

Iowa Department of Agriculture and Land Stewardship
Iowa Specialty Crops Grant Opportunities
Stimulating Iowa's Economy through Marketing & Promotion
of Specialty Crops

REQUESTS FOR PROPOSALS

Applicant Eligibility

The Iowa Department of Agriculture and Land Stewardship (IDALS) Specialty Crops Grants are available to non-governmental organizations (NGO's) to enhance the competitiveness of Iowa specialty crops. Government organizations, individuals and academic institutions are not eligible. Specialty crops are defined as fruits and vegetables, dried fruits, tree nuts, nursery crops, floriculture, honey and Christmas trees. Both fresh and processed specialty crops are included. Livestock and poultry are not considered specialty crops.

Application Deadlines

Deadline for submitting applications is December 29, 2006 by 4:00 p.m.

IDALS will notify applicants on the status of their proposal after receiving federal approval. The submission of a grant application does not guarantee funding.

Financial Assistance Priorities

Project proposals should focus on enhancing the competitiveness of specialty crops through marketing and promotion of specialty crops.

IDALS encourages proposals that provide matching funds, either in cash and/or third party in-kind contributions. While matching funds are not required, those requests with matching funds will be given priority.

Eligible Expenditures

\$60,000 dollars are available for grants. Only one proposal per organization will be accepted. There is a \$4,000 limit per grant. Administrative costs shall not exceed 10% of grant. Examples of eligible expenses include, but are not limited

to: promotion, marketing, trade enhancement, consumer education, increased consumption, and product development of specialty crops.

Ineligible Expenditures

Ineligible Specialty Crops Grant expenses include, but are not limited to; brick and mortar (construction) projects; establishing secondary grant pools (sub grants to other entities or pass-through grants), land acquisitions, taxes, vehicle registration, overhead expenses or indirect costs, legal costs, contingency funds, proposal preparation, insurance, contractual project administration, costs for which payment has or will be received under another federal, state, or private funding program, any expenses incurred prior to the award date of this grant, political or lobbying activities.

Application Requirements

Proposals shall be clear and succinct and include the following documentation satisfactory to IDALS.

- Request for Specialty Crops Grant Funds
- Project Information Narrative
- Budget Information
- Supporting documents including letters or other evidence of commitment by partners, resource providers, in-kind matches

Application packages that do not contain this information will not be considered.

Project Information Narrative

Narrative proposals of a maximum of 6 pages, exclusive of cover page, budget, support letters and addendum documents should include the following:

- Cover page. Title, lead contact for administering the project and an abstract of 200 words or less.
- Project purpose: Clearly state the specific issue, problem, interest, or need to be addressed. Explain why the project is important and timely.
- Potential Impact: Discuss the number of people or operations affected, the intended beneficiaries of the project, and/or economic impact
- Financial Feasibility: Provide a budget estimate for the total project cost. Indicate what percentage of the budget covers administrative costs.
- Expected Measurable Outcomes. Describe at least two quantifiable and measurable outcomes. Additionally, describe secondary measurable benefits derived from the project.
- Goal(s) Describe the overall goal(s) in one or two sentences.

- Work Plan. Explain briefly how each goal and measurable outcome will be accomplished. Be clear about who will do the work. Include appropriate time lines.
- Project oversight. Describe the oversight practices that provide sufficient knowledge of grant activities to ensure proper and efficient administration.
- Project Commitment. Describe how all grant partners commit to and work toward the goals and outcome measures of the proposed project.

Budget Information

- Travel – Indicate the anticipated number of people who will be traveling, their mode of travel, the number of days of travel, their destination, and cost of meals, lodging, etc., as applicable.
- Equipment and Rentals – List separately each anticipated item of equipment and cost.
- Supplies – Provide a list and projected expenditures.
- List the general categories of services provided and indicate which of the following the expense represents: 1) A contractual/flat fee for services and expected number of hours to complete requested service; 2) Hourly rate and anticipated number of hours for services provided 3) The number of salaried persons, their estimated hours spent on the project and their hourly rate; 4) Estimated number of hours spent on administering the project and the hourly rate (Associated administrative expenses shall not exceed 10% of grant).
- If the entire project includes funding from other sources, please include the entire project budget and indicate which expenses will be covered by the Specialty Crops grant.

Recipients' Responsibilities

- 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.
- Provide IDALS with a copy of any contract or secondary agreement relating to the project.
- Immediately notify IDALS of any problems, delays, or adverse condition that might impair the completion of the project.
- Notify IDALS in writing at least 60 days prior to the project completion date if a time extension is needed to complete the project. State the reason why a time extension is needed and specify a new completion date.
- A six-month progress and final report will be required. The six-month report should be a brief summary of activities performed, milestones

achieved, and a financial report covering expenses to date based upon the approved project. The final report will include results, accomplishments, and a detailed financial report. Any information or data derived from an Iowa Specialty Crops Grant must be made available to IDALS which reserves the right to share these results with the general public. Projects that are less than six months shall require only a final report and financial statement.

- Keep all reports, data, financial information and other pertinent information for a minimum of three years after completion of the project.
- The following copy must be included on all printed materials and advertisements relating to the project: "Funds for this project were provided through the Specialty Crops Grant Program from the Iowa Department of Agriculture and Land Stewardship."

Proposal Submission Procedures

The narrative proposal, budget and any support letters or addendum are required for a proposal to be considered for funding. Narrative proposals are limited to 6 pages, exclusive of cover page, budget, support letters and addendum documents.

Narrative proposals must be prepared on only one side of the page, on standard 8 ½" x 11" white paper. Proposals must have one inch margins, be typed or word processed using no type smaller than 12 point font, double spaced and stapled in the upper left hand corner but not bound. The original must bear the original signature of your authorized representative. All pages of the grant application must be numbered. IDALS reserves the right to reject any proposals over 6 pages in length. IDALS will not accept proposals, support letters or addendum documents sent by data fax and/or e-mail.

Applicants must submit one original and seven copies of the proposal, including all supporting documentation (i.e. budget, addendum, etc.).

Proposals must be received by IDALS on or before 4:00 p.m. December 29, 2006. Applicants are encouraged to use delivery systems that require a signature receipt. You must meet this deadline by delivering the proposal or by mailing it sufficiently in advance of the deadline to ensure its timely receipt. IDALS will return late proposals without consideration. IDALS will not consider additions or revision to proposals once they are received unless requested by IDALS.

Proposals must be mailed or delivered to:

Mary Jane Olney, Specialty Crops Grant
Iowa Department of Agriculture and Land Stewardship
Administrative and Marketing Development Division
Wallace Building, 502 E. 9th Street
Des Moines IA 50319

For questions about the grant application contact Barbara Lovitt at (515) 281-8232 or barbara.lovitt@idals.state.ia.us.