

**NEW YORK STATE
DEPARTMENT OF AGRICULTURE AND MARKETS**

NEW YORK FRESH CONNECT FARMERS' MARKETS PROGRAM

The Department is seeking organizations to establish, manage, and operate farmers' markets that will expand and improve access to local, fresh, nutritional food to nutritionally underserved neighborhoods in New York State.

Applications ***MUST BE RECEIVED*** by the Department's Division of Fiscal Management by 4:30 p.m. EDT on **June 17, 2011**.

Note: Applicants are urged to check the Department's website frequently for notices of any changes, additions or deletions to this program (See www.agmkt.state.ny.us).

APPLICATION SUBMISSION REQUIREMENTS

Applications should conform to the format and content specified in this request. Applicants should submit an original and three (3) copies of each application. Envelopes should be clearly marked: **“New York Fresh Connect Farmers' Markets Program”**.

Applications must be submitted to:

Lucy Roberson, Director
Division of Fiscal Management
NYS Department of Agriculture and Markets
10B Airline Drive
Albany, New York 12235

Applicants, not delivery services or other intermediaries, are responsible for the timely submission of applications. Faxed and e-mailed applications will not be accepted. Applications delivered after the scheduled date and time will be returned to applicants and not considered for funding.

Applications *MUST BE RECEIVED* by the Department's Division of Fiscal Management by 4:30 p.m. EDT on June 17, 2011.

QUESTIONS CONCERNING THE PROGRAM

All questions about requirements contained in this program solicitation **must be submitted in writing** (fax or e-mail will be accepted) to:

Steve McGrattan
NYS Department of Agriculture and Markets
10B Airline Drive
Albany, NY 12235
Fax: (518) 457- 2716
E-mail: steve.mcgrattan@agmkt.state.ny.us

GENERAL PROGRAM INFORMATION

Program Summary

As a part of Governor Cuomo's Share NY Food Initiative, New York State will partner and contract with a local organization to develop and manage farmers' markets in underserved neighborhoods in New York State. This **pilot program** will enhance the nutritional well-being and economic health of New York State by increasing access to affordable, farm fresh foods by low-income and / or underserved neighborhoods and communities.

Objectives of the pilot program are:

1. To serve nutritionally underserved neighborhoods and communities in New York State;
2. To provide additional opportunities for New York farmers to sell local products;
3. To establish a framework that will make this pilot replicable in other communities.

Roles and Responsibilities

The following is a list of roles and responsibilities for the pilot season of the market:

Farmers' Market Manager Responsibilities

Each applicant selected to manage a market will be responsible to:

1. Conduct day-to-day operations of the market

2. Provide on-site management during the time and day(s) the market is open
3. Administer all finances and maintain financial records
4. Obtain and maintain necessary permits, licenses, and insurance (including worker's compensation and disability insurance if required)
5. Accept SNAP/Food Stamps, Farmers' Market Nutrition Program/Senior, and WIC Vegetable and Fruit checks
6. Obtain and maintain EBT (electronic benefits transfer) USDA certification capability for processing Food Stamps
7. Conduct local promotion activities
8. Consult with the Department of Agriculture and Markets on market policies
9. Provide nutrition education
10. Provide market security
11. Provide a final report to the Department of Agriculture and Markets to include, at a minimum, final accounting of all finances, promotion report, operation report, EBT, SNAP/Food Stamps, Farmers' Market Nutrition Program/Senior, and WIC Vegetable and Fruit checks activities, and recommendations for next market season
12. Conduct a post market farmer survey
13. Ensure participating farmers, at a minimum, will
 - a. Accept FMNP, EBT, and WIC Vegetable and Fruit benefits
 - b. Coordinate and adhere to market schedule
 - c. Dedicate share of crop/production to program
 - d. Be informed of and encouraged to participate in "Good Agricultural Practices" (GAP)
 - e. Provide biography and photographs for promotion
 - f. Invoice the market manager for product delivery/accept FMNP checks as payment if applicable
 - g. To the extent practicable supply surplus farm products to charitable organization(s)
 - h. Adhere to market, local, state, and / or federal rules, regulations, and policies
 - i. Provide own tents and tables as necessary

Farmers' Market Requirements

Each market will meet the following requirements for the pilot market season:

1. Farmers will not be charged any participation fees for the pilot year (first year) of the market operation
2. Priority will be given to markets that accept SNAP/Food Stamps, Farmers' Market Nutrition Program/Senior, and WIC Vegetable and Fruit checks
3. Open at least 1 day per week for a minimum of 4 hours on each day of operation..
4. Maintain a minimum of 2 farm product vendors that sell New York farm products, including but not limited to, fruits, vegetables, grains, dairy products, meats and meat products, maple products, honey, and plants during the pilot market season
5. Market season will begin early July and end, at a minimum, October 31, 2011
6. At least 51% of the vendors at the market must be farm products vendors that sell New York farm products, including but not limited to, fruits, vegetables, grains, dairy products, meats and meat products, maple products, honey, and plants and food vendors
7. Offer nutrition education

New York State Responsibilities

1. Identify underserved communities and market locations for pilot season
2. Contract with the Market Manager for the management of the farmers' market
3. Recruit and secure minimum of 2 farm product vendors that sell New York farm products, including but not limited to, fruits, vegetables, grains, dairy products, meats and meat products, maple products, honey, and plants for pilot season and ensure product diversity
4. Provide all equipment required to conduct EBT transactions

5. Provide signs, marketing brochures and materials
6. Provide assistance and direction regarding promotion and general market policies
7. Assist with facilitating licenses, permits
8. Assist in applying for USDA EBT certification
9. Assist with the coordination of relevant agencies and organizations

APPLICANT ELIGIBILITY

1. Eligible applicants include:
 - Local, State or Indian tribal government entities
 - Not-for-profit organizations (must provide proof of registration with the NYS Attorney General's Charities Bureau)
 - Public benefit corporations
 - Public authorities
2. Applicants must demonstrate experience managing farmers' markets and / or similar community organizations, event, festivals, or promotional activities
3. Applicants may submit applications to manage and operate more than one market. **Applicants applying to manage and operate more than one market must submit a separate application each for market location.** No single entity will be awarded more than \$50,000 in aggregate to operate farmers' markets.
4. The maximum contract that will be awarded to manage and operate any one market location is \$15,000.

PROJECT BUDGET

Applicants will propose a budget for the following activities:

1. Salaries
2. Benefits
3. Communications
4. Mailing / postage
5. Insurance, permits etc
6. Nutrition education
7. Final reporting
8. Other costs necessary to ensure operation of the market

The applicant's budget will include the following minimum allowances:

1. Advertising and Promotion - \$1,500

APPLICATION FORMAT

General Application Instructions

Submit applications using the attached template.

APPLICATION EVALUATION CRITERIA

The Department will evaluate each application according to:

1. Location in underserved community
2. Market managing experience
3. Advertising and promotion plan
4. Operation and management plan
5. Nutrition education program plan
6. Budget

SELECTION PROCESS

The Department will first screen applications to ensure that they meet the eligibility requirements. Applications will then be reviewed by a Department panel. An applicant may be awarded a contract to manage and operate more than one market. No single entity will be awarded more than \$50,000 in aggregate to operate farmers' markets.

The Department will send written notice to each applicant of its selection decisions. A contract defining all terms and conditions and responsibilities of the successful applicant shall be developed by the Department. The contract will incorporate the project details and a budget approved by the Department among its provisions. The contract will also include the general terms and conditions required in all contracts awarded by the Department.

Once the contract is fully executed, grant funds will be disbursed on a reimbursement basis with an initial advance of up to twenty-five (25%) of the total State award, if requested, at the discretion of the Department. The Department shall retain ten percent (10%) of the budget amount to be disbursed to the contractor until such time as the final report is accepted.

Invoices for Payment shall be submitted to the Department on a New York State standard voucher provided by the Department. A progress report detailing work performed must accompany each voucher. Payment for invoices submitted by the contractor shall only be rendered electronically unless payment by paper check is expressly authorized by the Commissioner, in the Commissioner's sole discretion, due to extenuating circumstances. Such electronic payment shall be made in accordance with ordinary State procedures and practices. The Contractor shall comply with the Comptroller of the State of New York's procedures to authorize electronic payments. Contractor acknowledges that it will not receive payment on any invoices submitted under this Agreement if it does not comply with the Comptroller of the State of New York's electronic payment procedures, except where the Commissioner has expressly authorized payment by paper check as set forth above.

REPORTING REQUIREMENTS

The Department of Agriculture and Markets will monitor contract performance. Progress reports that summarize the work completed on the project must be submitted with each voucher. A final report will be required within forty-five (45) days following completion of the project.

The Department and State Comptroller's Office reserve the right to audit the applicant's books and records relating to the performance of the project during and up to six years after the completion of the project.

LIABILITY

The Department shall not be held liable for any costs incurred by any party for work performed in the preparation of and production of an application or for any work performed prior to the formal execution of a contract.

WORKERS' COMPENSATION AND DISABILITY INSURANCE REQUIREMENTS

New York State Workers' Compensation Law sections 57 and 220 require that the Department not enter into a contract unless proof of Workers' Compensation and Disability Insurance in a form satisfactory to the New York State Workers' Compensation Board has been secured.

Please refer to the Workers' Compensation and Disability Insurance Requirements posted on the Department's website, www.agmkt.state.ny.us under the heading of this program or visit the New York State Workers' Compensation Board website, www.wcb.state.ny.us for more information. You may contact the Board's Bureau of Compliance with any questions related to workers' compensation or disability insurance at (866) 298-7830.

OTHER CONSIDERATIONS

The Department reserves the right to:

- reject any or all applications received with respect to this program solicitation;

- waive or modify minor irregularities in applications received after prior notification and concurrence of the applicant;
- utilize any or all ideas submitted in the applications received unless those ideas are covered by legal patent or proprietary rights;
- request from an applicant additional information as deemed necessary to more fully evaluate its application;
- amend the program's specifications after their release, with appropriate written notice posted on the Department's website;
- select only certain portions of applications for funding;
- make all final decisions with respect to the amount of funding and the timing of payments to be provided to an applicant; and
- negotiate the terms of the budget and scope of work.

All applications submitted in response to this program solicitation will become the property of the New York State Department of Agriculture and Markets.

FREEDOM OF INFORMATION

All applications submitted and all related contracts and reports may be subject to disclosure under the Freedom of Information Law.

APPENDIX A (*Standard Clauses for All State Contracts*)

Appendix A, which is posted on the Department's website at www.agmkt.state.ny.us, contains standard clauses which are required in all State contracts. Appendix A will be a part of any contract awarded under this program, and successful applicants will be responsible for complying with the terms and conditions contained therein.

PART A – APPLICANT INFORMATION

Applicant:

Name: _____

Address: _____

Principal Contact for the Applicant:

Name: _____

Address: _____

Phone: _____ **Alternate Phone:** _____

Fax: _____ **E-mail:** _____

Type of Applicant (choose appropriate designation):

- Local, State or Indian tribal government entity
- Not-for-profit organization, NYS Charities Bureau Registration Number _____
- Public Benefit Corporation
- Public Authority

Farmers' Market Location

NOTE: Select one farmers' market location per application. A separate application MUST be submitted for each location.

- Central Harlem, NYC
- St. Albans, Queens
- Niagara Falls, Niagara County
- Flushing, Queens
- Bedford-Stuyvesant, Brooklyn
- Mount Vernon, Westchester County
- Cypress Hills, Brooklyn
- Parkchester, Bronx
- North Tonawanda, Niagara County
- Sharon Springs, Schoharie County
- Boonville, Oneida County
- Newburgh, Orange County
- Westbury, Nassau County
- Mobile Markets, Buffalo, Erie County
- Mobile Market, Syracuse, Onondaga County
- Mobile Market, Madison County

PART B – PROJECT DETAILS

Farmers' Market Management Experience

Describe all relevant experience in managing farmers' markets and / or similar community organizations, events, festivals etc. in New York State. Provide the names, locations of all markets, similar events, festivals, etc. managed..

Advertising and Promotion

Describe how you will advertise and promote the market.

Operation and Management

Describe an operations and management plan for the market.

Nutrition Education

Describe a nutritional education plan for the market.

PART C – BUDGET INFORMATION

Complete the table below. Provide sufficient detail in bullet or paragraph format in the narrative column that explains how the work will be accomplished. All requested budget items/ activities should correlate to the purpose/goals of the project and demonstrate that they are reasonable and adequate for the proposed work.

SECTION I – BUDGET SUMMARY		
	Proposed Amount	Narrative Explanation
Budget Categories		
Salaries Benefits		
Advertising and Promotion	NYS funds - \$1,500 allowance	
Nutritional Education		
Insurance, permits, etc.		
Other Costs		
TOTAL		

