



Coronavirus Food Assistance Program

Toolkit for Stakeholders

USDA is preparing to open the application period for the Coronavirus Food Assistance Program, particularly the payments to agricultural producers to help offset direct losses as well as additional adjustment and marketing costs.

CFAP will use funding and authorities provided in the Coronavirus Aid, Relief, and Economic Security Act, the Families First Coronavirus Response Act, and other USDA existing authorities. In total, this program will provide up to \$16 billion in direct payments to producers to help offset impacts from the pandemic.

We need your help. In advance of opening the application period, we want to share information with producers on how they will apply, what type of information is needed, and what the process will look like. This toolkit includes:

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

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



Key Messages

- USDA will soon begin taking applications for the Coronavirus Food Assistance Program.
- Once the application period opens, please call the Farm Service Agency county office at your local USDA Service Center to schedule an appointment. Find your office and more information at farmers.gov/cfap.
- The FSA staff is available to help. While FSA offices are open by phone appointment only, staff will work with you via phone, email, fax, mail, or online tools to receive your application.
- Your local FSA staff will work with you to apply for the program, and various forms will ask for this type of information:
 - Contact
 - Personal, including your Tax Identification Number
 - Farming operating structure
 - Adjusted Gross Income to ensure eligibility
 - Direct deposit to enable payment processing
- If you are an existing customer, this information is likely on file at your local Service Center.
- FSA has streamlined the application process to not require an acreage report at the time of application and a USDA farm number may not be immediately needed.
- **What can you do now?** While the application process has not started, you can start gathering/understanding your farm's recent sales and inventory.
- Once signup begins and USDA begins accepting applications, more program information and forms will be available at farmers.gov/CFAP.
- **New to working with FSA?** FSA has county offices located at USDA Service Centers across the country. You can find your office and more information on CFAP at farmers.gov/CFAP.



Newsletter Article

USDA will soon begin taking applications for the Coronavirus Food Assistance Program. As part of applying for the program, you'll need to contact the Farm Service Agency county office at your local USDA Service Center to schedule an appointment. Find your office at farmers.gov/cfap.

Your local FSA staff will work with you to apply for the program, and through forms asking for this type of information:

- Contact
- Personal, including your Tax Identification Number
- Farming operating structure
- Adjusted Gross Income to ensure eligibility
- Direct deposit to enable payment processing

Please do not send any personal information to USDA without first initiating contact through a phone call.

FSA has streamlined the signup process to not require an acreage report at the time of application and a USDA farm number may not be immediately needed.

If you are an existing customer, this information is likely on file at your local Service Center.

What Can You Do Now?

While the application process has not started, you can start gathering and understanding your farm's recent sales and inventory.

How Will USDA Accept Applications?

USDA Service Centers are open for business by phone appointment only. Once the application period opens, please call your FSA county office to schedule an appointment.

Our staff are working with our agricultural producers by phone and using email, fax, mail, and online tools to accept applications.

New to Working with the Farm Service Agency?

FSA has county offices located at USDA Service Centers across the country. To find your office and more information on CFAP, visit farmers.gov/CFAP.



Infographic

Click graphic to download:



United States
Department of
Agriculture

CORONAVIRUS Food Assistance Program

Applications Start Soon

USDA will soon take applications for the Coronavirus Food Assistance Program (CFAP), and agricultural producers will apply through USDA's Farm Service Agency (FSA). For more information, visit farmers.gov/CFAP

HOW TO PREPARE NOW

You can start gathering information on your farm's recent sales and inventory, as well as completing eligibility forms at farmers.gov/CFAP

Some of the info you'll need includes:

- Tax Identification Number
- Farming operating structure
- Adjusted Gross Income

If you have worked with FSA previously, much of this information is likely on file.



HOW TO APPLY ONCE SIGNUP BEGINS

- 1. Call your FSA county office to make an appointment.** You can find your local Service Center at farmers.gov/CFAP
- 2. FSA will work with you via phone, email, fax, mail, or online tools to receive and complete your application.**



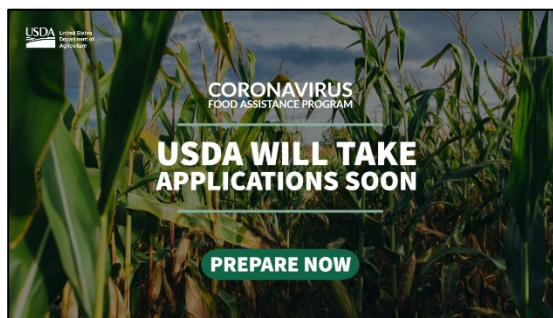
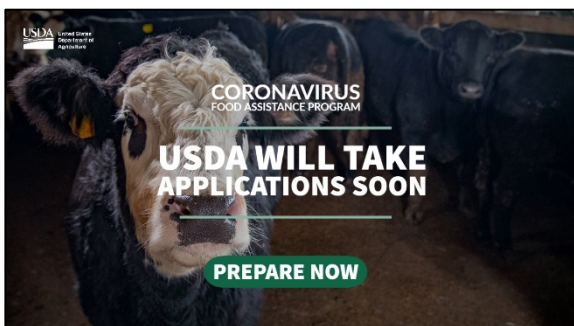


Sample Posts for Facebook and Twitter

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

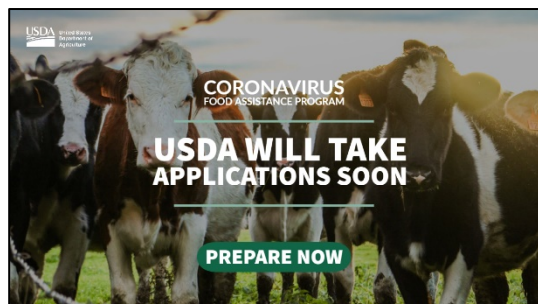
- USDA will soon begin taking applications for the Coronavirus Food Assistance Program. Learn more: farmers.gov/CFAP
- Whether your farm is large or small, if you've lost business due to the pandemic, you'll be soon be able to apply for financial aid under the Coronavirus Food Assistance Program. farmers.gov/CFAP
- Many farmers have lost business due to the pandemic. Even if you've never worked with the @USDA or @USDAFSA before, consider applying for financial aid under the Coronavirus Food Assistance Program. farmers.gov/CFAP
- Farmers who have lost income due to COVID-19 will be able to apply for aid under the Coronavirus Food Assistance Program. Signup begins soon, but you can start preparing now. farmers.gov/CFAP
- The Coronavirus Food Assistance Program will provide \$16 billion to ag producers who suffered losses because of the pandemic. Signup to begin soon, but producers can start preparing now. farmers.gov/CFAP

Click each graphic to download:





United States
Department of
Agriculture



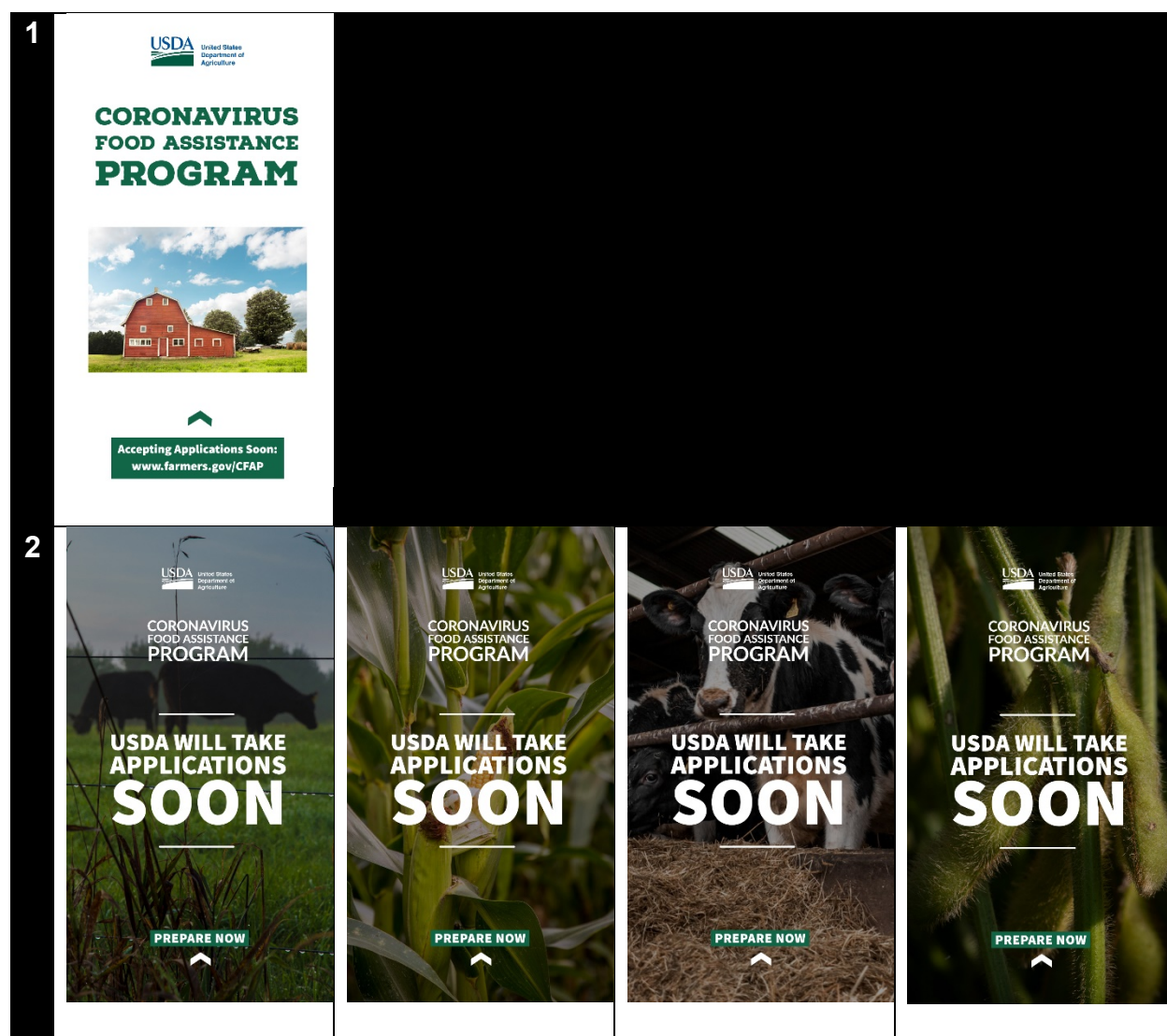


Sample Posts for Instagram Story and Facebook Story

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.

We recommend a story with three graphics. Graphics 2 and 3 have multiple options. Click on each graphic to download. If you want us to develop another option, please email us at fpac.bc.press@usda.gov.

Click each graphic to download:





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