

Advancing Markets for Producers (AMP) FAQ

What are the main objectives for the Advancing Markets for Producers (AMP) Program?

- Empower producers to trial and adopt conservation practices through targeted incentives and tailored technical assistance.
- Measure impacts by equipping growers with tools to document practice adoption, environmental outcomes, and productivity metrics.
- Advance markets by promoting sustainable and regenerative-grown U.S. specialty crops through strategic marketing and value chain development.

Who is involved in the Advancing Markets for Producers (AMP) Program?

- The [USDA](#), [International Fresh Produce Association \(IFPA\)](#), [CropTrak](#), and [Measure to Improve \(MTI\)](#) will collaborate to implement a farmer first approach empowering producers to implement conservation practices, measure impacts, and advance markets for sustainable and regenerative fresh produce.

How is the Advancing Markets for Producers (AMP) Program different from the Partnerships for Climate Smart Commodities Grant?

- This Advancing Markets for Producers Program is focused on improving market access for specialty crop producers trialing conservation practices.
- There is an additional bonus per enrolled acre to this program.
- The burden of reporting has been reduced, limiting the amount of required data collection.
- An Environmental Evaluation (CPA-52) will be required for this new program for most practices which may delay the enrollment process.

Why should I participate?

- \$28,000 maximum payment.
 - **\$10,000 maximum per year reimbursement for the direct cost of implementing conservation practices** (materials, labor, testing, equipment, rentals, etc.).
 - Growers receive 90% reimbursement while remaining 10% of direct costs will be treated as a cost share.
 - **\$5,000 flat rate for participation and meeting benchmarks including:**

- Completion of onboarding and eligibility paperwork
- Baseline data submission
- Documented implementation progress
- Engagement with reporting requirements
- **\$500 bonus** per acre up to 26 acres not to exceed **\$13,000 per operation**
- In addition to financial support, growers will receive:
 - Marketing and communication tools
 - Technical assistance
 - One-on-one assistance with practice planning and data tracking
 - One-to-many communications such as guides, webinars, and FAQs
 - In-field support through site visits and hands-on field days
 - Coordination with local advisors, including CCAs, PCAs, and conservation specialists

Why does the AMP Program include marketing and communications?

- The AMP Program places greater emphasis on advancing markets for specialty crops grown using conservation practices.
- While many consumers value sustainability, purchase decisions still center on freshness, quality, and price. To help growers articulate the value of sustainable and regenerative agriculture and reach buyers (including retailers and processors), we will create a suite of marketing and messaging tools for sustainable and regenerative agriculture-specialty crops. This will be part of a broader awareness campaign aimed at both consumers and market stakeholders, helping producers capture value for their environmental stewardship.
- This effort helps:
 - Build buyer confidence in how specialty crops are grown
 - Share practical lessons across growers, buyers, and the supply chain
 - Encourage wider use of conservation practices over time

How will this marketing effort be implemented?

- Build Awareness (Without Focusing on Brands)
 - We'll launch a simple campaign to help people understand what regenerative and sustainable-grown produce is and why it matters. The goal is to tell Growers stories in a way that connects with buyers and shoppers without putting down those who aren't part of the program.
 - Create Tools for Growers to Share Their Story
 - Farmers in the program will get a set of easy-to-use materials to help them explain how they grow their crops using conservation practices. These tools may include:
 - Templates for product signs and flyers
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- Photos, soil health data, and simple charts
- Clear messaging that speaks to grocery buyers, restaurants, and everyday consumers
 - These tools will also be shared with others in the industry to use and build from.
- Work with Local and Regional Partners
 - We'll partner with farmers markets, food co-ops, and regional buyers to help move these conservation grown crops into the marketplace. We'll also team up with grower organizations to add these tools into their existing outreach. Educational materials will be shared at events, trade shows, and with anyone who wants to learn more about sustainable farming
- Participation in the AMP Program **does not require advertising, promotion, or public visibility for individual farms.** Information is shared at an aggregated, industry level unless a grower chooses otherwise.
- *For more information, see the AMP Marketing & Storytelling Fact Sheet.*

What practices are funded through the AMP Program?

- [Nutrient Management \(NRCS 590\)](#)
- [Residue and Tillage Management No Till \(NRCS 329\)](#)
- [Residue and Tillage Management Reduced Till \(NRCS 345\)](#)
- [Cover Crops Short Season \(NRCS 340\)](#)
- [Conservation Crop Rotation \(NRCS 328\)](#)
- [Irrigation Water Management \(NRCS 449\)](#)
- [Soil Carbon Amendment \(NRCS 336\)](#)
- [Mulching \(NRCS 484\)](#)

What are the eligibility requirements for enrolling in the AMP Program?

- **California and Washington specialty crop producers** can sign up through [IFPA Website](#)
 - Establish farm records with USDA Farm Service Agency and complete all required forms:
 - Farm Records
 - Maps
 - CCC-901/902
 - AD-1026
 - AD-2047
 - 156-EZ
 - Subsidiary Print
 - CPA-52
 - Commit to a trial period implementing conservation practices.
 - Submit baseline data, allow access to sites for data collection, and be willing to document and enter data points for reporting purposes.
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- Data will remain anonymous and aggregated without personal identifiable information.
- Document implementation progress and engagement with reporting requirements.
- Demonstrate that the entity doesn't receive federal funding, through NRCS conservation programs, for the same practice on the same ground.

Do participating growers need to have a minimum annual revenue or acreage under management?

- There is no upper/lower limit on annual revenue, but it must be a functional commercial operation.

What additional data will growers be asked to share?

- Additional information growers will be asked to share includes, but is not limited to:
 - The type and timing of conservation practices implemented
 - Acreage committed to each practice
 - Crop type and rotation
 - Fertilizer and water management
 - Tillage or reduced disturbance techniques
 - Visual field documentation and grower feedback

How will my data be used?

- Your data will be used solely for the purposes of this program, including:
 - Delivering individualized technical assistance resources.
 - Meeting program reporting requirements.
 - Developing customized marketing materials.
- *For additional details, please review the Data Privacy Policy and the Reporting Requirements Spreadsheet.*

How will my data be protected?

- Identifiable, individual on-farm data will not be shared publicly.
 - Data will only be shared with authorized program partners.
 - Data will not be used for purposes beyond the program without explicit grower permission.
 - Any publicly shared information will be anonymized.

How will this program be structured?

- This is a multi-year program
- Participation is structured annually

Who is my main point of contact?

- Measure to Improve serves as the centralized grower support team and primary point of contact throughout the program.
 - For any AMP related inquiries, please contact AMP@MeasuretoImproveLLC.com