



DELAWARE DEPARTMENT OF
AGRICULTURE

2021
Specialty Crop Block Grant
Program – Farm Bill

REQUEST FOR PROPOSALS (RFP)

Grant Proposals Due Date
April 20, 2021

TABLE OF CONTENTS

Timeline	3
Program Description	3
Eligibility.....	3
Available Funding & Project Duration	4
Matching Funds	4
Eligible Grant Projects	4
Examples Of Acceptable Projects.....	5
Examples Of Unacceptable Projects.....	5
Indirect Costs.....	5
Duns Number	5
Sam Registration.....	5
Debarment, Suspension, Criminal Or Civil Convictions	5
Delinquency Of Federal Debt.....	6
Past Performance.....	6
Review Process And Criteria	7
Grant Awards.....	7
Reporting Requirements & Compliance	8
Invoicing Requirements.....	8
Monitoring	8
Application Checklist.....	9
Application Format	10
Application Due Date	10
Attachment A – Application Cover Sheet	11
Application Requirements.....	12

Timeline

March 18, 2021	Release of Request for Proposals
March 30, 2021 10:00am	Grant workshop held virtually/online
April 20, 2021 no later than 4:30pm	Grant proposals due to DDA
May 2021	Evaluation Team to select proposals to be included in Delaware's State Plan
May 2021	State Plan submitted to AMS/USDA
September 30, 2021	Anticipated AMS/USDA approval
October 15, 2021	Grant agreements completed
November 15, 2021	Anticipated Project start date
July 31, 2024	All projects conclude

PROGRAM DESCRIPTION

The Delaware Department of Agriculture (DDA) is pleased to announce a competitive solicitation grant process to award the 2021 Specialty Crop Block Grant Program (SCBGP) funds for projects that enhance the competitiveness of Delaware's specialty crop industry. Funding is provided to state departments of agriculture from the Farm Bill through the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS). Catalog of Federal Domestic Assistance (CFDA) Number 10.170. The SCBGP allocation formula is the average of the most recent available value of specialty crop cash receipts and acreage of specialty crop production in the state.

USDA defines specialty crops as fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture). Please visit <https://www.ams.usda.gov/services/grants/scbgp/specialty-crop> for a comprehensive list of eligible specialty crops and ineligible commodities under the SCBGP.

The USDA is the funding entity and has the final approval of projects submitted to the AMS/USDA for the SCBGP. Prior to the AMS/USDA's approval, the Delaware Department of Agriculture and an Evaluation Committee of industry representatives will do the initial review and suggest recommendations to the AMS/USDA, and the AMS/USDA will make the final award decision.

Applications for grant funds should describe how the project potentially impacts and produces measurable outcomes for the specialty crop industry and/or the public rather than a single organization, institution, or individual. Grant funds will not be awarded for projects that solely benefit a commercial product or provide a profit to a single organization, institution, or individual. Single organizations, institutions, and individuals are encouraged to participate as project partners.

Applicants must be a legal entity and have the legal capacity to contract with the Delaware Department of Agriculture.

ELIGIBILITY

This invitation for proposals has been developed to provide all interested parties an opportunity to apply for Specialty Crop Block Grant Program funds. Individual producers, producer groups, organizations, associations, and state and local organizations, academia, and other specialty crops stakeholders are eligible to apply either as single entities or in combined efforts. Proposals submitted by individual producers must demonstrate that the project's potential impact will accrue to a broader group of similar producers, regions, or industry segments.

Applicants may submit more than one proposal. If more than one proposal is submitted, please prioritize the submissions.

According to USDA guidelines, grant funds cannot be awarded for projects that solely benefit a commercial product or provide a profit to a single organization, institution, or individual because these projects do not enhance the specialty crop industry's competitiveness. Projects are required to impact and produce measurable outcomes for the specialty crop industry and/or the public rather than a single organization, institution or individual.

To be eligible to participate, applicants must reside, or their business or educational affiliation must be in Delaware. Those applicants that are non-profit or for-profit, if awarded a grant, will be required to provide verification of their status.

AVAILABLE FUNDING & PROJECT DURATION

Delaware Department of Agriculture's portion of the USDA's Specialty Crop Block Grant Program is estimated to be more than \$344,000.00 and will be distributed through a competitive review process. Competitive grants will be awarded for projects between \$5,000 and \$50,000. The Delaware Department of Agriculture reserves the right to offer an award amount less than the amount requested.

Projects must be completed by July 31, 2024. No extensions will be permitted. Projects cannot begin until the AMS/USDA has made their official award announcement, a contract between the Delaware Department of Agriculture and sub-grantees has been signed, and a Purchase Order for the grant recipient has been completed.

MATCHING FUNDS

Matching funds are not required; however, we consider the levels and sources of matching funds to be key criteria for evaluating proposals. We want to make the best use of available resources. We will give preference to proposals that demonstrate the applicant's commitment to the project in terms of cash contribution and maximize the leveraging of funds.

If matching funds are proposed, the recipient must keep complete records that identify and document the specific costs or contributions proposed to meet the match or cost-share, the source of funding or contributions, and document how the valuation was determined.

ELIGIBLE GRANT PROJECTS

The Delaware Department of Agriculture is looking for grant projects that solely increase the competitiveness of Delaware grown specialty crops, sustain the livelihood of Delaware farmers and strengthen Delaware's economy in regard to the following priorities specified by the USDA:

- Enhancing food safety;
- Food safety compliance to address specialty crop buyer requirements for mitigating food safety risks.
- Investing in specialty crop research, including research to focus on conservation and environmental outcomes;
- Developing new and improved seed varieties and specialty crops;
- Pest and disease control;
- Increasing child and adult nutrition knowledge and consumption of specialty crops;
- Increasing opportunities for new and beginning farmers;
- Improving efficiency and reducing costs of distribution systems;
- Protecting and improving pollinator health;
- Developing local and regional food systems; and
- Improving food access in underserved communities and among veterans.
- Increasing urban agriculture and other emerging agricultural practices by bringing food production into busy, populated areas – such as vertical gardens, shipping container farms, rooftop farming, hydroponics, community gardens, community composting, and food waste reduction.

EXAMPLES OF ACCEPTABLE PROJECTS

- A State requests funding to contract with a university to conduct research on the feasibility of planting, cultivating, and growing a specialty crop in a particular area, the results of which will be shared with many growers throughout the state during the project.
- A single grower requests funds to demonstrate the viability of organic small fruit production and partners with Cooperative Extension to publicize the working model of diversification to other regional growers.
- A single company requests funds to provide a viable pollination alternative to specialty crop stakeholders in a region that currently does not have one.
- A non-profit organization requests funds to conduct an advertising campaign that will benefit their specialty crop members.
- A single farmer erects high tunnels on his/her property to extend the growing season of tomatoes and lettuce and conducts a field day and farm tour to encourage other small family farmers to adopt the production methods.

EXAMPLES OF UNACCEPTABLE PROJECTS

- A company requests grant funds to purchase starter plants or equipment used to plant, cultivate, grow a specialty crop to make a profit, or expand production of a single business or organization.
- A State requests grant funds to make grants to individual specialty crop businesses or roadside stands to promote their individual business.
- A non-profit organization uses grant funds to purchase produce. It then sells that produce to other entities at cost or a higher price than the purchase price while competing with other private companies who sell produce in the area.
- A sole proprietor requests grant funds to redesign her/his logo to make her/his specialty crop value-added product stand out at the local farmers' market.
- A single specialty crop organization requests grant funds to market its organization to increase its membership.

INDIRECT COSTS

Indirect costs are not permitted with the Delaware Department of Agriculture's Specialty Crop Block Grant Program.

DUNS NUMBER

All grantees must have a DUNS numbers (Data Universal Numbering System), a system developed and regulated by Dun & Bradstreet that assigns a unique numeric identifier to a single business entity. DUNS Number assignment is free for all businesses required to register with the U.S. Federal Government for contracts or grants. This number may be obtained online at http://www.grants.gov/applicants/request_duns_number.jsp or over the phone at 866-705-5711.

SAM REGISTRATION

All applicants must also register with the Federal System for Award Management (www.sam.gov) and provide updates as needed. Registering allows you to do business with the Federal government and ensures that federal funds are not paid to organizations that have been suspended or disbarred.

DEBARMENT, SUSPENSION, CRIMINAL OR CIVIL CONVICTIONS

The recipient and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency; have not been convicted or indicted under criminal or civil statutes or had one or more public transactions terminated for cause or default within the past three years; will provide immediate written notice to the CDFA Grant Specialist

if at any time it learns that this certification was erroneous when made or has become erroneous by reason of changed circumstances; and will require recipients of lower-tier covered transactions under this grant award to similarly certify (Executive Order 12549, as implemented by 7 CFR Part 3017, Section 3017.510, Participants' responsibilities).

You are required to disclose if any of the following conditions apply to Sub-recipient or principals, including all key grant management personnel:

Within the 3-year period preceding the application, the applicant or its principals have been convicted of, or had a civil judgment rendered against them, for:

- fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction;
- violation of a Federal or State antitrust statute; or embezzlement, theft, forgery, bribery, falsification, or destruction of records; or
- false statements or receipt of stolen property.

The applicant or its principals are presently indicted or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated above.

Within a 3-year period preceding the application, the applicant or its principals had any public transaction (Federal, State, or local) terminated for cause or default.

A variety of "lower-tier" covered transactions are also subject to these requirements. Contracts (including individual consultants) under grants (where the contract requires the provision of goods or services that will equal or exceed \$25,000) and all sub-awards also are subject to these suspension and debarment rules. Sub-recipient is required to comply with the requirements of Subpart C of 2 CFR Part 4 180 that provides Sub-recipient's responsibilities when entering into a lower-tier transaction as described above.

DELINQUENCY ON FEDERAL DEBT

Any organization or individual indebted to the United States and has a judgment lien filed against it for a debt to the United States is ineligible to receive a Federal grant. Applicants are required to inform the Delaware Department of Agriculture if they are delinquent on any Federal debt. If an applicant discloses delinquency, the Delaware Department of Agriculture may not award the grant until the debt is satisfied or satisfactory arrangements are made with the agency to which the debt is owed.

Anyone who has been judged to be in default on a Federal debt and has had a judgment lien filed against him or her should not be listed as a participant in an application for a SCBGP grant until the judgment is paid in full or is otherwise satisfied. No funds may be re-budgeted following an award to pay such an individual. The Delaware Department of Agriculture will disallow costs charged to awards that provide funds to individuals in violation of this requirement.

PAST PERFORMANCE

An applicant may be removed from competition in the screening stage if they previously received funding from the Delaware Department of Agriculture and failed to deliver on that funding condition adequately. Failure to perform may include, but is not limited to:

- Inability to responsibly manage funds
- Inability to adhere to reporting requirements
- Failure to provide agreed-upon deliverables

REVIEW PROCESS AND CRITERIA

The Specialty Crop Block Grant Program Evaluation Committee will review all qualifying proposals after the grant application submittal deadline. The Evaluation Committee is made up of representatives from the specialty crop industry, lending institutions, agribusinesses, and producers. Applications will be evaluated on the merits of the proposals based on the evaluation criteria listed on the Evaluation Criteria Form.

Applicants will be notified during the review process if adjustments to the scope of work or proposal budgets are necessary. The Delaware Department will notify applicants of Agriculture after the review process whether the proposal was included in Delaware's State Plan.

The Evaluation Committee will use the Specialty Crop Block Grant Program Evaluation Criteria Form to score the proposals. After the proposals have been evaluated and scored, grant award recommendations will be made to the Cabinet Secretary of the Delaware Department of Agriculture based on the scoring and the strength of the project proposal as determined by the Evaluation Committee. The Delaware Department of Agriculture Cabinet Secretary will have final approval on all projects submitted into Delaware's State Plan.

FY 2021 Specialty Crop Block Grant Program Evaluation Criteria

Application Rating Criteria (100 Point Rating System)

1. Grant Application – Maximum 10 Points

*Is the project well organized, thought out, and explained in a way that makes sense and sounds like it can be carried out successfully?

2. Objectives – Maximum 15 Points

*Do the objectives realistic and achievable?

*Will the objectives directly benefit producers or processors of Delaware Specialty Crops?

*Is there a plan for monitoring performance toward the objectives?

3. Project Purpose – Maximum 15 Points

*How well does the applicant describe the project?

*How well does the applicant define the need for and purpose of the project?

4. Indicators and Outcomes – Maximum 15 Points

*Does the project include at least one Indicator and Outcome?

*How well will the proposed project allow the applicant to quantify and document the project's indicators and outcomes?

5. Potential Impact – Maximum 15 Points

*Does the applicant clearly demonstrate how the project will have an impact on more than one grower?

*Does the project provide a direct benefit to and how effective will the project be at enhancing the competitiveness of Delaware specialty crops?

6. Project Commitment and Oversight – Maximum 10 Points

*Does the applicant demonstrate a strong commitment to the success of the project?

7. Budget and Narrative – Maximum 20 Points

*Do the budget and budget narrative clearly show how each cost is necessary to the project?

*Does the budget narrative adequately explain each line item?

*Are matching funds or in-kind donations provided?

GRANT AWARDS

Notification of Award: Successful proposals will be chosen on the merits of the project as they relate to the published criteria and will be included in the Delaware State Plan, which will be submitted to AMS/USDA no later than the final deadline which they set for the receiving of applications for approval. Applicants will be

notified in writing whether their project is selected for inclusion in the Delaware State Plan. Following approval of the Delaware State Plan by AMS/USDA, applicants will be notified, and applicants will be sent a Grant Award Agreement to sign.

Grant Award Agreement and Payment: Prior to beginning work on the proposed project or receiving funding, each successful applicant will be required to provide a valid DUNS number (Data Universal Numbering System) and register with the Federal System for Award Merit (SAM). Each applicant will also be required to sign a Grant Award Agreement with the Delaware Department of Agriculture indicating their intention to complete the proposed tasks and authorizing the Delaware Department of Agriculture to monitor the proposed project's progress.

Grant Award Agreements must be signed and returned to the Delaware Department of Agriculture within 30 days of receipt. Failure to submit an executed copy of the Grant Award Agreement within 30 days of receipt could result in the loss of awarded grant funds unless the Delaware Department of Agriculture approves the delay.

Duration for Grant Award Agreements may last up to thirty-two (32) months (July 31, 2024), depending on the project type. The Delaware Department of Agriculture will write your grant award agreement based on the information you provide, so it is important that you carefully complete the application packet.

REPORTING REQUIREMENTS & COMPLIANCE

Annual Reports – Grantees are required to submit written performance reports annually to the Delaware Department of Agriculture detailing the project status and how grant monies were used to achieve project outcomes outlined in the project proposal submitted with the grant application packet. The first report will be due to the Delaware Department of Agriculture one year from the date the grant agreement between the Delaware Department of Agriculture and USDA is signed. Subsequent annual reports for multi-year projects must be received by the Delaware Department of Agriculture no later than thirty (30) calendar days after the close of each twelve-month period. Performance reports must be submitted to the Delaware Department of Agriculture annually until the project is completed. Performance reports must also include a detailed budget report that tracks all expenditures against the project budget submitted with the grant proposal.

Final Report - Grantees must submit a final performance report in a format designated by the Delaware Department of Agriculture within sixty (60) calendar days of the grant agreement end date.

In addition to the final project report, the Delaware Department of Agriculture reserves the right to conduct a follow-up survey of funded projects to determine long-term impacts.

Reporting Compliance - Grantees who do not submit reports on time, or submit incomplete reports, may be required to return previously disbursed funds to the Delaware Department of Agriculture and may be removed from consideration for future funding.

INVOICING REQUIREMENTS

Invoices with detailed receipts shall be submitted not more frequently than monthly, but at least quarterly, in arrears. Invoices with detailed receipts shall be submitted to the Delaware Department of Agriculture within thirty (30) days after the end of each quarter.

MONITORING

Delaware Department of Agriculture reserves the right to perform site monitoring visits to any and all grantees to ensure that work progresses within the required time frame and that fiscal procedures are followed accurately and appropriately. Monitoring includes both financial and program information as well as site visits.

APPLICATION CHECKLIST

- Attachment A– Application Cover Sheet
- Narrative
 - Project Title
 - Duration Of Project
 - Project Partner And Summary
 - Project Purpose
 - Provide The Specific Issue, Problem Or Need That The Project Will Address
 - Provide A Listing Of The Objectives That This Project Hopes To Achieve
 - Project Beneficiaries
 - Statement Of Enhancing Specialty Crops
 - Continuation Project Information
 - Other Support From Federal Or State Grant Programs
 - External Project Support
 - Expected Measurable Outcomes
 - Select The Appropriate Outcome(S) And Indicator(S)/Sub-Indicator(S)
 - Miscellaneous Outcome Measure (If Needed)
 - Data Collection To Report On Outcomes And Indicators
 - Budget Narrative
 - Personnel
 - Fringe Benefits
 - Travel
 - Equipment
 - Supplies
 - Contractual/Consultant
 - Other
 - Indirect Costs (Skip This Section. Indirect Costs Are Not Permitted.)
 - Program Income

APPLICATION FORMAT

Application packets must be submitted in their entirety. Incomplete application packets will not be given further consideration. Your application packet must include the following:

1. Proposal(s) must be organized and have the requested information in the sequence presented in the Application Requirement section of this Request for Proposal.
2. An entity may submit more than one application packet, but only if the application packets are for completely different projects.
3. Proposal(s) should be typed in **Microsoft Word, single-spaced, Calibri font, in 11 pt. font size, with one-inch margins.**
4. **Remove all instructions from the proposal before submitting it.**
5. **Do not bind application packets.** Each application packet should be paper clipped in the upper left-hand corner.
6. Submit EIGHT (8) printed complete original application packets and ONE (1) electronic copy of the application packet. Please use Microsoft Word formatting for compatibility purposes.
DO NOT SUBMIT APPLICATION IN PDF FORMAT.
7. The person authorized to receive funds must sign the original copy of the application and all subsequent documents in the grant process.

To access the Project Profile Template, please follow these steps:

1. Click on link <https://www.ams.usda.gov/services/grants/scbgp/apply>
2. After you click on the link, scroll down to the "What are the application requirements?" section
3. Click on [Project profile template \(doc\)](#).

APPLICATION DUE DATE

The Delaware Department of Agriculture must receive the eight paper copies and an electronic copy of the completed application packets no later than **4:30 p.m. on Tuesday, April 20, 2021. *This is not a postmark deadline; application packets must be received by the grant deadline date and time.*** No late or incomplete applications will be accepted.

Mail the eight paper copies of the proposal to:

Specialty Crop Block Grant Program
Delaware Department of Agriculture
2320 South DuPont Highway
Dover, DE 19901

Email the electronic version of the proposal as a **Microsoft Word document** to:

Ese.Jessa@delaware.gov **PLEASE DO NOT SEND IN PDF FORMAT.**

**ATTACHMENT A
APPLICATION COVERSHEET**

Project Title:	
Project Coordinator:	
Organization:	
Street Address:	
City, State, Zip:	
Federal Tax ID Number or EIN:	DUNS Number:
Phone:	Fax:
Email:	
Best Way to Contact You: Phone Email (please circle)	
Amount of Funding Requested: \$	
Project Duration (please circle) 1 year 2 year 3 year	
Signature of Person Responsible for the Grant:	

APPLICATION REQUIREMENTS

Each application submitted must include the following sections:

ATTACHMENT A – APPLICATION COVER SHEET

PROJECT TITLE

The title must adequately describe the project in 15 words or less.

DURATION OF PROJECT

Projects must begin on 11/15/2021 and conclude on or before 7/31/24.

PROJECT PARTNER AND SUMMARY

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:

1. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,
2. A concise outline the project's outcome(s), and
3. A description of the general tasks to be completed during the project period to fulfill this goal.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM, OR NEED THAT THE PROJECT WILL ADDRESS

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Provide a listing of the objectives that this project hopes to achieve.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries.

Does this project directly benefit socially disadvantaged farmers as defined in the RFA?

Does this project directly benefit beginning farmers as defined in the RFA?

STATEMENT OF ENHANCING SPECIALTY CROPS

Applicants must confirm that the project enhances the competitiveness of specialty crops in accordance with and defined by 7 U.S.C. 1621. Further information regarding the definition of a specialty crop can be found at <https://www.ams.usda.gov/services/grants/scbgp/specialty-crop>.

CONTINUATION PROJECT INFORMATION

If your project is continuing the efforts of a previously funded SCBGP project, address the following:

Describe how this project will differ from and build on the previous efforts.

Provide a summary (3-5 sentences) of the outcomes of the previous efforts. 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 incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?

Describe the likelihood of the project becoming self-sustaining and not indefinitely dependent on grant funds.

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

If your project is receiving or will potentially receive funds from another federal or state grant program, identify the Federal or state grant program and describe how the SCCP project differs from or supplements the other grant program(s) efforts.

EXTERNAL PROJECT SUPPORT

Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). Do not include letters of support in this section. They should be sent as a PDF attached to the application.

EXPECTED MEASURABLE OUTCOMES

AMS is required to report on the outcomes of the SCBGP at a national scale to demonstrate this program's performance. 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, choose 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. It will be subject to approval by AMS.
- Each indicator's progress 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 program's overall impact 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 overtime to lead to better results in showing the impact of the SCBGP.

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

Outcome Measures

Select the outcome measure(s) that are applicable for this project from the listing below.

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for 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 a 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 by 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

Detailed explanation of Outcomes 1-8

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, generate publicity, attract new customers, or raise customer awareness for specialty crops or specialty crop venues. 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 due to 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 must already exist at the time of application. For projects that do not already have a baseline of sales in dollars, one of the project's objectives must be to determine such a baseline 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 a project's sales 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

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
Number of reported changes in prevention, detection, control, and intervention strategies

Outcome 7: Enhance the competitiveness of specialty crops through increased understanding of the ecology 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.

Miscellaneous Outcome Measure (if needed)

In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) that will be subject to VDACS and AMS approval.

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.

BUDGET NARRATIVE

All expenses described in the Budget Narrative must be associated with expenses that the SCBGP will cover. Applicants should review the Funding Restrictions Section prior to developing their budget narrative.

PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that enhance specialty crops' competitiveness. See Salaries and Wages for Allowable Costs and Activities for further guidance.

For each employee paid with SCBGP grant funds, provide the following:

- Name and title
- Level of effort (number of hours and rate)
- Total funds requested for each employee
- Include a subtotal for all SCBGP-funded Personnel costs

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 SCBGP funds. This section must include the following:

- Name and title
- Fringe benefit rate
- Corresponding funds requested for each person
- A subtotal for all SCBGP-funded fringe benefit costs.

TRAVEL

Explain the purpose for each trip request. Please note that travel costs are limited to those allowed by VDACS Policy 4.2 and GSA (U.S. General Services Administration). In the case of air travel, project participants must use the lowest reasonable commercial airfares.

Please provide the following information for each trip:

- Explain the purpose for each Trip Request.
 - Trip destination
 - Type of expense (airfare, car rental, hotel, meals, mileage, etc.)
 - Number of days traveling
 - Estimated number of miles and mileage rate
 - Estimated ground transportation costs
 - Estimated lodging and meal costs
 - Number of travelers claiming expense
 - Total funds requested for each expense
 - Include a subtotal for all SCBGP-funded travel costs
- Provide additional justification of travel expenses, as needed

EQUIPMENT

Special Purpose Equipment is not allowed. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or

exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. Rental of “general purpose equipment” must be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Equipment, Buildings, and Land for definitions.

This section must include the following:

- Description of general purpose equipment item
- Justification for each item
- Indicate if each item is rented or purchased
- Total funds requested for each item.
- Include a subtotal for all SCBGP-funded equipment costs.

SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the proposal's purpose and goal and enhance the competitiveness of specialty crops. See Supplies and Materials, Including Costs of Computing Devices, for further information.

This section must include the following:

- Description of each supply item
- Justification for each item
- Per-unit cost of each supply
- Number of units/pieces purchased
- Total funds requested for each supply
- Include a subtotal for all SCBGP-funded supply costs

CONTRACTUAL/CONSULTANT

Contractual/consultant 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.

Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations on indirect costs also apply to contractors and consultants.

- Name/Organization
- Hourly Rate/Flat Rate
- Funds Requested
- Include a subtotal for all SCBG- funded Contractual/Consultant costs

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the project's objectives and outcomes. Each section should also justify why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information, please go to: <https://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. See Request for Applications section Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

Each applicant must verify that their organization will follow the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in 2 CFR Part 200.317

through.326, as applicable. If the contractor(s)/consultant(s) have not already been selected, the organization will follow the same requirements.

OTHER

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Meals for further guidance.

This section must include the following:

- Justification for the expense
 - A description of the item
 - Per-unit cost of each item
 - Number of units
 - Acquisition Date
 - Total funds requested for each item
 - Include a subtotal for all SCBGP-funded other costs

INDIRECT COSTS

Indirect costs are not permitted.

PROGRAM INCOME

Program income is gross income—earned by a recipient or sub-recipient under a grant—directly generated by the grant-supported activity or earned only because of the grant agreement during the grant period of performance. 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.

This section must include the following:

- Source/nature of program income
- Description of how you will reinvest the program income back into the project or program to enhance the competitiveness of specialty crops
- The estimated amount of program income
- Include a subtotal for all SCBGP-funded program income costs