

AMSTA

the Agricultural Marketing Service
Technical Assistance Project

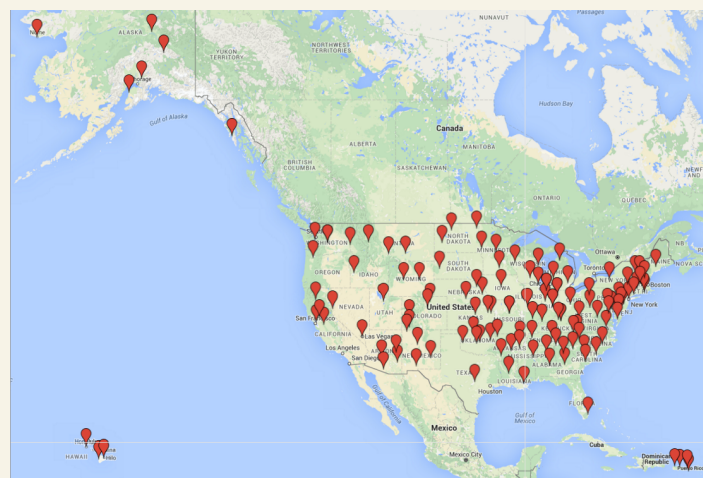
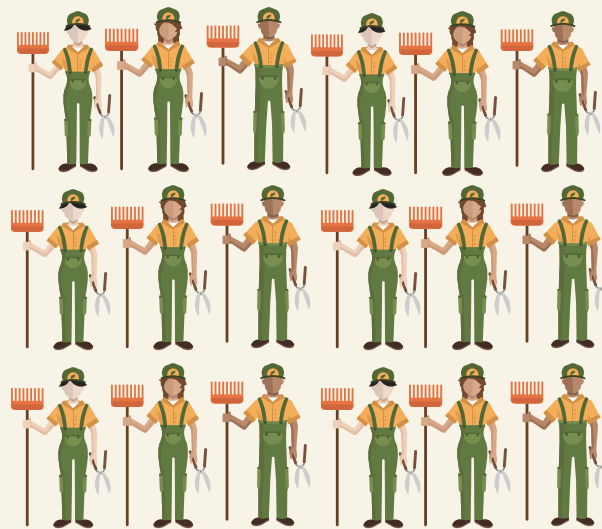
AMSTA harnessed the capacity of the four Regional Rural Development Centers and the State Cooperative Extension system to deliver a cost-effective federal education program to rural communities and underserved audiences. Here's how:



State, regional, and federal partners
collaborated to develop

a national writing curriculum
for would-be applicants to the Farmers Market and Local Foods Promotion Programs,

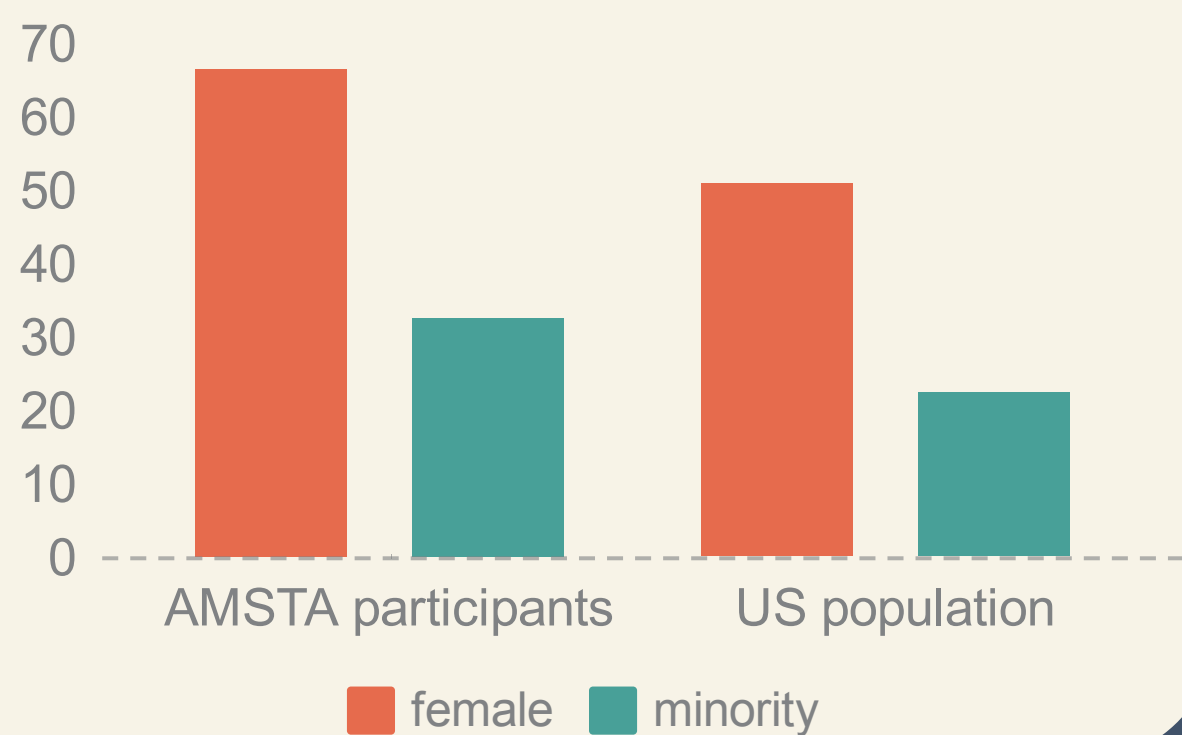
which was distributed to **state Extension staff** via regional train-the-trainer sessions.



reaching more than **3,000** businesses

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

In turn, they conducted **137 trainings**



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



We've heard from several business-owners who think it did:

"The training was crucial."

"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."

"Although I'm 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."