



USDA Pandemic Assistance for Producers *Coronavirus Food Assistance Program (CFAP)*

Toolkit for Stakeholders

USDA is establishing new programs and efforts to bring financial assistance to farmers, ranchers and producers who felt the impact of COVID-19 market disruptions. The new initiative—**USDA Pandemic Assistance for Producers**—will reach a broader set of producers than in previous COVID-19 aid programs. USDA is dedicating at least \$6 billion toward the new programs. This includes \$2 million to establish partnerships with organizations to provide outreach and technical assistance to socially disadvantaged farmers and ranchers. These cooperative agreements will support participation in programs offered by FSA, including the **Coronavirus Food Assistance Program (CFAP)**.

The Department will also develop rules for new programs that will put a greater emphasis on outreach to small and socially disadvantaged producers, specialty crop and organic producers, timber harvesters, as well as provide support for the food supply chain and producers of renewable fuel, among others. Existing programs like CFAP will fall within the new initiative and, where statutory authority allows, will be refined to better address the needs of producers.

USDA announced an expansion of CFAP on March 24, 2021. This is part of a larger effort to reach a greater share of farming operations and improve USDA pandemic assistance. CFAP updates include reopening of Coronavirus Food Assistance Program 2 (CFAP 2), additional payments for eligible cattle and row crop producers, and the processing of payments for certain applications filed as part of CFAP Additional Assistance.

We need your help. We want to ensure producers are aware of the current CFAP signup period and available resources, including the call center, and USDA's Pandemic Assistance for Producers initiative. This toolkit is meant for producers and agricultural organizations to use and share information in their networks.

This toolkit includes:

- Key messages
- Newsletter article
- Social media posts
- Social media story posts

April 5, 2021



Information related to CFAP can be found at farmers.gov/cfap. Also, watch for updates on our new page, farmers.gov/pandemic-assistance, for information as additional COVID-19 aid programs are announced.

If you have questions, you can reach us at fpac.bc.press@usda.gov.

April 5, 2021



Key Messages

- USDA is establishing new programs and efforts to bring financial assistance to farmers, ranchers and producers who felt the impact of COVID-19 market disruptions. USDA is improving and retargeting existing programs, creating new efforts to reach a broader set of producers, and bringing a new perspective and outlook to how USDA delivers assistance to producers in need.
- The new initiative—**USDA Pandemic Assistance for Producers**—will reach a broader set of producers than in previous COVID-19 aid programs. USDA is dedicating **at least \$6 billion** toward these new programs.
- Existing programs like the Coronavirus Food Assistance Program (CFAP) will fall within the new initiative and, where statutory authority allows, will be refined and retargeted to better address the needs of producers.
- **USDA has reopened sign-up for CFAP 2** for at least 60 days beginning on April 5, 2021.
 - The USDA Farm Service Agency (FSA) has committed at least \$2 million to improve outreach and will establish partnerships with organizations with strong connections to socially disadvantaged communities.
 - USDA is accepting proposals for cooperative agreements that will support participation in programs offered by FSA, including CFAP. Interested organizations must submit proposals by May 5, 2021.
- **Carrying out Formula Payments under CFAP 1, CFAP 2, CFAP AA:** The Consolidated Appropriations Act from December 2020 requires FSA to make certain payments to producers according to a mandated formula. USDA is now expediting these provisions.
 - An increase in CFAP 1 payment rates for cattle.
 - Cattle producers with approved CFAP 1 applications will receive these payments beginning in April.
 - FSA is automatically issuing these payments. Depending on how producers filed the original application, they may be asked for additional information.
 - Additional CFAP assistance of \$20 per acre for producers of eligible crops identified as CFAP 2 flat-rate or price-trigger crops.
 - FSA will automatically issue payments to eligible price trigger and flat-rate crop producers based on the eligible acres included on their CFAP 2 applications.
 - Eligible producers do not need to submit a new CFAP 2 application.
 - Finalize routine decisions and minor formula adjustments on applications and begin processing payments for certain applications filed as part of the CFAP Additional Assistance. This includes:
 - Applications filed for pullets and turfgrass sod,
 - Formula corrections for certain row crops, and

April 5, 2021



- Sales commodity applications revised to include insurance indemnities, Noninsured Crop Disaster Assistance Program payments, and Wildfire and Hurricane Indemnity Program Plus payments.
 - Additional payments for swine producers and contract growers under CFAP Additional Assistance remain on hold and are likely to require modifications to the regulation as part of the broader evaluation and future assistance. FSA will continue to accept applications from interested producers.
- USDA Pandemic Assistance for Producers also includes:
 - **Investing \$6 billion to Expand Help and Assistance to More Producers:** USDA will dedicate at least \$6 billion to develop a number of new programs or modify existing proposals using discretionary funding from the Consolidated Appropriations Act and other coronavirus funding that went unspent by the previous administration. Where rulemaking is required, it will commence this spring.
 - **Adding \$500 Million of New Funding to Existing Programs:** USDA expects to invest approximately \$500 million in expedited assistance through several existing programs this spring.
- On April 5, USDA's Farm Service Agency announced the availability of \$2 million to establish partnerships with organizations to provide outreach and technical assistance to socially disadvantaged farmers and ranchers.
 - These cooperative agreements will support participation in programs offered by FSA, including CFAP and others that are part of USDA's Pandemic Assistance for Producers initiative.
 - Interested organizations must submit proposals by May 5, 2021.
 - Organizations can learn more at farmers.gov/pandemic-assistance.

April 5, 2021



Newsletter Article

Subject Line/Title: After Identifying Gaps in Previous Aid, USDA Announces ‘Pandemic Assistance for Producers’ to Distribute Resources More Equitably

Preheader: *USDA Reopens Program Sign-Up to a Larger Share of Producers with Plans to Expand Outreach and New Programming*

Body Text:

USDA is establishing new programs and efforts to bring financial assistance to farmers, ranchers and producers who felt the impact of COVID-19 market disruptions. The new initiative—**USDA Pandemic Assistance for Producers**—will reach a broader set of producers than in previous COVID-19 aid programs. The Department will also develop rules for new programs that will put a greater emphasis on outreach to small and socially disadvantaged producers, specialty crop and organic producers, and timber harvesters, as well as provide support for the food supply chain and producers of renewable fuel, among others. Existing programs like the Coronavirus Food Assistance Program (CFAP) will fall within the new initiative and, where statutory authority allows, will be refined to better address the needs of producers.

USDA reopened sign-up for CFAP 2 for at least 60 days beginning on April 5, 2021. The USDA Farm Service Agency (FSA) has committed at least \$2 million to establish partnerships with organizations with strong connections to socially disadvantaged communities to ensure they are informed and aware of the application process for CFAP 2 and other FSA programs. Organizations can visit farmers.gov/pandemic-assistance to learn more and submit a cooperative agreement proposal by May 5.

The Consolidated Appropriations Act, 2021, enacted December 2020 requires FSA to make certain payments to producers. This includes:

- An increase in CFAP 1 payment rates for cattle. FSA is automatically issuing these payments. Depending on how producers filed the original application, they may be asked for additional information.
- Information on the additional payment rates for cattle can be found on farmers.gov/cfap. Eligible producers do not need to submit new applications, since payments are based on previously approved CFAP 1 applications.
- Additional CFAP assistance of \$20 per acre for producers of eligible crops identified as CFAP 2 flat-rate or price-trigger crops beginning in April. This includes alfalfa, corn, cotton, hemp, peanuts, rice, sorghum, soybeans, sugar beets and wheat, among other crops. FSA will automatically issue payments to eligible price trigger and flat-rate crop producers based on the eligible acres

April 5, 2021



included on their CFAP 2 applications. Eligible producers do not need to submit a new CFAP 2 application. For a list of all eligible row-crops, visit farmers.gov/cfap.

- USDA will finalize routine decisions and minor formula adjustments on applications and begin processing payments for certain applications filed as part of the CFAP Additional Assistance program in the following categories:
 - Applications filed for pullets and turfgrass sod;
 - A formula correction for row-crop producer applications to allow producers with a non-Actual Production History (APH) insurance policy to use 100% of the 2019 Agriculture Risk Coverage-County Option (ARC-CO) benchmark yield in the calculation; and
 - Sales commodity applications revised to include insurance indemnities, Noninsured Crop Disaster Assistance Program payments, and Wildfire and Hurricane Indemnity Program Plus payments.

USDA Pandemic Assistance for Producers includes investing \$6 billion to expand help and assistance to more producers and adding \$500 million of new funding to existing programs.

Please visit farmers.gov/cfap to learn more about the Coronavirus Food Assistance Program and farmers.gov/pandemic-assistance for additional information and announcements under the **USDA Pandemic Assistance for Producers** initiative.

April 5, 2021



Sample Posts for Facebook and Twitter

Below are social media posts for use on Facebook, Twitter, and other platforms. Be sure to tag us: @USDA, @FarmersGov, @usdaFSA, and @USDA_AMS.

- .@USDA has reopened signup for the Coronavirus Food Assistance Program 2. farmers.gov/CFAP #CFAP [+ graphic option below]
- .@USDA has a call center available to help with producers' CFAP 2 questions. Call 877-508-8364. #CFAP [+ graphic option below]
- Miss out on applying for @USDA COVID-19 assistance? @USDA has reopened the signup period for CFAP 2. Contact your local @USDAFSA office to apply. Farmers.gov/service-locator #CFAP [+ graphic option below]

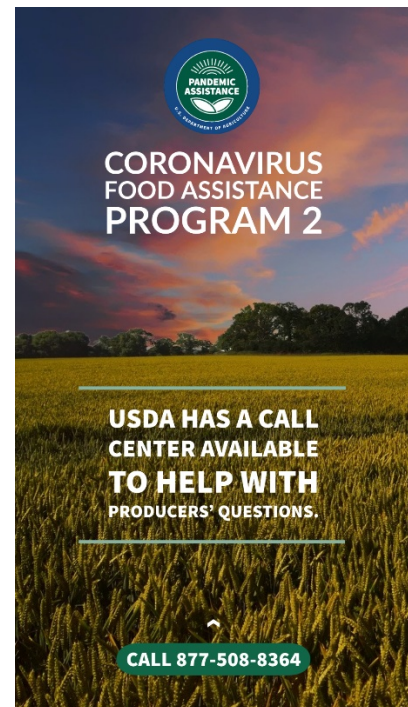


April 5, 2021



Sample Posts for Instagram Story and Facebook Story

Below are graphics for use on Instagram Story and Facebook Story. If your account is enabled to include links, please include farmers.gov/CFAP. Be sure to tag us: @USDA, @FarmersGov, @USDA_AMS.



April 5, 2021