



**2016 Request for Applications  
Specialty Crop Block Grant Program  
Kansas Department of Agriculture**

**Program Contact**

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## Introduction

The Kansas Department of Agriculture (KDA) is accepting applications for the 2016 Specialty Crop Block Grant program. Funds for the program are awarded to the agency by the U.S. Department of Agriculture's (USDA's) Agricultural Marketing Service (AMS). The funds are in turn granted to projects and organizations that promote the competitiveness of specialty crops.

The purpose of the Specialty Crop Block Grant program is to solely enhance the competitiveness of specialty crops. Specialty crops are defined by the USDA as "fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture.)"

Each state that submits an application that is reviewed and approved by the Agricultural Marketing Service is to receive at least an amount that is equal to the higher of \$100,000, or 1/3 of 1 percent of the total amount of funding made available for that fiscal year. In addition, AMS will allocate the remainder of the grant funds based on the value of specialty crop production in each state in relation to the national value of specialty crop production using the latest available cash receipt data. In 2013, Kansas received \$239,566.58. In 2014, Kansas received \$314,370.338 and \$319,419.76 in 2015. Kansas is expected to receive approximately \$283,492.81 for the 2016 grant cycle.

Applicants may apply for up to \$75,000 for their projects. A one to one match is strongly encouraged, but such a match is not required. In-kind contributions are allowed to count toward the match; however, at least some cash match would be preferred. Applicants will be scored on their ability to provide a match.

Applications must address all of the information requested on the following pages in order to be considered by a team of KDA reviewers. Incomplete applications will not be reviewed. The team will rate proposals on their ability to successfully promote specialty crops in Kansas and make a positive impact on the Kansas economy. Those recommendations will be made to the Secretary of Agriculture, who will make the final awards.

**Failure to meet reporting deadlines or provide other contractual materials will impact future awards. Please ensure that you will be able to meet quarterly, annual and final reporting deadlines before submitting an application for this grant.**

Applications for grant funds should describe how the project potentially impacts and produces measurable outcomes for the specialty crop industry and/or the public, rather than a single organization, institution, or individual. Grant funds will not be awarded for projects that solely benefit a particular commercial product or provide a profit to a single organization, institution, or individual. Single organizations, institutions, and individuals are encouraged to participate as project partners. Other associations and organizations that are encouraged to apply for these grants are schools, colleges and universities, extension programs and research institutions.

The USDA encourages projects that promote specialty crop production and consumption among beginning and socially disadvantaged farmers or ranchers.

- A **Beginning Farmer or Rancher** is an individual or entity that has not operated a farm or ranch for more than 10 years and substantially participates in the operation.
- A **Socially Disadvantaged Farmer or Rancher** is a farmer or rancher 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 part of an individual's income is derived from any public assistance program.

The Kansas Department of Agriculture seeks to fund projects that primarily fit into the following areas:

### **Economic development**

- Improving efficiency and reducing costs of distribution systems, including projects that seek to understand gaps in systems and supply/demand issues related to specialty crops;
- Investing in specialty crop research, including research on the feasibility of growing novel specialty crops that aren't currently produced (or are produced in very small quantities) in Kansas;
- Controlling pests and disease, as well as addressing issues such as pesticide drift that affect specialty crops; and
- Regional efforts to start incubator or community kitchen projects to encourage the development of value-added products from specialty crops.

### **Education**

- Increasing child and adult nutrition knowledge and consumption of specialty crops;
- Developing materials to better educate specialty crop producers and buyers on food safety practices, including Good Agricultural Practices (GAPs), Good Handling Practices and Good Manufacturing Practices; and
- Projects that create awareness of Kansas specialty crops for consumers.

Funding will be available for projects that are one-year in duration. The grant period must begin no later than September 30, 2016 or as soon as the funding is released by USDA if later and end no later than September 29, 2017 or one year from issuance of funds if later than October 1, 2016.

Please review the lists of previous Specialty Crop Block Grant award winners from Kansas. Those lists are available on the KDA website.

**Complete applications must be sent to KDA no later than 5 p.m. on May 16, 2016.** Please e-mail your finished application, with the attached cover sheets, to both [kellen.liebsch@kda.ks.gov](mailto:kellen.liebsch@kda.ks.gov) and [ksag@kda.ks.gov](mailto:ksag@kda.ks.gov). Also, please send a signed copy by fax (785-564-6777) or by mail to the following address:

Kellen L. Liebsch  
Kansas Department of Agriculture  
1320 Research Park Drive  
Manhattan, KS 66502

For more information or other assistance with this application or this program, please contact:

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# 2016 Kansas Department of Agriculture Specialty Crop Block Grant Application

## COVER SHEET

Please use the attached cover sheet to provide name and contact information; federal tax identification number (DUNS number); industry sector; project title; brief discussion of funding from other sources; the total project cost; the grant request; and any additional match dollars.

### Cover Sheet Available at:

<http://agriculture.ks.gov/docs/default-source/ag-marketing/2013-application-cover-sheet.pdf?sfvrsn=0>

All successful applicants must have a DUNS number to receive federal funds. If you do not have a DUNS number, visit <http://www.grants.gov/web/grants/applicants/organization-registration/step-1-obtain-duns-number.html> to apply for one.

### Application Template, Word Document Template Available at:

<http://agriculture.ks.gov/ksda-services/grants-and-cost-share-programs/specialty-crop-block-grant>

### **Project Title** (15 words or less)

**Abstract** - Include a project summary of 250 words or less suitable for dissemination to the public. It should include the need for the project, a brief description of the goals and outcomes, and your plan for evaluating and measuring the success of the project or program.

**Project Partner Organization** - Include the name of the applicant organization that will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project.

### **Project Purpose**

- What is the specific issue, problem or need that the project will address?
- Why is the project important and timely?
- What are the objectives of the project?
- If any of the project activities or costs has the potential to enhance the competitiveness of non-specialty crops (ex: farmers market, general buy local, CSA etc.) describe the methods or processes

you will implement to verify all grant funds are expended on activities and costs that only enhance the competitiveness of eligible specialty crops. If you propose a cost-share or match to cover non-specialty crop activities and costs, include the specific costs or contributions proposed to meet the cost-share or match, the source of funding or contributions, and describe how you determined the appropriate amount of cost-share or match. See the [Request for Applications](#) section 3.4 Cost Sharing and Matching for guidance on documentation standards.

- If the project is a continuation of a project that the Specialty Crop Block Grant Program (SCBGP) funded previously, describe how the project differs from and builds on the previous project's efforts. Describe also the likelihood of the project becoming self-sustaining and not indefinitely dependent on grant funds. Specifically, provide a summary (3 to 5 sentences per project) of the accomplishments of the previous project that have led you to seek continued funding.
- Have you submitted the project to another Federal or State grant program other than the SCBGP for funding and/or is another Federal or State grant program other than the SCBGP funding the project currently?
  - If no, indicate that you have not.
  - If yes, identify the Federal and/or State grant program by name and describe how the new project differs from and supplements efforts of the SCBGP and the other Federal or State grant program rather than duplicates funding efforts. The SCBGP will not fund duplicative projects.

**Potential Impact** - This section must show how the project benefits the specialty crop industry and/or the public or multiple states rather than only a particular commercial product, single organization, institution, or individual.

- Who are the specialty crop beneficiaries of the project?
- How many specialty crop beneficiaries will the project benefit?
- How will the project benefit the specialty crop beneficiaries?
- What is the potential economic impact of the project if it can be estimated?
- If applicable, how will the project have a multi-state (benefitting two more or states) or national impact?

**Expected Measurable Outcomes** - Provide at least one distinct, quantifiable, measurable project outcome that solely supports enhancing the competitiveness of eligible specialty crops. If the outcome measures are long-term and occur after the project's completion, then identify an intermediate outcome that occurs before the end of the grant period and that is expected to help lead to the fulfillment of long-term outcomes. For further information on expected measurable outcomes, please see the [Outcomes Model](#).

- Provide a GOAL - A goal is what you hope to achieve as a result of conducting the activities and producing the outputs (tangible results that can be seen, touched, handled, or moved about) of the

project. Examples of outcome-oriented goals could include a change in knowledge, change in behavior, change in conditions that make a difference for the beneficiaries of the project.

**GOAL:**

- Provide a **PERFORMANCE MEASURE**. Identify a performance measure for each goal that you will use to measure the actual project results compared to the expected results. These are usually expressed in quantifiable terms and should be objective and measurable (numeric values, percentages, scores and indices, although in certain circumstances qualitative measures are appropriate).

**PERFORMANCE MEASURE:**

- Provide a **BENCHMARK** - For each performance measure provided, include benchmark. The benchmark is the baseline data against which you will measure your success. Examples of a benchmark could include current or initial level of knowledge, current behavior, or current conditions.

**BENCHMARK:**

- Provide a **TARGET**- For each benchmark provided, indicate the **TARGET**. The **TARGET** is the level of change that you anticipate by the completion of the project. This is **NOT** the target audience or target population.

**TARGET:**

- Provide your **PERFORMANCE MONITORING PLAN**. How will you monitor your progress toward achieving each **GOAL**?
- What are your data sources for monitoring performance? For example, will you conduct surveys or use questionnaires?
- How will you collect the required data? Be sure to include the frequency of your data collection.

- Describe how you will share the results of the project with specialty crop growers and other interested specialty crop stakeholders.

**Work Plan**

<p><b>Project Activity</b> - Describe the project activities that are necessary to accomplish the objectives. Make sure you include your performance monitoring/data collection activities.</p>	<p><b>Who will do the work?</b> Indicate the project participants who will do the work of each activity, including subrecipients, and/or contractors. If you request grant funds for personnel and contractors, you must include them in the work plan to demonstrate the requested funding is warranted. If you request funds for travel, these activities must also be included.</p>	<p><b>When will the activity be accomplished?</b> Include a timeline that indicates when each activity will occur (at least month and year) and beginning and end dates for the project. Make sure the work plan timeline shows that the project will be completed within the allowable grant period.</p>



**Project Commitment** – Describe the specialty crop stakeholders other than the applicant, individuals and organizations involved in the project who support this project and why.

**Budget Narrative**

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. If any matching funds will be used and a description of their use is required by the State department of agriculture, the expenses to be covered with matching funds must be described separately. Applicants should review the [Request for Applications](#) section 4.7 Funding Restrictions prior to developing their budget narrative.

<b>Budget Summary</b>	
Expense Category	Funds Requested
Personnel	
Fringe Benefits	
Travel	
Equipment	
Supplies	
Contractual	
Other	
Direct Costs Subtotal	
Indirect Costs	

<b>Total Budget</b>	
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- **Personnel** – List the organization’s employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the [Request for Applications](#) section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct and Indirect Costs Consistently under section 4.6.1 for further guidance.

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

<b>Personnel Subtotal</b>	
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- **Fringe Benefits** - Provide the fringe benefit rates for each of the project’s salaried employees described in the Personnel section that will be paid with SCBGP funds.

Name/Title	Fringe Benefit Rate	Funds Requested

**Fringe Subtotal**

**Travel** - Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the [Request for Applications](#) section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

Trip Destination	Purpose of the Trip	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	Number of Units	Cost per Unit	Number of Travelers Claiming the Expense	Funds Requested

**Travel Subtotal**

Additional justification of travel expenses, as needed:

- **Equipment** - Describe any special purpose equipment to be purchased or rented under the grant. “Special purpose equipment” is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the [Request for Applications](#) section

4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See [Request for Applications](#) section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

Item Description	Justification for Equipment	Rental or Purchase	Funds Requested

<b>Equipment Subtotal</b>	
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- **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. See [Request for Applications](#) section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Justification for Supplies	Per-Unit Cost	Number of Units/Pieces Purchased	Funds Requested

<b>Supplies Subtotal</b>	
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- **Contractual/Consultant** – Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)
  - If the contractor/consultant has already been selected, please verify that the State applicant followed the same policies and procedures it uses for procurements from its non-federal sources. For all non-State applicants, please verify that the applicant used its own procurement procedures which reflect applicable State and local laws and regulations and conform to the Federal laws and standards as applicable.
  - If a contractor/consultant has not yet been selected, provide an acknowledgement that the procurement processes have not yet been conducted and an assurance that the State applicant

will follow the same policies and procedures it uses for procurements from its non-federal sources. For all non-State applicants, provide an acknowledgement that the procurement processes have not yet been conducted, and an assurance that the applicant will use its own procurement procedures which reflect applicable State and local laws and regulations and conform to the Federal law and standards as applicable.

- 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.
- If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2014/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses. See [Request for Applications](#) section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

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

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See [Request for Applications](#) section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Justification of the Expense	Per-Unit Cost	Number of Units	Funds Requested

<b>Other Subtotal</b>	
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**Indirect Costs** – The indirect cost rate must not exceed the rate established by the State department of agriculture and cannot exceed 8 percent of any project’s budget. Indirect costs are any costs that are incurred for common or joint objectives that therefore, cannot be readily identified with an individual project, program, or organizational activity. They generally include facilities operation and maintenance costs, depreciation, and administrative expenses. See [Request for Applications](#) section 4.7.1 Limit on Administrative Costs and Presenting Direct and Indirect Costs Consistently for further guidance.

Indirect Cost Rate	Funds Requested

<b>Indirect Subtotal</b>	
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- **Program Income** - Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

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

<b>Program Income Total</b>	
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**MULTI-STATE PROJECTS**

If submitting a proposal that involves more than one state, please provide the following information in this section:

- Which other states are participating?
- How will all states collaborate effectively?
- Has each state participating in the project submitted the project in their state plan?
- Which state is taking the coordinating role (State will be responsible for performance reporting)?
- What percent of the budget is covered by each state?

## Project Evaluation Rubric

All proposals will be reviewed by a review panel that is appointed by the Kansas Secretary of Agriculture. The Kansas Secretary of Agriculture will make the final decision, based on recommendations from the panel.

Project Area	Criteria	Maximum Points Awarded	Points Received
Project Need	<ol style="list-style-type: none"> <li>1. How effective is the project at enhancing the competitiveness of specialty crops in Kansas?</li> <li>2. Does the project have long-term benefits to help increase specialty crop production in Kansas?</li> <li>3. Does the project help increase the sale or awareness of specialty crops; provide research on a specialty crop dealing with increasing production, distribution or process; or help specialty crop producers improve distribution or production practices, or lower production cost/risk?</li> </ol>	35	
Measurable Outcomes	<ol style="list-style-type: none"> <li>1. Is there at least one quantifiable, measurable outcome?</li> <li>2. Are the outcomes definable and measurable?</li> <li>3. Are the outcomes of the project worth the total investment?</li> <li>4. Is there outreach to share information learned with the public?</li> </ol>	25	
Budget	<ol style="list-style-type: none"> <li>1. Is the budget realistic for the project, and are expenses reasonable for the project?</li> <li>2. Is there a detailed budget for personnel, operating, consultants and other costs?</li> </ol>	15	
Feasibility	<ol style="list-style-type: none"> <li>1. Does the project have a quality work plan?</li> <li>2. Is the project timeline appropriate?</li> <li>3. Has the project identified other areas of funding that could sustain it in the future?</li> </ol>	10	
Industry Support	<ol style="list-style-type: none"> <li>1. Is there evidence of industry-wide support for the program?</li> <li>2. Does the project partner with other organizations/institutions?</li> </ol>	10	
Matching Funds	<ol style="list-style-type: none"> <li>1. Are there matching funds or in-kind donations for the project?</li> </ol>	5	
Total		100	

## **Additional Information**

The following information is from the USDA's full grant guidance document. For more information, please visit the USDA's Agricultural Marketing Service website at <http://www.ams.usda.gov/AMSV1.0/scbgrp>.

### **EXAMPLES OF UNACCEPTABLE PROJECTS**

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

### **EXAMPLES OF ACCEPTABLE PROJECTS**

- A State requests funding to contract with a university to conduct research on the feasibility of planting, cultivating, and growing a specialty crop in a particular area, the results of which can be shared with many growers throughout the State.
- A single grower requests funds to demonstrate the viability of organic small fruit production and partners with Cooperative Extension to publicize the working model of diversification to other regional growers.
- A single company requests funds to provide a viable pollination alternative to specialty crop stakeholders in the region, which currently does not have one.
- A single specialty crop organization requests funds to conduct an advertising campaign that will benefit their specialty crop members.
- A single farmer erects high tunnels on their property to extend the growing season of tomatoes and lettuce and conducts a field day and farm tour to encourage other small family farmers to adopt the production methods.

### **ALLOWABLE COSTS**

All awards and subawards are subject to those cost principles applicable to the particular organization concerned. For example, if a state government subawards to a university, the cost principles applicable to a university will apply. Please refer to the applicable cost principles when developing your project activities and budget. You may reference the USDA document [Appendix A List of Selected Items of Cost Contained in OMB Cost Principles Regulations](#) to locate the principles applied in establishing the allowability or unallowability of specific items of cost. All costs must be associated with project activities that enhance the competitiveness of specialty crops.

## **RESTRICTIONS AND LIMITATIONS ON GRANT FUNDS**

- Grant funds shall supplement the expenditure of State funds in support of specialty crops grown in that State, rather than replace State funds.
- Grant funds may not be used to fund political activities in accordance with provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7321-7326).
- Development or participation in lobbying activities pursuant to 31 U.S.C. 1352 including costs of membership in organizations substantially engaged in lobbying are unallowable.
- Capital expenditures for general purpose equipment, buildings, and land are unallowable as direct and indirect charges.

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

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

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

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

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

- Rental costs of buildings and equipment are allowable as direct costs in accordance with the cost principles in Subpart T of 7 CFR 3015.
- Hourly contractual costs exceeding the cap of a CS-14 step 10 Federal employee in your area have been added as an unallowable cost unless an acceptable justification is provided.

## **MULTI-STATE PROJECTS**

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



A project is multi-state when an organization receives SCBGP-FB funding from more than one state to execute the same or multiple components of the same project. The project must be identified as a multi-state project through the inclusion of a multi-state section in the project profile. In addition, all states reviewing the proposal need to be aware that the project is multi-state so that they can collectively decide to fund it.

A high-quality multi-state project proposal will have clearly focused objectives; direct involvement of each participant in the accomplishment of the stated objectives; and evidence that the project proposal has been peer-reviewed.

If interested in working with a particular state or states, please contact the Specialty Crop Block Grant Program office in that state. Contact information for those offices may be viewed by clicking [here](#).

## **STEPS TO DEVELOPING OUTCOME MEASURES**

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

### **1) DETERMINE WHAT THE PROJECT WILL ACCOMPLISH, I.E., THE INTENDED RESULTS OF THE PROJECT, GENERALLY EXPRESSED AS A GOAL OR OBJECTIVE**

Goals or objectives should be: a) based on a needs analysis and be specific, realistic results you hope to achieve through the project activities; b) specific; and c) outcome-oriented. Outcome-oriented objectives identify the ultimate result, while the work plan activities identify how you intend to achieve the objectives. When developing outcome-oriented objectives, ask yourself, “why” you are performing each grant activity; and specify not only what will be achieved, but also when those results will be achieved.

### **2) FIGURE OUT HOW TO MEASURE THE RESULTS AND SELECT THE PERFORMANCE MEASURE**

For each objective identified in step 1, select the performance measure. Performance measures are measures/indicators used to observe progress and measure actual results compared to expected results. They are usually expressed in quantifiable terms and should be objective and measurable (numeric values, percentages, scores and indices); although in certain circumstances qualitative measures are appropriate.

### **3) DETERMINE THE BENCHMARK FOR EACH MEASURE AND SET TARGET GOALS FOR FUTURE PERFORMANCE**

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

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

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

If you are starting up a new project or trying new approaches remember that little or no measurable progress will be evident in the project start-up phase. This delay in seeing measurable results should be reflected in target-setting. When setting targets, you should take into account external factors that influence your success.

You may have a grand ultimate goal, but you should view annual targets as small steps toward that ultimate goal.

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

#### 4) DEVELOP YOUR PERFORMANCE MONITORING PLAN OR DATA COLLECTION PLAN

Define who your data sources are and how the data will be collected. If the project involves a survey, provide some information about the nature of the questions that will be asked, the methodology to be used and the population to be surveyed. If a draft questionnaire is available, you may want to include a copy with the application. Outline how data gathered will be used to correct deficiencies and improve performance, both as it gathered and analyzed and in subsequent project periods. This data collection plan should be integrated into your work plan and budget. Define who your data sources are and how the data will be collected. If the project involves a survey, provide some information about the nature of the questions that will be asked, the methodology to be used and the population to be surveyed. If a draft questionnaire is available, you may want to include a copy with the application. Outline how data gathered will be used to correct deficiencies and improve performance, both as it is gathered and analyzed and in subsequent project periods. This data collection plan should be integrated into your work plan and budget. When expected measurable outcomes are monitored outside the grant period, include the performance monitoring plan in the expected measureable outcomes section and indicate how monitoring will occur after the grant period ends without Specialty Crop Block Grant Program funding.

### **EXAMPLES OF OUTCOME MEASURES**

The following are examples of outcome measures.

#### **EXAMPLE 1**

The GOAL of this project is to promote specialty crop X in Mexico in order to increase the volume.

Volume Increase:

BENCHMARK 2007: Actual volume (20# equiv. cases) of specialty crop exported to Mexico: 53,969

TARGET 2008: 60,000

TARGET 2009: 70,000

TARGET 2010: 80,000

PERFORMANCE MEASURE: Derive from specialty crop commission assessment reports at the end of each year.

#### **EXAMPLE 2**

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

#### **EXAMPLE 3**

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

**EXAMPLE 4**

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

**EXAMPLE 5**

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

**EXAMPLE 6**

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

**EXAMPLE 7**

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

**EXAMPLES OF WORK PLANS**

**EXAMPLE 1**

<b>Project Activity</b>	<b>Who</b>	<b>Timeline</b>
Assemble the specialty crop steering committee to provide direction throughout project	Agricultural Marketing Council, specialty crop industry representatives from the mushroom, apple, and peach councils	January 2008
Develop statement of work for literature review	Ag Marketing Council	January
Procure literature reviewer	ABC Consultant	February – March
Prioritize research gaps; develop/issue Request for Proposals (RFP) for original research	ABC Consultant	March – April
Receive proposals; distribute to steering committee	ABC Consultant	April – May

Review and select proposals	Specialty crop steering committee	April – May
As appropriate, refer proposals to individual commodity research and promotion programs	Specialty crop steering committee and individual research and promotion programs	April – May
Develop and execute research grant agreements for selected projects	Ag Marketing Council	May – June
Obtain progress reports from researchers; synthesize for steering committee	Ag Marketing Council	September, December, March 2009, June 2009
Disseminate research results to steering committee and SCBGP-FB showing progress toward project outcomes	Ag Marketing Council	June 2009

**EXAMPLE 2**

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

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

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

**EXAMPLE 3**

<b>Project Activity</b>	<b>Who</b>	<b>Timeline</b>
Create a survey to assess growers' background, current pest control program, and perceptions of IPM	State University Personnel	Begin January 2009 0 - 4 months
Administer survey to about 200 vegetable growers at an annual local growers meeting	Cooperative Extension Personnel	4 - 5 months
Compile survey results for background info on general practices and attitudes	Cooperative Extension Personnel	5 - 6 months
Review surveys for likely cooperator candidates	State University Personnel	5 months
Interview and select candidates for one-on-one IPM and biocontrol training and a control group	State University Personnel	6 months
Meet weekly with selected growers at crop initiation (greenhouse)	State University Personnel	4 - 6 months
Conduct periodic scouting visits during crop growth	Cooperative Extension Personnel	Every 2 months
Meet weekly with selected growers at crop fruition (field)	State University Personnel	10 - 13 months
Collect data from both grower groups on pest densities, crop damage, crop yield and quality, pesticide usage, pest management costs and other pest mgmt. techniques used by growers	State University Personnel	14 - 15 months
Survey growers completing year one in the IPM program as to attitudes and understanding of IPM techniques	Cooperative Extension Personnel	10 months
Compare survey results to initial survey; assess impact of program outcomes	State University Personnel	10 - 11 months
Incorporate most successful ideas/ techniques into IPM field guide with scouting procedures, pest life	State University Personnel	10 - 13 months

cycle calendars, and cultural controls, reduced-risk pesticides, and biocontrol Cooperative Extension Personnel options for different pests		
Develop/ deliver annual grower workshops to introduce/ improve field guide	Cooperative Extension Personnel	27 - 36 months

### HELP WITH BUDGET NARRATIVES

The following examples, provided by the USDA, could assist you in constructing your budget narratives.

#### Personnel (\$27,000.00)

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

#### Fringe Benefits (\$9,585.00)

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

#### Travel (\$1,608.00)

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

#### Equipment (\$5,000.00)

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

#### Supplies (\$4,446.00)

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

**Contractual (\$23,000.00)**

Stipends for GAP/GHP Video Shoot/Edit: flat fee stipends for 5 youth at \$2,000.00 each (**\$10,000.00**) to be coordinated through County Extension Hmong Youth Film Project. Youth will film and edit video in close collaboration with DA staff and under supervision of SU Hmong Outreach Coordinator.

Online Toolkit Development and Adaptation: this flat rate **\$10,000.00** contract will take the online toolkit donated by University State X, and adapt it for DA use and web specifications. Any leftover funds will develop State-specific content for the toolkit.

Processing Study Analysis: this hourly rate **\$3,000.00** (\$20/hr X 150 hrs) contract will analyze the production information on processing needs of growers and current availability of processing facilities and compile a report.

**Other (\$7,493.00)**

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

**Indirect Cost (\$2,874.00)**

2 percent (**\$2,874.00**)

**Program Income (\$4,750.00)**

Registration Fee for 8 week workshop series - **\$2,500.00**

Apprentice fee - **\$2,250.00**

The income derived from this project will be reinvested into the program to support specialty crop farmers and help sustain and grow the project.

**PROJECT OVERSIGHT EXAMPLE**

The following information from the USDA may help in writing your project oversight statement.

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

**PROJECT COMMITMENT EXAMPLE**

The following information from the USDA may help in the construction of your project commitment statement.

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