b>List and describe each planned activity:</b> <i>Include the scope of work and how it relates to the project objectives</i>	<b>Anticipated Completion Date:</b>	<b>Required Resources:</b> <i>For completion of each activity</i>	<b>Milestones:</b> <i>For assessing progress and success of each activity</i>	<b>Who will do the work?</b> <i>Include collaborative arrangements or subcontractors</i>
	Conduct <u>outreach to fishermen</u> about participating in DDS e-commerce.	September 2023	List of licensed fishermen  Promotional materials for fishermen	Number of fishermen contacted Number of new vendors	Port Director  SeaGrant Partner
<b>3) To recruit new farmers and ranchers to the farmers market to be able to provide a greater variety of products, including seafood, meats, and produce, to include healthier food options and to retain current vendors</b>	Recruit additional vendors, particularly <u>produce vendors</u> and meat vendors	September 2023	*Hire marketing firm to coordinate outreach, design surveys *Identify small and medium size produce farms *Develop outreach schedule & strategy (include group meetings, individual outreach, materials.	List of potential vendors  List of new vendors who participate in DSFM	Port Director  Marketing Agent  Port Staff as needed
	Identify <u>barriers to participation</u> and create plans to overcome those barriers.	September 2021	Create and administer surveys to identify the factors that they will consider in their decision to participate in a farmers market	*Completed plan to address the barriers *Number of surveys distributed/ returned *Number of new vendors	Port Director Sea Grant Partner Marketing Agent Port Staff as needed
	Prepare <u>marketing materials</u> ) that focus on the benefits of participation at the DSFM	April 2021	Marketing supplies (brochures, pamphlets, copy for digital media)	*Number of materials distributed *Archives of materials created	*Port Director *Marketing/ Advertising Agent *Port Staff
<b>4)To develop and enhance outlets for direct sales by aligning</b>	Identify <u>other farmers markets</u> in the region that do not currently	December 2020	*List of all area markets *Questionnaire to be used when	List of markets contacted and responses	Port Director  Marketing

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<b>with area markets and developing other sales locations</b>	sell seafood products and determine their interest in selling seafood		contacting other markets *Marketing materials (print and digital)		Agent  Port Staff as necessary
	Identify <u>other locations</u> that may be interested in hosting “pop up” markets, such as events or restaurants.	Beginning December 2020 ongoing through September 2023	Business Directory listings of businesses	List of locations for new pop up markets	*(Port Director *Marketing Agent *Port Staff as necessary
	Create and distribute <u>marketing and advertising materials</u> focused on generating interest in selling products	Beginning December 2020 and ongoing through September 2023	Marketing materials and supplies	*Archives of materials created *# of potential outlets contacted	
	<u>Advertise and promote</u> the additional outlets through all social media channels, and traditional channels	Beginning March 2021 and ongoing through September 2023	Content for ads  List of media channels and costs of ad placement	List of ads placed in all media outlets (print and digital)	Marketing Agent

# FARMERS MARKET AND LOCAL FOOD PROMOTION PROGRAM

## 2020 PROJECT METRICS

### ACHIEVABILITY

*This section includes the outcome indicator evaluation plan.*

#### Outcome Indicators

*Complete all applicable project Outcomes and Indicators with baseline and/or estimated realistic target numbers. If an outcome indicator does not apply, check N/A (Not Applicable) and briefly explain below the table why it is not applicable.*

#### **Outcome 1: To Increase Consumption of and Access to Locally and Regionally Produced Agricultural Products.**

<b>1.cIndicator</b>	<b>Description</b>	<b>Estimated Number</b>	<b>N/A</b>
<b>1.a.</b>	Total <u>number</u> of project beneficiaries/stakeholders reached	500+	<input type="checkbox"/>
<b>1.b.</b>	Of the total number that were reached, the <u>number</u> that reported buying, selling, aggregating, storing, producing, and/or distributing locally or regionally produced agriculture products	1000+	<input type="checkbox"/>
<b>1.c.</b>	Of the total number that were reached, the <u>number</u> that gained knowledge on how to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	500+	<input type="checkbox"/>

**Year 1 1.a. Estimated number of beneficiaries/stakeholders goal will be 250 (includes vendors, health/wellness customers)**

**Year 1 1.b. Number that report buys, selling, etc goal will be 500**

**Year 1 1.c. Number that gained knowledge goal will be 200**

**Year 2 1.a. Estimated number of beneficiaries/stakeholders goal will be 325**

**Year 2 1.b. Number that report buying, selling etc goal will be 750**

**Year 2 1.c. Number that gained knowledge goal will be 350**

**Outcome 2: To Increase Customers and Sales of Local and Regional Agricultural Products.**

*For projects that do not already have a baseline of sales in dollars or an initial customer count, one of the objectives of the project must be to determine such a baseline to meet the requirement and to document the value of sales increases or percent change in customer count by the end of the project.*

Indicator	Description	Estimated Number	N/A
2.a.	<b>Sales increased as a result of marketing and/or promotion activities during the project performance period.</b>		
	Initial (Original) Sales Amount (in dollars)	\$101,895.00	<input type="checkbox"/>

Indicator	Description	Estimated Number	N/A
	Estimated Final (Resulted) Sales Amount (in dollars)	\$200,000.00	<input type="checkbox"/>
	Percent Change ((n final – n initial)/(n initial) * 100 = % change)	100%	<input type="checkbox"/>
<b>2.b.</b>	<b>Customer counts increased during the project performance period.</b>		
	Initial (Original) Customer Count	10,000	<input type="checkbox"/>
	Estimated Final (Resulted) Customer Count	15,000	<input type="checkbox"/>
	Percent Change ((n final – n initial)/(n initial) * 100 = % change)	50%	<input type="checkbox"/>

Year 1 2.a. Estimated sales goal \$135,000 – 35% increase in sales

Year 1 2.b. Estimated customer count increase goal– 12,000 customers - 20% increase

Year 2 2.a. Estimated sales goal \$170,000 goal – 35% increase in sales from end of year 1

Year 2 2.b. Estimated customer count increase goal – 14,000 customers - 20% increase from end of year 1

**Outcome 3: To Develop New Market Opportunities for Farm and Ranch Operations Serving Local Markets.** *Please provide estimated target numbers.*

Indicator	Description	Estimated Number	N/A
<b>Number of new and/or existing delivery systems/access points reached that expanded and/or improved locally or regionally produced product or service offerings</b>			
<b>3.a.</b>	Number of Farmers Markets	1	<input type="checkbox"/>
<b>3.b.</b>	Number of Roadside Stands		<input checked="" type="checkbox"/>
<b>3.c.</b>	Number of Community Supported Agriculture Programs		<input checked="" type="checkbox"/>
<b>3.d.</b>	Number of Agritourism activities		<input checked="" type="checkbox"/>
<b>3.e.</b>	Number of other direct producer-to-consumer market opportunities	7	<input type="checkbox"/>
<b>3.f.</b>	Number of local and regional Food Business Enterprises that process, aggregate, distribute, or store locally and regionally produced agricultural products		<input checked="" type="checkbox"/>

3.b.c.d.f. Not applicable -There is no plan to create roadside stands, CSA's, agritourism activities or any Food Business Enterprises. The goal of the project is to build/increase the capacity of the DSFM

Year 1 3.e Number of other direct market opportunities goal – 3

Year 2 3.e. Number of other director marke opportunities goal - 5

<b>Of the local and regional farmers and ranchers, processors, aggregators, and/or distributors reached, the:</b>			
<b>3.g.</b>	Number that reported an increase in revenue expressed in dollars	30	<input type="checkbox"/>
<b>3.h.</b>	Number that gained knowledge about new market opportunities through technical assistance and education programs	30	<input type="checkbox"/>

Year 1 3.g. Number that reported an increase in revenue goal – 10

Year 1 3.h. Number that gained knowledge about new market opportunities goal – 10

Year 2 3.g. Number that reported an increase in revenue goal – 20

Year 2 e.h. Number that reported an increase in revenue goal -20

<b>Number of careers, jobs, farmers that went into production</b>			
<b>3.i</b>	Number of New careers created (Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers)		<input checked="" type="checkbox"/>

<b>3.j.</b>	Number of Jobs maintained/created		<input checked="" type="checkbox"/>
<b>3.k.</b>	Number of New beginning farmers who went into local/regional food production		<input checked="" type="checkbox"/>
<b>3.l.</b>	Number of Socially disadvantaged <sup>7</sup> famers who went into local/regional food production		<input checked="" type="checkbox"/>

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<sup>7</sup> **Socially Disadvantaged Farmer** is a farmer who is a member of a Socially Disadvantaged Group. A Socially Disadvantaged Group is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.

3.i.j.k.l. are not applicable to this project. The goal of the project is to increase capacity of current producers in the area, not create new farms or farmers.

**Outcome 4: To Improve the Food Safety of Locally and Regionally Produced Agricultural Products.**

Indicator	Description	Estimated Number	N/A
4.a.	Number of individuals who learned about prevention, detection, control, and intervention food safety practices		<input checked="" type="checkbox"/>
4.b.	Number of those individuals who reported increasing their food safety skills and knowledge		<input checked="" type="checkbox"/>
4.c.	Number of growers or producers who obtained on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices)		<input checked="" type="checkbox"/>

N/A. Food safety will not be addressed as part of this project.

**Outcome 5: To Establish or Expand a Local and Regional Food Business Enterprise.**

*Applicable to projects conducting a needs assessment (i.e. planning projects).*

Indicator	Description	Estimated Number	N/A
5.a.	For projects developing a plan to establish or expand a local and regional food business enterprise and conducting a needs assessment: Number of unmet consumer needs, barriers to local foods, unserved populations, etc. identified through the use of a comprehensive need's assessment.		<input checked="" type="checkbox"/>
5.b.	Number of plans (business, economic, feasibility) developed based on a comprehensive needs assessment.		<input checked="" type="checkbox"/>
5.c.	Amount of non-Federal financial, professional, and technical assistance measured in dollars secured as a result of the developed plan(s).	\$	<input checked="" type="checkbox"/>

N/A. This project will not establish a Food Business Enterprise.

**Outcome 6: To develop interest in healthy food choices and health conscious activities**

*All applicants must identify at least one additional outcome and indicator based on relevant project activities not covered above.*

*Project Specific Outcome Indicator(s)*

Indicator	Description	Estimated Number
6.a.	Number of people who received information about healthy eating, the advantages of eating locally or regionally sourced food, and/or activities that promote health and wellness	300
6.b.	Number of people who participated in a health and wellness activity at the Delcambre Seafood and Farmers Market	150
6.c.	Number of people who listened to a DSFM podcast	200

Year 1 6.a. Number of people who receive information goal is 100

Year 1 6.b. Number who participate in a health and wellness activity goal is 50

Year 1 6.c. Number of people who listen to a podcast is 50

Year 2 6.a. Number of people who receive information goal is 200

Year 2 6.b. Number who participate in a health and wellness activity goal is 100

Year 2 6.c. Number of people who listen to a podcast is 125

# FARMERS MARKET AND LOCAL FOOD PROMOTION PROGRAM

## 2020 PROJECT OUTCOMES

### Outcome Indicator Measurement

For each completed outcome indicator, describe how you derived the numbers, how you intend to measure and achieve each relevant outcome and indicator, and any potential challenges to achieving the estimated targets and action steps for addressing them.

<b>Outcome and Indicator #</b> <i>I.e., 3.i., 6.a., 6.b.</i>	<b>How did you derive the estimated numbers?</b> <i>I.e., documented background or baseline information, recent research and data, etc.</i>	<b>How and when do you intend to evaluate?</b> <i>I.e., surveys, 3rd party assessment</i>	<b>Anticipated key factors predicted to contribute to and restrict outcome</b> <i>Including action steps for addressing identified restricting factors</i>
<b>1.a.</b>	30 new vendors = 50% growth from 2020 vendor list; 10 new seafood and/or meat producers; we anticipate increasing customers at the additional markets (currently each market averages > 1000 customers)	Vendor lists are maintained each year and we will count paid vendors; vendor survey results from outreach efforts will give a % of successful outreach; a car counter is used to measure customer traffic at each market	Restricting factors: We anticipate distance to market for some vendors (we will consider picking up produce, will consider recommendations of producer survey to solve)
<b>1.b.</b>	Currently, vendor attendance is about 60 vendors per market. We anticipate a 50% growth in that number for producers. Seafood sales are tracked at the market but customers who buy directly off the boats are not counted,	Vendor registration lists are maintained for each market	Restricting factors: We anticipate distance to market for some vendors (we will consider picking up produce, will consider recommendations of producer survey to solve)
<b>1.c.</b>	Estimates for several seminars are based on a percentage of the crowd and a percentage of the vendors attending sessions	Sign in sheets for vendor meetings are maintained. We will make an attempt to count by asking people to voluntarily sign up for to the newsletter that will be created so we will be able to count those numbers	Attendance at all sessions will be voluntary. We will evaluate attendance as we provide sessions to determine areas of interest. We will assess interest in future sessions through surveys.

<p><b>2.a.</b></p>	<p>Initial sales amount was at the end of the 2016 FMPP grant. Estimated final sales will be the result of 3 years of an expanded market, e-commerce sales, and additional outlet sales</p>	<p>Sales figures are collected at every market and at every point of sale for direct-to-consumer sales; sales figures are downloaded monthly from the e-commerce site</p>	<p>The biggest barrier will be natural disasters that prohibit the markets, or a decline in the number of fishermen due to an inability to sustain income. The efforts of this project address providing a sustainable income by providing additional outlets for sales.</p>
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<b>Outcome and Indicator #</b> <i>I.e., 3.i., 6.a., 6.b.</i>	<b>How did you derive the estimated numbers?</b> <i>I.e., documented background or baseline information, recent research and data, etc.</i>	<b>How and when do you intend to evaluate?</b> <i>I.e., surveys, 3rd party assessment</i>	<b>Anticipated key factors predicted to contribute to and restrict outcome</b> <i>Including action steps for addressing identified restricting factors</i>
<b>2.b.</b>	Initial Customer Count was realized over a 3 year period ending December 2019. Estimated final counts will include additional market dates and additional outlets for sale of seafood.	Car counts will be collected at every market at the permanent location. Sales data collected indicated number of purchases and this can be added to customer counts.	Biggest barrier to increasing customer counts will be failure to recruit new vendors or retain current vendors. Extensive outreach for new vendors and education of current vendors will mitigate this risk.
<b>3.a.</b>	The project is about increasing the capacity of 1 market, the Delcambre Seafood and Farmers Market, and adding additional dates	The additional market dates will be documented.	Barrier: recruiting enough vendors to support additional dates. Aggressive marketing to recruit new vendors will mitigate this risk.
<b>3e.</b>	Number based on the additional outlet for direct sales of the e-commerce site, and adding more dates each year for DSFM and one pop up market per year.	A comprehensive list of all additional opportunities that are provided will be maintained.	Barrier is distance to travel for producers. Marketing research as outlined in the needs assessment and outcome section will identify ways to address this barrier.
<b>6.a.</b>	The number is based on 100 people per year attending workshops or seminars	Where practical, sign in sheets will be used. We will also provide an ability to sign up for the newsletter by providing an email address.	Barrier to workshop attendance at the market is the fluid nature of the customer flow. We will work with presenters about capturing the audience attention; print materials will be made available to generate interest; advertise the topics for the workshops through traditional media and social media platforms.
<b>6.b.</b>	The number is based on 50 participants per year in the activities	Counts of participants of the activities will be maintained at each event	Barrier will be that these kinds of activities are new to the market. Typically people come to shop. Marketing strategies will promote the activity as part of the farmers market experience. Activities will be promoted through traditional media channels and social media

<b>Outcome and Indicator #</b> <i>I.e., 3.i.i., 6.a., 6.b.</i>	<b>How did you derive the estimated numbers?</b> <i>I.e., documented background or baseline information, recent research and data, etc.</i>	<b>How and when do you intend to evaluate?</b> <i>I.e., surveys, 3rd party assessment</i>	<b>Anticipated key factors predicted to contribute to and restrict outcome</b> <i>Including action steps for addressing identified restricting factors</i>
<b>6.c.</b>	The number is a % based on expectations of the launch of a new podcast geared toward a niche market.	Metrics are provided through podcast hosting services	Barrier will be getting the public to know about the podcast. Aggressive marketing on current market channels will be generated prior to the launch, and will be advertised at the market, as well as on social media platforms.

## BUDGET AND JUSTIFICATION

### Budget Summary

Expense Category	Federal Funds	Cost Share or Match Applicant and 3 <sup>rd</sup> Parties
Personnel		\$57,900
Fringe Benefits		
Travel		
Equipment		
Supplies	\$26,544.00	
Contractual	\$108,700.00	
Other (Specify)	\$75,000.00	
Direct Costs Subtotal	\$210,244.00	
Indirect Costs	\$21,000.00	
<b>Total Budget</b> ( <i>direct + indirect</i> )	\$231,244.00	\$57,900

Personnel

#	Name/Title and Justification for Requesting Funds	Level of Effort (# of hours OR % FTE)	Annual Salary Requested	Total Funds Requested	Match Value	Match Type
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<b>1</b>	Wendell Verret, Port Director	930 Hrs (\$30/hr)	Year 1: \$9300 Year 2: \$9300 Year 3: \$9300	\$	\$27,900	Cash: <input checked="" type="checkbox"/> X In-Kind:
<b>2</b>	Suzanne Dugas, Grant Administrator	200 Hrs (\$50/hr)	Year 1: \$3334 Year 2: \$3333 Year 3: \$3333	\$	\$10,000	Cash: <input type="checkbox"/> X In-Kind:
<b>3</b>	Patrice Doucet, Marketing Agent	250 Hrs (\$80/hr)	Year 1: \$6667 Year 2: \$6667 Year 3: \$6666	\$	\$20,000	Cash: <input type="checkbox"/> X In-Kind:
<b>Personnel Subtotals</b>				<b>\$</b>	<b>\$57,900</b>	

### Supplies

Item Description and Justification for Requesting Funds	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested	Match Value	Match Type
Pro Mixer (used for recording podcast)	\$600	1	January 2021	\$600	\$	Cash: <input type="checkbox"/> In-Kind: <input type="checkbox"/>
Lap Top Computer (used for recording, editing, producing podcast)	\$700	1	January 2010	\$700	\$	Cash: <input type="checkbox"/> In-Kind: <input type="checkbox"/>
5m 58 microphones for developing podcast)	\$130	3	January 2020	\$390	\$	Cash: <input type="checkbox"/> In-Kind: <input type="checkbox"/>

Item Description and Justification for Requesting Funds	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested	Match Value	Match Type
Microphone table stands and XLR cables (for developing podcast)	\$20.00	3 of each (6 items)	January 2020	\$120		
Headphones (for developing podcast)	\$38.00	3	January 2020	\$114		
Editing software (for developing podcast)	240.00 (yearly plan)	3	January 2020	\$720		
Texting services for fresh catch and event messaging, drive traffic to websites and podcast	\$49/mo	36	October 2020	\$1800		
Promotional materials such as brochures and fliers for distribution to consumers and for vendor recruiting regarding healthier food options, healthy activities, and nutritional information for food at the market	Examples of some promotional items: Brochures \$.54/each Tent signs - \$7.82 Market poster-\$1.04 Recipe cards - \$.936	Estimates: final materials depend on programs 1000 - \$541 40-\$315 300-\$300 7000-\$6552	October 2020 and ongoing	\$9000		
Planning cost for supplies related to health related activities such as fun run, 5k, yoga	\$200/event	18 events	October 2020	\$3600		
Demonstrations targeting healthy food, include chef demonstrations and educational seminars by nutritionists and health professionals	\$250/demonstration	18 demos	November 2020	\$4500		
Supplies that support the unique offerings of the seafood market. An example is insulated shopping bags with logo.	Example: \$54/pack of 25	Example: 2,000 Actual purchases will be determined	October 2020	\$5000		
<b>Supplies Subtotal</b>				<b>\$26,544</b>	<b>\$</b>	

## Contractual

The Contractual section includes contractual, consultant, and subaward agreements that are part of the completion of the project. A subaward is an award provided by the non-federal entity to a subrecipient for the subrecipient to carry out part of a Federal award received by the non-federal entity. Contractual/consultant costs are expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant or subaward, each must be described separately.

Type	Name/Organization and Justification for Requesting Funds	Hourly / Flat Rate	Funds Requested	Match Value	Match Type
1 <input checked="" type="checkbox"/> Contract <input type="checkbox"/> Subaward	Professional Chef Consultant – to consult on healthy options for recipes, demonstrations, and content of educational seminars and workshops (Obj 1, 2)	\$8000/YR	\$24,000	\$	Cash: <input type="checkbox"/> In-Kind: <input type="checkbox"/>
2 <input checked="" type="checkbox"/> Contract <input type="checkbox"/> Subaward	Social Media/Promotions Coordinator – to manage all social media channel content and posts including, but not limited to Facebook, Instagram, podcast, webpages (Obj 1, 2, 3,4)	\$50/hr	\$31,200	\$	Cash: <input type="checkbox"/> In-Kind: <input type="checkbox"/>
3 <input checked="" type="checkbox"/> Contract <input type="checkbox"/> Subaward	Podcast Producer – recruit guests, handle scheduling of guests and episodes, prepare information about guests and subject for host (Obj. 2, 4)	\$50/hr	\$25,000		
3 <input checked="" type="checkbox"/> Contract <input type="checkbox"/> Subaward	Podcast Host – act as host for podcast broadcast (Obj. 2, 4)	\$150/episode x 50	\$7,500		
3 <input checked="" type="checkbox"/> Contract <input type="checkbox"/> Subaward	Podcast Editor – edit audio recording of podcast and prepare for distribution (Obj. 2, 4)	\$30/hr	\$4,500		
3 <input checked="" type="checkbox"/> Contract <input type="checkbox"/> Subaward	Nutritionist or Dietician – work with Chef Consultant and vendors to provide healthier food options	\$60/hr	\$9,000		
3 <input checked="" type="checkbox"/> Contract <input type="checkbox"/> Subaward	Food lab – complete nutritional analysis on prepared foods and develop healthy recipe options	\$150/recipe	\$7,500		
<b>Contractual Subtotal</b>			<b>\$108,700</b>	<b>\$</b>	

Other

Item Description and Justification for Requesting Funds	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested	Match Value	Match Type
Advertising for grant activities on radio,TV outlets, print and social media. Ads will promote the health and wellness initiatives at the market, the podcast, the popup markets, healthy food options at the market.	Proposed radio: Estimated prices for spots range from \$4000 - \$12,000 for 3 years of spots, depending on market coverage (includes Pandora radio)	Spots, ads and promotions will be purchased 10 months/year/ 3 years. We have 5 regional radio outlets we will consider	Beginning October 2020	\$25,000	\$	Cash: <input type="checkbox"/> In-Kind: <input type="checkbox"/>

	Print ads: 3 col x 5.5". Depending on paper prices range from \$345.80 per ad/3 ad/mo to \$728 per ad. Budget up to \$40,000	Newspaper ads will run monthly, 3 ads per month, 10 months/year. We have 7 print outlets that we will consider		\$35,000	\$	Cash: <input type="checkbox"/> In-Kind: <input type="checkbox"/>
	Local TV station. \$175/:30 spot	2 spots per month for 5 months for 3 years		\$5250	\$	Cash: <input type="checkbox"/> In-Kind: <input type="checkbox"/>
Promotional advertising such as yard signs and posters to advertise health and wellness events. Examples of possible materials are included.	Insulated freezer bags with logo Vegetable scrubbers w logo Event signs, posters, flyers (5k, farm to table event, etc) Other promotional materials undetermined.	\$54 pk of 25 – 80 pacs \$1 each/200/mkt Signs - \$8/sign/50 signs Flyers and posters - \$1/poster		\$4320 \$3000 \$400 \$600 \$1430		
<b>Other Subtotal</b>				<b>\$75,000</b>	<b>\$</b>	

**Indirect**

*Indirect costs (also known as "facilities and administrative costs"—defined at [2 CFR §200.56](#)) represent the expenses of doing business that are not readily identified with a particular grant, contract, or project function or activity, but are necessary for the general operation of the organization and the conduct of activities it performs. For the indirect cost formula and additional information, refer to Section 4.6.1 of the RFA.*

Indirect Cost Rate Requested (%)	Funds Requested	Match Value	Match Type
10%	\$21,000		Cash: <input type="checkbox"/>