Iowa Department of Agriculture and Land Stewardship
2013 IDALS Specialty Crop Block Grant Program
Guidelines and Request for Proposals

Guidelines

Background, Authority, and Purpose

On December 21, 2004, the Specialty Crops Competitiveness Act of 2004 (7 U.S.C. 1621 note) authorized the Department of Agriculture (USDA) to provide grants to State departments of agriculture solely to enhance the competitiveness of specialty crops.

The Food, Conservation, and Energy Act of 2008 (Farm Bill) amended the Specialty Crops Competitiveness Act of 2004 and authorized the USDA to provide grants to States for each of the fiscal years 2008 through 2012 to enhance the competitiveness of specialty crops. USDA states the American Taxpayer Relief Act of 2012 (H.R. 8) continues the Specialty Crop Block Grant Program for 2013 at $55 million.

The purpose is for states to receive funds to develop projects solely to enhance the competitiveness of specialty crops pertaining to the issues affecting the specialty crops industry. Each State that submits an application that is reviewed and approved by the Agricultural Marketing Service (AMS) is to receive at least an amount that is equal to the higher of $100,000, or 1/3 of 1 percent of the total amount of funding made available for that fiscal year. In addition, AMS will allocate the remainder of the grant funds based on the value of specialty crop production in each state in relation to the national value of specialty crop production using the latest available cash receipt data

Funding Source

USDA Agricultural Marketing Services (AMS) provides the funds to the Iowa Department of Agriculture and Land Stewardship (IDALS) to enhance the competitiveness of specialty crops in the state. **IDALS will award grants up to a maximum of $24,000** from these funds and the program is the IDALS Specialty Crop Block Grant Program (IDALS SCBGP).

Eligible Entities

IDALS will accept proposals for consideration for specialty crop block grant funds from Iowa agencies, universities, institutions, and producer, industry, and community based organizations. To be eligible for a grant, the project(s) must solely enhance the competitiveness of Iowa grown specialty crops that benefit the industry as a whole and that do not directly benefit a particular product or provide a profit to a single organization, institution, or individual. Grant funds will not be awarded for projects that solely benefit a particular commercial product or provide a profit to single organization, institution, or individual. Single organizations, institutions, and individuals are encouraged to participate as project partners. Applicants must be a legal entity and have the legal capacity to contract. Eligible applicants must reside, and/or conduct their business or organization in Iowa and must be in good standing. **Awardees will be required to have a Data Universal**

Numbering System (DUNS) number. Data Universal Numbering System (DUNS) number means the nine-digit number established and assigned by Dun and Bradstreet, Inc. (D&B) to uniquely identify business entities. A DUNS number may be obtained from D&B by telephone (currently 866-705-5711) or the Internet (currently at http://fedgov.dnb.com/webform).

Eligible Specialty Crops

Specialty crops are defined in law as "fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops, including floriculture." USDA – Agricultural Marketing Service provides a more detailed definition and lists eligible plants commonly considered fruits and tree nuts, vegetables, culinary herbs and spices, medical plants and nursery, floriculture, and horticultural crops at: http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5082113. Both fresh and processed specialty crops are eligible. Ineligible commodities are also listed. Livestock and poultry are not considered specialty crops.

Eligible Grant Projects

To be eligible for a grant, the project(s) must solely enhance the competitiveness of Iowa grown specialty crops that benefit the industry as a whole and that do not directly benefit a particular product or provide a profit to a single organization, institution, or individual.

USDA Agricultural Marketing Service (AMS) encourages projects pertaining to the following issues affecting the specialty crop industry: increasing child and adult nutrition knowledge and consumption of specialty crops; improving efficiency and reducing costs of distribution systems; assisting all entities in the specialty crops distribution chain in developing Good Agricultural Practices, Good Handling Practices, and 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: enhancing food safety; developing new and improved seed varieties and specialty crops; pest and disease control; and development of organic and sustainable production practices. Increasing competitiveness may include developing local and regional food systems, and improving food access in underserved communities.

Applicants should describe how the project potentially impacts and produces measurable outcomes for the specialty crop industry and/or the public rather than a single organization, institution, or individual.

Examples of Unacceptable Projects

- A company requests grant funds to purchase starter plants or equipment used to plant, cultivate, and grow a specialty crop for the purpose of making a profit, or to expand production of a single business.
- Individual specialty crop businesses or roadside stands requesting funds to promote their individual businesses.
- A sole proprietor requests grant funds to redesign her/his logo in order to make her/his specialty crop value-added product stand out at the local farmers market.

- A company that develops specialty crop value-added products requests funds to train its employees how to make value-added products.
- A specialty crop producer requests funds to promote their asparagus at a roadside stand.

  Examples of Acceptable Projects
- A university requests grant funds to conduct research on the feasibility of planting, cultivating, and growing a specialty crop in a particular area, the results of which can be shared with many growers throughout the State.
- A single grower requests funds to demonstrate the viability of organic small fruit production and partners with Cooperative Extension to publicize the working model of diversification to other regional growers.
- A single company requests funds to provide a viable pollination alternative to specialty crop stakeholders in the region, which currently does not have one.
- A single specialty crop organization requests funds to conduct an advertising campaign that will benefit their specialty crop members.

Projects that support bio-based projects and bioenergy and energy programs, including biofuels and other alternative uses for agricultural and forestry commodities, should visit the USDA Energy website at: http://www.usda.gov/energy/matrix/Home for information on how to submit those projects for consideration.

Projects that support farmers markets that do not solely enhance the competitiveness of eligible specialty crops should visit the Farmers Market Promotion Program at: http://www.ams.usda.gov/fmpp for information on how to submit those projects for consideration.

Projects that support research and extension activities to solve critical specialty crop industry issues should visit the USDA website at: http://www.csrees.usda.gov/fo/specialtycropresearchinitiative.cfm for more information on how to submit those projects for consideration.

Multi-State Projects

Multi-state projects are encouraged to provide a growing need for solutions to problems that cross state boundaries such as, but not limited to: addressing good agricultural practices, research on crop productivity or quality, enhancing access to federal nutrition programs, pest and disease management, or commodity-specific projects addressing common issues in multi-state regions.

A project is multi-state when an organization receives SCBGP-FB funding from more than one state to execute the same or multiple components of the same project. The project must be identified as a multi-state project through the inclusion of a multi-state section in the State Plan project profile. If you are interested in submitting a multi-state plan, please contact Mike Bevins, Iowa Department of Agriculture and Land Stewardship, Wallace State Office Building, 502 E. 9th Street, Des Moines IA 50319 at (515) 242-5043 or mike.bevins@iowaagriculture.gov

Administration of Grants
IDALS follows the USDA AMS federal grant uniform administrative requirements, 7 CFR 3015 and CFR 3016.

IDALS applies the following federal grant uniform administrative requirements to the management of each sub-grantee awarded based on the type of organization through their contractual or cooperative linkages. Please reference AMS/USDA Appendix E (Links provided below) for sections applicable to your organization.

- State and Local Governments and Indian Tribal Governments – 7 CFR 3015 and CFR 3016
- Colleges and Universities 7 CFR 3015 and CFR 3019
- Non-Profits 7 CFR 3015 and CFR 3019
- For Profits 7 CFR 3015 and CFR 3019

Appendix E Statutes, Regulations and Policy Requirements
http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5075989

7 CFR 3015 http://ecfr.gpoaccess.gov/cgi/t/text/text-idx?c=ecfr&tpl=/ecfrbrowse/Title07/7cfr3015_main_02.tpl

7 CFR 3016 http://ecfr.gpoaccess.gov/cgi/t/text/text-idx?c=ecfr&tpl=/ecfrbrowse/Title07/7cfr3016_main_02.tpl

7 CFR 3019 http://ecfr.gpoaccess.gov/cgi/t/text/text-idx?c=ecfr&tpl=/ecfrbrowse/Title07/7cfr3019_main_02.tpl

Allowable Costs
IDALS and sub-grantees are subject to those federal cost principles applicable to the particular organization concerned. Please refer to the applicable cost principles when developing project activities and budget. Please reference Appendix A (links provided below) List of Selected Items of Cost Contained in OMB Cost Principles Regulations to locate the principles applied to establish allowable or unallowable costs. **All costs must be associated with project activities that enhance the competitiveness of specialty crops.**

Links are provided in USDA AMS Appendix A to CFR Sections and Circulars.

- State and Local Governments and Indian Tribal Governments – 2 CFR 225 (OMB Circular A-87)
- Colleges & Universities 2 CFR 220 (OMB Circular A-21)
- Non-Profits 2 CFR 230 (OMB Circular A-122)
- For Profits 48 CFR Part 31.2

Appendix A - List of Selected Items of Cost Contained in OMB Cost Principles Regulations
http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5075580

Restrictions and Limitations on Grant Funds

Grant funds will not be awarded for the following:

- Any request that solely benefits a particular commercial product or provide a profit to a single organizations, institution, or individual.
- Any request that seeks to replace operational funding for ongoing projects that have suffered losses of state or federal funding, or to replace other local, state or federal funding.
- Any request to pay for "indirect costs" associated with a project.
- Any request for per diem or meals and incidental expenses that exceed the federal limits. http://www.gsa.gov/portal/category/100120 - Per diem rates
  http://www.gsa.gov/portal/content/101518 - M&IE rates
- Any contractual costs that exceed the cap of GS-14 step 10 unless acceptable justification is provided. $125,695 annual salary or $60.23 per hour, not including benefits.
- Any request to pay for government services normally paid for with general taxpayer funds, such as research equipment or faculty salaries.
- Any request for reimbursement of expenses for activities completed prior to submission and approval of a proposal and a signed contractual agreement.
- Any requests to pay for general administrative or accounting duties. In order for secretarial or clerical salaries to be allowable as direct charges to the grants, a justification of how that person will be directly involved in the project must be included in the narrative.
- Any political activities in accordance with the Hatch Act.
- Any capital expenditures for general purpose equipment, buildings, and land. Capital expenditures of special purpose equipment is allowable with USDA-AMS acceptance.

Request for Proposals - Application Procedures and Requirements

Submission

Project proposals should be limited to a **maximum on $24,000 and maximum duration of 30 months**.

Project proposals must include the following documents in the following order:

- Project Profile (6 page maximum)
- Budget Worksheet
- Supporting documents including letters or other evidence of commitment by partners, resource providers and documentation of matching funds.
- Completed and signed Cover Sheet
- Completed and signed W-9 Form
- Completed and signed Minority Impact Statement
- Completed and signed Federal Form SF 424B

Proposals must be received by IDALS on or before 4:00 p.m. on May 3, 2013. Proposals must be mailed, e-mailed, or delivered. Electronic submission is preferred. **IDALS will not accept faxed proposals,** with the exception that the cover sheet and W-9 forms which may be faxed because they require a signature. Applicants are encouraged to use delivery systems that require a signature receipt. You must meet this deadline by delivering the proposal or mailing it sufficiently in advance of the deadline to ensure its timely receipt. IDALS will send applicants an e-mail confirmation within two business days of receiving the proposal. IDALS may return late proposals without consideration. The submission of a grant proposal does not guarantee funding.

Send to:
Mike Bevins
Iowa Department of Agriculture and Land Stewardship
Wallace State Office Building
502 E. 9th Street
Des Moines IA 50319
Phone: (515) 242-5043
E-mail: mike.bevins@iowaagriculture.gov

Projected Timeline for 2013

February 22	Issue Requests for Proposals (RFP)
	Issue call for reviewers
	Call for public input
March 29	Review committee applications due
April 5	Issue reminder of RFP deadline
April 19	Review Committee appointed

May 3	Proposals due
June 5	Review committee meeting
June 21	Notify applicants of preliminary acceptance
July12	Submit State Plan to USDA- AMS
August 21 10:00 a.m.	Orientation (conference call) for potential awardees
September 30	Receive USDA-AMS final approval
October	Prepare and sign contracts with awardees

Submit annual (if applicable) and final grant report as instructed.

Format

The Project Profile must be limited to a **maximum of 6 pages**. The acceptable font size is 11 or 12 with all margins at 1 inch. The **Cover Sheet and W-9 forms must be signed**.

IDALS encourages single project proposals. If proposals have more than one project undertaken, then each project within the proposal must be outlined separately in a project profile and must include all required profile sections. For example, Project A must have a: Project Title; Abstract; Project Organization; Project Purpose; Potential Impact; Expected Measurable Outcomes; Work Plan; Budget Narrative; Project Oversight; Project Commitment; Budget Worksheet. Project B must have a: Project Title; Abstract; Project Purpose; and all the additional profile sections. Only one Cover Sheet, W-9, Minority Impact Statement, and SF424 is necessary.

The Project Profile is composed of the following sections; Project Profile, Abstract, Project Organization, Project Purpose, Potential Impact, Expected Measureable outcomes, Work Plan, Budget Narrative, Project Oversight, Project Commitment, . Each **section must be designated by the section heading in BOLD type**.

Project Title

The title should adequately describe the project.

Project Abstract

Include a project abstract of 200 words or less. The project abstract must contain a summary of the proposed project suitable for dissemination to the public. It should be a self-contained description of the project and should contain a statement of objectives and methods to be employed.

Project Organization

Include the name of the organization that will lead and execute the project.

Project Purpose

The following questions should be addressed in this section:

- What is the specific issue, problem or need to be addressed by the project?
- Why is the project important and timely?
- What are the objectives of the project?
- Does the project have the potential to enhance the competitiveness of non-specialty crops (ex: farmers market, buy local program, etc.)? If yes, describe the methods or processes the applicant will use to ensure all grant funds will

solely enhance the competitiveness of eligible specialty crops. (Ex: using the registration process for a conference to ensure that only specialty crop farmers attend; matching 50% of the funds to cover a portion of the project that does not benefit specialty crops)

• Does the project build on a previously funded SCBG project? If yes, describe how the projects differ from one another. Provide a summary (3 to 5 sentences per project) of the results of the completed work on this project, the long-term quantifiable effects of these results (especially as they impact on the specialty crop industry), and how this year's funding will supplement or build on previous funding from the SCBGP.

• Has the project been submitted to or funded by another Federal or State grant program? **If no, state that it has not.** If yes, identify which Federal and/or State grant program and describe how the project differs from and supplements efforts of the SCBGP and the other Federal or State grant program rather than duplicating funding efforts. Duplicative projects will not be funded.

Example 1

The recent introduction of X virus has threatened specialty crop production; the virus has already caused enormous crop losses in many States (PROBLEM). This research proposal will assess the likely spread of the virus from the initial introduction point and will identify plant reservoir hosts for the disease to form the basis for an integrated pest management strategy to prevent further crop losses (IMPORTANCE and OBJECTIVE). This project was submitted to grant program X to provide one-half salary for the Senior Research Specialist. This individual will coordinate most of the laboratory operations and perform a majority of the laboratory and greenhouse experiments. This project will not duplicate efforts, but rather enhances the program by providing additional dollars to elevate the part-time position to full time status.

Example 2

Many school children do not have access to healthy fruits and vegetables (ISSUE). The School Nutrition Association will subsidize installation of salad bars in forty schools to increase access to nutritious fruits, vegetables and nuts in school breakfasts and lunches (OBJECTIVE). Not only will this result in increased purchases from specialty crop growers, but the evaluation component also will provide a model for other schools in their efforts to market healthy meals to children (IMPORTANCE). This project has not been submitted or funded by another Federal or State grant program.

Example 3

This project would establish a crisis communication plan for the fruit and vegetable industry (OBJECTIVE) in case of emergency such as extreme drought (IMPORTANCE). The previous year's grant funds were used to complete Phase 1 which comprised of research and an audit of the fruit and vegetable industry and created recommendations for handling a crisis. Phase 2 continues the project by implementing and disseminating these recommendations throughout the State (SHOWS HOW PROJECT COMPLIMENTS PREVIOUS WORK). This project has not been submitted or funded by another Federal or State grant program.

Example 4
The Farmers Market Association (FMA) will partner with a production team to create a suite of six television and radio public service announcements to introduce and promote locally produced specialty crops (OBJECTIVE) thereby changing the purchasing behavior of consumers and retailers to "buy local" (NEED). The FMA will only promote eligible specialty crops (may include comprehensive list of eligible specialty crops) and will not use grant funds to generically cross-market other commodities which are outside the scope of the specialty crop definition. This project has not been submitted or funded by another Federal or State grant program.

Potential Impact

This section should show how the project potentially impacts the specialty crop industry and/or the public rather than a single organization, institution, or individual. The following questions should be answered:

- Who are the specialty crop beneficiaries of the project?
- How many specialty crop beneficiaries will be impacted?
- How will the specialty crop beneficiaries be impacted by the project?
- What is the potential economic impact of the project if available?

Example 1
This project will impact the State's approximately 3000 farms involved in growing the specialty crops (BENEFICIARIES IMPACTED AND #'s). These crops represent approximately $1 billion in farm income and are the largest crop in the State (ECONOMIC IMPACT). In order to continue the growth this industry has experienced in recent years, this project will develop and conduct marketing efforts to increase their market share (HOW BENEFICIARIES WILL BE IMPACTED).

Example 2
Existing and new specialty crop growers taking part in the grower education will receive an extensive education on many aspects of participating in specialty crop production and direct retail marketing (BENEFICIARIES). It is estimated that the number of specialty crop growers that will be participating in the educational workshops is 50 (# OF BENFICIARIES). Through grower education, farmers will be exposed to information on how to grow crops and successfully sell their produce at direct-to-consumer markets (HOW BENEFICIARIES WILL BE IMPACTED).

Example 3
In 2008, according to USDA, National Agricultural Statistics Service (NASS), the State's specialty crop industry occupied 3100 acres and had a value for utilized production of $20 million. This is evidence of the success and potential for this program. New specialty crop varieties being developed through this program will enable the State's 150 farmers (# OF BENEFICIARIES) to be competitive in growing and marketing these specialty crops (HOW BENEFICIARIES WILL BE IMPACTED). These new crops could provide $10 - $15 million in additional farm income (POTENTIAL ECONOMIC IMPACT). Growers will learn about the availability of these new varieties through presentations at various

conferences including the Horticulture Conference, the Fruit and Vegetables Annual Conference, and the Specialty Crop Annual Conference.

Expected Measurable Outcomes

The following questions should be answered in this section.

- What is at least one distinct, quantifiable, and measurable outcome that directly and meaningfully supports the project's purpose and is of direct importance to the intended beneficiaries? The measurable outcome, when possible, should include the following:
  - o GOAL
  - o PERFORMANCE MEASURE
  - o BENCHMARK
  - o TARGET
- How will performance toward meeting the outcome(s) be monitored?
  - o What are the data sources for monitoring performance?
  - o How will data be collected ? For example are you using a survey or questionnaire?

Examples of outcome measures may include, but are not limited to: per capita consumption, consumer awareness as a percent of target market reached, market penetration based on sales by geographic region, dollar value of exports, or web site hits. For research grants they may include generation of new knowledge, research quality, attainment of leadership in the field, or the development of human resources (e.g., providing opportunities for graduate students).

For more information on expected measurable outcomes, please see the "SCBG Logic Model" at the end of this document.

Steps to Developing Outcome Measures

Whenever possible, the outcomes should include a goal, performance measure, benchmark, and a target. The following four steps provide guidance on how to develop outcome measures.

1) Determine what the project will accomplish, i.e., the intended results of the project, generally expressed as a GOAL *or* OBJECTIVE.
Goals or objectives should be: a) based on a needs analysis and be specific, realistic results you hope to achieve through the project activities; b) specific; and c) outcome-oriented. Outcome-oriented objectives identify the ultimate result, while the work plan activities identify how you intend to achieve the objectives. When developing outcome-oriented objectives, ask yourself "why" are you performing each grant activity; and specify not only what will be achieved, but also when those results will be achieved.

2) Figure out how to measure the results and select the PERFORMANCE MEASURE.

For each objective identified in step 1, select the performance measure. Performance measures are measures/indicators used to observe progress and measure actual results compared to expected results. They 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.

3) Determine the BENCHMARK *for each measure and set* TARGET *goals for future performance.*
For each measure identified in step 2, determine the benchmarks against which you will measure. Benchmarks are usually determined by researching past circumstances in the area you are trying to measure. As an alternative, you may use benchmarks established by third parties accepted as the standard-setters in your industry. If data does not exist, describe the lack of data. It may be appropriate in the first year to set vaguer targets, such as "improvement" where any increase represents outcome achievement, and set more concrete targets in subsequent years when benchmark data is available.

Use the benchmark data to set targets for the quantity of change expected. Targets may be framed in terms of:

a) Absolute level of achievement (ex: feed 150 homeless people);
b) Change in level of achievement (ex: feed 150 homeless people, 35 more than last year); or
c) Change in relation to the scale of the problem (ex: feed 150 homeless people, approximately 10% of the city's homeless population.)

If you are starting up a new project or trying new approaches remember that little or no measurable progress will be evident in the project start-up phase. This delay in seeing measurable results should be reflected in target-setting. When setting targets, you should take into account external factors that influence your success. You may have a grand ultimate goal, but you should view annual targets as small steps toward that ultimate goal.

You may also want to set stretch goals by using benchmarks as your targets. Benchmarks tell you how the rest of the industry is doing; when you gather data for benchmarks, you look at the results of other organizations serving your type(s) of customers, doing your type of work. In your State plan, you may want to stick to a modest level of planned achievement and reserve your stretch goals for internal use. Another alternative is to include minimum and maximum targets in your application. For example, "We plan, at a minimum, for a 5% increase. However, we will strive for a 10% increase, which our data shows is possible if all external factors work in our favor and our new methodology yields the same results in the demonstration phase."

4) Develop your performance monitoring plan or data collection plan.
Define who your data sources are and how the data will be collected. **If the project involves a survey, provide some information about the nature of the questions that will be asked, the methodology to be used and the population to be surveyed**. If a draft questionnaire is available, you may want to include a copy with the application. Outline how data gathered will be used to correct deficiencies and improve performance, both as it gathered and analyzed and in subsequent project periods. **This data collection plan should be integrated into your work plan and budget**. When expected measurable outcomes are

monitored outside the grant period, include the performance monitoring plan in the work plan and indicate how monitoring will occur after the grant period ends without Specialty Crop Block Grant Program funding.

Examples of Outcome Measures
The following are examples of outcome measures.

Example 1
The GOAL of this project is to promote specialty crop X in Mexico in order to increase the volume.
Volume Increase:
BENCHMARK 2007: Actual volume (20# equiv. cases) of specialty crop exported to Mexico: 53, 969
TARGET 2008: 60,000
TARGET 2009: 70,000
TARGET 2010: 80,000
PERFORMANCE MEASURE: Derive from specialty crop commission assessment reports at the end of each year.

Example 2
Increase the number of specialty crop farmers following Good Agricultural Practices (GOAL) from the current 18 (BENCHMARK) to 55 in two years (TARGET) measured by the number of GAP audits passed (PERFORMANCE MEASURE).

Example 3
Increase fruit and vegetable purchases (GOAL) from the current level of $2.50 (BENCHMARK) to at least $3 per enrolled student in awarded schools in one year (TARGET) measured by bi-annual school reports (PERFORMANCE MEASURE).

Example 4
Work directly with specialty crop industry X to develop a uniform tool to access the health of their specialty crops to give the industry early warning of potential problems in order to optimize their management practices (GOAL). No such tool currently exists (BENCHMARK). The success of the evaluation will be measured by interviewing 20 stakeholders at the end of three years to determine if they developed the tool (TARGET and PERFORMANCE MEASURE).

Example 5
Develop a predictive model for the spread of the specialty crop disease, an analysis of virus resistant varieties, and a foundation for an integrated pest management (IPM) strategy to combat the disease (GOAL). No such model currently exists (BENCHMARK). The information will be shared with more than 700 tomato growers, increasing awareness of the model, at the 2008 conference break-out session (TARGET) measured by attendance at the session (PERFORMANCE MEASURE).

Example 6

Increase visits to the Specialty Crop Website (GOAL) 25% over the course of one year (TARGET) from the current 9,000 annual hits (BENCHMARK) by measuring website visits each month over the next year (PERFORMANCE MEASURE).

Example 7
Increase consumer awareness of specialty crops by distributing 1000 pieces of informational materials containing locations where to purchase specialty crops (GOAL). Six months after distribution, survey 50 locations (PERFORMANCE MEASURE) to determine if sales increased by 25% (TARGET) from the level before distribution of marketing materials (BENCHMARK).

Work Plan

Please note: Federal approval may not be announced until the end of September, 2013. Time lines should not start before October 1, 2013.

The following information should be included in this section.

- What are the activities necessary to accomplish the project objectives?
  - When will the performance monitoring/data collection plan activity be accomplished?
  - Will outcome measures be completed or measured outside the grant period?

  If yes, include the performance monitoring plan in the work plan and indicate how monitoring will occur after the grant period ends without Specialty Crop Block Grant Program funding.
- Who will do the work of each activity? If collaborative arrangements or subcontracts are used, make sure you specify their role and responsibilities in performing project activities.
- When will each activity be accomplished? Include timelines for accomplishing each activity. Make sure to include the month and year the project is scheduled to begin.

The work plan section may be in any format you choose as long as it contains the appropriate information. The following are three examples of work plans:

Example 1

Project Activity	**Who**	**Timeline**
Assemble the specialty crop steering committee to provide direction throughout project	Agricultural Marketing Council, specialty crop industry representatives from the mushroom, apple, and peach councils	January 2008
Develop statement of work for literature review	Ag Marketing Council	January
Procure literature reviewer	Ag Marketing Council	January – February

Conduct literature review on the post-harvest nutritional content of specialty crops and report gaps to steering committee	ABC Consultant	February - March
Prioritize research gaps; develop/issue Request for Proposals (RFP) for original research	ABC Consultant	March - April
Receive proposals; distribute to steering committee	ABC Consultant	April - May
Review and select proposals	Specialty crop steering committee	April - May
As appropriate, refer proposals to individual commodity research and promotion programs	Specialty crop steering committee and individual research and promotion programs	April - May
Develop and execute research grant agreements for selected projects	Ag Marketing Council	May - June
Obtain progress reports from researchers; synthesize for steering committee	Ag Marketing Council	September, December, March 2009, June 2009
Disseminate research results to steering committee and SCBGP-FB showing progress toward project outcomes	Ag Marketing Council	June 2009

Example 2
The Nursery and Landscape Association (NLA) will be responsible for implementing a media campaign to promote the Specialty Crop Program. This project will be implemented from November 2008 until May 2010. Following the approval and funding of the project, a marketing committee will be assembled to assist in the development of the media campaign. The NLA will develop a request for proposal (RFP) which will be distributed to advertising and media relations firms serving the State. The RFP will include plans for television and print media, production schedule, information on demographics for targeted audience, and costs associated with production and delivery.

The media campaign will consist of television, radio, and print advertisements. The advertisements will promote the Specialty Crop Program, educate consumers on why they should "Buy Local" when selecting trees, shrubs, and flowers to plant on their properties and encourage consumers to consult with Nursery Certified Professionals when purchasing these plants. The advertisements will be placed in key markets of the state during the spring and summer of 2009 when consumers are most likely to be purchasing plants and plant materials.

The NLA will also be responsible for measuring the expected outcomes of the project. To gauge consumer awareness of the Specialty Crop Program, the NLA will survey consumers in February and March 2009 at its three annual Garden and Patio Shows to measure consumers' knowledge of the Specialty Crop Program and buying trends. In 2010, consumers will again be surveyed to determine the increase in consumer awareness due to the Specialty Crop Advertising Campaign. In addition, the NLA will survey targeted producers after the advertising campaign to see how many of the selected Specialty Crop Program plants were sold the previous year and how many were sold in the year of the campaign, to judge the residual effectiveness of the campaign. Producers will be surveyed in 2009 and 2010.

Example 3

Project Activity	**Who**	**Timeline**
Create a survey to assess growers' background, current pest control program, and perceptions of IPM	State University Personnel	Begin January 2009 0-4 months
Administer survey to about 200 vegetable growers at an annual local growers meeting	Cooperative Extension Personnel	4 - 5 months
Compile survey results for background info on general practices and attitudes	Cooperative Extension Personnel	5-6 months
Review surveys for likely cooperator candidates	State University Personnel	5 months
Interview and select candidates for one-on-one IPM and bio control training and a control group	State University Personnel	6 months
Meet weekly with selected growers at crop initiation (greenhouse)	State University Personnel	4-6 months
Conduct periodic scouting visits during crop growth	Cooperative Extension Personnel	Every 2 months
Meet weekly with selected growers at crop fruition (field)	State University Personnel	10-13 months
Collect data from both grower groups on pest densities, crop damage, crop yield and quality, pesticide usage, pest	State University Personnel	14-15 months

management costs and other pest mgmt. techniques used by growers		

Budget Narrative

Although there is no specific format for the supplemental budget, the budget should contain a narrative in paragraph format for each project in order for AMS to determine the costs are reasonable and allowable. The budget narrative should clearly show the federal funds that support the project. If matching funds are budgeted, please do not commingle non-federal funds with federals in each budget section. If matching funds (not a requirement) are included, please show these funds separately.

PERSONNEL – Persons employed by the grantee or sub grantee organization should be listed in this category. Those employed elsewhere would be listed as subcontractors or consultants in the "Contractual" category.

In order for secretarial and clerical salaries to be allowable as direct charges to the awards, a justification of how that person will be directly involved in the project must be included in the narrative. General administrative or accounting duties are not considered acceptable. The duties must be directly related to the project plan.

- For each project participant, indicate their title, percent of full time equivalents (FTE), and corresponding salary for the FTE.
- Show the total for all SCBG funded PERSONNEL.

For example, if a project participant's salary is $50,000 and they are participating 50% of their time on the project, the total budgeted salary cost would be $25,000.

Example

Personnel ($27,000.00)

Expenses of **$21,000.00** are requested for one half-time Senior Research Specialist (0.5 FTE) who will coordinate most of the laboratory operations and perform a majority of the laboratory and greenhouse experiments. Additionally, the specialist will be responsible for data entry and record keeping. An additional $6,000.00 is requested to support two undergraduate student researchers. The undergraduate students will work in Dr. Jones' laboratory and learn experimental skills while assisting the Project Investigator (PI) and the research specialist in various aspects of the project.

FRINGE BENEFITS

- Provide the rate of fringe benefits for each project participant's salary described in the personnel section.
- Show the total for all SCBGP-FB funded fringe benefits.

Example

Fringe Benefits ($9,585.00)

The current fringe benefit rates at the University are 44.74% (**$9,387.00**) for the research specialist, 3.3% (**$198.00**) for undergraduate students.

TRAVEL

- Please provide the following information in the narrative if applicable: destination;
  - purpose of trip;
  - number of people traveling;
  - number of days traveling;
  - estimated airfare costs;
  - estimated ground transportation costs;
  - estimated lodging and meals costs;
  - estimated mileage costs for the travel.

- Show the total for all SCBGP-FB funded TRAVEL.

Please note – Grant funds will not be allowed for reimbursement of travel expenses where the cost is over the Federal government per diem and meals and incidental expenses limits.
http://www.gsa.gov/portal/category/100120 - Per diem rates overview
http://www.gsa.gov/portal/content/101518 - M&IE Breakdowns

Example
Travel ($1,608.00)

Total funds of **$518.00** are requested for in-state travel to conduct field surveys of PepMV in City X (2 overnight trips) and in City Y (2 day trips) and to attend the annual Agricultural Center Field Day (1 day trip). The total in-state travel cost will consist of car rental (7 days @ $32.00/day), lodging (2 nights @ $60.00), and food (6 days @ $29.00/day). In addition, $1,090.00 in out-of-state travel funds are requested to defray the travel expense for the PI or designee to attend and present their research findings at the annual American Phytopathological Society meeting in Nashville, TN in 2010. The cost comprises of flight from City Z to Nashville ($350.00), lodging (5 nights @ $99.00), and food (5 days @ $49.00/day).

EQUIPMENT

This category includes items of property having a useful life of more than one year and an acquisition cost of $5,000. If the cost is under $5,000, then include these items under SUPPLIES.

- Provide an itemized list of equipment purchases or rentals, along with a brief narrative on the intended use of each equipment item, and the cost for all the equipment purchases or rentals.
- Show the total for all SCBGP-FB funded EQUIPMENT.

Capital expenditures for general purpose equipment, buildings, and land are unallowable as direct and indirect charges.

Capital expenditures means expenditures for the acquisition cost of capital assets (equipment, buildings, land), or expenditures to make improvements to capital assets that materially increase their value or useful life. Acquisition cost means the cost of the asset including the cost to put it in place. Acquisition cost for equipment, for example, means the net invoice price of the equipment, including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for the purpose for which it is acquired. Ancillary charges, such as taxes, duty, protective in-transit insurance, freight, and installation may be included in, or excluded from the acquisition cost in accordance with the governmental unit's regular accounting practices.

General purpose equipment means equipment, which is not limited to research, scientific or other technical activities. Examples include office equipment and furnishings, telephone networks, information technology equipment and systems, reproduction and printing equipment, and motor vehicles.

Equipment means an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost which equals or exceeds $5000.

Capital expenditures for special purpose equipment are allowable as direct costs, provided that items with a unit cost of $5000 or more have the prior approval of AMS. (Note: Prior approval from AMS means that the special purpose equipment must be included in the State Plan, and the State Plan must receive approval from AMS. If special purpose equipment was not originally included in the approved State plan, then the grantee must request approval from AMS to purchase the equipment before utilizing grant funds.)

Special purpose equipment means equipment which is used only for research, scientific, or other technical activities. The special purpose equipment must solely enhance the competitiveness of eligible specialty crops and benefit the specialty crop industry.

Rental costs of buildings and equipment are allowable as direct costs in accordance with the cost principles in Subpart T of 7 CFR 3015.

Example

Equipment ($5,000.00)

For the purchase of a 96-well thermocycler to accommodate the large numbers of PCR-related experiments outlined in the project. The University donates the use of one ultra-high speed centrifuge, two high speed centrifuges, and three microcentrifuges, and one Biorad iCycler real-time PCR system (with a usage value of $20,000.00) for the entire duration of the project as matching contributions for this project. All the equipment listed above is required for completion of the project.

SUPPLIES

This is anything with acquisition cost under $5,000 and could be anything from office supplies and software to educational or field supplies. For non-typical materials & supplies items, include a brief narrative of how this fits with the project.

- Provide an itemized list and estimate the dollar amount for each item
- Show the total for all SCBGP-FB funded SUPPLIES.

Example

Supplies ($4,446.00)

Office Supplies (pro-rated) (**$1,235.00**) for paper, color ink cartridges, toner and other supplies. Program Supplies (**$3,211.00**) of which $2,000 is for 20 full-color promotional banners (@$100 each) plus pro-rated amount of $1,211 for cooking demonstration supplies, food for grower workshop/field events, specialty seeds, harvest equipment, packaging and other materials.

CONTRACTUAL

- Provide a short description of the services each contract covers.
- Indicate if the cost is a flat rate fee or an hourly rate.
- Indicate the flat rate or hourly rate fee to be applied
    - If hourly rates exceed the salary of aGS-14 Step 10 Federal Employee in your area(for more information go to www.opm.gov and click on Salaries and Wages), provide a brief justification. In preparing your justification, select from the following situations and include in your detailed justification.

      1) A description of the steps you took to hire a contractor, which includes obtaining a cost/price analysis from at least three contractors who can perform the service. The purpose of the cost analysis is to review and evaluate each element of cost to determine reasonableness. (Please provide company name and contract amount for each analysis.)

      OR

      2) Due to the complexity or uniqueness of the project, the pool of available and qualified contractors is limited. Therefore, the selected contractor's specialized qualifications necessitate hiring at a rate beyond a GS-14 step 10. (Please outline the unique qualifications of the contractor.)
- List general categories of items the contract covers such as professional services, travel, lodging, etc.
- Show the total for all SCBGP-FB funded CONTRACTUAL.

If the contract is for service or maintenance, costs should be in direct correlation to the use of the equipment for the project (i.e., if a particular copy machine is used

50% of the time for the project, the project should only be charged 50% of the service contract paid from Federal funds.)

Example

Contractual ($23,000.00)

Stipends for GAP/GHP Video Shoot/Edit: flat fee stipends for 5 youth at $2,000.00 each (**$10,000.00**) to be coordinated through County Extension Hmong Youth Film Project. Youth will film and edit video in close collaboration with DA staff and under supervision of SU Hmong Outreach Coordinator. Online Toolkit Development and Adaptation: this flat rate **$10,000.00** contract will take the online toolkit donated by University State X, and adapt it for DA use and web specifications. Any leftover funds will develop State-specific content for the toolkit. Processing Study Analysis: this hourly rate **$3,000.00** ($20/hr X 150 hrs) contract will analyze the production information on processing needs of growers and current availability of processing facilities and compile a report.

OTHER

Provide a detailed description of all other direct costs such as:

- Conferences/Meeting - Costs of holding a conference or meeting are included in this category. Some examples are the rental of facilities or equipment for the meeting. Details of costs for each conference or meeting should be broken out and provided in the budget.
    - When paying for the travel of a person to attend a conference, meals and lodging may be included in the cost without additional justification.
    - Meals may not be charged as project costs when individuals decide to go to lunch or dinner together when no need exists for continuity of a meeting. Such activity is considered to be an entertainment cost. In contrast, meals may be charged to the project if such activity maintains the continuity of the meeting and to do otherwise will impose arduous conditions on the meeting participants. Include a justification for meal costs. Some examples of acceptable reasons are that the conference facility is located in a remote area where public facilities are not accessible; there will be a speaker and business discussions during the meal; there is insufficient time available to allow participants to go out on their own. If one or more of these justifications cannot be met, or if there are no other acceptable and compelling reasons, then the meals should not be charged to the award. The attendees should be responsible for providing their own meals.
    - Breakfasts for conference attendees are usually considered unallowable as it is expected these individuals will have sufficient time to obtain this meal on their own before the conference begins in the morning.
- Communications – Mailings, postage, express mail, faxes, and telephone long distance charges. Provide the estimated cost for this category.
- Speaker/Trainer Fees- Provide the amount of the speaker's fees and a description of the services they are providing

- Publication Costs –Provide the estimated cost of printing of brochures and other program materials or scientific or technical journals, as well as the number of pieces to be printed/published.
- Data collection - Provide the estimated cost of collecting performance data to measure the project outcome measures.
- Show the total for all SCBGP-FB funded OTHER.

Example

Other ($7,493.00)

Advertising (8 display ads in Spanish-language media at $162.50 each) (**$1,300.00**); Printing/Copying (two color print jobs for promotional materials at $650/each) (**$1,300.00**); Communications (pro-rated as per project) (**$1,733.00**); Equipment Rental (cooking demonstration cart) 4 uses @ $150/each (**$600.00**); Postage for newsletter (pro-rated) (**$760.00**); Staff Development and Training (two annual marketing workshops for two staff @ average $450 each) (**$1,800.00**).

INDIRECT CHARGES

Please Note – Indirect charges are not allowable in the IDALS-SCBGP.

PROGRAM INCOME

- Indicate the nature or source of program income (for ex: registration fees)
- Estimated the amount of program income.
- Describe how the income will be used to further enhance the competitiveness of specialty crops.

If program income is earned it may be used for 1) expanding the project or program; 2) continuing the project or program after the grant or sub grant support ends; and 3) supporting other projects or programs that further the broad objectives of the grant program.

Example

Program Income ($4,750.00)

Registration Fee for 8 week workshop series - **$2,500.00.** Apprentice fee - **$2,250.00** The income derived from this project will be reinvested into the program to support specialty crop farmers and help sustain and grow the project.

Project Oversight

The following questions and information should be addressed in this section:

- Who will oversee the project activities?
- How will oversight be performed? Include timelines. For example, will weekly or monthly meetings be held to discuss performance toward the completion of the project?

Example

The project will be overseen through well-established project management practices at the SCA Training Association. Primary oversight responsibility lies with the Food Systems Program Manager, who has more than seven years experience with SCA with more than four years in her current position. Every SCA program uses a Monitoring and Evaluation (M&E) Plan with distinct performance measures, benchmarks and success indicators established for 2-3 distinct projects in each. Another tool for project M&E is the Workshop Planning Template that guides the goals, design, target competencies and other objectives of grower workshops. This project will also use a process wherein partner organizations are required to both initially inform and perform under shared evaluation targets. The program manager reports monthly project performance and the Healthy Local Foods committee will assess progress on a quarterly basis.

Project Commitment

Provide the following information in this section:

- Who supports this project?
- How will a grant partners work toward the goals and outcomes of the project?

Example

The Farm Extension and Research Center is a successful collaboration between County Cooperative Extension and Economic Development, with support from State University's College of Agriculture and Life Science as well as the Center for Environmental Farming Systems. The Farm Planning Committee includes representation from the partner institutions and agencies and has a monthly meeting schedule to plan and implement programs at the Farm. Programs during the past 2 years demonstrate a strong commitment to developing the capacity at the Farm and promoting educational activities that support farm viability.

Evaluation

Proposals will be reviewed by a review committee appointed by Iowa Secretary of Agriculture, Bill Northey. The panel will review, evaluate, and score proposals that meet all the requirements using an established evaluation criteria. The committee will make recommendations to the Secretary as to which proposals should be funded. The Secretary will make the final decision as to proposals will for forwarded on to USDA-AMS for final review, approval, and funding. IDALS will notify applicants on the status of their proposal after receiving USDA-AMS approval.

Sub-grantee Responsibilities

- Comply with all applicable federal, state and local laws in the conduct of the work under the agreement.

- Monitor the performance of all activities and ensure that the work is completed within the established time frame
- Ensure funds are used only for expenses covered by the approved project
- Ensure Generally Accepted Accounting Principles (GAAP) are followed
- Include the following copy on all printed materials, media and electronic materials and advertisements relating to the project: "Funds for this project were provided through the Specialty Crop Block Grant Program from the Iowa Department of Agriculture and Land Stewardship."
- Participate in a post-award conference call with IDALS and other awardees regarding IDALS SCBGP protocol.
- Keep all reports, data, financial information and other pertinent information for a minimum of three years after completion of the project
- Submit an annual report (if the grant duration is longer than one year) within 30 days after the end of the first year of the date of the signed grant agreement and each subsequent year until the expiration of the grant period. The annual report will be reviewed and approved by the USDA –AMS. Once approved the annual report will become part of the official grant file. The annual report should include a cover page
    - Project Title
    - Activities Performed
    - Problems and delays
    - Future Project Plans
    - Funding Expended to Date

- Submit a final performance report within 30 days following the end date of the grant agreement. The final report will be reviewed and approved by the USDA –AMS Once approved, the final report will be posted by the USDA-AMS on the SCBGP-FB website and represents an important vehicle for sharing project findings with Federal and State agencies and the public. The final performance report should include
    - Project Title
    - Project Summary
    - Project Approach
    - Goals and Outcomes Achieved
    - Beneficiaries
    - Lessons Learned
    - Program income and the intended use (if applicable)
    - Contact Person
    - Additional Information. Any information or data derived from an IDALS SCBGP must be made available to IDALS which reserves the right to share these results with the general public.

<u>Prior Approvals Required</u>:
Awardees must contact IDALS to request prior approval under the following conditions:

- <u>Change in Key Personnel</u>

When it is necessary to change the program contact for a period of more than 3 months, submit a notice to IDALS. Request should contain the new individuals name and contact information to include name, physical address, email, and phone number.

- Change in Scope or Objectives
  When it is necessary to modify the scope or objectives of the award, submit a written justification for the change along with the revised scope or objectives of the award to IDALS. If requesting to discontinue all or a portion of the project and add a new project, submit a written justification for the change along with a project proposal to include the project title, purpose, potential impact, expected measurable outcomes, work plan, budget narrative, project oversight, and project commitment.
- Extension of Grant Agreement
  Where an extension of time is required on a grant; the extension must be received in writing no later than 60 days prior to the expiration date of the award. The request must contain the following information:
    - The length of additional time required to complete project objectives and a justification for the extension,
    - A summary of progress to date (status of project timeline and objectives, etc.),
    - An estimate of remaining funds on the scheduled expiration date,
    - A projected timetable to complete the project for which the extension is being requested.
- Budget Changes
  Where a budget modification is required, the modification must be pre-approved by IDALS if the cumulative amount of the modifications exceeds 20% of the project's total budget. A request for budget change shall include a description of the change and a justification for the change. If the cumulative amount of budget changes is less than 20%, prior IDALS approval is not required.