

**PERALTA COMMUNITY COLLEGE DISTRICT**  
**Board of Trustees Agenda Report**  
**For the Trustee Meeting Date of March 23, 2010**

ITEM # 9

**ITEM TITLE:**

Request approval to submit an application for funding to the United States Department of Agriculture (USDA, Agricultural Marketing Service (AMS), Farmers Market Promotion Program (FMPP)

**SPECIFIC BOARD ACTION REQUESTED:**

Authorization to Submit a Letter of Intent to Apply to the United States Department of Agriculture (USDA), Agricultural Marketing Service (AMS), Farmers Market Promotion Program (FMPP)

**ITEM SUMMARY:**

The purpose of this grant is to assist Merritt College in promoting the domestic consumption of agricultural commodities by expanding direct producer-to-consumer marketing opportunities. If funded, this grant would support The Merritt College Farmer's Market, Maximum Achievement Project (MAP) and the Alameda Transportation Logistics & Academic Support (ATLAS) Program. The grant would begin in October 2010 until October 2012. The funding amount requested is \$100,000. The Chancellor recommends approval.

**BACKGROUND/ANALYSIS:**

The Agricultural Marketing Service(AMS) is making available through the Farmers Market Promotion Program (FMPP) a grant that promotes direct producer-to-consumer marketing proposals that may be funded including projects that address issues related to farmers markets, roadside stands, community supported agriculture programs, agritourism activities, and other direct producer-to-consumer marketing channels.

**ALTERNATIVES/OPTIONS:**

**EVALUATION AND RECOMMENDED ACTION:**

**SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):**

United States Department of Agriculture (USDA) Agricultural Marketing Service

**OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):**

YES \_\_\_\_\_ NO  X

**COMMENTS:**

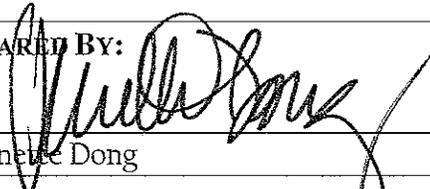
**WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?**

**DID A BOARD STANDING COMMITTEE RECOMMEND THE ITEM?** YES \_\_\_\_\_ NO  X   
\_\_\_\_\_ IF "YES", PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.

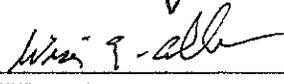
(\*\*\*\*\*Board contract approval is subject to negotiation and execution by the Chancellor.)

**PLEASE ACQUIRE SIGNATURES IN THIS ORDER:**

**DOCUMENT PREPARED BY:**

Prepared by:  Date: \_\_\_\_\_  
 Jeanette Dong

**DOCUMENT PRESENTED AND APPROVED BY:**

Presented and approved by:  Date: 3/18/10  
**DR. WISE ALLEN**

**FINANCE DEPARTMENT REVIEW**

Finance review required       Finance review *not* required

If Finance review is required, determination is:     Approved       Not Approved

If not approved, please give reason: \_\_\_\_\_

Signature:  Date: 3/18/10  
 Finance and Administration Approval

**GENERAL COUNSEL (Legality and Format/adherence to Education Codes):**

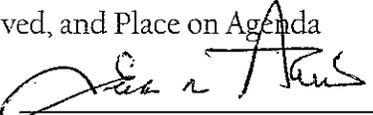
Legal review required       Legal review *not* required

If Legal review is required, determination is:     Approved       Not Approved

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Thuy T. Nguyen, General Counsel

**CHANCELLOR'S OFFICE APPROVAL**

Approved, and Place on Agenda       Not Approved, but Place on Agenda

Signature:  Date: 3/18/10  
 Elihu Harris, Chancellor