

**New York State Department of Agriculture & Markets
Request for Applications**

New York Fresh Connects Farmers Market Program Questions and Answers

Questions & Answers

Q: Most of the grant is on a reimbursement basis. What is the reimbursement turnaround? What is the process to get reimbursed?

A: Correct -75% of the grant funds will be disbursed on a reimbursement basis. To be reimbursed for expended funds, you will need to submit a simple written report – essentially describing the work for which you are seeking reimbursement, a simple budget report, documentation of how the funds were used, and a NYS Voucher. Once a complete voucher with documentation is received, it will take approximately 3 weeks to receive a check.

Q: What is the process for receiving 25% of the grant in advance?

A: A voucher for 25% of the contract amount must be submitted to the Department once the contract is executed.

Q: Will a receipt that pre-dates the signing of the contract be honored? (i.e. if a market storage unit and tent have been purchased prior to signing the contract, will this qualify for reimbursement under the grant?)

A: The Department will not reimburse for expenses incurred prior to the award of a contract. Expenses incurred after the award of a contract and prior to contract execution will be reimbursed once the contract is fully executed and a voucher and required documentation requesting reimbursement is submitted to and approved by the Department. However, those expenses are incurred at your own risk. If, for some reason, a contract is not executed, the Department will not be liable to pay those expenses.

Q: Would preparing and conducting a survey of neighborhood residents about the need for the market be included under some of the \$1,500 funds allocated for advertising and promotion?

A: No.

Q: How will the state help secure NYS farmers for the market?

A: Department staff will assist recruiting farmers through direct contact with farmers and farmer organizations.

Q: Does the state have any requirements for how the \$1,500 for promotion and advertising money will be used?

A: Promotion and advertising funds may be used activities including, but not limited to, print, radio, social media, brochures and signs (above and beyond that the Department will provide) etc. The Contract between the Department and the Market Operator will require that the NY Fresh Connect Farmers' Markets branding be used on all promotion and advertising material, including vehicles in the case of the mobile markets. The Department must approve all promotion and advertising material, including vehicle wraps.