

# AMSTA

the Agricultural Marketing Service  
Technical Assistance Project

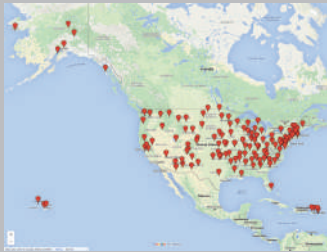
AMSTA harnesses the capacity of the four Regional Rural Development Centers and the State Cooperative Extension Service to deliver a cost-effective federal education program to rural communities and underserved audiences.

State, regional, and federal partners collaborated to develop



a national grant-writing curriculum for potential applicants to the USDA Agricultural Marketing Service's Farmers Market and Local Foods Promotion Grant,

in all 50 states + Puerto Rico and the US Virgin Islands in English and Spanish



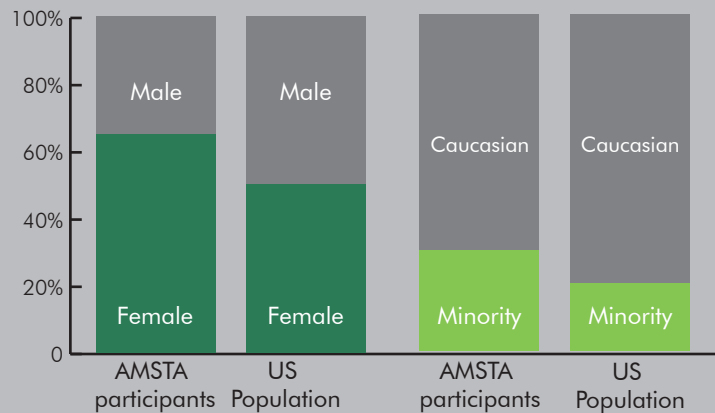
# 137

Trainings conducted

which was distributed to state Extension staff via regional train-the-trainer sessions



Reaching more than  
**3,000**  
businesses



including a larger share of women and minorities than exists in the US population!

## Next Steps

The project is currently delivering technical assistance to awardees of the **USDA Agricultural Marketing Service Farmers Market and Local Food Promotion Program Grants** to help them successfully manage their active awards.

*"This was the first grant I ever applied for and got it. I could never have done it without the training and materials to refer to."*

## Did it work?

*"The training was crucial."*

*"Although I am very confident in our team's ability to put together successful applications, I do not feel that we would have been as successful in our proposal without the training."*