

New Jersey Department of Agriculture 2020 Specialty Crop Block Grant

Tentative Application Packet and Instructions

IMPORTANT NOTE:

The deadline to submit New Jersey applications for consideration for the FY20 Specialty Crop Block Grant Program will be March 31, 2020.

The United States Department of Agriculture's (USDA) **FY 2020 Specialty Crop Block Grant Program (SCBGP)** request for applications (RFA) has been cleared through the Office of the Deputy Administrator, and still needs to be routed for review and approval through multiple offices within Agricultural Marketing Services (AMS) and the USDA.

Although the official budget allocation has not been made by the USDA they are encouraging State Departments of Agriculture to begin soliciting project proposals. In the interim, all Specialty Crop Block Grant Program applications are to be considered tentative pending the publication of the federal approval of the Notice of Funding Availability (NOFA) in the federal registry for the USDA's Specialty Crop Block Grant program.

Program Purpose:

On December 21, 2004, the Specialty Crops Competitiveness Act of 2004 authorized the Department of Agriculture (USDA) to provide state assistance for specialty crops. Under Section 101 of the statute, the USDA Secretary of Agriculture is directed to "make grants to be used by State Departments of Agriculture solely to enhance the competitiveness of specialty crops."

Specialty Crop Block Grant Funds (SCBG) can be requested to enhance the competitiveness of specialty crops. Specialty crops are defined as fruits and vegetables, tree nuts, dried fruits, and nursery crops including floriculture. (For a complete list of eligible crops see Attachment I.)

Examples of "enhancing the competitiveness" of specialty crops includes, but is not limited to research, promotion, marketing, nutrition, trade enhancement, food safety, food security, plant health programs, education, "buy local" programs, increased consumption, increased innovation, improved efficiency and reduced costs of distribution systems, environmental concerns and conservation, product development, and the development of cooperatives.

In particular the SCBG program encourages States to develop projects pertaining to the following areas; "enhancing food safety, improving the capacity of all entities in the specialty crop distribution chain to comply with the requirements of the Food Safety Modernization Act, for example, by developing 'Good Agricultural Practices,' 'Good Handling Practices,' 'Good Manufacturing Practices,' and in cost-share arrangements for funding audits of such systems for small farmers, packers and processors; investing in specialty crop research, including research to focus on conservation and environmental outcomes; developing adaptation and mitigation strategies for farmers in drought-stricken regions of the country; supporting the growth of organic specialty crops; 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.”

Commodity promotion councils, grower marketing cooperatives, county boards of agriculture and other agricultural organizations are being encouraged to provide producer input to assist the New Jersey Department of Agriculture (NJDA) in the development of the FY2020 Specialty Crop Block Grant program in New Jersey.

IMPORTANT NOTE: Individual producers or solitary businesses are not eligible to apply. Applicants must be a legal entity representing a number of growers and have the legal capacity to contract. Applicants are strongly encouraged to provide a cash match for their projects.

1) All applicants are now required to submit an organizational DUNS number with their application.

DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER

The United States Department of Agriculture must ensure that it and its sub-applicants have a Data Universal Number System (DUNS) number at the time of application. A DUNS number is a unique number established and assigned by Dun and Bradstreet, Inc. (D&B) to identify organizations. A DUNS number is required for every application. Potential applicants and sub-applicants may acquire a DUNS number at no cost online at <http://fedgov.dnb.com/webform> . To acquire a DUNS number by phone, contact the D&B Government Customer Response Center:

U.S. and U.S. Virgin Islands: 1-866-705-5711

Alaska and Puerto Rico: 1-800-234-3867 (Select Option 2, then Option 1)

Monday – Friday 7 a.m. to 8 p.m., CST

2) New Performance Measures are also now required. (See Page 16)

Estimated Timeline:

To be Announced - USDA announces the funding availability.

March 31, 2020 - Tentative date for Specialty Crop Block Grant applications are due to the NJDA.

To be Announced - The actual date the New Jersey Specialty Crop Block Grant application is due to the USDA.

November 2, 2020 - The grant awards should be announced.

November 13, 2020 - Grant contracts should be issued to the recipients by the NJDA.

November 30, 2020 - Projects may commence once the contract is signed by both parties.

September 29, 2023 - Project work must be completed.

The above dates are estimates and may vary.

Range of Grant Funding Requests:

Minimum \$10,000 Maximum - \$40,000. Depending on the total of funds requested the maximum grant size may be adjusted downward.

Award Process of Payment:

Awarded SCBG funds will be processed by the NJDA once a memorandum of understanding is signed by both parties and disbursed on a reimbursement basis upon receiving documentation of expenditures.

How to Complete the Application:

In compliance with the program's USDA regulations and NJDA guidelines, completed applications must consist of ten sections of narrative explaining how the grant funds will be utilized to enhance the competitiveness of specialty crops. The industry application is also required to include a one page signed acknowledgement form for the use of the NJDA (**see Attachment II**) and a list of the organization's officers and members must also be submitted with your grant application for the use of the NJDA.

The style of presentation and length may vary depending on the nature of the project; however, the USDA suggests that individual project proposals should be between 3-6 pages in length. For all SCBG project proposals a standard USDA Specialty Crop Block Grant application format must be followed.

APPLICATION FORMAT:

In accordance with USDA guidelines please submit your application using the following template.

SCBGP PROJECT PROFILE TEMPLATE

The State Plan should include a series of project profiles that detail the necessary information to fulfill the goals and objectives of each project. The acceptable font size for the narrative is 11 or 12 font with all margins at 1 inch. The following information must be included in each project profile.

Project Title

Provide a descriptive project title in 15 words or less in the space below.

Duration of Project

Start Date: 9/30/2020

End Date: 9/29/2023

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.*

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

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

Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.

Objective 1

Objective 2

Objective 3

Objective 4

Add other objectives as necessary

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries:Enter the Number of Beneficiaries

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

No

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

No

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this 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 www.ams.usda.gov/services/grants/scbgp.

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 to 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 being 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?

Yes No

If Your Project is receiving or will Potentially receive Funds from another Federal or State Grant Program Identify the Federal or State grant program(s):

- _____

Describe how the SCBGP 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).

Expected Measurable Outcomes

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

You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

Outcome Measure(s)

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 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 Indicator(s)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. 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 above the selected outcomes 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.

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 this Budget Narrative must be associated with expenses that will be covered by the SCBGP. If any matching funds will be used and a description of their use is required by the State department of agriculture, the expenses to be covered with matching funds must be described separately. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.

Budget Summary	
Expense Category	Funds Requested
Personnel	
Fringe Benefits	
Travel	
Equipment	
Supplies	
Contractual	
Other	
Direct Costs Subtotal	
Indirect Costs	

Total Budget	
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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 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct and Indirect Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1			
2			

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
3			
4			
		Personnel 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. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

Personnel 1:

Personnel 2:

Personnel 3:

Add other Personnel as necessary

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.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1			
2			
3			
4			

Fringe Subtotal	
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TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum

per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.qsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1							
2							
3							
4							
5							
6							
7							

Travel Subtotal	
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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. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary

Trip 1 (Approximate Date of Travel MM/YYYY):

Trip 2 (Approximate Date of Travel MM/YYYY):

Trip 3 (Approximate Date of Travel MM/YYYY):

Add other Trips as necessary

Conforming with Your Travel Policy

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with 2 CFR 200.474 or 48 CFR subpart 31.2 as applicable.	<input type="checkbox"/>
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EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "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. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1				
2				
3				
4				

Equipment Subtotal	
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Equipment Justification

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

Equipment 1:

Equipment 2:

Equipment 3:

Add other Equipment as necessary

SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested

Supplies Subtotal	
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Supplies Justification

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project’s objective(s) and outcome(s).

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. (Repeat this section for each contract/consultant.)

Itemized Contractor(s)/Consultant(s)

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
1			
2			
3			
4			

Contractual/Consultant Subtotal	
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Contractual Justification

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for 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 <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

Contractor/Consultant 1:

Contractor/Consultant 2:

Contractor/Consultant 3:

Add other Contractors/Consultants as necessary

Conforming with your Procurement Standards

By checking the box to the right, I confirm that my organization followed 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) are not already selected, my organization will follow the same requirements.	<input type="checkbox"/>
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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 Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested

Other Subtotal	
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Other Justification

Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

INDIRECT COSTS

The indirect cost rate must not exceed 8 percent of any project’s budget. Indirect costs are any costs that are incurred for common or joint objectives that therefore, cannot be readily identified with an individual project, program, or organizational activity. They generally include facilities operation and maintenance costs, depreciation, and administrative expenses. See Request for Applications section 4.7.1 Limit on Administrative Costs and Presenting Direct and Indirect Costs Consistently for further guidance.

Indirect Cost Rate	Funds Requested

Indirect Subtotal	
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PROGRAM INCOME

Program income is gross income—earned by a recipient or subrecipient 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.

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

Program Income Total	
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ADDITIONAL INFORMATION FOR THE PRESENTATION OF EACH PROJECT

(For informational purposes – does not need to be submitted with your application.)

The State Plan should include a series of project profiles that detail the necessary information to fulfill the goals and objectives of each project. **The acceptable font size for the narrative is 11 or 12 font with all margins at 1 inch. The project must be submitted in Word format.** The following information must be included in each project profile.

1) Project Title (15 words or less)

2) Abstract - Include a project summary of 250 words or less suitable for dissemination to the public. It should include the need for the project, a brief description of the goals and outcomes, and your plan for evaluating and measuring the success of the project or program.

3) Project Partner Organization - Include the name of the applicant organization that will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project. **Please provide complete contact information including; the name of the Primary Investigator. Telephone number, mailing and e-mail addresses.**

4) Project Purpose

- What is the specific issue, problem or need that the project will address?
- Why is the project important and timely?
- What are the objectives of the project?

- If any of the project activities or costs has the potential to enhance the competitiveness of non-specialty crops (ex: farmers market, general buy local, CSA etc.) describe the methods or processes you will implement to verify all grant funds are expended on activities and costs that only enhance the competitiveness of eligible specialty crops. If you propose a cost-share or match to cover non-specialty crop activities and costs, include the specific costs or contributions proposed to meet the cost-share or match, the source of funding or contributions, and describe how you determined the appropriate amount of cost-share or match.

For more information about last year's application process see the Request for Applications at: <https://www.ams.usda.gov/sites/default/files/media/SCBGP2018RFAFinal22018.pdf> Section 3.4 Cost Sharing and Matching for guidance on documentation standards.

- If the project is a continuation of a project that the Specialty Crop Block Grant Program (SCBGP) funded previously, describe how the project differs from and builds on the previous project's efforts. Describe also the likelihood of the project becoming self-sustaining and not indefinitely dependent on grant funds. Specifically, provide a summary (3 to 5 sentences per project) of the accomplishments of the previous project that have led you to seek continued funding.

- Have you submitted the project to another Federal or State grant program other than the SCBGP for funding and/or is another Federal or State grant program other than the SCBGP funding the project currently?
 - If no, indicate that you have not.
 - If yes, identify the Federal and/or State grant program by name and describe how the new project differs from and supplements efforts of the SCBGP and the other Federal or State grant program rather than duplicates funding efforts. The SCBGP will not fund duplicative projects.

5) Potential Impact - This section must show how the project benefits the specialty crop industry and/or the public or multiple states rather than only a particular commercial product, single organization, institution, or individual.

- Who are the specialty crop beneficiaries of the project?
- How many specialty crop beneficiaries will the project benefit?
- How will the project benefit the specialty crop beneficiaries?
- What is the potential economic impact of the project if it can be estimated?
- If applicable, how will the project have a multi-state (benefitting two more or states) or national impact?

6) Expected Measurable Outcomes - Each Expected Performance Measure should include a Goal, Performance Measure, Benchmark and Target. Provide at least one distinct, quantifiable, measurable project outcome that solely supports enhancing the competitiveness of eligible specialty crops. If the outcome measures are long-term and occur after the project's completion, then identify an intermediate outcome that occurs before the end of the grant period and that is expected to help lead to the fulfillment of long-term outcomes. (New for 2016 are the rules governing the expected measurable outcomes for marketing projects.)

- Provide a GOAL - A goal is what you hope to achieve as a result of conducting the activities and
- Provide a PERFORMANCE MEASURE. Identify a performance measure for each goal that you will use to measure the actual project results compared to the expected results. These are usually expressed in quantifiable terms and should be objective and measurable (numeric values, percentages, scores and indices, although in certain circumstances qualitative measures are appropriate).
- Provide a BENCHMARK - For each performance measure provided, include benchmark. The benchmark is the baseline data against which you will measure your success. Examples of a benchmark could include current or initial level of knowledge, current behavior, or current conditions.
- Provide a TARGET- For each benchmark provided, indicate the TARGET. The TARGET is the level of change that you anticipate by the completion of the project. This is NOT the target audience or target population.

- Provide your PERFORMANCE MONITORING PLAN. How will you monitor your progress toward achieving each GOAL?
- What are your data sources for monitoring performance? For example, will you conduct surveys or use questionnaires?
- How will you collect the required data? Be sure to include the frequency of your data collection.
- Describe how you will share the results of the project with specialty crop growers and other interested specialty crop stakeholders.

New Performance Measures

Fiscal Year 2020 Specialty Crop Block Grant Performance Evaluation in effect:

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 _____
 - e. 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. _____
5. [Diagnostic systems refer to, among other things: labs, networks, procedures, access points.]
6. Number of new diagnostic technologies available for detecting plant pests and diseases. _____
7. [The intent here is not to count individual pieces of equipment or devices, but to enumerate technologies that add to the diagnostic capacity.]
8. Number of first responders trained in early detection and rapid response to combat plant pests and diseases _____
9. Number of viable technologies/processes developed or modified that will increase specialty crop distribution and/or production _____

10. 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 pre-harvest 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

7) Work Plan

<p>Project Activity - Describe the project activities that are necessary to accomplish the objectives. Make sure you include your performance monitoring/data collection activities.</p>	<p>Who will do the work? Indicate the project participants who will do the work of each activity, including sub recipients, and/or contractors. If you request grant funds for personnel and contractors, you must include them in the work plan to demonstrate the requested funding is warranted. If you request funds for travel, these activities must also be included.</p>	<p>When will the activity be accomplished? Include a timeline that indicates when each activity will occur (at least month and year) and beginning and end dates for the project. Make sure the work plan timeline shows that the project will be completed within the allowable grant period.</p>

- 8) Project Commitment** – Describe the specialty crop stakeholders other than the applicant, individuals and organizations involved in the project who support this project and why.
- 9) Budget Narrative** - All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. If any matching funds will be used and a description of their use is required by the State department of agriculture, the expenses to be covered with matching funds must be described separately.

Budget Summary	
Expense Category	Funds Requested
Personnel	
Fringe Benefits	
Travel	
Equipment	
Supplies	
Contractual	
Other	
Direct Costs Subtotal	
Indirect Costs	
Total Budget	

Here is an example of a Budget Narrative:

Sample Budget Narrative Format:

	Federal Funds	Non-Federal Funds	Total
Personnel Two Summer Student Assistants (Total of 32 weeks at 40 hrs. a week at \$11 per Hour = \$ 14,080)	\$ 14,080		\$ 14,080
Fringe Benefits (7.5% of hourly wages)	\$ 1,042		\$ 1,042
Travel and Fees Mileage		\$ 2,000	\$ 2,000
Equipment Special Purpose Equipment (Sprayer)	\$ 7,066	\$ 7,066	\$14,132
Supplies Materials and Supplies		\$ 1,000	\$ 1,000
Contractual Trainer Fee (3 sessions @ \$1,500 each) Printing Promotional Materials Farmer Speaker Fees (6 times \$750) WebEx Meeting Center Data Collection – Rutgers Coop. Extension Subtotal	\$ 4,500 \$ 1,800 \$ 4,500 \$ 600 \$ 5,000		\$16,400

<u>Construction</u>			
<u>Other</u>			
Direct Charges (sum of the above)	\$ 38,588	\$ 10,066	\$48,654
<u>In-Direct Charges</u>			
TOTAL	\$ 38,588	\$ 10,066	\$48,654

Under the budget a text description of the activity and identification of the deliverables for each line item in the budget is also required.

- **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 last year’s [Request for Applications](#)
- <https://www.ams.usda.gov/sites/default/files/media/SCBGP2018RFAFinal22018.pdf> Section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct and Indirect Costs Consistently under section 4.6.1 for further guidance.

Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
Personnel Subtotal		

- **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.

Name/Title	Fringe Benefit Rate	Funds Requested
Fringe Subtotal		

Travel - Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations.

Trip Destination	Purpose of the Trip	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	Number of Units	Cost per Unit	Number of Travelers Claiming the Expense	Funds Requested
				Travel Subtotal			

Additional justification of travel expenses, as needed:

From the Request for Applications; Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

By checking the box to the right, I confirm that my organization’s established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.

Equipment - Describe any special purpose equipment to be purchased or rented under the grant. “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. <https://www.ams.usda.gov/sites/default/files/media/SCBGP2018RFAFinal22018.pdf> Section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

Rental of "general purpose equipment” must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications at; <https://www.ams.usda.gov/sites/default/files/media/SCBGP2018RFAFinal22018.pdf> Section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

Item Description	Justification for Equipment	Rental or Purchase	Funds Requested
Equipment Subtotal			

Supplies - List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications Section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

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. (Repeat this section for each contract/consultant.)

If the contractor/consultant has already been selected, please verify that the State applicant followed the same policies and procedures it uses for procurements from its non-federal sources. For all non-State applicants, please verify that the applicant used its own procurement procedures which reflect applicable State and local laws and regulations and conform to 7 CFR 3019.40 – Purpose of Procurement Standards at: <https://www.gpo.gov/fdsys/granule/CFR-2012-title7-vol15/CFR-2012-title7-vol15-sec3019-40>.

If a contractor/consultant has not yet been selected, provide an acknowledgement that the procurement processes have not yet been conducted and an assurance that the State applicant will follow the same policies and procedures it uses for procurements from its non-federal sources. For all non-State applicants, provide an acknowledgement that the procurement processes have not yet been conducted, and an assurance that the applicant will use its own procurement procedures which reflect applicable State and local laws and regulations and conform to the Federal law and standards identified at; <https://www.gpo.gov/fdsys/granule/CFR-2012-title7-vol15/CFR-2012-title7-vol15-sec3019-40>.

Provide an itemized budget (personnel, fringe, travel, equipment, supplies, other, etc.) with appropriate justification. If indirect costs are/will be included in the contract, include the indirect cost rate used. Please note that any statutory limitations on indirect costs also apply to contractors and consultants.

- If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 for Federal employees in your area a justification will be required for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses. See <https://www.federalpay.org/gs/2017/GS-15>

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 Request for Applications at; <https://www.ams.usda.gov/sites/default/files/media/2017SCBGPRFA.pdf> Section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Justification of the Expense	Per-Unit Cost	Number of Units	Funds Requested
Other Subtotal				

Indirect Costs – The indirect cost rate must not exceed the rate established by the State Department of Agriculture and cannot exceed 8 percent of any project’s budget. Indirect costs are any costs that are incurred for common or joint objectives that therefore, cannot be readily identified with an individual project, program, or organizational activity. They generally include facilities operation and maintenance costs, depreciation, and administrative expenses. See Request for Applications section 4.7.1 Limit on Administrative Costs and Presenting Direct and Indirect Costs Consistently for further guidance.

Indirect Cost Rate	Funds Requested
Indirect Subtotal	

10) 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.

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

ATTACHMENT 1.

Eligible Specialty Crops

Commonly recognized fruits, vegetables, tree nuts, dried fruits, and nursery crops (including floriculture):

Algae	Hops
Chickpeas	Kava
Christmas Trees	Lavender
Cocoa	Lentils
Coffee	Maple Syrup
Cut Flowers	Mushrooms
Dry Edible Beans	Organic Fruits and Vegetables
Dry Peas	Peppermint
Foliage	Potatoes
Fruits (including grapes for wine)	Seaweed
Garlic	Spearmint
Ginger Root	Sweet Corn
Ginseng	Sweet Sorghum (for human consumption)
Herbs	Vanilla
Honey	Vegetables and Vegetable Seeds

Ineligible Commodities

Cotton and Cottonseed
Feed crops such as Barley, Corn, Hay, Oats, Sorghum Grain, Millet, Alfalfa
Flaxseed
Food grains such as Rice, Rye, Wheat
Livestock and dairy products, including eggs
Marine or Fresh Water Aquaculture
Oil crops such as Peanut, Soybean, Sunflower, Safflower, Rapeseed, Canola, Mustard Seed, Evening
Primrose, Borage
Peanuts
Range grasses
Sugar beets
Sod
Sugar beets
Sugarcane
Tobacco
Tofu

ATTACHMENT II.

Acknowledgement:

I/we the undersigned applicants, _____ of
(Organization name/names)

_____, New Jersey, hereby apply for Specialty Crop Block Grant Program
(City/Cities)

Funds under the terms and conditions of the New Jersey Department of Agriculture (NJDA) and the

United States Department of Agriculture, in the amount of \$ _____.
(Amount Requested)

The undersigned hereby warrants to the State of New Jersey that to the best of my/our knowledge, all information presented in this grant application is factual and true; that I/we understand that if this proposal is funded, I/we will be required to sign a grant agreement and other necessary documentation containing terms and conditions upon which funds will be released; and that I/we understand that I/we will be required to submit progress reports (quarterly and annually) and a final report at the completion of the project as a condition to participating in this grant program. All grant funding is subject to the availability and receipt of federal funds by the New Jersey Department of Agriculture.

The undersigned understands that the selection will be determined by NJDA based on criteria designed to enhance the competitiveness of specialty crops in New Jersey. The undersigned understands, due to the availability of a limited supply of funds, that every qualifying project may not be approved or receive funding and that approved projects may be funded in whole or part.

Signed: _____ Date: _____

Print: _____ Title: _____