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 pitch with all margins at 1 inch. The following information must be included in each project profile.

**APPLICANT INFORMATION**

Name of Organization:

Name of Project Contact:

Organization Mailing Address:

Contact Phone Number:

Contact Email Address:

Organization DUNS Number:

**PROJECT TITLE**

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

**DURATION OF PROJECT**

Start Date: 10/1/2022  
End Date: 9/29/2025

**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 the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/schgp.

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? Yes ☐ No ☐

If you have selected “yes”, please 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: Increasing Consumption and Consumer Purchasing of Specialty Crops (mandatory for all marketing and promotion projects)
☐ Outcome 2: Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution
☐ Outcome 3: Increase Food Safety and Knowledge and Processes
☐ Outcome 4: Improve Pest and Disease Control Processes
☐ Outcome 5: Develop New Seed Varieties and Specialty Crops
□  **Outcome 6**: Expand Specialty Crop Research and Development Indicators

□  **Outcome 7**: Improve Environmental Sustainability of Specialty Crops

### 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.

**Outcome 1:**

**Increasing Consumption and Consumer Purchasing of Specialty Crops** *(mandatory for all marketing and promotion projects as defined below)*

Definition: 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 tradeshows;
- Website promotion and development;
- Use/development of billboards, radio, television, magazine, and email ads, and marketing materials, such as direct mail and brochures;
- Agritourism;
- Export market development;
- Retail promotions including point of purchase items, labels, packaging, etc.;
- Promotion of specialty crops at Farmers market; and
- Marketing and promotion campaigns with an education component directed to consumers.

**Indicators:**

1. **1.1** Total number of consumers who gained knowledge about specialty crops ______.

   1.1a Adults  __________

   1.1b Children  __________

2. **1.2** Total number of consumers who consumed more specialty crops __________.

   1.2a Adults  __________

   1.2b Children  __________

3. **1.3** Number of additional specialty crop customers counted ______.

4. **1.4** Number of new additional business transactions executed ____.
1.5 Increased sales measured in:

1.5a Dollars $ __________ .
1.5b Percent change______.
1.5c Combination of volume and average price as a result of enhanced market activities. Volume:___________, Average Price: __________ .

Outcome 2: Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution

Indicators:

2.1 Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing specialty crops____.

2.2 Number of stakeholders that reported producing, preparing, procuring, and/or accessing more specialty crops ___________ .

2.3 Total number of market access points for specialty crops developed and expanded. Of those:

2.3a Number of new online portals created to sell specialty crops .
2.3b Number of expanded seasonal availability .
2.3c Number of existing market access points that expanded specialty crop offerings .
2.3d Number of existing market access points that expanded specialty crop offerings .

2.5 Number of stakeholders that adopted best practices or new technologies to improve distribution systems .

2.6 Total number of partnerships established between producers, distributors, and/or other relevant intermediaries related to distribution systems . Of those established:

2.6a Number formalized with written agreements (i.e. MOU’s, signed contracts, etc.) __________.

2.6b Number of partnerships with underserved organizations __________ .

2.7 Total number of new/improved distribution systems developed . Of those, the number that:

2.7a Stemmed from new partnerships __________ .
2.7b Increased efficiency ________.
2.7c Reduced costs________.
2.7d Increased specialty crop grower participation__________.
2.7e Expanded customer reach____.
2.7f Increased online presence____.

2.8 Number of specialty crop-related crops:
2.8a Created ________.
2.8b Maintained ____________.

2.9 Total number of new individuals who went into specialty crop production as a result of marketing_______. Of those, the number who are:
2.9a Beginning farmers and ranchers ________.
2.9b Socially disadvantaged farmers or ranchers__.

2.10 Number of market access points that reported increased:
2.10a Revenue_.
2.10b Sales ________
2.10c Cost-saving __________

Outcome 3: Increase Food Safety and Knowledge and Processes

Indicators:
3.1 Number of stakeholders that gained knowledge about prevention, detection, control, and/or intervention food safety practices, including relevant regulations (to improve their ability to comply with the Food Safety Modernization Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP) ____________.
3.2 Number of stakeholders that:
3.2a Established a food safety plan_______.
3.2b Revised or updated their food safety plan__.

3.3 Number of specialty crop stakeholders who implemented new/improved prevention, detection, control, and intervention practices, tools, or technologies to mitigate food safety risks (to improve their ability to comply with the Food Safety Modernization Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP)_____.

6
3.4 Number of prevention, detection, control, or intervention practices developed or enhanced to mitigate food safety risks.

3.5 Number of stakeholders that used grant funds to:
   3.5a Purchase
   3.5b Upgrade food safety equipment

Outcome 4: Improve Pest and Disease Control Processes

Indicators:
4.1 Numbers of stakeholders that gained knowledge about science-based tools to combat pests and diseases.
4.2 Number of stakeholders that adopted pest and disease control best practices, technologies, and innovations.
4.3 Number of stakeholders that implemented new diagnostic systems, methods, or technologies for analyzing specialty crop pests and diseases. Of those:
   4.3a The number of additional acres managed using integrated pest management.
4.4 Number of stakeholders that implemented new diagnostic systems, methods, or technologies for analyzing specialty crop pests and diseases.
4.5 Total number of producers/processors that enhanced or maintained pests and disease control practices. Of those, the number that reported:
   4.5a Reduction in product lost to pests and diseases.
   4.5b Improved crop quality.
   4.5c Reduction in labor costs.
   4.5d Reduction in pesticide use.
4.6 Number of producers/processors improving the efficiency of pests and disease control diagnostics and response testing, as reported by:
   4.6a Improving speed.
   4.6b Improved reliability.
   4.6c Expanding capability.
   4.6d Increasing testing (i.e. survey work for pests).

Outcome 5: Develop New Seed Varieties and Specialty Crops
Indicators:

5.1 Number of cultivar and/or variety trials conducted. Of those:
   5.1 The number that advanced to further stages of development.
   5.2 Number of cultivars and/or seed varieties developed.
   5.3 Number of cultivars and/or seeds varieties released.
   5.4 Number of growers adopting new cultivars and/or varieties.
   5.5 Number of acres planted with new cultivars and/or varieties.

Outcome 6: Expand Specialty Crop Research and Development Indicators:

6.1 Number of research goals accomplished.
6.2 For research conclusions, the number that:
   6.2a Yielded findings that supported continued research.
   6.2b Yielded findings that led to completion of study.
   6.2c Yielded findings that allow for implementation of new practice, process, or technology.
6.2 Number of industry representatives and other stakeholders who engaged in research results.
6.3 Total number of research outputs published to industry publications and/or academic journals. For each published research output, the:
   6.4a Number of views/reads of published research/data.
   6.4b Number of citations counted.

Outcome 7: Improve Environmental Sustainability of Specialty Crops

Indicators:

7.1 Number of stakeholders that gained knowledge about environmental sustainability best practices, tools, or technologies.
7.2 Number of stakeholders that gained knowledge about environmental sustainability best practices, tools, or technologies.
7.3 Number of producers that adopted environmental best practices or tools.
7.4 Number of new tools/technologies developed or enhanced to improve sustainability/conservation or other environmental outcomes.
7.5 Number of additional acres managed with sustainable practices, tools, or technologies that focused on:
7.5a Water quality/conservation
7.5b Soil health
7.5c Biodiversity
7.5d Reduction in energy use
7.5e Other positive environmental outcomes (optional)

7.6 Number of additional acres established and maintained for the mutual benefit of pollinators/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.

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Funds Requested</th>
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<tbody>
<tr>
<td>Personnel</td>
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<tr>
<td>Fringe Benefits</td>
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<td>Travel</td>
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<td>Equipment</td>
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<td>Supplies</td>
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<td>Contractual</td>
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<td>Other</td>
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<td>Direct Costs Subtotal</td>
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<td>Indirect Costs</td>
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<td><strong>Total Budget</strong></td>
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</table>

PERSONNEL

List the organization’s employees whose time and effort can be specifically identified and easily and accurately traced to project activities that 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.
### 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.

<table>
<thead>
<tr>
<th>#</th>
<th>Name/Title</th>
<th>Fringe Benefit Rate</th>
<th>Funds Requested</th>
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**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. This information is available at [http://www.gsa.gov](http://www.gsa.gov). See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

<table>
<thead>
<tr>
<th>#</th>
<th>Trip Destination</th>
<th>Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)</th>
<th>Unit of Measure (days, nights, miles)</th>
<th># of Units</th>
<th>Cost per Unit</th>
<th># of Travelers Claiming the Expense</th>
<th>Funds Requested</th>
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<td>Trip Destination</td>
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<td>Unit of Measure (days, nights, miles)</td>
<td># of Units</td>
<td>Cost per Unit</td>
<td># of Travelers Claiming the Expense</td>
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</table>

**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.

---

**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.*

<table>
<thead>
<tr>
<th>#</th>
<th>Item Description</th>
<th>Rental or Purchase</th>
<th>Acquire When?</th>
<th>Funds Requested</th>
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</table>

**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 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.

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Per-Unit Cost</th>
<th># of Units/Pieces Purchased</th>
<th>Acquire When?</th>
<th>Funds Requested</th>
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</table>

Supplies Subtotal

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.

<table>
<thead>
<tr>
<th>#</th>
<th>Name/Organization</th>
<th>Hourly Rate/Flat Rate</th>
<th>Funds Requested</th>
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<tbody>
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<td>1</td>
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</table>

Contractual/Consultant Subtotal

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, 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.

☐

### 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.

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Per-Unit Cost</th>
<th>Number of Units</th>
<th>Acquire When?</th>
<th>Funds Requested</th>
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</table>

Other Subtotal

### 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.

<table>
<thead>
<tr>
<th>Indirect Cost Rate</th>
<th>Funds Requested</th>
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<tr>
<td><strong>Indirect Subtotal</strong></td>
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</table>

**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.

<table>
<thead>
<tr>
<th>Source/Nature of Program Income</th>
<th>Description of how you will reinvest the program income into the project to enhance the competitiveness of specialty crops</th>
<th>Estimated Income</th>
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<tbody>
<tr>
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<tr>
<td>Program Income Total</td>
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