



Agricultural Marketing Service

U.S. DEPARTMENT OF AGRICULTURE

SPECIALTY CROP BLOCK GRANT PROGRAM

WVDA 2025 Application

AWARD YEARS 2022 FORWARD

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 following information must be included in each project profile.

ORGANIZATION DETAIL

| | |
|---------------------------|----------------------|
| Organization Name | <input type="text"/> |
| Organization Contact Name | <input type="text"/> |
| Phone | <input type="text"/> |
| Organization Email | <input type="text"/> |
| Organization Fax | <input type="text"/> |
| FEIN | <input type="text"/> |
| UEI | <input type="text"/> |

Mailing Address

Street:

City: State: Zip:

PROJECT TITLE

DURATION OF PROJECT

Start Date

End Date

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. The project’s purpose, deliverables, and expected outcomes; and
3. A description of the general tasks/activities to be completed during the project period to fulfill this goal.

The Project Summary is a summation of intended project activities and outcomes, like an abstract. If funded, this statement will be used to promote the project. When requests are made of the program for particular projects, this is what WVDA/USDA will release to the public. The Project Purpose provides more detail about the project’s background, the reason it’s being proposed, and the project’s beneficiaries. The Project Purpose is essentially the “nuts and bolts” of the proposal, while the Project Summary is a condensed statement of the project’s activities and outcomes.

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 *(5000 Character Limit)*

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

A project’s objectives are different from the outcomes & indicators you will outline later in this application. Objectives should flow from the purpose or goal of the project and be stated as actions that are realistic and tangible – but not necessarily quantifiable – during the project. For example, an objective might read as, *“to adapt lettuce cultivars to environments in which less water and nitrogen will be available and applied.”* Minimum of 2 objective; maximum of 8.

| # | Objective |
|---|-----------|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries.

Does this project directly benefit **underserved farmers or ranchers**? (As defined on page 18) Yes No

Does this project directly benefit **beginning farmers**? (As defined on page 18) 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/scbgp.

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:

Provide the Award Number(s) and Project Title(s) previously funded. *(1000 Character Limit)*

Describe how this project will differ from and build on the previous efforts. *(2500 Character Limit)*

Provide a summary (3 to 5 sentences) of the outcomes of the previous efforts. *(1500 Character Limit)*

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

What was previously learned from implementing this project, including potential improvements? *(1500 Character Limit)*

How are the lessons learned and improvements provided in the annual and final reports of the previous project being incorporated into the project to make the proposed project more effective and successful at meeting goals and outcomes? *(1500 Character Limit)*

Describe the likelihood of the project becoming self-sustaining and not indefinitely dependent on grant funds. *(1500 Character Limit)*

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, please address the following:

Identify the Federal or State grant program(s). *(1500 Character Limit)*

Describe how the SCBGP project differs from or supplements the other grant program(s) efforts. *(1500 Character Limit)*

EXTERNAL PROJECT SUPPORT

Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). *(1500 Character Limit)*

Why do the above stakeholder support this project? *(1500 Character Limit)*

EXPECTED MEASURABLE OUTCOMES

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

You must choose at least one of the seven 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.

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
- Outcome 2:** Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution
- Outcome 3:** Increase Food Safety 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
- Outcome 7:** Improve Environmental Sustainability of Specialty Crops

OUTCOME MEASURE(S)

| 1. INCREASING CONSUMPTION AND CONSUMER PURCHASING OF SPECIALTY CROPS <input type="checkbox"/> | | |
|--|-------|--------------------------|
| Indicators | Value | N/A |
| 1.1 Total number of consumers who gained knowledge about specialty crops: | | <input type="checkbox"/> |
| 1.1a Adults | | <input type="checkbox"/> |
| 1.1b Children | | <input type="checkbox"/> |
| 1.2 Total number of consumers who consumed more specialty crops: | | <input type="checkbox"/> |
| 1.2a Adults | | <input type="checkbox"/> |
| 1.2b Children | | <input type="checkbox"/> |
| 1.3 Number of additional specialty crop customers counted | | <input type="checkbox"/> |
| 1.4 Number of additional business transactions executed | | <input type="checkbox"/> |
| 1.5 Increased sales measured in: | | <input type="checkbox"/> |
| 1.5a Dollars | | <input type="checkbox"/> |
| 1.5b Percent change | | <input type="checkbox"/> |
| 1.5c Combination of volume and average price as a result of enhanced marketing activities | | <input type="checkbox"/> |

| 2. INCREASING ACCESS TO SPECIALTY CROPS AND EXPANDING SPECIALTY CROP PRODUCTION AND DISTRIBUTION <input type="checkbox"/> | | |
|--|-------|--------------------------|
| Indicators | Value | N/A |
| 2.1 Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing specialty crops | | <input type="checkbox"/> |
| 2.2 Number of stakeholders that reported producing, preparing, procuring, and/or accessing more specialty crops | | <input type="checkbox"/> |
| 2.3 Total number of market access points for specialty crops developed or expanded, and of those: | | <input type="checkbox"/> |
| 2.3a Number of new online portals created to sell specialty crops | | <input type="checkbox"/> |
| 2.3b Number with expanded seasonal availability | | <input type="checkbox"/> |
| 2.3c Number of existing market access points that expanded specialty crop offerings | | <input type="checkbox"/> |
| 2.3d Number of new market access points that established specialty crop offerings | | <input type="checkbox"/> |
| 2.4 Number of stakeholders that gained knowledge about more efficient and effective distribution systems | | <input type="checkbox"/> |
| 2.5 Number of stakeholders that adopted best practices or new technologies to improve distribution systems | | <input type="checkbox"/> |
| 2.6 Total number of partnerships established between producers, distributors, and/or other relevant intermediaries related to distribution systems, and of those established: | | <input type="checkbox"/> |
| 2.6a Number formalized with written agreements (i.e. MOU's, signed contracts, etc.) | | <input type="checkbox"/> |
| 2.6b Number of partnerships with underserved organizations | | <input type="checkbox"/> |
| 2.7 Total number of new/improved distribution systems developed, and of those, the number that: | | <input type="checkbox"/> |
| 2.7a Stemmed from new partnerships | | <input type="checkbox"/> |
| 2.7b Increased efficiency | | <input type="checkbox"/> |
| 2.7c Reduced costs | | <input type="checkbox"/> |

| Indicators | Value | N/A |
|---|-------|--------------------------|
| 2.7d Increased specialty crop grower participation | | <input type="checkbox"/> |
| 2.7e Expanded customer reach | | <input type="checkbox"/> |
| 2.7f Increased online presence | | <input type="checkbox"/> |
| 2.8 Number of specialty crop-related jobs: | | <input type="checkbox"/> |
| 2.8a Created | | <input type="checkbox"/> |
| 2.8b Maintained | | <input type="checkbox"/> |
| 2.9 Total number of new individuals who went into specialty crop production as a result of marketing, and of those, the number who are: | | <input type="checkbox"/> |
| 2.9a Beginning farmers or ranchers | | <input type="checkbox"/> |
| 2.9b Socially disadvantaged farmers or ranchers | | <input type="checkbox"/> |
| 2.10 Number of market access points that reported increased: | | <input type="checkbox"/> |
| 2.10a Revenue | | <input type="checkbox"/> |
| 2.10b Sales | | <input type="checkbox"/> |
| 2.10c Cost-savings | | <input type="checkbox"/> |

3. INCREASE FOOD SAFETY KNOWLEDGE AND PROCESSES

| Indicators | Value | N/A |
|--|-------|--------------------------|
| 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) | | <input type="checkbox"/> |
| 3.2 Number of stakeholders that: | | <input type="checkbox"/> |
| 3.2a Established a food safety plan | | <input type="checkbox"/> |
| 3.2b Revised or updated their food safety plan | | <input type="checkbox"/> |
| 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) | | <input type="checkbox"/> |
| 3.4 Number of prevention, detection, control, or intervention practices developed or enhanced to mitigate food safety risks | | <input type="checkbox"/> |
| 3.5 Number of stakeholders that used grant funds to: | | <input type="checkbox"/> |
| 3.5a Purchase | | <input type="checkbox"/> |
| 3.5b Upgrade food safety equipment | | <input type="checkbox"/> |

4. IMPROVE PEST AND DISEASE CONTROL PROCESSES

| Indicators | Value | N/A |
|--|-------|--------------------------|
| 4.1 Number of stakeholders that gained knowledge about science-based tools to combat pests and diseases | | <input type="checkbox"/> |
| 4.2 Number of stakeholders that adopted pest and disease control best practices, technologies, or innovations | | <input type="checkbox"/> |
| 4.3 Number of stakeholders trained in early detection and rapid response practices to combat pests and diseases, and of those: | | <input type="checkbox"/> |

| Indicators | Value | N/A |
|---|-------|--------------------------|
| 4.3a The number of additional acres managed using integrated pest management | | <input type="checkbox"/> |
| 4.4 Number of stakeholders that implemented new diagnostic systems, methods, or technologies for analyzing specialty crop pests and diseases | | <input type="checkbox"/> |
| 4.5 Total number of producers/processors that enhanced or maintained pest and disease control practices, and of those, the number that reported: | | <input type="checkbox"/> |
| 4.5a Reduction in product lost to pest and diseases | | <input type="checkbox"/> |
| 4.5b Improved crop quality | | <input type="checkbox"/> |
| 4.5c Reduction in labor costs | | <input type="checkbox"/> |
| 4.5d Reduction in pesticide use | | <input type="checkbox"/> |
| 4.6 Number of producers/processors improving the efficiency of pest and disease control diagnostics and response testing, as reported by: | | <input type="checkbox"/> |
| 4.6a Improving speed | | <input type="checkbox"/> |
| 4.6b Improving reliability | | <input type="checkbox"/> |
| 4.6c Expanding capability | | <input type="checkbox"/> |
| 4.6d Increasing testing (i.e. survey work for pests) | | <input type="checkbox"/> |

5. DEVELOP NEW SEED VARIETIES AND SPECIALTY CROPS

| Indicators | Value | N/A |
|--|-------|--------------------------|
| 5.1 Number of cultivar and/or variety trials conducted, and of those: | | <input type="checkbox"/> |
| 5.1a The number that advanced to further stages of development | | <input type="checkbox"/> |
| 5.2 Number of cultivars and/or seed varieties developed | | <input type="checkbox"/> |
| 5.3 Number of cultivars and/or seed varieties released | | <input type="checkbox"/> |
| 5.4 Number of growers adopting new cultivars and/or varieties | | <input type="checkbox"/> |
| 5.5 Number of acres planted with new cultivars and/or varieties | | <input type="checkbox"/> |

6. EXPAND SPECIALTY CROP RESEARCH AND DEVELOPMENT

| Indicators | Value | N/A |
|---|-------|--------------------------|
| 6.1 Number of research goals accomplished | | <input type="checkbox"/> |
| 6.2 For research conclusions, the number that: | | <input type="checkbox"/> |
| 6.2a Yielded findings that supported continued research | | <input type="checkbox"/> |
| 6.2b Yielded findings that led to completion of study | | <input type="checkbox"/> |
| 6.2c Yielded findings that allow for implementation of new practice, process or technology | | <input type="checkbox"/> |
| 6.3 Number of industry representatives and other stakeholders who engaged with research results | | <input type="checkbox"/> |
| 6.4 Total number of research outputs published to industry publications and/or academic journals, and for each published research output, the: | | <input type="checkbox"/> |
| 6.4a Number of views/reads of published research/data | | <input type="checkbox"/> |
| 6.4b Number of citations counted | | <input type="checkbox"/> |

7. IMPROVE ENVIRONMENTAL SUSTAINABILITY OF SPECIALTY CROPS

| Indicators | Value | N/A |
|---|-------|--------------------------|
| 7.1 Number of stakeholders that gained knowledge about environmental sustainability best practices, tools, or technologies | | <input type="checkbox"/> |
| 7.2 Number of stakeholders reported with an intent to adopt environmental sustainability best practices, tools, or technologies | | <input type="checkbox"/> |
| 7.3 Number of producers that adopted environmental best practices or tools | | <input type="checkbox"/> |
| 7.4 Number of new tools/technologies developed or enhanced to improve sustainability/conservation or other environmental outcomes | | <input type="checkbox"/> |
| 7.5 Number of additional acres managed with sustainable practices, tools, or technologies that focused on: | | <input type="checkbox"/> |
| 7.5a Water quality/ conservation | | <input type="checkbox"/> |
| 7.5b Soil health | | <input type="checkbox"/> |
| 7.5c Biodiversity | | <input type="checkbox"/> |
| 7.5d Reduction in energy use | | <input type="checkbox"/> |
| 7.5e Other positive environmental outcomes (optional) | | <input type="checkbox"/> |
| 7.6 Number of additional acres established and maintained for the mutual benefit of pollinators/specialty crops | | <input type="checkbox"/> |

ADDITIONAL APPROVED OUTCOME (IF APPLICABLE)

MISCELLANEOUS OUTCOME MEASURE *(1500 Character Limit)*

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 *(2000 Character Limit)*

Explain how you will collect the required data to report on the outcome and indicator in the space below. Please refer to SCBGP Performance Measures for information on data collection tips for each outcome indicator selected.

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 (RFA) section on *Funding Considerations* prior to developing their budget narrative.

| Budget Summary | | | | |
|---------------------|-----------------------|-------|--------------|-----------------------|
| Expense Category | SCBGP Funds Requested | MATCH | MATCH SOURCE | Total Funds Requested |
| Personnel | | | | |
| Fringe Benefits | | | | |
| Travel | | | | |
| Equipment | | | | |
| Supplies | | | | |
| Contractual | | | | |
| Other | | | | |
| Subtotal | | | | |
| Total Budget | | | | |

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. If the listed employee’s salary/position will not be paid with SCBGP funds list \$0.00 in the Funds Requested column. See the RFA section on *Presenting Direct and Indirect Costs Consistently and Allowable and Unallowable Costs and Activities* for further guidance. Fill personnel information in space below as needed. **The West Virginia Department of Agriculture Specialty Crop Block Grant Program can only fund direct costs.**

| # | Personnel Name/Title | Level of Effort (# of hours OR % FTE) | Funds Requested |
|---------------------------|----------------------|---------------------------------------|-----------------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| Personnel Subtotal | | | |

Personnel Justification (2000 Character Limit)

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.

FOR EXAMPLE:

Personnel 1: Description and justification

Personnel 2: Description and justification

| |
|--|
| |
|--|

FRINGE BENEFITS

Provide the fringe benefit rates, in percentages, for each of the employees described in the Personnel section that will be paid with SCBGP funds.

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

| | |
|---------------------------------|--|
| Fringe Benefits Subtotal | |
|---------------------------------|--|

Matching Funds

| |
|--|
| |
|--|

Source

| |
|--|
| |
|--|

Match Description

| |
|--|
| |
|--|

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 for lodging and meals and incidental expenses (M&IE) and mileage rates prescribed in those regulations. This information is available at <http://www.gsa.gov/travel>. See the RFA section on *Allowable and Unallowable Costs and Activities* for further guidance. For all trips, please list each cost item (airfare, car rental, meals, hotel, etc.) associated with that trip number on a separate line. Please do not combine costs like airfare and hotels on the same line.

| # | Trip Destination | Type of Expense (e.g., airfare, car rental, hotel, etc.) | Unit of Measure (e.g., days, nights, miles) | Number of Units | Cost per Unit | Number of Travelers Claiming Expense | Funds Requested |
|---|------------------|--|---|-----------------|---------------|--------------------------------------|-----------------|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |

| | |
|------------------------|--|
| Travel Subtotal | |
|------------------------|--|

Travel Justification (2000 Character Limit)

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 and where the trip will occur and who will be traveling. If the location is not yet known, please use "to be determined (TBD)". If you are not using GSA rates, please include how you arrived at the rate numbers. For example, it might be including tax for the hotel or University travel policy. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

FOR EXAMPLE:
 Trip 1: (Approximate Date of Travel MM/YYYY), justification
 Trip 2: (Approximate Date of Travel MM/YYYY), justification

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. If the acquisition cost of the item is less than \$5,000 then the item is considered a supply and should be listed in that section. Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See the RFA section on *Allowable and Unallowable Costs and Activities* for further guidance.

| # | Equipment Item Description | Rental or Purchase | Acquisition Date | Funds Requested |
|---|----------------------------|--------------------|------------------|-----------------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |

| | |
|---------------------------|--|
| Equipment Subtotal | |
|---------------------------|--|

Equipment Justification (2000 Character Limit)

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. Please be sure to address the allow-ability criteria for each equipment item as indicated in the [AMS Terms and Conditions](#).

FOR EXAMPLE:

Equipment 1: Description and justification

Equipment 2: Description and justification

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. If the actual cost per unit or number of units is not known, please use your best estimate. This will assist Grants Management Specialists to better determine allowability. See the RFA section on *Allowable and Unallowable Costs and Activities*, for further guidance.

| # | Supplies Item Description | Cost per Unit | Number of Units | Acquisition Date | Funds Requested |
|---|---------------------------|---------------|-----------------|------------------|-----------------|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |

| | |
|--------------------------|--|
| Supplies Subtotal | |
|--------------------------|--|

Supplies Justification (3000 Character Limit)

Describe the purpose of each supply listed in the table above and how it is necessary for the completion of the project's objective(s) and outcome(s). If it comes as a set, please include that in the justification. If you are combining costs (for example combining 15 items into one cost, you will need to provide a breakdown of items and how you arrived at the price listed in the table above).

FOR EXAMPLE:

Supply 1: Description and justification
 Supply 2: Description and justification

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.

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

| # | Contractual Name/Organization | Hourly Rate / Flat Rate | Rate Value | Funds Requested |
|---|-------------------------------|-------------------------|------------|-----------------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |

| | |
|--|--|
| Contractual/Consultant Subtotal | |
|--|--|

Contractual Justification (2000 Character Limit)

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 the RFA section on *Allowable and Unallowable Costs and Activities* for acceptable justifications. If the Contractor has not yet been identified or is TBD, please indicate how you will announce the opportunity, evaluate candidates, and select the contractor for the position/work to be completed.

FOR EXAMPLE:
 Contractual 1: Description and justification
 Contractual 2: Description and justification

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 per unit and number of units. 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 FY25 Grant Application Instruction Manual for further guidance.

| # | Other Item Description | Cost per Unit | Number of Units | Acquisition Date | Funds Requested |
|---|------------------------|---------------|-----------------|------------------|-----------------|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |

| | |
|-----------------------|--|
| Other Subtotal | |
|-----------------------|--|

Other Justification (2000 Character Limit)

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). For meals the costs must be reasonable, and a justification must be included to show that such activity maintains the continuity of the meeting and to do otherwise will impose arduous conditions on the meeting participants.

FOR EXAMPLE:
 Other 1: Description and justification
 Other 2: Description and justification

INDIRECT COSTS

The indirect cost rate must not exceed 8 percent of the total Federal funds provided under the award per section 101(k)(2) of the Specialty Crops Competitiveness Act of 2004 ([7 U.S.C. § 1621 note](#)), as amended by section 10107 of the Farm Bill. Indirect costs are any costs that are incurred for common or joint objectives which 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 the RFA section on *Limit on Administrative Costs* and *Presenting Direct and Indirect Costs Consistently* for further guidance.

| Indirect Cost Rate | Funds Requested |
|--------------------|-----------------|
| | |
| | |

| | |
|--------------------------|--|
| Indirect Subtotal | |
|--------------------------|--|

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.

Describe how program income will be used to further the objectives of this project during the performance period. Any income generated must be reinvested back into the project and not set aside or reserved for future expenses after the grant ends.

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

| | |
|-----------------------------|--|
| Program Income Total | |
|-----------------------------|--|

EVALUATION OF BENEFIT TO NON-SPECIALTY CROP INDUSTRIES

All SCBGP funds must enhance the competitiveness of eligible specialty crops.

If your project runs the risk of benefiting non-specialty crop industries (e.g., grain, livestock, or dairy), explain how you have determined funds will cover the appropriate percentage of non-specialty crop industries. Include both the dollar amount and percent matching funds (cash or in-kind) in your response below.

FOR EXAMPLE:

“We are contributing \$4,000 or 40% of the project budget in matching funds.” If matching funds will serve as a mechanism to ensure all grant funds enhance the competitiveness of specialty crops, you must keep adequate records to identify and document the specific costs or contributions proposed to meet the match or cost-share and the source of funding or contributions as well as document how the valuation was determined.

If your project will not benefit non-specialty crop industries, check this box.

PROJECT WORK PLAN

Please Provide an overview of the project work plan.

| What? | Who? | When? |
|-------|------|-------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
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ADDITIONAL INFORMATION AND DEFINITIONS

Marketing and Promotion Projects: 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.

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

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.

Difference Between "Jobs" and "Careers": Jobs are net gain of paid employment; new businesses created or adopted can indicate new careers.

Beginning Farmer: A 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.

Underserved farmers and ranchers: Farmers or ranchers who are members of an underserved group, which is defined as a group that has been subject to discrimination based on race, color, national origin, age, disability, or other factors