



Department of
Agriculture

Ohio Specialty Crop Promotion Program

2021 Request for Proposals

Application Deadline:
Thursday, April 15, 2021 at 5:00pm EST

Ohio Department of Agriculture
Attn: Ashley McDonald
8995 East Main Street
Reynoldsburg, Ohio 43068
614-728-6206
SCBG@agri.ohio.gov

Program Overview

The Ohio Department of Agriculture (ODA) will be receiving a federal allocation from the United States Department of Agriculture (USDA) for specialty crop promotion in 2021. ODA is currently soliciting projects to solely enhance the competitiveness of Ohio specialty crops. It is the intent that all funding will be used to advance the long-term economic and viability of Ohio's specialty crop industry while increasing the marketability of specialty crops.

The USDA Agricultural Marketing Service (AMS) will allocate funding to Ohio to solely enhance the competitiveness of specialty crops. The Ohio Department of Agriculture will award multiple grants to sub-recipients from these funds. **Grant awards will range from a minimum of \$25,000 up to a maximum of \$150,000.** Applicants are encouraged to coordinate efforts of similar projects; however, unique projects will be considered.

Because USDA is the funding authority, the agency will have final approval for projects submitted through this notice. ODA will utilize a review panel to make funding recommendations to ODA Director Dorothy Pelanda. The review panel and Director's decision will be forwarded to USDA to make the final determination concerning the awards. Projects cannot begin until the USDA has made their official award announcement and the contract between ODA and the sub-grantee has been signed by all parties. Projects are permitted to last two years in duration (October 2021– October 2023).

Purpose of Grant

Specialty crops are identified as fruits, vegetables, dried fruit, honey, maple syrup, tree nuts and nursery crops (including floriculture). The full list from USDA can be found [here](#).

Applicant Eligibility Requirements

The Ohio Department of Agriculture will only accept proposals for consideration for specialty crop block grant funds from food and agricultural non-profit organizations, cooperatives, associations or commodity groups, universities and research institutions (hereinafter referred to as "eligible applicants") that represent specific specialty crop sectors.

Individuals and partnerships (hereinafter referred to as "partnering entities") may participate in this grant program by developing and submitting proposals, through an eligible applicant. If an eligible applicant is partnering with a partnering entity, the eligible applicant will be the grantee with the Ohio Department of Agriculture for the block grant funds and be the party responsible for the completion of the grant and associated requirements. Eligible parties are encouraged to seek applications or proposals from their membership to be considered for submission for a specialty crop block grant.

Private individuals and companies are not eligible to apply. Employees of the Ohio Department of Agriculture, members of his or her immediate family, or business partners of the aforementioned are not eligible to receive a grant. Members of the review committee are not permitted to apply for the grant if they are the applicant or have a financial obligation to project.

Each applicant must obtain a Data Universal Numbering System (DUNS) number which is a nine-digit number established and assigned by Dun and Bradstreet, Inc. (D&B) to uniquely identify business entities. A DUNS number may be obtained from D&B by telephone (currently 866-705-5711) or by [clicking here](#). You are not required to have the DUNS number before submitting your application to the Ohio Department of Agriculture for the 2020 Specialty Crop Block Grant program, but you will be required to have the number before accepting funds as a recipient.

Proposal Timeline

Application deadline	April 15, 2021 by 5pm EST
Review panel recommendations	May 3, 2021 (TENTATIVE)
Ohio plan Due to USDA	May 2021 (Date to be released by USDA)
Expected date of completed contract and grant awards	November 1, 2021

Submission Criteria

To be considered, applications must be submitted electronically to Ashley McDonald at SCBG@agri.ohio.gov or Ashley.McDonald@agri.ohio.gov no later than 5 PM on Thursday, April 15, 2021.

Grant Eligibility Requirements

- A. Proposals shall be designed to address obstacles or opportunities that solely impact the competitive advantage of Ohio's specialty crop industry; develop a plan to address these obstacles or opportunities. *Proposals must clearly identify measures that can quantify the results or outcome of the proposed project. Proposals that are able to demonstrate clear profit and employment opportunities to the specialty crop industry will be given a higher rating during the review process.* Grant projects may focus on, but are not restricted to these areas:

- Water Quality
- Third party audit education for buyers (retailer industry) of Ohio's specialty crops
- Development of season extension and sales opportunities
- Provide improvements in the aggregation and distribution of specialty crops
- Develop value-added products using Ohio specialty crops (All projects seeking assistance to develop a value-added venture must submit complete financial statements and a completed feasibility study.)
- Support for efforts to reduce or mitigate risk for specialty crop producers, particularly in the areas of climate and weather extremes, crop disease, pest control and/or labor
- Diversification and expansion of production and processing
- Implement programs or projects that provide outreach and education on the importance of the industry with regards to Ohio's economy, food safety or the nutrition and health benefits of specialty crops
- Provide technical and direct support to beginning producers
- Assist specialty crop producers in cooperative marketing efforts

- Enhancing food safety and related areas
 - Initiatives to assist Ohio’s nursery industry
 - Developing new and improved specialty crops through seed varieties, cultivars, cuttings, etc.
 - Increasing child and/or adult nutrition knowledge and consumption of specialty crops
 - Building infrastructure to support alternative direct markets to consumers that protect public health
 - Addressing COVID 19 impact on specialty crop industry
- B. All applicants must provide matching funds of a minimum of 25% of the requested grant amount. This match can be cash or in-kind contribution. Please note that funds can only be used for expenses related directly to the project.

Funding Restrictions

The following projects do not qualify for funds under the SCBG.

Advertising and public relations costs used to solely promote the image of an organization, general logo, or general brand, rather than specialty crops is unallowable.

- A promotional campaign to increase sales of “XYZ Grown” Watermelon is acceptable while increasing brand awareness of “XYZ Grown” generically is not.
- Promoting tomatoes while including an organization’s logo in the promotion is acceptable, while generally promoting an organization’s logo is not.
- Promotional items could say “Buy XYZ Grown Apples” but not “XYZ Grown” which promotes XYZ generically.
- A promotional campaign to increase producer sales of “XYZ Grown fruits and vegetables” is acceptable while increasing membership in “XYZ Grown” generically is not.

Grant funds cannot be used for coupon/incentive redemptions or price discounts. Costs associated with printing distribution, or promotion of coupons/tokens or price discounts (i.e., a print advertisement that contains a clip-out coupon) are allowable only if they solely promote the specialty crop rather than promote or benefit a program or single organization.

Grant funds cannot be used for costs associated with the use of trade shows, meeting rooms, displays, demonstrations, exhibits and the rental space for activities that do not solely promote specialty crops.

Aquaponics is allowable if the crops that are being grown are eligible specialty crops and the focus of the project is on the specialty crop and not the fish.

- A project to determine whether carp, catfish or tilapia are best for growing lettuce is acceptable.
- A project to study whether lettuce or tomato produced the highest yield of tilapia is not acceptable.

- A project to farm fish using an aquaponics system and then sell the fish is not acceptable.
- A project to grow specialty crops where both the specialty crops and the fish are sold is not acceptable.

Application Instructions and Proposal Format

An online application for 2021 is available at:

www.agri.ohio.gov/wps/portal/gov/oda/divisions/markets/resources/SCBG. Proposals will include the following elements described in detail in the online application and links to supporting documents. Reviewers will consider opportunities to link separate proposals with similar goals and objectives and may make suggestions for resubmission of a collaborative proposal.

1. Project Title
2. Duration of Project – Provide a beginning date and end date.
3. Project, Partner and Summary – Provide a project summary of 250 words or less suitable for dissemination to the public. This should include a very brief (1 sentence) description to include the name of the organization; concise outline; and description of the general tasks to be completed.
4. Project Purpose – What is the specific issue, problem, or need that the project will address? Provide a listing of objectives that the project hopes to achieve.
5. Project Beneficiaries – Estimate the number of beneficiaries; will the project benefit socially disadvantaged farmers or beginning farmers?
6. Statement of Solely Enhancing Specialty Crops – Include a statement that confirms the project will specifically enhance specialty crops.
7. Continuation Project Information – If this is a continuation of a previously funded project, please describe how it will differ from the build on the previous efforts; 3 to 5 sentences of the outcomes of the previous efforts and lessons learned on potential project improvements.
8. Other Support from Federal or State Grant Programs – This grant will not fund duplicative projects. Did you submit this project to a Federal or State grant program? Please identify the grant if applied.
9. External Project Support – Describe the specialty crop stakeholders who support this project and why. (Must be other than the applicant and organizations involved.)
10. Expected Measurable Outcomes – Select at least one of the eight Outcome Measures provided on the application. Choose at least one Outcome Indicator from the attached

document that corresponds with the measurable outcome. **Marketing projects must use the outcomes and indicators provided.**

11. Miscellaneous Outcome Measure (Only non-marketing projects can create their own outcomes.) – In the unlikely event that the outcomes and indicators are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by USDA/AMS.
12. Data Collection to Report on Outcomes and Indicators – Explain how you will collect the required data to report on the outcome and indicator.
13. Budget Narrative – All expenses described in the budget narrative must be associated with expenses that will be covered by the SCBGP. A 25% match is required by ODA. Please prepare a separate budget sheet showing your 25%. Please use the following as a guideline when preparing your budget narrative.
 - Personnel – List the organization’s employees whose time and effort can be specifically identified and easily and accurately traced to project activities. Include the number of hours or %FTE for each person. Provide justification for each individual by describing the activities and when they will occur.
 - Fringe Benefits – Provide the fringe benefit rates for each of the project’s salaried employees described in the Personnel section that will be paid with SCBG funds.
 - Travel – Explain the purpose of each trip request to include destination; purpose of travel; type of travel (air, car); number of days/miles; cost per day/mile; hotel rate per day; number of travelers. You must follow the state travel rules. For travel rules visit: <http://ohiosharedservices.ohio.gov/TravelExpense/>. Justification must include when the trips will occur and how it will achieve the objectives and outcomes of the project.
 - Equipment – Purchases of equipment is not permitted. Equipment is an item that costs \$5,000 or more.
 - Supplies – List the materials and supplies that cost less than \$5,000 per unit and describe how they will support the purpose and goal of the project. Justification should include the purpose of the supply and how it is necessary for the completion of the project’s objectives and outcomes. ***Please be as detailed as possible when listing supplies, including unit/cost.***
 - Program Income – This is gross income generated by the grant and must be reinvested back into the project to solely enhance the competitiveness of specialty crops. Please explain how you will reinvest the income into your project on your written quarterly reports. Your quarterly reimbursement form must include the funds collected that specific quarter.

- Contractual/Consultant – These costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. A copy of each completed contract must be submitted to ODA for the project file.
 - If the contractor is already chosen, please clarify that the policies and procedures were followed and conform to the federal laws and standards identified in 7 CFR Part 3019.40 through 48 or 3016.36, as applicable.
 - If the contractor has not been selected, provide acknowledgement that the procurement processes have not yet been conducted and an assurance that the proper guidelines and procedures will be followed as identified in 7 CFR Part 3019.40 through 48 or 3016.36, as applicable.
 - Provide an itemized budget (personnel, fringe, travel, equipment, supplies) with appropriate justification. If indirect costs are/will be included in the contract, include the indirect cost rate.
 - If contractor hourly rates exceed the salary of a GS-15 step 10 Federal employees in your area (for information visit <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/>), provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses.
 - Other – Include any expense not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. This section may include meetings, conferences, advertisements, publication costs and data collection expenses. Justify the expense and why it is important to the success of the project.

Support Letters

All proposals **must include three (not more than three)** letters of support for the project from industry members that confirm a need for this project. The letters must be received with the original grant application.

Appendices

- Current résumés for each individual working on the project (**no more than 2 pages each**)
- Three industry support letters, and
- Copy of IRS 501 (c) 3 determination

ODA may ask a potential grantee for additional information on any of the application requirements prior to awarding the grant or entering into a grant agreement with the grantee. ODA reserves the right to fund the project in part, add or delete tasks and ask for clarification on the work plan, timeline, expected measurable outcomes or budget. No agreement will be entered into until ODA is satisfied with all of the project specifications.

Project Revisions

After a proposal is accepted and a grant agreement is entered into between the Ohio Department of Agriculture and the grantee, no modifications or changes can be made to substantially change the project scope, objectives or budget, extend the project period, change key persons associated with the grant, or increase the budget amount without submitting a request in writing to the ODA. Adding a new contractor to the project after it has been approved must require approval from USDA. Any shift in the budget more than 20 percent must be approved by the USDA as well. Budget changes under 20 percent must be emailed to ODA for state approval.

General Compliance

Grantee agrees to comply with all applicable federal, state, and local laws in the conduct of the work under the grant agreement.

Furthermore, the Grantee acknowledges the application and documents submitted to the Ohio Department of Agriculture are considered public records pursuant to R.C. 149.43(A)(1) unless the records are not releasable due to an exemption or are protected under another state or federal law. Specifically, the Grantee may claim that some of the documentation submitted is considered a trade secret, and must establish that the record qualifies as a trade secret by following the requirements set forth in 1333.61(D) of the Ohio Revised Code, including, but not limited to, indicating which documents are considered by the applicant as trade secrets, submitting a statement describing the measures the applicant has taken to safeguard the confidentiality of the information, and what value or injury would result in the release of the information. The applicant is responsible for taking the necessary steps to establish that a document is a trade secret under R.C. 1333.61 (D).

Eligible/ Ineligible Expenses

Refer to the [Agricultural Marketing Service \(AMS\) Grants Division General Terms and Conditions](#) for allowable and ineligible expenses under the program. This information could potentially change with the release of the 2021 USDA SCBGP RFA document.

Additional Documents:

Upon approval, successful applicants will be required to complete and submit the following documents to ODA, among others:

- Contract with ODA

- DUNNS number

- Form W-9 & Vendor Information Form: (If this is your first-time receiving payment from the State of Ohio.)

REPORTING AND REIMBURSEMENT PROCESS FOR APPROVED APPLICATIONS

Quarterly, Annual and Final Reporting

Grantees shall submit written reports detailing the progress of each project. Progress reports must be submitted to the ODA on a quarterly and annual basis. The annual report must be submitted to ODA by December 1, 2022. You will be notified by email with the proper formatting of the report prior to the due date. Refer to the [USDA quarterly and annual explanation](#).

A final performance report will also be required and due to ODA on December 1, 2023 and submitted in the format requested by the USDA. You will receive a reminder email along with formatting instructions. Refer to the [USDA final reporting instructions](#).

Reimbursements

Please note payments for this grant are strictly provided as a reimbursement of expense incurred. Quarterly reimbursement requests are to be submitted once a quarter with the written quarterly report and can be found at www.agri.ohio.gov/wps/portal/gov/oda/divisions/markets/resources/SCBG.

In order to receive reimbursements, an invoice must be submitted to ODA after actual expenses are incurred by the grantee. Supporting documentation for both the reimbursement and match is required with the reimbursement request. All documentation of expenses shall be required as part of the budget closeout report.

- **EXAMPLE:** Request for personnel reimbursement must include hours worked, tasks performed and hourly rate. Matching for personnel should also show the same however when submitted with the reimbursement form, please keep the reimbursement documentation separate from the match.

For more information on Ohio's 2021 Specialty Crop Block Grant application process contact Ashley McDonald at 614-728-6202, Ashley.McDonald@agri.ohio.gov or SCBG@agri.ohio.gov.

2021 SPECIALTY CROP BLOCK GRANT APPLICATION

Name of Organization:

Department:

Address: Ste./Floor:

City: County: State: Zip:

Federal Tax ID#: DUNNS #:

Is your organization registered with the IRS as a 501(c)3? Yes No

Grant Management Contact Name:

Phone#: Fax#:

Email:

Project Coord. Contact Name: Same as above

Phone #: Fax#:

Email: Start & End Dates:

Project Title (15 words or less):

Total Project Cost:

Grant Amt. Requested: Match Amt.: Match Type:

Certification: I certify to the best of my knowledge that the information in this application is true and correct and that I am legally authorized to sign and submit this application on behalf of this organization, which is legally eligible to enter into a grant contract.

Yes No Initials: Date:

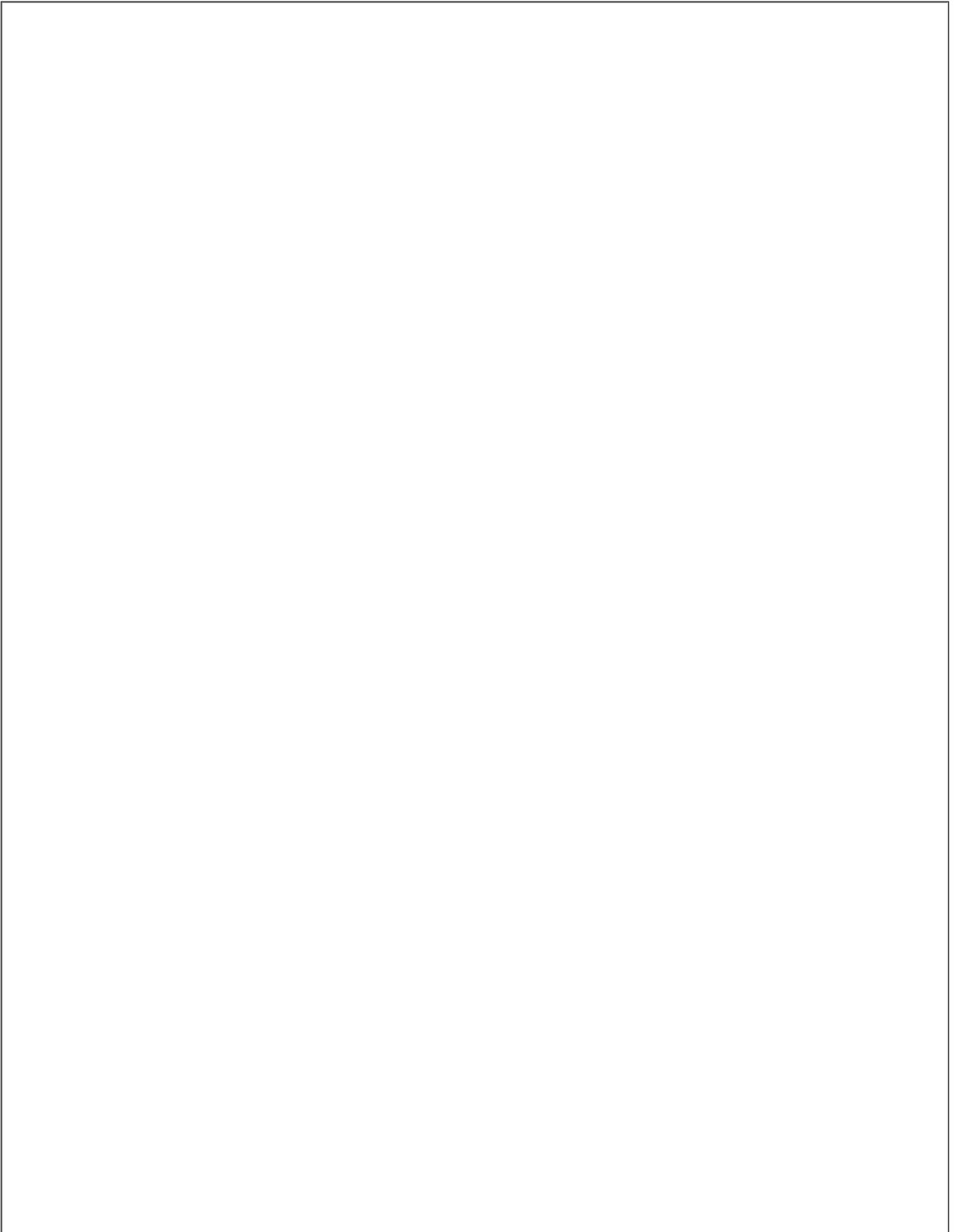
Return application with all attachments to: SCBG@agri.ohio.gov
Applications are due by 5pm EST on Thursday, April 15, 2021.

NOTE: Please also save the application as a Word document as you will be required to submit a Word document to ODA if your project is approved.

Project Partner and Summary: Include a summary of **250 words or less** suitable for dissemination to the public. The summary provides a very brief (one sentence, if possible) description of your project to include: 1. *The name of applicant to lead and execute the project*; 2. *concise outline of the outcome(s)*; 3. *Description of general tasks completed during the project period to fulfill the goal.*

For example: The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

Project Purpose: Provide the specific issue, problem or need that the project will address. (3000 characters with spaces; following page 4000 characters)



Project Purpose: Provide a listing of the objectives that this project hopes to achieve. *Indicate each objective by numbering them as follows: Objective 1; Objective 2 and so on. (4000 characters w/spaces; following page 3000 characters)*

Project Beneficiaries: Estimate the number of beneficiaries.

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? Yes or No

Does this project directly benefit beginning farmers as defined in the RFA? Yes or No

Statement of Solely Enhancing Specialty Crops: Please make a statement below confirming this project **solely** enhances the competitiveness of specialty crops in accordance with the defined by 7 U.S.C.1621. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgrp

Continuation Project Information: If your project is continuing the efforts of a previously funded SCBG project, address the following: *Describe how this project will differ from and build on the previous efforts. (2500 characters w/spaces)*

Continuation Project Information: Provide a summary (3-5 sentences) of the outcomes of the previous efforts.

Continuation Project Information: Provide lessons learned on potential project improvements.

What was previously learned from implementing this project, including potential improvements?

How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes? (3000 characters with spaces; 1500 on the next page)

Continuation Project Information: Describe the likelihood of the project becoming self-sustaining and not indefinitely dependent on grant funds. *(2000 characters with spaces)*

Support from Federal or State Grant Programs: The SCBGP will not fund duplicate projects. *Please indicate below if you submitted this project to a Federal or State grant program (name specific grant) other than the SCBG. Is a Federal or State grant program other than the SCBG currently funding the **project**? If yes, please name the grant and describe how the SCBG project differs from or supplements the other grant program's efforts.*

External Project Support: Describe the specialty crop stakeholders who will support this project and why (other than the applicant and organizations involved in the project). (1450 characters with spaces)

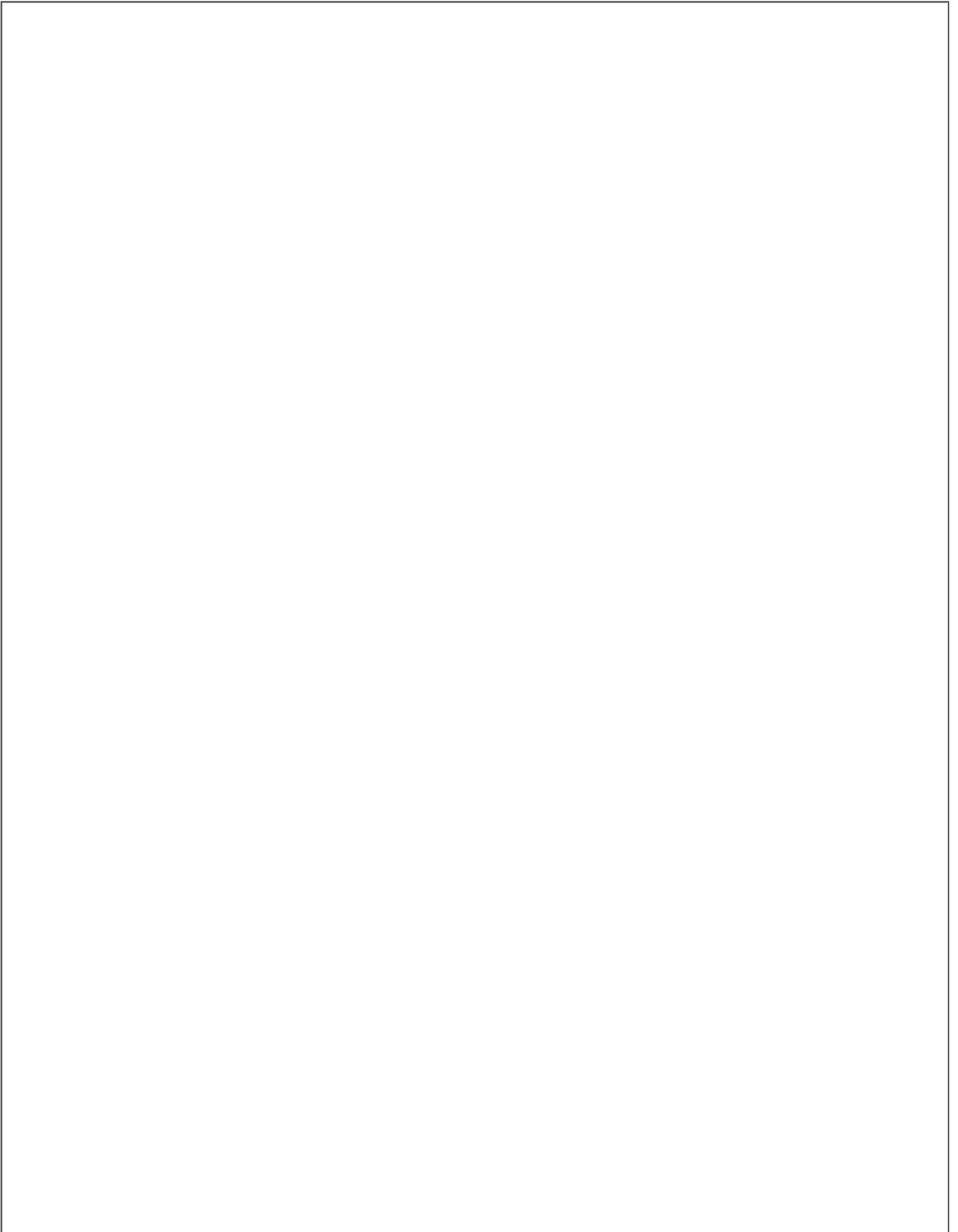
Expected Measurable Outcomes: Select the appropriate outcomes and indicators/sub-indicators below. (You must choose at least **1 of the 8 outcomes listed below** to evaluate the performance of the SCBG project on a national level.) The Expected Measurable Outcomes and Outcome Indicators are also listed in the SCBGP Performance Measures which is attached to the RFP. (1500 characters with spaces; following page 5000 characters)

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales. (Required for all marketing projects.)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption.
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access.
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return and/or conservation of resources.
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse and resilient specialty crop systems.
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety.
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources.
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.

Outcome Indicators: Provide at least 1 Indicator under the corresponding Measurable Outcome along with the related quantifiable result. These are listed in the SCBGP Performance Measures which is attached to the RFP. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

For Example: **Outcome 2, Indicator 1.a.**

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty crops.



Miscellaneous Outcome Measure: In the unlikely event that the outcomes and indicators suggested by AMS are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS. *(5000 characters with spaces)*

Data Collection to Report on Outcomes and Indicators: Explain how you will collect the required data to report on the outcome and indicator in the space below. *(5000 characters with spaces)*

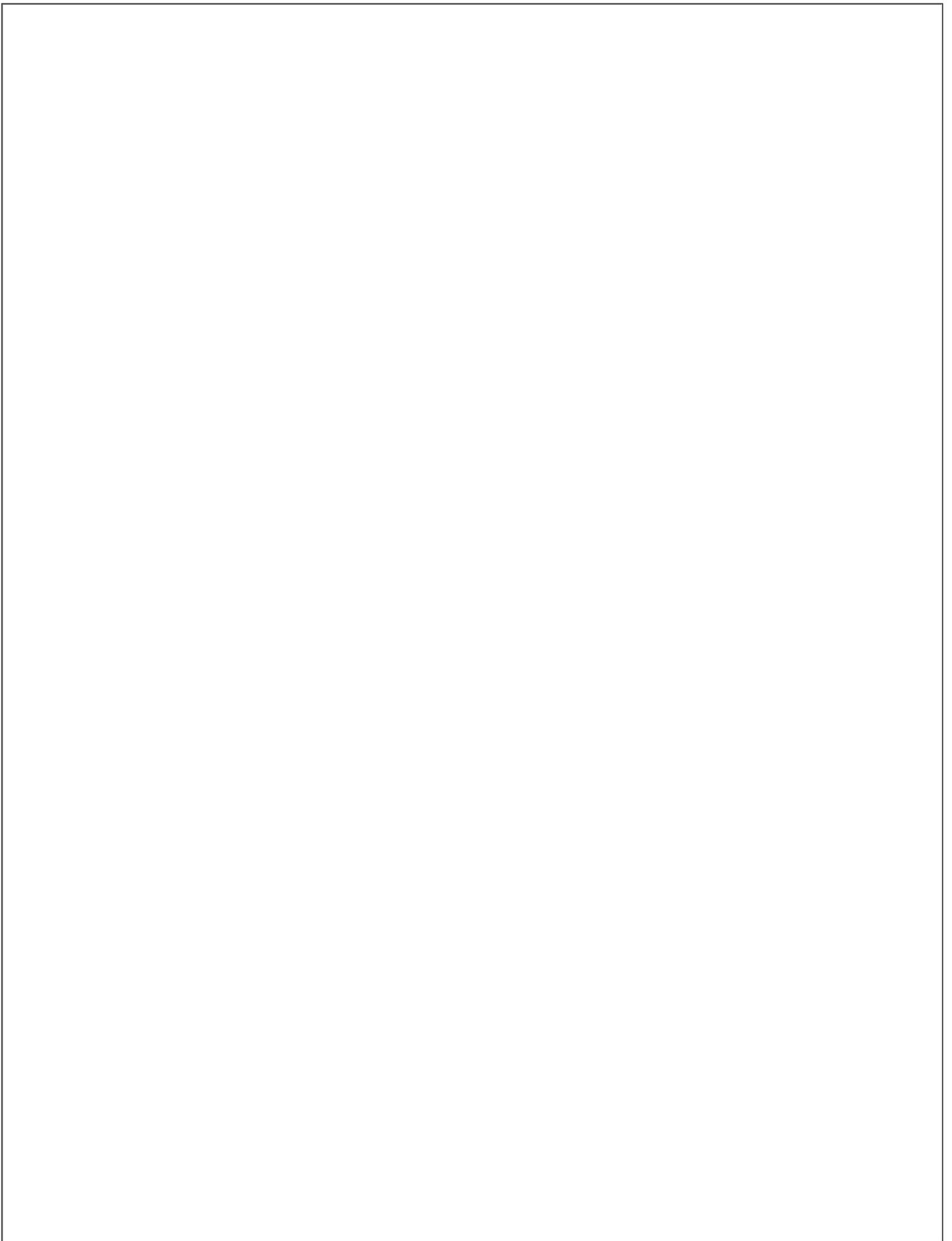
Budget Narrative: All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. ODA requires a 25% match and those expenses covered by the match must be described and submitted separately. Applicants must review the Request for Applications section 4.6 Funding Restrictions prior to developing their budget narrative. ODA does not permit purchases of equipment which is an expenditure over \$5,000 per unit.

Type of Expense	Grant amount Requested
<i>Personnel</i>	
<i>Fringe Benefits</i>	
<i>Travel</i>	
<i>Supplies</i>	
<i>Contractual Services</i>	
<i>Other (ie: advertising.etc.)</i>	
<i>Program Income</i>	
Total (less program income)	

Personnel: List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities. Indirect costs are not allowed.

Personnel	Name & Title	Number of hours or % FTE	Funds Requested
1			
2			
3			
4			
5			
6			
7			
Subtotal			

Personnel Justification: For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Example: Personnel 1: John Smith, researcher will perform xyz test in the first quarter of the project which will take a total of 100 hours. (1400 characters w/spaces; next page 5000 characters)



Fringe Benefits: Provide the fringe benefit rates for each of the projects salaried employees described in the Personnel section that will be paid with SCBG funds.

Personnel	Name & Title	Fringe Benefit Rate	Funds Requested
1			
2			
3			
4			
5			
6			
7			
Subtotal			

Travel: Explain the purpose for each Trip Request. Please note applicants are to follow the State of Ohio's travel rules: <https://obm.ohio.gov/wps/portal/gov/obm/areas-of-interest/agency-overview/obm-travel-rule>

#	Trip Destination	Type of Expense Car, hotel, meals	Unit of Measure days, nights, miles	# of Units	Cost per Unit	# Claiming Expense	Funds Requested
1							
2							
3							
4							
5							
6							
					Travel Subtotal		

Travel Justification: For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur.

Example: Trip 1 (approximate date of travel month/year) as well as purpose. (950 characters with spaces; next page 2000 characters)

Supplies Justification: Describe the purpose of each supply item listed in the table above and how it is necessary for the completion of the project's objectives and outcomes. *(5000 characters with spaces)*

Contractual/Consultant : These costs are expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately.

Contractual/ Consultant	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1			
2			
3			
4			
5			
6			
7			
Subtotal			

Contractual/Consultant Justification: Describe the project activities each contractor or consultant will accomplish to meet the objectives and outcomes of the project. Include time lines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 10 Federal employee in your area, provide a justification for the expenses. (visit: <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2020/general-schedule/>). This limit does not include fringe benefits, travel, or other expenses. See Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications. **(2500 characters with spaces; next page 2000 characters)**

Example: Explain activities under each contractual number below. Contractor #1; Contractor #2 and so on.

Other Justification: Describe the purpose of each item listed in the table above and how it is necessary for the completion of the project's objectives and outcomes. (2000 characters with spaces)

Program Income: Program income is gross income -- earned by a grant recipient directly generated by the grant supported activity, or earned only because of the grant agreement during the grant period. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

Source/Nature of Program Income	Explain how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income

Support Letters

All proposals must include three letters of support (NO MORE THAN 3) from industry members that confirm a need for this project to be implemented. These letters must be received with the original grant application.

Appendices

This section should include attachments from aforementioned areas including:

- Current resume for each individual working on the project (2 pg. limit)
- Other evidence of project necessity
- Copy of IRS 501 (C)3 determination

Fiscal Year 2016 Specialty Crop Block Grant Performance Evaluation

AMS is required to report on the outcomes of the SCBGP at a national scale to demonstrate the performance of this program. By collecting, aggregating, and reporting performance data across all states and territories, AMS can share the impact of the SCBGP with all stakeholders, including the Office of Management and Budget (OMB), Congress, the agricultural community, and the general public.

- Each project submitted in the State Plan must include at least one of the eight outcomes listed below, and at least one of the indicators listed underneath the selected outcome(s). If there are multiple sub-indicators under the selected indicator, select at least one.
- If the indicator(s) below the selected outcome(s) are not relevant to a project, a project-specific indicator(s) may be developed which will be subject to approval by AMS.
- The progress of each indicator must be reported in the Annual Performance Report and the result in the Final Performance Report.
- AMS will aggregate the data collected to assess the overall impact of the program and report to OMB and Congress on these national outcome measures.
- AMS will review the quality of the information we receive in subsequent performance reports and modify the outcomes and indicators as needed over time to lead to better results in showing the impact of the SCBGP.

Outcome Measures

Outcome 1: To enhance the competitiveness of specialty crops through increased sales

THIS IS MANDATORY FOR ALL MARKETING AND PROMOTION PROJECTS.

Outcome Definition:

Marketing and Promotion

Marketing and promotion projects focus efforts to sell, advertise, promote, market, and generate publicity, attract new customers, or raise customer awareness for specialty crops or a specialty crop venue. These include, but are not limited to:

- Uses of social media to market and promote;
- Specialty crop local, regional and national campaigns;
- Specialty crop only tradeshow;
- Website promotion and development;
- Use/development of billboards, radio, television, magazine and email ads, marketing materials such as direct mail, brochures;
- Agritourism;
- Export market development;

- Retail promotions including point-of-purchase items, labels, packaging etc.;
- Farmers market promotions; and
- Marketing and promotion campaigns with an education component directed to consumers.

The specific measure must be expressed as a dollar value and percentage increase in sales of one or more specialty crops in one or more States or foreign markets as a result of marketing and/or promotion activities. For example, an expected outcome of growth in sales from 5% to 10% is not acceptable by itself, but in combination with an increase in sales of \$1 million to \$2 million it is acceptable. This requirement means that an established baseline of sales in dollars should already exist at the time of application. For projects that do not already have a baseline of sales in dollars, one of the objectives of the project must be to determine such a baseline in order to meet the requirement to document the value of sales increases by the end of the project.

Indicator: Sales increased from \$_____ to \$_____ and by _____ percent, as result of marketing and/or promotion activities

AMS understands that sales can be impacted by a host of unrelated issues including trade disputes, phytosanitary issues, export conditions, weather, and other factors affecting the farmer, supply chain, retailers, wholesalers and/or consumers. The above factors demonstrate that even a perfectly executed marketing campaign can result in sales remaining constant or even declining. These factors and events that either positively or negatively impacted the sales of a project can be explained in the performance report.

Outcome 2: Enhance the competitiveness of specialty crops through increased consumption

Indicators:

1. Of the _____ total number of children and youth reached,
 - a. The number that gained knowledge about eating more specialty crops
 - b. The number that reported an intention to eat more specialty crops
 - c. The number that reported eating more specialty crops
2. Of the _____ total number of adults reached,
 - a. The number that gained knowledge about eating more specialty crops
 - b. The number that reported an intention to eat more specialty crops
 - c. The number that reported eating more specialty crops
3. Number of new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents) _____
4. Number of new specialty crops and/or specialty crop products introduced to consumers _____

Outcome 3: Enhance the competitiveness of specialty crops through increased access and awareness

Indicators:

1. Of the _____ total number of consumers or wholesale buyers reached,
 - a. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
 - b. The number that reported an intention to access/produce/prepare/preserve specialty crops
 - c. The number that reported supplementing their diets with specialty crops that they produced/preserved/obtained/prepared
2. Of the _____ total number of individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached,
 - a. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
 - b. The number that reported an intention to access/produce/prepare/preserve specialty crops
 - c. The number that reported supplementing their diets with specialty crops that they produced/prepared/preserved/obtained
3. Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops
 - a. _____ farmers markets
 - b. _____ produce at corner stores
 - c. _____ school food programs and other food options (vending machines, school events, etc.)
 - d. _____ grocery stores
 - e. _____ wholesale markets
 - f. _____ food hubs that process, aggregate, distribute, or store specialty crops
 - g. _____ home improvement centers with lawn and garden centers
 - h. _____ lawn and garden centers
 - i. _____ other systems/access points, not noted
 - j. _____ total (if not reported above)
4. Number of new delivery systems/access points offering specialty crops
 - a. _____ farmers markets
 - b. _____ produce at corner stores
 - c. _____ school food programs and other food options (vending machines, school events, etc.)
 - d. _____ grocery stores
 - e. _____ wholesale markets
 - f. _____ food hubs that process, aggregate, distribute, or store specialty crops

- g. _____ home improvement centers with lawn and garden centers
- h. _____ lawn and garden centers
- i. _____ other systems/access points, not noted
- j. _____ total (if not reported above)

Outcome 4: Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources.

Indicators:

1. Numbers of plant/seed releases (i.e., cultivars, drought-tolerant plants, organic, enhanced nutritional composition, etc.) _____
2. Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources (select at least one below).
 - a. Number of growers/producers indicating adoption of recommended practices _____
 - b. Number of growers/producers reporting reduction in pesticides, fertilizer, water used/acre _____
 - c. Number of producers reporting increased dollar returns per acre or reduced costs per acre _____
 - d. Number of acres in conservation tillage or acres in other best management practices _____
3. Number of habitat acres established and maintained for the mutual benefit of pollinators and specialty crops _____

Outcome 5: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems

Indicators:

1. Number of new or improved innovation models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for specialty crop entities including producers, processors, distributors, etc. _____
2. Number of innovations adopted _____
3. Number of specialty crop growers/producers (and other members of the specialty crop supply chain) that have increased revenue expressed in dollars _____
4. Number of new diagnostic systems analyzing specialty crop pests and diseases. _____

[Diagnostic systems refer to, among other things: labs, networks, procedures, access points.]

5. Number of new diagnostic technologies available for detecting plant pests and diseases. _____

[The intent here is not to count individual pieces of equipment or devices, but to enumerate technologies that add to the diagnostic capacity.]

6. Number of first responders trained in early detection and rapid response to combat plant pests and diseases _____
7. Number of viable technologies/processes developed or modified that will increase specialty crop distribution and/or production _____
8. Number of growers/producers that gained knowledge about science-based tools through outreach and education programs _____

Outcome 6: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety

Indicators:

1. Number of viable technologies developed or modified for the detection and characterization of specialty crop supply contamination from foodborne threats _____
2. Number of viable prevention, control and intervention strategies for all specialty crop production scales for foodborne threats along the production continuum _____
3. Number of individuals who learn about prevention, detection, control, and intervention food safety practices and number of those individuals who increase their food safety skills and knowledge _____
4. Number of improved prevention, detection, control, and intervention technologies _____
5. Number of reported changes in prevention, detection, control, and intervention strategies _____

Outcome 7: Enhance the competitiveness of specialty crops through increased understanding of threats to food safety from microbial and chemical sources

Indicators:

Number of projects focused on:

1. Increased understanding of fecal indicators and pathogens _____
2. Increased safety of all inputs into the specialty crop chain _____
3. Increased understanding of the roles of humans, plants and animals as vectors _____
4. Increased understanding of preharvest and postharvest process impacts on microbial and chemical threats _____
5. Number of growers or producers obtaining on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices) _____

Outcome 8: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.

Indicators:

1. Number of new rural careers created _____
2. Number of new urban careers created _____
3. Number of jobs maintained/created _____
4. Number of small businesses maintained/created _____
5. Increased revenue/increased savings/one-time capital purchases (in dollars) _____

6. Number of new beginning farmers who went into specialty crop production _____

7. Number of socially disadvantaged famers who went into specialty crop production

Additional information:

- Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers.
- Beginning Farmer is an individual or entity that has not operated a farm or ranch for more than 10 years and substantially participates in the operation.
- Socially Disadvantaged Farmer is a farmer who is a member of a socially disadvantaged group. A Socially Disadvantaged Group is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.