1. **Project Purpose:**

Within this section, address each of the following questions:

* Which of the five project types will the project address?
* What is the geographic target area the project will impact?
* What specialty crop(s) is/are the focus of the project?
* What is the specific issue, problem or need the project will address?
  + If research, what research question will be answered?
  + Include data and/or estimates that describe the extent of the problem.
  + If applicable provide a literature review sufficient to demonstrate the current state of knowledge about the topic and how the proposed work will build on it or address any gaps.*\*Do not include footnotes. Works cited should be included on a separate Reference page.*
* Why is the project important and timely?
* How will the completion of the project impact the competitiveness of specialty crops regionally or nationally?
* If the proposal is highly technical, indicate how, if it is proven successful in the laboratory, the technology or approach will be tested in real-world conditions, and how specialty crop producers and processors may benefit.
* If some aspect of the proposal was previously funded by the SCBGP and/or the SCMP, how does the proposal differ from and build upon the previous project’s efforts?

1. **Other Federal Award Programs:**

Indicate whether the proposal has been submitted or will be submitted to another Federal award program. If so, identify the program. If not, state “This project has not been submitted to or funded by another federal grant program.”

1. **Work Plan:**

Using the table below, describe the major project activities, who will do the work and when (month and year the project activity will be completed):

|  |  |  |
| --- | --- | --- |
| **Project Activity** | **Performed by** | **Timeline** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

*\*Applicants may adjust the column width for each section or add additional rows as needed. Do not adjust the margins.*

1. **Potential Impact:**

Within this section, address all of the following:

* Who are the specialty crop beneficiaries of the project?
* How many specialty crop beneficiaries will benefit from the project?
* How will the specialty crop beneficiaries benefit from the project?
* What states and/or regions will benefit from the project?
* What is the targeted economic impact of the project?

1. **Expected Measurable Outcomes:**

Complete the applicable sections of [Outcome Measures Template](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/SCMPdocs/4-1_2017SCMP_CaliforniaOutcomeMeasuresTemplate.docx) and copy the appropriate outcome measure(s) and indicator(s) here. For applicants developing their own outcome measures, provide the outcome measures here, in a format consistent with the Outcome Measures Template.

1. **Project Deliverables:**

List any expected deliverables that will result from the project other than the required final report.

1. **Outreach Plan:**

Describe how the project results will be shared with and disseminated to the target audience.