



## NOTICE OF AWARD

United States  
Department of  
Agriculture

September 20, 2016

Agricultural  
Marketing  
Services

ATTN: Jim Westmoreland, City Manager  
GREENSBORO, NC

Local Food  
Promotion  
Program

SUBJECT: Agricultural Marketing Service (AMS) Notice of Award (NOA) for  
Agreement No. 16LFPPNC0019

1400  
Independence  
Ave, SW  
Room 4543-S  
Stop 0264  
Washington, DC  
20250-0264

CFDA#: 10.172

Project Director: Jim Westmoreland

Project Title: Creating Support for Local Food Entrepreneurs

Period of Performance: September 30, 2016-September 29, 2019

AMS Award Amount: \$473,980.00

Matching Funds Amount: \$346,320.00

Dear Jim Westmoreland:

The Agricultural Marketing Service (AMS) hereby awards a grant to GREENSBORO, CITY OF in support of the above referenced program. This Award is pursuant to 7 U.S.C. 3005 (CFDA# 10.172, Local Food Promotion Program) and is subject to:

1. Your organization's application package, including the SF-424, SF-424B, Application/Project Narrative, Budget Summary/Narrative, other supporting letters and documents, as applicable, match verification, as applicable, AD-3030, Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants, as applicable, and AD-3031, Assurance Regarding Felony Conviction or Tax Delinquent Status for Corporate Applicants, as applicable.
2. FY 2016 Local Food Promotion Program General Terms and Conditions <https://www.ams.usda.gov/services/grants/lfpp/administer>

Acceptance of this award requires an authorized GREENSBORO, CITY OF representative to sign and date the Grant Award and submit to Nicole Nelson Miller at [nicole.nelson@ams.usda.gov](mailto:nicole.nelson@ams.usda.gov).

If you have any questions about this NOA, please contact the Federal Agency Project Manager listed in Box 13 of the attached Grant Agreement.

Sincerely,

Karla Whalen

USDA, Agricultural Marketing Service

Grant Agreement Face Sheet		
<b>1. Accounting Code:</b> 9000001221	<b>2. Vendor I.D. (EIN):</b>	<b>3. DUNS Number:</b> 071572374
<b>4. Agreement Number:</b> 16LFPPNC0019	<b>5. Type of Instrument:</b> Grant Agreement	<b>6. CFDA Number:</b> 10.172
<b>7. Title of Agreement:</b> Creating Support for Local Food Entrepre		
<b>8. Objective:</b> To increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets, by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement and expansion of local and regional food business enterprises (including those that are not direct producer-to-consumer markets) that process, distribute, aggregate, or store locally or regionally produced food products.		
<b>9. Statement of Work:</b> This agreement shall be carried out by the organizational units or officials of the Federal Agency and the Recipient in the manner and subject to the conditions provided in the Local Food Promotion Program (LFPP) - Award Terms and Conditions attached hereto and made a part of this agreement.		
<b>10. Legal Authority:</b> The Agricultural Act of 1946 (7 U.S.C. 1621-1627), the Farmer-to-Consumer Direct Marketing Act of 1976 (7 U.S.C. 3001-3006) and the Agriculture Act of 2014 (Public Law 113-79) (2014 Farm Bill) that reauthorized, funded, expanded, and renamed the Farmers Market Promotion Program as the “Farmers’ Market and Local Food Promotion Program” (7 U.S.C. 3005).		
<b>11. Federal Agency (Name and Address):</b> Local Food Promotion Program 1400 Independence Ave Washington, DC 20250	<b>12. Recipient:</b> GREENSBORO, CITY OF ATTN: BOBBY FITZJOHN GREENSBORO, NC 27402-3136	
<b>13. Federal Agency Project Manager:</b> Nicole Nelson Miller, Proj Management Spec Telephone: 202-720-2188 Email: nicole.nelson@ams.usda.gov	<b>14. Recipient Project Coordinator:</b> Jim Westmoreland, City Manager Telephone: 336-373-2002 Email: jim.westmoreland@greensboro-nc.gov	
<b>15. Period of Performance:</b> September 30, 2016 through September 29, 2019	<b>16. Federal Agency Funding Amount:</b> \$473,980.00	<b>Non-Federal Matching Amount:</b> \$346,320.00
<p style="text-align: center;"><b>PROVISIONS</b></p> <p>This Grant Award incorporates the following:</p> <ol style="list-style-type: none"> <li>1. The approved Grant Narrative, Project and Match Budget, and Approved Award Budget including any mutually agreed upon budget revisions and other changes and amendments thereto – incorporated by reference.</li> <li>2. The Recipient will complete activities outlined in the approved Grant Narrative, Project Budget and Match Request, and Approved Award Budget.</li> <li>3. The Recipient agrees to comply with the requirements in the Local Food Promotion Program Fiscal Year 2016 Grant Program General Award Terms and Conditions – available at <a href="https://www.ams.usda.gov/services/grants/lfpp/administer">https://www.ams.usda.gov/services/grants/lfpp/administer</a> and incorporated by reference.</li> </ol>		
<b>17. Federal Agency Representative Approval:</b> Karla Whalen Deputy Administrator Agricultural Marketing Service	<b>18. Recipient Representative Approval:</b> Name:  Title:	
<b>19. Federal Agency Representative Approval Signature:    Date:</b>  Karla Whalen  09-20-2016	<b>20. Recipient Representative Approval Signature:    Date:</b>	

**Paperwork Burden Statement**

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*1) mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410;  
2) fax: (202) 690-7442; or 3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov). USDA is an equal opportunity provider, employer, and lender.*