



Governor Ned Lamont

SPECIALTY CROP BLOCK GRANT PROGRAM
Fiscal Year 2020

APPLICATION GUIDELINES AND FORMS

Application Deadline: April 23, 2020 at 4:00pm

Program Contact:

Jaime L. Smith

860-713-2559

Jaime.Smith@ct.gov

www.CTGrown.gov/Grants

TABLE OF CONTENTS

Program Information	
Grant Description	3
Eligibility Requirements	3
Submission Process	4
Anticipated Timeline of Events	4
New Applicant Conference Call	5
Number of Grantees and Max Awards	5
Project Duration and Administration	5
Priority Areas	5
Project Profile Requirements	6
Evaluation Process	7
Post Award Information	8
Fund Disbursement	8
Reporting Requirements	8
<u>Appendices</u>	
A: Allowable and Unallowable Costs and Activities	10
B: Outcome Measures and Indicators	19
C: Application Cover Page	24
D: Application Budget Form	25
E: Project Profile Template	
F Application Check List	

PROGRAM INFORMATION

GRANT DESCRIPTION

The Connecticut Department of Agricultural (hereinafter, "CT DoAg") is soliciting full applications whose project specifically addresses the goals the United States Department of Agriculture (hereinafter, "USDA") has for the Specialty Crop Block Grant Program (SCBGP).

The goals of a submitted project must enhance the competitiveness of United States specialty crops in domestic and foreign markets. *Specialty crops are defined by the USDA as fruits and vegetables, dried fruit, tree nuts, horticulture (including maple syrup and honey), and nursery crops (including floriculture).* A complete list of eligible and ineligible specialty crops can be found on the USDA Specialty Crop Block Grant website: www.ams.usda.gov/scbgp.

The USDA is the funding entity and has the final approval of projects. Prior to the USDA's approval, CT DoAg will conduct an administrative review for completeness and a confidential review panel of industry representatives will make award recommendations to the Commissioner of Agriculture. The USDA will make the final award decisions.

*Any changes to the 2020 program year are noted as ***NEW****

ELIGIBILITY REQUIREMENTS

Eligible applicants include:

- Universities/colleges
- Municipalities
- Registered nonprofits
- State agencies
- Council of Governments

Please see [2 CFR 200](#) of the federal regulations regarding administration of grants, which is dependent upon the type of applicant.

All applicants must:

1. Provide a Data Universal Numbering System (DUNS) number to CT DoAg. A DUNS number is a 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 via the web (currently at <http://fedgov.dnb.com/webform>). There is no charge to obtain a DUNS number. *The organizations' DUNS number is required on the Application Cover Page.*
2. Have an active registration on www.SAM.gov (Systems of Award Management) to be eligible to receive federal funds. *A screenshot of your registration from the SAM.gov website must be included with your application.*

Single organizations, institutions, and individuals/producers are encouraged to participate as project partners. Projects are required to impact and produce measurable outcomes for the specialty crop industry and/or the public rather than a single organization, institution or individual.

Funds cannot be awarded for projects which benefit a particular commercial product or provide a profit to a single organization, institution, or individual. In addition, recipients and sub-recipients cannot use grant funds to compete unfairly with private companies that provide equivalent products or services.

SUBMISSION PROCESS

All submissions are required via email by 4:00 p.m. on **April 23, 2020** to Jaime Smith, Jaime.Smith@ct.gov

Late applications will not be considered. Please keep in mind there is an occasional delay with email, therefore it is recommended you allow ample time for the email to be successfully received by CT DoAg. Once your application is received, a confirmation email will be sent.

A complete application includes:

1. Application Cover Page
2. Budget Form
3. Project Profile Template (in MS .doc or .docx format only)
4. Any letters of support.

A check list is found in Appendix F.

ANTICIPATED TIMELINE OF EVENTS

April 1: New applicant conference call (See additional information below)

April 23: Full applications due via email by 4:00 p.m. to Jaime.Smith@ct.gov

May 8: Review panel meeting

May 11: Anticipated sub-awards announced

May 22: DoAg application submitted to USDA

October 1: Anticipated federal award announcement

Dates are subject to change, please check the agency website for the most current timeline of events.

NEW APPLICANT CONFERENCE CALL

A conference call for new applicants on how to submit a complete, thorough, and detailed application will be held on **April 1, 2020 from 2:00 – 3:00 PM.**

Please call: 866-917-9738 Passcode: 88236281#

RSVP's not required.

***NEW* MAXIMUM AWARD AND NUMBER OF GRANTEES**

This is a competitive grant process. The maximum award to any applicant is ***NEW*** \$75,000.00 however, CT DoAg will entertain applications requesting lesser amounts.

CT DoAg is looking to award multiple grants. Connecticut's total award from the USDA is based upon a formula analyzing specialty crop acreage and sales in the state of Connecticut.

Approximately \$400,000 is available to award in FY 2020.

PROJECT DURATION AND ADMINISTRATION

Projects cannot begin until January 1, 2021 or later. Projects must be completed by March 1, 2023 however, the proposal must justify the timeline. Projects with shorter timeframes are welcome. No extensions of any kind are allowed.

Prior to starting a project the USDA must make the official award announcement (expected in October 2020), a contract or MOU must be signed with the State of Connecticut, and a State of Connecticut Purchase Order (PO) must be issued.

PRIORITY AREAS

All projects must enhance the competitive of specialty crops.

Funding priorities for 2020 are as follows:

- Strengthening and improving food systems
- CT Grown value-added processing for expanded availability of CT Grown foods year-round
- Improving food security through new technologies and/or delivery methods
- Assisting farmers with meeting existing and emerging food safety requirements
- Preparing for and adapting to climate change to strengthen Connecticut food production
- Research and development on controlled environment agriculture production systems

PROJECT PROFILE REQUIREMENTS

Applicants are **required to fill out the attached Project Profile Template found in Appendix E** to explain and submit their project for consideration by the industry review panel. Detailed instructions on how to complete the template are included within the template.

This template can also be obtained online at www.CTGrown.gov/grants

Please be aware, each project must select **only one** outcome and at least one indicator. These are further described in Appendix B.

EVALUATION PROCESS

Applications will be evaluated by an industry review panel. Award recommendations will be made to the Commissioner of Agriculture.

Applications will be evaluated based on how well the application meets the following criteria:

1. Does the application meet all the submission requirements?
2. Does the project enhance the competitiveness of specialty crops? How?
3. Is the project needed by the industry?
4. Is the project work plan reasonable and achievable? Is the strategy for implementation appropriate?
5. Does the project affect specialty crops as a whole and not an individual in anyway? Does the application elaborate on how that will be accomplished?
6. Is there a well constructed budget? A well constructed budget will show in the highest detail possible how funds are to be expended.
7. Is there a positive past history of grant awards and project progress and outcomes (if applicable).

The tentative review panel meeting date is scheduled for May 8, 2020.

CT DoAG, upon its decision, may ask a potential grantee for more information on any of the Project Profile Requirements before awarding the grant or entering into an agreement with the grantee. CT DoAG reserves the right to fund the project in part, add and delete tasks, and ask for clarification on the work plan, timeline, and budget. No agreement will be entered into until CT DoAG is satisfied with all the specifications of the project. Any grant award is dependent upon the availability of federal funds and the final approval from the USDA.

POST AWARD INFORMATION

Successful applicants will be required to complete the following documents, among others after October 1, 2020:

- a) Contract or Memorandum of Understanding (MOU)
- b) Form W-9
- c) Vendor Form

Awardees will be required to do the following upon agreement execution:

- d) Provide quarterly reimbursement invoices
- e) Submit a quarterly Reimbursement Request Form
- f) Submit one or two annual reports
- g) Submit one final report
- h) Conduct at least one social media post for each year the project is active
- i) Present to at least one grower meeting on the project results

FUND DISBURSEMENT

Funds shall be reimbursed on a quarterly basis. Prior to release of funds, awardees must submit a Reimbursement Request Form and invoice to justify the use of funds.

Reimbursement shall be withheld until all necessary annual and final reports are received. Additional details are provided in the signed agreement.

REPORTING AND MONITORING REQUIREMENTS

Potential applicants are hereby notified that all successful grantees will be required to submit up to two annual report(s) and one final report. Additional details, including specific report information and submission deadlines, will be included in the signed agreement.

Grantees are subject to site visits, phone calls, and emails to check on the status of project(s) at any time for the duration of the award.

APPENDICES THAT FOLLOW

A: Allowable and Unallowable Costs and Activities

B: Outcome Measures and Indicators

C: Application Cover Page (also available on our website, www.ctgrown.gov/grants)

D: Application Budget Form (also available on our website, www.ctgrown.gov/grants)

E: Project Profile Template (also available on our website, www.ctgrown.gov/grants)

APPENDIX A

ALLOWABLE AND UNALLOWABLE COSTS AND ACTIVITIES

Advisory Councils	<i>Unallowable</i> for costs incurred by advisory councils or committees.
Alcoholic Beverages	<i>Unallowable</i> for alcoholic beverages. <i>Allowable</i> for projects under the SCBGP when the costs are associated with enhancing the competitiveness of an eligible processed product (products prepared or created for the purposes of promoting a specialty crop but that require other ingredients are considered a process product.) A processed product is defined as a product that constitutes greater than 50% of the specialty crop by weight exclusive of added water.
Aquaponics	<i>Allowable</i> as long as the crops that are being grown are eligible specialty crops and the focus of the project is on the specialty crops and not the fish. <u>Projects that are acceptable:</u> • A project to determine whether carp, catfish, or tilapia are best for growing lettuce is acceptable. • A project to study whether lettuce or tomato produced the highest yield of tilapia is not acceptable. • A project to farm fish using an aquaponics system and then sell the fish is not acceptable. • A project to grow specialty crops where both the specialty crops and the fish are sold is not acceptable. For more information on constructing or purchasing an aquaponics system, see Equipment-General Purpose and Equipment – Special Purpose.
Building and Land - Construction	<i>Unallowable</i> for the acquisition of buildings, facilities, or land or to make additions, improvements, modifications, replacements, rearrangements, reinstallations, renovations or alterations of an existing building or facility (including site grading and improvement, and architecture fees). This also includes construction and construction-related materials, which may include, but are not limited to, the purchase of building materials such as wood, nails, concrete, asphalt, roofing, gravel, sand, paint, insulation, drywall, or plumbing. <i>Allowable</i> for rental costs of land and building space. However, lease to own agreements (i.e., lease-to-own or rent-to-own) are not allowable. The lease or rental agreement must terminate at the end of the grant cycle. A <i>building</i> is any permanent structure designed or intended for support, enclosure, shelter or protection of people, animals, or property and having a permanent roof supported by columns or walls.
Conferences	<i>Allowable</i> for costs of conferences. A conference is defined as a meeting, retreat, seminar, symposium, workshop or event whose primary purpose is the dissemination of technical information and is necessary and reasonable for successful performance under the Federal award. Allowable conference costs paid by the recipient or subrecipient as a sponsor or host of the conference may include rental of facilities, speakers' fees, costs of meals (see Meals for restrictions), and refreshments, local transportation, and other items incidental to such conferences with the exception of entertainment costs that are unallowable. If registration fees are collected, the recipient or subrecipient must report fees as program income (See Program Income).

	The SCBGP encourages the use of technologies such as webinars, teleconferencing, or videoconferencing as an alternative to renting a building or a room.
Contractual/Consultant Costs (Professional Services)	<i>Allowable subject to limitations below.</i> Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the recipient in the form of a procurement relationship. <i>Allowable</i> for contractor/consultant employee rates that do not exceed the salary of a GS-15 step 10 Federal employee in your area (refer to: http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2015/general-schedule/). This does not include fringe benefits, travel, indirect costs, or other expenses. Please note that any statutory limitations on indirect costs also apply to contractors and consultants. If rates exceed this amount, one of the following justifications must be provided: A description of the steps taken to hire a contractor, including a cost/price analysis. The purpose of the analysis is to review and evaluate each element of cost to determine reasonableness, allocability, and allowability. OR 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-15 step 10. (Please outline the unique qualifications of the contractor.)
Contributions and Donations	<i>Unallowable</i> for contributions or donations, including cash, property, and services, from the recipient or subrecipient to other entities. A non-profit entity using grant funds to purchase produce to donate to other entities and individuals is unallowable.
Electronic Benefit Transfer (EBT) Machines	<i>Unallowable</i> for the purchase/lease of Supplemental Nutrition Assistance Program (SNAP) EBT equipment. The USDA Food and Nutrition Service (FNS) has existing funding to expand the availability of SNAP EBT equipment and services at farmers markets through the Farmers Market Coalition and State SNAP agencies. Recipients should review the below options to determine which is most appropriate. • The Farmers Market Coalition provides SNAP-authorized farmers markets and direct marketing farmers with free SNAP EBT equipment. • State SNAP agencies or farmers market associations offer free SNAP EBT equipment to newly authorized farmers markets and direct marketing farmers. • FNS SNAP and Farmers Markets resources provide additional EBT information.
Entertainment	<i>Unallowable.</i> Entertainment costs include amusement, diversion, and social activities and any costs directly associated with such costs (such as bands, orchestras, dance groups, tickets to shows, meals, lodging, rentals, transportation, and gratuities).
Equipment	<i>Unallowable</i> for acquisition costs of general purpose equipment, buildings and land. Land rental costs. <i>Allowable</i> for rental costs of general purpose equipment, and buildings. Vehicles may be leased, but not purchased.

	For vehicle and equipment leases or rentals with an acquisition cost that equals or exceeds \$5,000, rates should be in light of such factors as: rental costs of comparable vehicles and equipment, if any; market conditions in the area; alternatives available; and the type, life expectancy, condition, and value of the vehicle or equipment leased. <i>Allowable with prior approval</i> (see 10.9 Specific Allowable Costs Prior Approvals) for acquisition costs and rental costs of special purpose equipment provided the following criterion is met: 1. Necessary for the research, scientific, or other technical activities of the grant award; 2. Not otherwise reasonably available and accessible; 3. The type of equipment is normally charged as a direct cost by the organization; 4. Acquired in accordance with organizational practices; 5. Must only be used to solely enhance the competitiveness of specialty crops; 6. More than one single commercial organization, commercial product, or individual must benefit from the use of the equipment; 7. Must not use special purpose equipment acquired with grant funds to provide services for a fee to compete unfairly with private companies that provide equivalent services; and 8. Equipment is subject to the full range of acquisition, use, management, and disposition requirements under 2 CFR part 200.313 as applicable. Equipment Definitions Equipment is defined as tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost which equals or exceeds the lesser of the capitalization level established by the non-Federal entity for financial statement purposes, or \$5,000. Recipients and subrecipients purchasing equipment are encouraged to use funds to purchase only American-made equipment or products. Acquisition cost means the cost of the asset including the cost to ready the asset for its intended use. 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. General Purpose Equipment means equipment that is not limited to technical activities. Examples include office equipment and furnishings, modular offices, telephone networks, information technology equipment and systems, air conditioning equipment, reproduction and printing equipment, and motor vehicles. Special Purpose Equipment is equipment used only for research or technical activities. Examples include grape harvesters, vegetable washing machines, fruit or vegetable processing equipment, etc.
Equipment – Information Technology System	<i>Unallowable</i> for information technology systems having a useful life of more than one year and a per-unit acquisition cost that equals or exceeds the lesser of the capitalization level established in accordance by Generally Accepted Accounting Principles (GAAP) by the recipient for financial statement purposes or \$5,000. Acquisition costs for software includes those development costs capitalized in accordance with GAAP. Information technology systems include computing devices, ancillary equipment, software, firmware, and similar procedures, services (including support services), and related resources. Computing devices means machines used to acquire, store, analyze, process, and publish data and other information electronically, including accessories (or “peripherals”) for printing, transmitting and receiving, or storing electronic information. Examples of unallowable information technology systems include service contracts, operating systems, printers, and

	computers that have an acquisition cost of \$5,000 or more. <i>Allowable</i> for website development, mobile apps, etc., that are not considered to be information technology systems, but rather social media applications.
Fines, Penalties, Damages and Other Settlements	<i>Unallowable</i> for costs resulting from violations of, alleged violations of, or failure to comply with, Federal, state, tribal, local or foreign laws and regulations.
Fixed Amount Subawards	<i>Allowable</i> with prior approval from AMS (see 10.10 Fixed Amount Subawards). A pass-through entity may provide subawards based on fixed amounts up to the Simplified Acquisition Threshold, provided that the subawards meet the requirements for fixed amount awards in 2 CFR 200.201 .
Fundraising and Investment Management Costs	<i>Unallowable</i> for organized fundraising, including financial campaigns, solicitation of gifts and bequests, and similar expenses incurred to raise capital or obtain contributions, regardless of the purpose for which the funds will be used. This includes salaries of personnel involved in activities to raise capital.
Foreign/International Travel	<i>Unallowable</i> . For purposes of this provision, “foreign travel” includes any travel outside Canada, Mexico, the United States, and any United States territories and possessions. However, the term “foreign travel” for a governmental unit located in a foreign country means travel outside that country. An applicant with a proposal that involves foreign market development must determine if the project is more appropriate for grant programs administered by the Foreign Agricultural Service (FAS) or funded through the State-Regional Trade Groups. AMS recommends that applicants search the FAS database of GAIN reports (http://gain.fas.usda.gov/Pages/Default.aspx) to ensure that proposals will not duplicate information that already exists. Any proposal involving foreign travel must be well justified.
General Costs of Government	<i>Unallowable</i> for: 1) Salaries and expenses of the Office of the Governor of a state or the chief executive of a local government or the chief executive of an Indian tribe; 2) Salaries and other expenses of a state legislature, tribal council, or similar local governmental body, such as a county supervisor, city council, school board, etc., whether incurred for purposes of legislation or executive direction; 3) Costs of the judicial branch of a government; 4) Costs of prosecutorial activities unless treated as a direct cost to a specific program if authorized by statute or regulation (however, this does not preclude the allowability of other legal activities of the Attorney General as described in §200.435 Defense and prosecution of criminal and civil proceedings, claims, appeals and patent infringements); and 5) Costs of other general types of government services normally provided to the general public, such as fire and police, unless provided for as a direct cost under a program statute or regulation.
Goods or Services for Personal Use	<i>Unallowable</i> for costs of goods or services for personal use of the recipient’s or subrecipient’s employees regardless of whether the cost is reported as taxable income to the employees.
Health and Nutrition Messaging	<i>Allowable</i> when health and nutrition information complies with regulations and policies of the: <i>Federal Trade Commission</i> http://www.ftc.gov/about-ftc/bureaus-offices/bureau-consumer-protection AND <i>U.S. Food and Drug Administration</i> http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutrition/default.htm Nutrition and health claims must be truthful, not misleading or deceptive, and include adequate disclaimers if appropriate.

Insurance and Indemnification	<i>Allowable</i> as indirect costs for insurance and indemnification.
Indirect Costs	<i>Unallowable</i> under all circumstances.
Information Technology Systems	<i>Unallowable</i> for information technology systems having a useful life of more than one year and a per-unit acquisition cost which equals or exceeds the lesser of the capitalization level established in accordance by generally accepted accounting principles (GAAP) by the recipient or subrecipient for financial statement purposes or \$5,000. Acquisition cost means the cost of the asset including the cost to ready the asset for its intended use. Acquisition costs for software includes those development costs capitalized in accordance with GAAP. Information technology systems include computing devices, ancillary equipment, software, firmware, and similar procedures, services (including support services), and related resources. Computing devices means machines used to acquire, store, analyze, process, and publish data and other information electronically, including accessories (or “peripherals”) for printing, transmitting and receiving, or storing electronic information. Examples of unallowable information technology systems include service contracts, operating systems, printers, and computers that have an acquisition cost of \$5,000 or more. <i>Allowable</i> for website development, mobile apps, etc.
Lobbying	The recipient should obtain an advance understanding with AMS if it intends to engage in certain activities intended to influence Federal, State or local government entities. <i>Unallowable</i> for: (1) Attempts to influence the outcomes of any Federal, state, or local election, referendum, initiative, or similar procedure, through in-kind or cash contributions, endorsements, publicity, or similar activity; (2) Establishing, administering, contributing to, or paying the expenses of a political party, campaign, political action committee, or other organization established for the purpose of influencing the outcomes of elections in the United States; (3) Any attempt to influence: a) The introduction of Federal or state legislation; b) The enactment or modification of any pending Federal or state legislation through communication with any member or employee of the Congress or state legislature (including efforts to influence state or local officials to engage in similar lobbying activity); c) The enactment or modification of any pending Federal or state legislation by preparing, distributing, or using publicity or propaganda, or by urging members of the general public, or any segment thereof, to contribute to or participate in any mass demonstration, march, rally, fund raising drive, lobbying campaign or letter writing or telephone campaign; or d) Any government official or employee in connection with a decision to sign or veto enrolled legislation; (5) Legislative liaison activities, including attendance at legislative sessions or committee hearings, gathering information regarding legislation, and analyzing the effect of legislation, when such activities are carried on in support of or in knowing preparation for an effort to engage in unallowable lobbying. <i>Allowable</i> activities directly related to the performance of a grant include: (1) Technical and factual presentations on topics directly related to the performance of a grant, contract, or other agreement (through hearing testimony, statements, or letters to the Congress or a state legislature, or subdivision, member, or cognizant staff member thereof), in response to a documented request (including a Congressional Record notice requesting testimony or statements for the record at a regularly scheduled hearing) made by the non-Federal entity's

	member of congress, legislative body or a subdivision, or a cognizant staff member thereof, provided such information is readily obtainable and can be readily put in deliverable form, and further provided that costs under this section for travel, lodging or meals are unallowable unless incurred to offer testimony at a regularly scheduled Congressional hearing pursuant to a written request for such presentation made by the Chairman or Ranking Minority Member of the Committee or Subcommittee conducting such hearings; (2) Any lobbying made unallowable by paragraph (c)(1)(iii) of this section to influence state legislation in order to directly reduce the cost, or to avoid material impairment of the non-Federal entity's authority to perform the grant, contract, or other agreement; or (3) Any activity specifically authorized by statute to be undertaken with funds from the Federal award. (4) Any activity excepted from the definitions of "lobbying" or "influencing legislation" by the Internal Revenue Code provisions that require nonprofit organizations to limit their participation in direct and "grass roots" lobbying activities in order to retain their charitable deduction status and avoid punitive excise taxes, I.R.C. §501(c)(3), 501(h), 4911(a), including: a) Nonpartisan analysis, study, or research reports; b) Examinations and discussions of broad social, economic, and similar problems; and c) Information provided upon request by a legislator for technical advice and assistance, as defined by I.R.C. §4911(d)(2) and 26 CFR 56.4911-2(c)(1)-(c)(3).
Meals	<i>Unallowable</i> for business meals when individuals decide to go to lunch or dinner together when no need exists for continuity of a meeting. Such activity is considered an entertainment cost. <i>Allowable</i> for lunch or dinner meals if the costs are reasonable and a justification is provided that such activity maintains the continuity of the meeting and to do otherwise will impose arduous conditions on the meeting participants. <i>Unallowable</i> for breakfasts for conference attendees because it is expected these individuals will have sufficient time to obtain this meal on their own before the conference begins in the morning. <i>Unallowable</i> for meal costs that are duplicated in meeting participant's per diem or subsistence allowances. <i>Allowable</i> for meals consumed while in official travel status. They are considered per diem expenses and should be reimbursed in accordance with the organization's established written travel policies.
Memberships, Subscriptions, and Professional Activity Costs	<i>Unallowable</i> for costs of membership in any civic or community organization. <i>Allowable</i> for costs of membership in business, technical, and professional organizations.
Organization Costs	<i>Allowable</i> with prior approval for organization costs per 2 CFR 200.455 (see 10.9 Specific Allowable Costs Prior Approvals). <i>Unallowable</i> for costs of investment counsel and staff and similar expenses incurred to enhance income from investments.
Participant Support Costs	<i>Allowable</i> for such items as stipends or subsistence allowances, and registration fees paid to or on behalf of participants or trainees (but not employees) in connection with approved conferences, training projects, and focus groups. See also Selling and Marketing - Coupons, Incentives or Other Price Discounts.
Political Activities	<i>Unallowable</i> for development or participation in political activities in accordance with provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7324-7326).

Pre-Award (Pre-Agreement Costs)	<i>Allowable</i>, if such costs are necessary to conduct the project or program, and would be allowable under the grant, if awarded. A recipient may incur pre-award costs 90 calendar days before AMS makes the award without prior approval from AMS. Expenses more than 90 calendar days pre-award require AMS prior approval (see 10.7 Pre-Award Costs). All costs incurred before AMS makes the award are at the recipient's risk. The incurrence of pre-award costs in anticipation of an award imposes no obligation on AMS to award funds for such costs.
Printing and Publications	<i>Allowable</i> to pay the cost of preparing informational leaflets, reports, manuals, and publications relating to the project; however, the printing of hard copies is discouraged given the prevalence of electronic/virtual publication means
Rearrangement and Reconversion Costs	<i>Allowable</i> as indirect costs incurred for ordinary and normal rearrangement and alteration of facilities. <i>Allowable</i> as direct costs with prior approval for special arrangements and alterations costs incurred specifically for the award (see 10.9 Specific Allowable Costs Prior Approvals).
Salaries and Wages	<i>Allowable</i> as compensation for personnel services for new employees or durational hires specific for the proposed project, including salaries, wages, and fringe benefits. Such must be incurred under formally established policies of the organization, be consistently applied, be reasonable for the services rendered, and be supported with adequate documentation. Salary and wage amounts charged to grant projects for personal services must be based on an adequate payroll distribution system that documents such distribution in accordance with generally accepted practices of like organizations. Standards for payroll distribution systems are contained in the applicable cost principles (other than those for for-profit organizations). <i>Unallowable</i> for salaries, wages and fringe benefits for current staff and staff that devote time and effort to non-specialty crop specific venues, tradeshow, events, meetings, programs, conventions, symposia, seminars, etc. where costs cannot be specifically identified and easily and accurately traced to activities that solely enhance the competitiveness of specialty crops.
Selling and Marketing Costs	<i>Allowable</i> if the primary purpose is to promote the sale of an eligible specialty crop by either stimulating interest in a particular specialty crop or disseminating technical information or messages for the purpose of increasing market share for the specialty crops.
Selling and Marketing Costs – Promotion of an Organization's Image, Logo, or Brand Name	<i>Unallowable</i> for costs designed solely to promote the image of an organization, general logo, or general brand rather than eligible specialty crops. A promotional campaign to increase sales of "XYZ Grown" Watermelon is acceptable while increasing brand awareness of "XYZ Grown" generically is not. Promoting tomatoes while including an organization's logo in the promotion is acceptable, while generally promoting an organization's logo is not. Promotional items could say "Buy XYZ Grown Apples" but not "XYZ Grown", which promotes XYZ generically. A promotional campaign to increase producer sales of "XYZ Grown fruits and vegetables" is acceptable while increasing membership in "XYZ Grown" generically is not.
Selling and Marketing Costs – Promotion of Non-Specialty Crop Activities	<i>Unallowable</i> for costs for promotion at non-specialty crop specific venues, tradeshow, events, meetings, programs, conventions, symposia, seminars, etc. Advertisements could say "Buy Sweet Corn! It is the Best!" but not "Buy Local!"

	Advertising educational sessions at a conference that solely benefits specialty crop growers are acceptable, while advertising a non-specialty crop specific local food conference is not.
Selling and Marketing Costs – Promotional Items, Gifts, Prizes, etc.	<i>Unallowable</i> for promotional items, swag, gifts, prizes, memorabilia, and souvenirs.
Selling and Marketing Costs – Sponsorships	<i>Unallowable</i> for costs associated with sponsorships. A sponsorship is a form of advertising in which an organization uses grant funds to have its name and/or logo associated with certain events and where the organization does not necessarily know how the funds associated with sponsorship costs will be used. These costs are considered a contribution or donation and only benefit the organization offering funding. This limits the beneficiaries to the sponsor organization, which conflicts with the restriction that projects affect and produce measurable outcomes for the specialty crop industry and/or the public rather than a single organization, institution, or individual.
Selling and Marketing Costs – Coupons, Incentives or Other Price Discounts	<i>Unallowable</i> for costs of coupon/incentive redemptions or price discounts. Costs associated with printing, distribution, or promotion of coupons/tokens or price discounts (i.e., a print advertisement that contains a clip-out coupon) are allowable only if they solely promote the specialty crop rather than promote or benefit a program or single organization. See also Participant Support Costs .
Selling and Marketing Costs – Use of Meeting Rooms, Space, Exhibits for Non-Specialty Crop Activities	<i>Unallowable</i> for costs associated with the use of trade shows, meeting rooms, displays, demonstrations, exhibits, and the rental of space for activities that do not solely promote specialty crops. Supporting the participation of raspberry and blueberry producers at a non-specialty crop specific international trade show to promote berries to an international audience is allowable, while renting a booth space for berry producers as well as wheat producers at an international trade show is not allowable. Supporting the participation of farmers’ market managers at a national conference that is not specific to specialty crops is not allowable. Supporting a portion of a national conference that is not specific to specialty crops is not allowable, while supporting a session on specialty crops at a national conference that is not specific to specialty crops is allowable. Funding an “XYZ State Grown” booth at a specialty crop-specific venue where all exhibitors in the booth are specialty crop producers is allowable, but funding an “XYZ Grown” booth at a non-specialty crop specific venue is not allowable.
Selling and Marketing Costs – Cookbooks, Cooking Demonstrations, Recipe Cards, Food Pairings	<i>Allowable</i> for costs promoting the specialty crops in processed products (products prepared or created for the purposes of promoting a specialty crop but that require other ingredients are considered a processed product). A processed product is defined as a product that constitutes greater than 50% of the specialty crop by weight, exclusive of added water. <i>Unallowable</i> for costs of separate complementary non-specialty crop products. A separate complementary non-specialty crop product means a product closely associated with a specialty crop product, the purchase of one encouraging consumers to buy the other (i.e., cheese and wine).

Supplies and Materials, Including Costs of Computing Devices	<i>Allowable</i> for costs incurred for materials, supplies, and fabricated parts necessary to carry out a grant project. Purchased materials and supplies must be charged at their actual prices, net of applicable credits. Withdrawals from general stores or stockrooms should be charged at their actual net cost under any recognized method of pricing inventory withdrawals, consistently applied. Incoming transportation charges are a proper part of materials and supplies costs. Only materials and supplies actually used for grant activities may be charged as direct costs. A computing device is a supply if the acquisition cost is less than the lesser of the capitalization level established by the recipient or subrecipient for financial statement purposes or \$5,000, regardless of the length of its useful life. In the specific case of computing devices, charging as direct cost is allowable for devices that are essential and allocable, but not solely dedicated, to the grant project. Where federally-donated or furnished materials are used in grant activities, such materials will be used without charge.
Training	<i>Allowable</i> for the State department of agriculture recipient when training is directly related to Federal grants management in proportion to the amount of time and effort expended by the trainee on the grant program. <i>Allowable</i> when the training is required to meet the objectives of the grant project.
Travel	<i>Allowable</i> when travel costs are limited to those allowed by formal organizational policy; in the case of air travel, the lowest reasonable commercial airfares must be used. <i>Allowable</i> with prior approval for travel costs of government officials per 2 CFR part 200.444 (see 10.6 Travel Costs of Government Officials). Recipients and subrecipients that do not have formal travel policies and for-profit subrecipients' allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at http://www.gsa.gov. If a recipient or subrecipient organization has no formal travel policy, those regulations will be used to determine the amount that may be charged for travel costs. Recipients and subrecipients are strongly encouraged to take advantage of discount fares for airline travel through advance purchase of tickets if travel schedules can be planned in advance. Consideration should be given to the use of alternative technologies such as teleconferencing or videoconferencing if they are available, appropriate for the project, and less costly. <i>Unallowable</i> for travel costs for conferences, venues, tradeshow, events, meetings, programs, conventions, symposia, workshops seminars, etc. that include non-specialty crop activities such as farmers' market annual conferences and general marketing tradeshow where these costs cannot be specifically identified and easily and accurately traced to activities that solely enhance the competitiveness of specialty crops. Example: Travel costs for personnel to travel to a farmers' market conference are unallowable, while travel to a vegetable food safety educational session is allowable.
Tuition	<i>Unallowable</i> under all circumstances.

Appendix B

OUTCOME MEASURES AND INDICATORS

USDA AMS is required to report on the outcomes of the SCBGP at a national scale to demonstrate the performance of this program. By collecting, aggregating, and reporting consistent performance data across all states and territories, AMS can share the impact of the SCBGP with all stakeholders, including the Office of Management and Budget (OMB), Congress, the agricultural community, and the general public.

Each project submitted must select **only ONE of the outcomes** listed below and *at least one of the indicators* listed underneath the selected outcome(s). If there are multiple sub-indicators under the selected indicator, select at least one.

The progress of each of the selected outcome and indicator must be reported in the annual and final reports.

At the conclusion of the grant agreement, AMS will aggregate the data collected to assess the overall impact of the program and report to OMB and Congress on these national outcome measures. AMS will review the quality of the information received in subsequent performance reports and modify the outcomes and indicators as needed over time to lead to better results in showing the impact of the SCBGP.

Outcome 1: To enhance the competitiveness of specialty crops through increased sales.
THIS IS MANDATORY FOR ALL MARKETING AND PROMOTION PROJECTS.

Indicator: Sales increased from \$_____ to \$_____ and by _____percent, as result of marketing and/or promotion activities

Marketing and promotion projects focus efforts to sell, advertise, promote, market, and generate publicity, attract new customers, or raise customer awareness for specialty crops or a specialty crop venue. These include, but are not limited to:

- Uses of social media to market and promote;
- Specialty crop local, regional, and national campaigns;
- Specialty crop only tradeshow;
- Website promotion and development;
- Use/development of billboards, radio, television, magazine and email ads, marketing materials such as direct mail, brochures;
- Agritourism;
- Export market development;
- Retail promotions including point-of-purchase items, labels, packaging etc.;
- Farmers market promotions; and

- Marketing and promotion campaigns with an education component directed to consumers.

The specific measure must be expressed as a dollar value and percentage increase in sales of one or more specialty crops in one or more States or foreign markets as a result of marketing and/or promotion activities. For example, an expected outcome of growth in sales from 5% to 10% is not acceptable by itself, but in combination with an increase in sales of \$1 million to \$2 million it is acceptable. This requirement means that an established baseline of sales in dollars must already exist at the time of application. For projects that do not already have a baseline the applicant should determine such a baseline in order to meet the requirement to document the value of sales increases by the end of the project.

Outcome 2: Enhance the competitiveness of specialty crops through increased consumption.

Indicators:

1. Of the total number of children and youth reached,
 - a. The number that gained knowledge about eating more specialty crops
 - b. The number that reported an intention to eat more specialty crops
 - c. The number that reported eating more specialty crops
2. Of the total number of adults reached,
 - a. The number that gained knowledge about eating more specialty crops
 - b. The number that reported an intention to eat more specialty crops
 - c. The number that reported eating more specialty crops
3. Number of new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents)
4. Number of new specialty crops and/or specialty crop products introduced to consumers

Outcome 3: Enhance the competitiveness of specialty crops through increased access and awareness.

Indicators:

1. Of the total number of consumers or wholesale buyers reached,
 - a. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
 - b. The number that reported an intention to access/produce/prepare/preserve specialty crops
 - c. The number that reported supplementing their diets with specialty crops that they produced/preserved/obtained/prepared

2. Of the total number of individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached,
 - a. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
 - b. The number that reported an intention to access/produce/prepare/preserve specialty crops
 - c. The number that reported supplementing their diets with specialty crops that they produced/prepared/preserved/obtained
3. Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops
 - a. _____ farmers markets
 - b. _____ produce at corner stores
 - c. _____ school food programs and other food options (vending machines, school events, etc.)
 - d. _____ grocery stores
 - e. _____ wholesale markets
 - f. _____ food hubs that process, aggregate, distribute, or store specialty crops
 - g. _____ home improvement centers with lawn and garden centers
 - h. _____ lawn and garden centers
 - i. _____ other systems/access points, not noted
 - j. _____ total (if not reported above)
4. Number of new delivery systems/access points offering specialty crops
 - a. _____ farmers markets
 - b. _____ produce at corner stores
 - c. _____ school food programs and other food options (vending machines, school events, etc.)
 - d. _____ grocery stores
 - e. _____ wholesale markets
 - f. _____ food hubs that process, aggregate, distribute, or store specialty crops
 - g. _____ home improvement centers with lawn and garden centers
 - h. _____ lawn and garden centers
 - i. _____ other systems/access points, not noted
 - j. _____ total (if not reported above)

Outcome 4: *Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources.*

Indicators:

1. Numbers of plant/seed releases (i.e., cultivars, drought-tolerant plants, organic, enhanced nutritional composition, etc.)

2. Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources (select at least one below).
 - a. Number of growers/producers indicating adoption of recommended practices
 - b. Number of growers/producers reporting reduction in pesticides, fertilizer, water used/acre
 - c. Number of producers reporting increased dollar returns per acre or reduced costs per acre
 - d. Number of acres in conservation tillage or acres in other best management practices
3. Number of habitat acres established and maintained for the mutual benefit of pollinators and specialty crops

Outcome 5: *Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems*

Indicators:

1. Number of new or improved innovation models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for specialty crop entities including producers, processors, distributors, etc.
2. Number of innovations adopted
3. Number of specialty crop growers/producers (and other members of the specialty crop supply chain) that have increased revenue expressed in dollars
4. Number of new diagnostic systems analyzing specialty crop pests and diseases. [Diagnostic systems refer to, among other things: labs, networks, procedures, access points.]
5. Number of new diagnostic technologies available for detecting plant pests and diseases. [The intent here is not to count individual pieces of equipment or devices, but to enumerate technologies that add to the diagnostic capacity.]
6. Number of first responders trained in early detection and rapid response to combat plant pests and diseases
7. Number of viable technologies/processes developed or modified that will increase specialty crop distribution and/or production_
8. Number of growers/producers that gained knowledge about science-based tools through outreach and education programs

Outcome 6: *Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety*

Indicators:

1. Number of viable technologies developed or modified for the detection and characterization of specialty crop supply contamination from foodborne threats
2. Number of viable prevention, control and intervention strategies for all specialty crop production scales for foodborne threats along the production continuum
3. Number of individuals who learn about prevention, detection, control, and intervention food safety practices and number of those individuals who increase their food safety skills and knowledge
4. Number of improved prevention, detection, control, and intervention technologies
5. Number of reported changes in prevention, detection, control, and intervention strategies

Outcome 7: Enhance the competitiveness of specialty crops through increased understanding of threats to food safety from microbial and chemical sources.

Indicators:

Number of projects focused on:

1. Increased understanding of fecal indicators and pathogens
2. Increased safety of all inputs into the specialty crop chain
3. Increased understanding of the roles of humans, plants and animals as vectors
4. Increased understanding of preharvest and postharvest process impacts on microbial and chemical threats
5. Number of growers or producers obtaining on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices)

Outcome 8: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.

Indicators:

1. Number of new rural careers created
2. Number of new urban careers created
3. Number of jobs maintained/created
4. Number of small businesses maintained/created
5. Increased revenue/increased savings/one-time capital purchases (in dollars)
6. Number of new beginning farmers who went into specialty crop production
7. Number of socially disadvantaged farmers who went into specialty crop production

Appendix C
APPLICATION COVER PAGE
2020 SPECIALTY CROP BLOCK GRANT PROGRAM

Organization Information			
Organization Name:			
PI Contact:			
Full Mailing Address:			
Phone:		Fax:	
Email:		Website:	
Organizational DUNS Number			
SAM.gov Registration Expiration Date (a screenshot of your active registration must also be provided)			
Project Information:			
Project Title:			
Total Project Value:			
SCBG Amount Requested: <i>(Cannot exceed \$100,000)</i>			
Project Duration:			
Targeted Specialty Crop:			

Signature of Organization Representative	Title	Date
<i>By signing you are verifying the attached information is approved by the applying organization.</i>		

Appendix D

2020 SPECIALTY CROP BLOCK GRANT PROGRAM

For each budget category below, list the amount requested for each year and the total request for each category.

If there are no expenses for a particular category please note with a N/A.

This form must be included with your Application Cover Page and Application Narrative.

Category	Amount			Total Requested	Cash Match <i>If applicable</i>
	Year 1	Year 2	Year 3		
Personnel					
Fringe Benefits					
Travel					
Equipment					
Supplies					
Contractual Costs					
Other Costs					
Indirect Costs	\$0.00	\$0.00	\$0.00	\$0.00	
Project Total					
Estimated Program Income					

Appendix E

SCBGP PROJECT PROFILE TEMPLATE (2020)

DEFINITION OF A PROJECT

A project is a set of interrelated tasks with a cohesive, distinct, specified, and defined goal. It follows a planned, organized approach over a fixed period of time and within specific limitations (cost, performance, quality, etc.). Additionally, it uses resources that are specifically allocated to the work of the project and usually involves a team.

Projects are different from other ongoing operations in an organization because, unlike operations, projects have a definitive beginning and end—they have a limited duration. One way to think about this is that a project has an overarching goal that you want to accomplish through a series of individual activities or tasks. Examples of projects could include researching new cultivars or marketing apples through a targeted promotional campaign.

Activities or tasks that could be a part of such projects might include hiring project-specific personnel, purchasing special equipment, holding an educational workshop, or researching specialty crops, to name a few.

INSTRUCTIONS

1. This profile should describe how you will fulfill the goals and objectives of your project and provide key details on the execution, budget, objectives and indicators.
2. To maintain the formatting of this template when copying and pasting text from another source, right-click and select “Keep Text Only” under “Paste Options.”
3. Save your project profile with the filename [LastName]_CTSCBGP_Project Profile .
4. The complete project profile should be emailed to Jaime.Smith@ct.gov as a Microsoft Word document (.doc or .docx), not as a PDF, along with the Application Cover Page, Budget Form, and any letters of support.

PROJECT TITLE

Provide a descriptive project title in 10 words or fewer in the space below.

DURATION OF PROJECT

Projects cannot begin until January 1, 2021 or later. Projects must end by March 1, 2023.

Start Date:

Start Date

End 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 and includes—

- 1. The name of the applicant organization that if awarded a grant will establish an agreement with the Connecticut Department of Agriculture to lead and execute the project,*
- 2. A concise outline the project's outcome(s), and*
- 3. A description of the general tasks to be completed during the project period to fulfill this goal.*

The Project Summary is a summation of intended project activities and outcomes, similar to 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 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.

Suggested Outline: [Name of Organization] will [What will your project achieve?] by [How will you achieve it?]

Example: The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

PROVIDE A LIST OF OBJECTIVES THIS PROJECT WILL ACHIEVE

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

A project's objectives are different from the outcomes and indicators you will outline later in this profile. 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 follows: to adapt lettuce cultivars to environments in which less water and nitrogen will be available and applied.

Objective 1

Objective 2

Objective 3

Add other objectives as necessary

PROJECT BENEFICIARIES

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

You do not need to provide a descriptor for the number of beneficiaries. USDA will collect this number, aggregate, and then communicate the national impact of the program to beneficiaries.

Does this project directly benefit socially disadvantaged farmers as defined below? Yes ☐ No ☐

Does this project directly benefit beginning farmers as defined below? Yes ☐ No ☐

*A **Socially Disadvantaged Farmer** is a farmer who is a member of a Socially Disadvantaged Group. A Socially Disadvantaged Group is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.*

*A **Beginning Farmer** is an individual or entity that has not operated a farm for more than 10 years and substantially participates in the operation.*

If the project directly benefits socially disadvantaged or beginning farmers in any way, you should select "yes". USDA receives requests for projects that benefit socially disadvantaged or beginning farmers and provides project abstracts to the public to explain how each project benefits these groups.

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#). Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp. ☐

CONTINUATION PROJECT INFORMATION

If your project is continuing the efforts of a previously funded SCBG project, address questions A–D below.

If your project is not continuing the efforts of a previously funded SCBG project, leave this section blank and continue with "OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS."

A. DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

B. PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

C. PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

1. What was previously learned from implementing this project, including potential improvements?

2. How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?

D. DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes

☐

No

☐

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

Identify the Federal or State grant program(s).

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

WORK PLAN

Explain the activities that will be performed to accomplish the goals of the project and the budget necessary to complete the project activity.

For each activity:

- Indicate what the activity is (including any travel)
- Who will do the work of each activity (including sub-recipients/contractors)
- When it will be done, including month and year, within the allowable grant period.

Be sure to include the activities related to your monitoring plan and information dissemination

Project Activity	Who	When

EXTERNAL PROJECT SUPPORT

Describe the specialty crop stakeholders who support this project (other than the applicant and organizations involved in the project) and explain why. Letters of support can be attached from these stakeholders.

Letters of support are not required but strongly encouraged by stakeholders.

Who are the specialty crop stakeholders—other than the applicant and organizations involved in the project—who support this project?

Why do these stakeholders support this project?

PROJECT COLLABORATION WITH THE CT DEPARTMENT OF AGRICULTURE

Describe how the applicant will collaborate and coordinate with the Connecticut Department of Agriculture.

EXPECTED MEASURABLE OUTCOMES

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

You must choose one of the eight outcomes listed in Appendix B which were approved by the U.S. Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

OUTCOME MEASURE(S)

Select **ONE** outcome measure applicable for this project from the listing below.

- ☐ **Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- ☐ **Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- ☐ **Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- ☐ **Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- ☐ **Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- ☐ **Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- ☐ **Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- ☐ **Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

- From the Outcome identified above, select at least one indicator listed below (from SCBGP Performance Measures) and its quantifiable result.
- You can select multiple indicators if the Outcome selected has more than one.
- If you need to add clarifying information to an indicator, use brackets [] to designate this information.
- You may delete any outcomes/indicators that are not relevant to your project.

OUTCOME 1: TO ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH INCREASED SALES

Outcome 1 Indicator: Sales increased from \$_____ to \$_____ and by _____ percent as a result of marketing and/or promotion activities.

[Outcome 1 and its corresponding indicator are mandatory for all marketing and promotion projects.]

OUTCOME 2: ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH INCREASED CONSUMPTION

Outcome 2, Indicator 1.a. Of the _____ total number of children and youth reached, the number that gained knowledge about eating more specialty crops: _____.

Outcome 2, Indicator 1.b. Of the _____ total number of children and youth reached, the number that reported an intention to eat more specialty crops: _____.

Outcome 2, Indicator 1.c. Of the ____ total number of children and youth reached, the number that reported eating more specialty crops: ____.

Outcome 2, Indicator 2.a. Of the ____ total number of adults reached, the number that gained knowledge about eating more specialty crops: ____.

Outcome 2, Indicator 2.b. Of the ____ total number of adults reached, the number that reported an intention to eat more specialty crops: ____.

Outcome 2, Indicator 2.c. Of the ____ total number of adults reached, the number that reported eating more specialty crops: ____.

Outcome 2, Indicator 3. Number of new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents) ____.

Outcome 2, Indicator 4. Number of new specialty crops and/or specialty crop products introduced to consumers ____.

OUTCOME 3: ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH INCREASED ACCESS AND AWARENESS

Outcome 3, Indicator 1.a. Of the ____ total number of consumers or wholesale buyers reached, the number that gained knowledge on how to access/produce/prepare/preserve specialty crops: ____.

Outcome 3, Indicator 1.b. Of the ____ total number of consumers or wholesale buyers reached, the number that reported an intention to access/produce/prepare/preserve specialty crops: ____.

Outcome 3, Indicator 1.c. Of the ____ total number of consumers or wholesale buyers reached, the number that reported supplementing their diets with specialty crops that they produced/preserved/obtained/prepared: ____.

Outcome 3, Indicator 2.a. Of the ____ total number of individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached, the number that gained knowledge on how to access/produce/prepare/preserve specialty crops: ____.

Outcome 3, Indicator 2.b. Of the ____ total number of individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached, the number that reported an intention to access/produce/prepare/preserve specialty crops: ____.

Outcome 3, Indicator 2.c. Of the ____ total number of individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached, the number that reported supplementing their diets with specialty crops that they produced/prepared/preserved/obtained: ____.

Outcome 3, Indicator 3. Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops

- a. ____ farmers markets
- b. ____ produce at corner stores
- c. ____ school food programs and other food options (vending machines, school events, etc.)
- d. ____ grocery stores
- e. ____ wholesale markets
- f. ____ food hubs that process, aggregate, distribute, or store specialty crops
- g. ____ home improvement centers with lawn and garden centers

- h. _____ lawn and garden centers
- i. _____ other systems/access points, not noted
- j. _____ total (if not reported above)

Outcome 3, Indicator 4. Number of new delivery systems/access points offering specialty crops

- a. _____ farmers markets
- b. _____ produce at corner stores
- c. _____ school food programs and other food options (vending machines, school events, etc.)
- d. _____ grocery stores
- e. _____ wholesale markets
- f. _____ food hubs that process, aggregate, distribute, or store specialty crops
- g. _____ home improvement centers with lawn and garden centers
- h. _____ lawn and garden centers
- i. _____ other systems/access points, not noted
- j. _____ total (if not reported above)

OUTCOME 4: ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH GREATER CAPACITY OF SUSTAINABLE PRACTICES OF SPECIALTY CROP PRODUCTION RESULTING IN INCREASED YIELD, REDUCED INPUTS, INCREASED EFFICIENCY, INCREASED ECONOMIC RETURN, AND/OR CONSERVATION OF RESOURCES

Outcome 4, Indicator 1. Numbers of plant/seed releases (i.e., cultivars, drought-tolerant plants, organic, enhanced nutritional composition, etc.): _____.

Outcome 4, Indicator 2. Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources (select at least one below).

- a. Number of growers/producers indicating adoption of recommended practices: _____.
- b. Number of growers/producers reporting reduction in pesticides, fertilizer, water used/acre: _____.
- c. Number of producers reporting increased dollar returns per acre or reduced costs per acre: _____.
- d. Number of acres in conservation tillage or acres in other best management practices: _____.

Outcome 4, Indicator 3. Number of habitat acres established and maintained for the mutual benefit of pollinators and specialty crops: _____.

OUTCOME 5: ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH MORE SUSTAINABLE, DIVERSE, AND RESILIENT SPECIALTY CROP SYSTEMS

Outcome 5, Indicator 1. Number of new or improved innovation models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for specialty crop entities including producers, processors, distributors, etc.: _____.

Outcome 5, Indicator 2. Number of innovations adopted: _____.

Outcome 5, Indicator 3. Number of specialty crop growers/producers (and other members of the specialty crop supply chain) that have increased revenue expressed in dollars: _____.

Outcome 5, Indicator 4. Number of new diagnostic systems analyzing specialty crop pests and diseases: _____.
[Diagnostic systems refer to, among other things: labs, networks, procedures, access points.]

Outcome 5, Indicator 5. Number of new diagnostic technologies available for detecting plant pests and diseases: _____. *[The intent here is not to count individual pieces of equipment or devices, but to enumerate technologies that add to the diagnostic capacity.]*

Outcome 5, Indicator 6. Number of first responders trained in early detection and rapid response to combat plant pests and diseases: _____.

Outcome 5, Indicator 7. Number of viable technologies/processes developed or modified that will increase specialty crop distribution and/or production _____.

Outcome 5, Indicator 8. Number of growers/producers that gained knowledge about science-based tools through outreach and education programs _____.

OUTCOME 6: ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH INCREASING THE NUMBER OF VIABLE TECHNOLOGIES TO IMPROVE FOOD SAFETY

Outcome 6, Indicator 1. Number of viable technologies developed or modified for the detection and characterization of specialty crop supply contamination from foodborne threats: _____.

Outcome 6, Indicator 2. Number of viable prevention, control and intervention strategies for all specialty crop production scales for foodborne threats along the production continuum: _____.

Outcome 6, Indicator 3. Number of individuals who learn about prevention, detection, control, and intervention food safety practices and number of those individuals who increase their food safety skills and knowledge: _____.

Outcome 6, Indicator 4. Number of improved prevention, detection, control, and intervention technologies: _____.

Outcome 6, Indicator 5. Number of reported changes in prevention, detection, control, and intervention strategies: _____.

OUTCOME 7: ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH INCREASED UNDERSTANDING OF THREATS TO FOOD SAFETY FROM MICROBIAL AND CHEMICAL SOURCES

Outcome 7, Indicator 1. Number of projects focused on increased understanding of fecal indicators and pathogens: _____.

Outcome 7, Indicator 2. Number of projects focused on increased safety of all inputs into the specialty crop chain: _____.

Outcome 7, Indicator 3. Number of projects focused on increased understanding of the roles of humans, plants and animals as vectors: _____.

Outcome 7, Indicator 4. Number of projects focused on increased understanding of pre-harvest and postharvest process impacts on microbial and chemical threats: _____.

Outcome 7, Indicator 5. Number of growers or producers obtaining on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices): _____.

OUTCOME 8: ENHANCE THE COMPETITIVENESS OF SPECIALTY CROPS THROUGH ENHANCING OR IMPROVING THE ECONOMY AS A RESULT OF SPECIALTY CROP DEVELOPMENT.

Outcome 8, Indicator 1. Number of new rural careers created: _____.

Outcome 8, Indicator 2. Number of new urban careers created: _____.

Outcome 8, Indicator 3. Number of jobs maintained/created: _____.

Outcome 8, Indicator 4. Number of small businesses maintained/created: _____.

Outcome 8, Indicator 5. Increased revenue/increased savings/one-time capital purchases (in dollars): \$_____.

Outcome 8, Indicator 6. Number of new beginning farmers who went into specialty crop production: _____.

Outcome 8, Indicator 7. Number of socially disadvantaged famers who went into specialty crop production: _____.

ADDITIONAL INFORMATION & 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.

Socially Disadvantaged Farmer: A Socially Disadvantaged Farmer is a farmer who is a member of a socially disadvantaged group. A Socially Disadvantaged Group is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Explain how you will collect the required data to report on the outcome(s) and indicator(s) in the space below.

SHARING RESULTS AND/OR BENEFITS

Explain how you will share the results and/or benefits of the project with specialty crop growers and other interested specialty crop stakeholders.

BUDGET NARRATIVE

A thorough and detailed budget must be submitted with the application packet. **No administrative/indirect costs may be allotted to the budgeted project.** Please round totals to the next whole dollar. **See also Appendix A – Allowable/Unallowable Costs and Activities.**

As a reminder, cash-match contributions are highly encouraged and detailed descriptions should be included with the budget estimations under the matching funds category. **Matching funds should only be described under the separate matching funds category at the end of the narrative.**

Do not:

1. Leave a budget category justification blank if expenses in that category are requested.
2. Use arbitrary estimates when developing a project's budget.

Expense Category	SCBGP Funds Requested	Total Project Cost
Personnel		
Fringe Benefits		
Travel		
Equipment		
Supplies		
Contractual		
Other		
Subtotal		

SCBG Budget	\$
Cash Match	\$
Total Project Costs	\$

PERSONNEL

NEW Personnel expenses **cannot exceed 25% of the grant request**. Personnel expenses can be charged for anyone specifically related to project execution to enhance the competitiveness of specialty crops.

Those employed elsewhere would be listed as subcontractors or consultants in the "CONTRACTUAL" category. General administrative/indirect or accounting expenses are not considered acceptable.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1			
2			
3			

Personnel Subtotal	\$
---------------------------	-----------

PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

Personnel 1:

Personnel 2:

Personnel 3:

Add other Personnel as necessary

FRINGE BENEFITS

NEW Fringe benefit expenses cannot 15% of the grant request. Fringe benefit expenses can be charged for anyone specifically related to project execution to enhance the competitiveness of specialty crops.

Provide the fringe benefit rate for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

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

Fringe Subtotal	\$
------------------------	-----------

TRAVEL

Explain the purpose for each Trip Destination. **Foreign/international travel is unallowable.**

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

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

Travel Subtotal	\$
-----------------	----

TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

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

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

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

Add other Trips as necessary

CONFORMING WITH YOUR TRAVEL POLICY

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

☐

EQUIPMENT

Describe any **special purpose equipment** to be purchased or rented under the grant.

"Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that **equals or exceeds \$5,000 per unit** and is used only for research, medical, scientific, or other technical activities. If an item's per unit costs is under \$5,000 include it under the Supplies budget category.

Rental of "general purpose equipment" must also be described in this section. **Purchase of general purpose equipment is not allowable under this grant.**

The use, management and disposition of equipment by the Grantee shall be in accordance with [2 C.F.R. § 200.313](#) and [2 C.F.R. § 200.315](#), as applicable.

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

Equipment Subtotal	\$
---------------------------	-----------

EQUIPMENT JUSTIFICATION

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

Equipment 1:

Equipment 2:

Equipment 3:

Add other equipment as necessary

SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops.

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

Supplies Subtotal	\$
--------------------------	-----------

SUPPLIES JUSTIFICATION

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

CONTRACTUAL/CONSULTANT

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

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.

Compensation for individual consultant services should be reasonable and consistent with that paid for similar services in the marketplace. Consultants may not exceed \$157,100 annually or \$75.28 per hour. This does not include fringe, travel, indirect, or other costs.

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1			
2			
3			
4			

Contractual/Consultant Subtotal	\$
--	-----------

CONTRACTUAL JUSTIFICATION

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity.

Compensation for individual consultant services should be reasonable and consistent with that paid for similar services in the marketplace. Consultants may not exceed \$157,100 annually or \$75.28 per hour. This does not include fringe, travel, indirect, or other costs.

See Appendix A - Allowable and Unallowable Costs and Activities for acceptable justifications. Add more contractors/consultants by copying and pasting the existing listing or delete those that aren't necessary.

Contractor/Consultant 1:

Contractor/Consultant 2:

Contractor/Consultant 3:

Add other Contractors/Consultants as necessary

CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317-326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.



OTHER

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

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

Other Subtotal	\$
-----------------------	-----------

OTHER JUSTIFICATION

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

PROGRAM INCOME

Program income is gross income directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance.

Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

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

Program Income Total	\$
-----------------------------	-----------

MATCHING FUNDS

While no cash match is required for this program, applicants contributing a cash match to the project shall be given additional consideration. This is applicable to cash matches only. Please clearly outline the applicant's cash contribution and what it is responsible for in the overall project. Describe the source and nature of any matching funds that will be provided for the project.

Contributing Organization/Individual	Funds Contributed

Matching Funds Total	\$
-----------------------------	-----------